

## **CeWe Color earnings somewhat under-exposed**

Restructuring reduces earnings again

Hamburg – For leading European photofinishing company CeWe Color Holding, pre-tax losses increased to 4 (1.5) million euros in the first nine months of the year. Due to further restructuring expenses, 0.44 euros per share was lost after taxes.

The company confirmed its earnings targets for the full year: earnings before restructuring expenses are expected to be at "20 to 25 million euros". After restructuring expenses "10 to 15 million euros" are to remain. S-Dax listed CeWe Color developed far weaker than the market in general yesterday. The price dropped by 0.4% to 22.73 euros. The company is currently valued at 123 million euros on the stock exchange.

Chairman of the Board of Management Rolf Hollander pointed out that the photofinishing company's earnings had been reduced by an average of 10 million euros a year in restructuring costs over the past five years. These extraordinary expenses had resulted in a good basis being created for France to develop high-yield business there.

"In the coming few years, earnings will benefit from the fact that there will no longer be any restructuring costs due to the transformation from analogue to digital photography," Hollander said.

### **Most important quarterly period has commenced**

The third quarter, with holiday business, used to be the period with the highest sales for CeWe Color. The fourth quarter now generates the most turnover thanks to vital Christmas business (photo books). For the full year CeWe is aiming to achieve exchange-rate adjusted turnover amounting to 420 to 425 million euros. In nominal terms 405 to 410 million euros are being targeted. In 2008 turnover amounted to 420 million euros and shares each earned 1.02 euros.