

24.02.2011 – 07:36 Uhr

## **EANS-Adhoc: Fielmann External sales: EUR 1.16 billion Dividend: EUR 2.40 per share 2011: cause for optimism at the start of the year**

-----  
 ad-hoc disclosure pursuant to section 15 of the WpHG transmitted by euro  
 adhoc with the aim of a Europe-wide distribution. The issuer is solely  
 responsible for the content of this announcement.  
 -----

Preliminary figures for the 2010 financial year

24.02.2011

Our expectations for the 2010 financial year have been met. Sales of glasses increased to 6.5 million pairs (previous year: 6.4 million pairs). External sales incl. VAT rose to EUR 1.16 billion (previous year: EUR 1.11 billion) and consolidated sales grew to EUR 994 million (previous year: EUR 953 million). The pre-tax result amounts to an estimated EUR 170 million (previous year: EUR 162.5 million) and the annual net income stands at EUR 119 million (previous year: EUR 114.3 million). At the end of the reporting year, Fielmann runs 655 branches (previous year: 644).

As a result of the company's good development and available liquidity, the Supervisory Board and Management Board recommendation for the Annual General Meeting on 7 July 2011 is to pay a dividend of EUR 2.40 per share for the 2010 financial year (previous year: EUR 2.00).

One reason for our success is our competent and dedicated staff. Fielmann, which is the market leader, created 498 additional positions in the reporting year. As at the end of 2010, the company employed 13,733 members of staff (previous year: 13,235), of whom 2,674 were trainees (previous year: 2,497). Fielmann is the largest employer and trainer in the German optical industry. The company's success in training is reflected in national awards. Fielmann is confident that it can strengthen its market position. Consumers buy from companies that guarantee high quality at fair prices: and in the optical industry, that means Fielmann. Financial independence is giving us the opportunity to drive forward our expansion. The first few weeks of the current financial year are giving cause for optimism.

Hamburg, February 2011

Fielmann Aktiengesellschaft The Management Board

end of announcement                      euro adhoc  
 -----

Further inquiry note:

Ulrich Brockmann  
 Head of Finance  
 Telefon: +49(0)40 27076-442  
 E-Mail: u.brockmann@fielmann.com

Branche: Retail  
 ISIN: DE0005772206  
 WKN: 577220  
 Index: MDAX, CDAX, Classic All Share, Prime All Share  
 Börsen: Frankfurt / regulated dealing/prime standard  
 Stuttgart / free trade  
 Berlin / regulated dealing  
 Hamburg / regulated dealing  
 Düsseldorf / regulated dealing  
 Hannover / regulated dealing  
 München / regulated dealing