

Q1 Q2 2012

Interim Report



CEWE COLOR: Europe's leading online printing and photo service

CEWE COLOR is a service partner for the leading brands on the European photographic market. CEWE COLOR supplies consumers with photos and digital print products both through over-the-counter trade and Internet sales.

In 2011 the company developed 2.5 billion photos and more than 5.1 million CEWE PHOTOBOOKS and photo gifts. "CEWE PHOTOBOOK" (Europe's leading photo book brand), our high level of competence in digital printing, the benefits of scale of our efficient industrial production and logistics system, broad distribution via the Internet and 33,000 retailers are CEWE COLOR's key competitive advantages.

CEWE COLOR is also an online printing service provider through its Saxoprint and viaprinto.de brands.



HIGHLIGHTS Q2 2012

Photofinishing segment

- ▶ Sales and turnover exactly in line with targets
- ▶ CEWE PHOTOBOOK continues to gain: +12.8 % to 1.095 million books
- ▶ 92 % of all photos are digital, 67 % of all photos are collected from retail outlets
- ▶ Photofinishing turnover up by 1.5 % to 71.5 million euros
- ▶ Earnings in target range
- ▶ Continuing seasonal shift for earnings in Q4 brings further reduction in Q2 earnings to –0.3 million euros

Online printing segment

- ▶ Turnover jumps to 10.0 million euros due to Saxoprint's acquisition
- ▶ viaprinto.de also triples turnover to 0.9 million euros
- ▶ Online printing EBIT up 0.2 million euros

Retail segment

- ▶ Turnover falls slightly (2.4 %) due to sluggish Polish economy
- ▶ EBIT nonetheless still positive: 0.3 million euros (1.2 % of turnover)
- ▶ Retail in line with seasonal trend and on target

Consolidated income statement

- ▶ Group sales improve by 10.4 % to 106.9 million euros, particularly due to online printing

- ▶ Photofinishing fixed costs for Christmas business mean –0.6 million euros decrease in earnings due to seasonal factors
- ▶ Acquisition of Saxoprint affects many aspects of income statement structure
- ▶ Deferred items give rise to tax income

Statement of financial position and financial management

- ▶ Acquisition of Saxoprint results in 37.9 million euros increase in statement of financial position in relation to previous year
- ▶ Operating net working capital falls from 37 to 36 days in comparison with previous year
- ▶ Equity is 106.7 million euros higher than in previous year, despite dividend payment and share buyback
- ▶ Equity ratio remains very solid: 38.6 %

Cash flow

- ▶ EBIT-induced cash flow at almost the same level as in the previous year
- ▶ Modest increase in current investments – partly due to purchasing opportunities at Drupa
- ▶ Free cash flow is approaching zero

Return on capital employed

- ▶ Increase in capital employed due to Saxoprint acquisition
- ▶ Rolling 12-month EBIT reduced by 2.3 million euros to 27.3 million euros
- ▶ Solid 12-month ROCE of 15.7 %



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Dr. Rolf Hollander, Chairman of the Boards of Management of CEWE COLOR Holding AG and the Neumüller CEWE COLOR Stiftung

Dear Shareholders,

Following the first half of 2012, your company remains on the right track!

If you have held CEWE Color shares in your portfolio for some years now, then you will have certainly seen us frequently refer to a “seasonal shift”. This is a stable trend: the fourth quarter of the year is increasingly important for earnings. We now realize around 90 % of our annual profit in the Christmas quarter. For some years now the share of earnings accounted for by the other quarters has been falling – while annual photofinishing earnings have risen overall. The reason for this is that we make advanced payments in the first three quarters due to higher fixed costs, so as to cope with the high volume in the fourth quarter. Accordingly, the slightly reduced earnings figure for the second quarter is in line with our goal for the year: an EBIT of 27 to 33 million euros.

Saxoprint acquisition: a milestone in the company’s development

Our acquisition of the online printing company Saxoprint was critical to the company’s future turnover and earnings trend. In a competitive environment, we have established a strong market position within a short space of time. In future this will enable us to achieve growth even in case of a stable overall photofinishing trend. Current developments confirm this step.

Online printing picks up steam

The continuing integration of the online printing activities of Saxoprint and CEWE COLOR is proceeding highly successfully. Various integration projects have been successfully completed. Saxoprint has trialed initial foreign activities by exploiting the international structure of CEWE COLOR, with highly promising results. All this means that Saxoprint has achieved a significant increase in its second-quarter growth relative to the previous

year. This year we envisage online printing turnover of 40 million euros. In this context, the second-quarter result of 10.0 million euros is a highly favourable interim result for a business segment which has realized growth even before the end of the year. We are extremely pleased with this higher growth.

Campaign for online printing growth to launch in the second half of the year

Our work on our brand presence and the related marketing campaign were key projects over the past few months. We plan to run the resulting advertising content in the second half of the year. Keep a look out for your company's advertising.

CEWE PHOTOBOOK continues to support photofinishing

CEWE PHOTOBOOK is the core product which remains a cornerstone of your company's positive development in 2012 and will provide a major contribution to the strong fourth quarter. In the second quarter, at +12.8 % growth even exceeded the positive figure for the first quarter. In the first half-year as a whole, with a volume of 2.1 million your company sold 12.2 % more books than in the same period in the previous year.

Preparations for photokina and the Christmas season are in full swing

At photokina we will showcase product innovations with which we intend to realize a Christmas season this year which will be even more successful than in previous years. We don't want to say anything more at this point, but please visit us at photokina in Cologne from September 18 to 23. You can't miss us: your company will be present as one of the major exhibitors.

Launch of online printing marketing. Further integration of Saxoprint. New products for photokina/Christmas. Christmas marketing for the photofinishing segment. As you can see, we have a comprehensive schedule for the second half of the year. Your company is working on the continuing development of online printing and in photofinishing to reap the harvest in the fourth quarter especially.

Oldenburg, August 8, 2012



"We are very pleased with the stronger growth in online printing. CEWE PHOTOBOOK continues to support photofinishing."

Dr. Rolf Hollander, Chairman of the Board of Management

CEWE COLOR SHARE

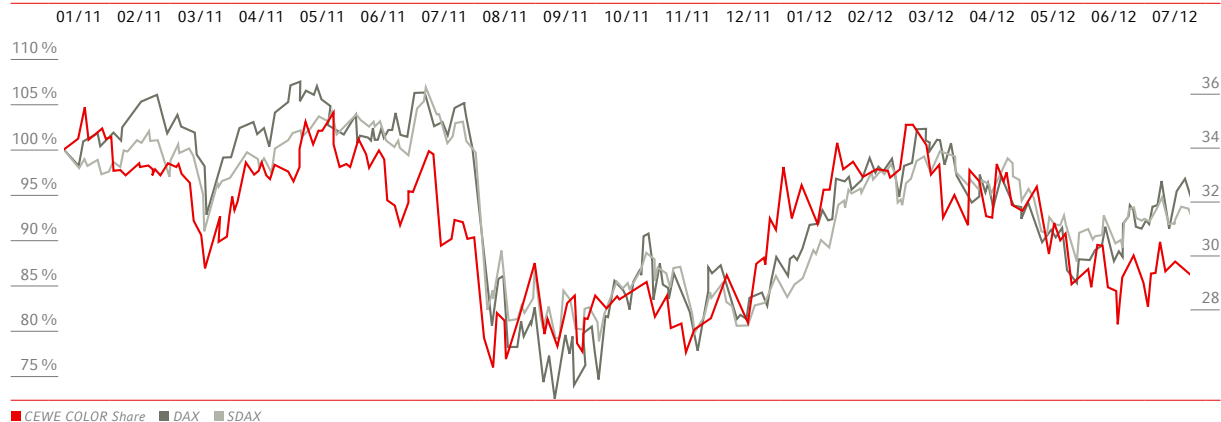
CEWE COLOR share develops in line with the market environment

After significantly outperforming the DAX and the SDAX in the crisis-ridden stock market year 2011, in the second quarter the company's share price was almost aligned with its market environment: the DAX fell -7.6% in the second quarter of 2012 and the SDAX -8.0% , while in late June at 28.875 euros the CEWE COLOR share closed around 8.2% weaker than at the end of the first quarter.

Stronger trading of CEWE COLOR shares than in the same quarter in the previous year

Demand for CEWE COLOR shares on German stock exchanges in the second quarter of 2012 was higher than in the same quarter in the previous year. An average of 14,321 CEWE COLOR shares were traded each day, compared to 11,324 shares per day in the previous year. In 2011 as a whole, an average of 15,779 CEWE COLOR shares changed owners each day.

CEWE COLOR share January 1, 2012 to July 31, 2012 in euros



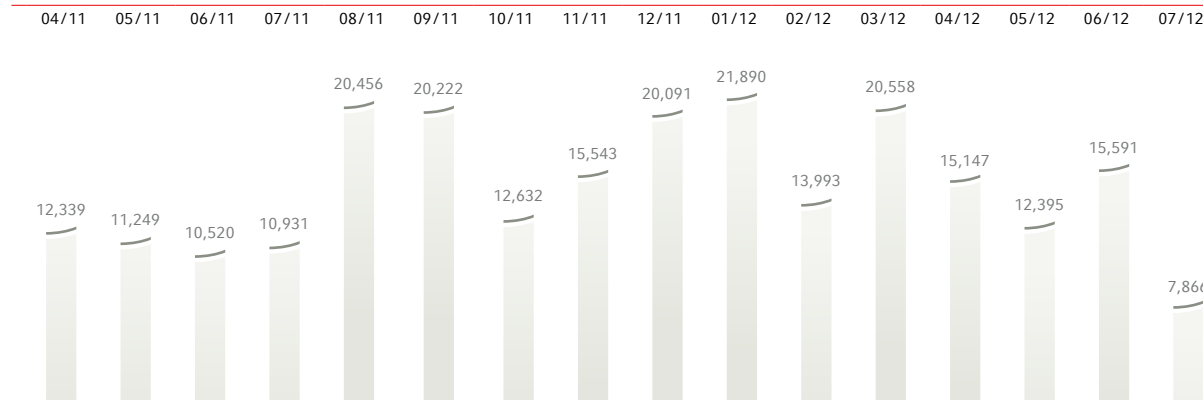
Analysts universally have a continuing positive view of CEWE COLOR

The analysts who focus on CEWE COLOR are in agreement in their positive analysis. All eleven analysts are indicating "buy" or "overweight" for CEWE COLOR shares. With Deutsche

Bank, in the second quarter of 2012 a further research team began to cover the CEWE COLOR share. Their detailed studies are available from the CEWE COLOR website.

 [www.cewecolor.de/
de/investor-relations/
cewe-color-aktie/
analysten](http://www.cewecolor.de/de/investor-relations/cewe-color-aktie/analysten)

Average trading volume in shares per day



CEWE COLOR share is a permanent fixture on the SDAX. According to the “trading volume” criterion, in June 2012 CEWE COLOR was in 75th position (previous year: 83rd position) and in terms of “market capitalization” it was in 92nd position (previous year: 92nd position). The CEWE COLOR share is thus a permanent fixture on the SDAX index which normally includes shares with a ranking of 110 or higher.

Stable shareholder structure strengthens management’s growth strategy

CEWE COLOR maintains an extremely stable shareholder base through the heirs of Senator h.c. Heinz Neumüller (ACN Vermögensverwaltungsgesellschaft mbH & Co. KG), with a shareholding of 27.4 %, and Sentosa Beteiligungs GmbH (Dr. Joh. Christian Jacobs), which holds 5.3 % of the company’s shares. All of the company’s investors support the management’s long-term growth strategy.

Overview of the current analyst ratings	Analysis	Date
Deutsche Bank	Buy	Jun. 21, 2012
Bankhaus Lampe	Buy	Apr. 03, 2012
Silvia Quandt Research	Buy	Mar. 28, 2012
Warburg Research	Buy	Mar. 23, 2012
Berenberg Bank	Buy	Mar. 22, 2012
GSC Research	Buy	Feb. 13, 2012
Close Brothers Seydler Bank	Buy	Feb. 10, 2012
BHF Bank	Overweight	Feb. 06, 2012
Nord/LB	Buy	Feb. 03, 2012
Commerzbank	Buy	Jan. 31, 2012
DZ Bank	Buy	Nov. 23, 2011

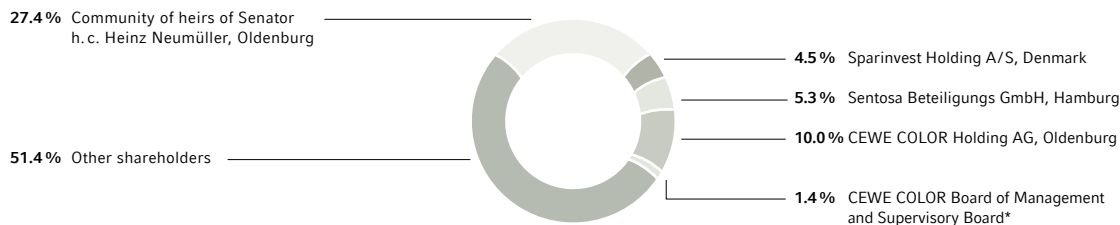
CEWE COLOR is there for its shareholders

The clear objective of investor relations activities at CEWE COLOR is to notify all market participants promptly, comprehensively and equally while achieving a high level of overall transparency.

CEWE COLOR thus publishes all annual and interim reports simultaneously online at www.cewecolor.de. All analyst telephone conferences are made available as webcasts and audio casts immediately on the CEWE COLOR website. Presentations of the company at conferences and other events, information on the share price, press and ad hoc releases, studies of CEWE COLOR and much more besides can also be found here.

 www.cewecolor.de

Shareholder structure (August 2012) in % (100 % refer to 7.38 million shares)



* Incl. the shares of Dr. Joh. Christian Jacobs, member of the Supervisory Board (Sentosa Beteiligungs GmbH), totalling 6.7 %



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PRODUCT INNOVATIONS

CEWE PHOTOBOOK – digital printing with high-gloss finish

A new twist on an old favourite:

The CEWE PHOTOBOOK is now available in more than 40 different versions. Recently it shines with several new and premium-quality options.

XXL Panorama / Compact Panorama with high-gloss finish

Bright prospects: An exciting addition to the range is a high-gloss version of the XXL Panorama and Compact Panorama CEWE PHOTOBOOK, which adds a radiant touch to the colours in the CEWE PHOTOBOOK.



CEWE PHOTOBOOK – on matt and glossy photo paper



Large/Compact Panorama matt

Matt elegance: The Large and Compact Panorama CEWE PHOTOBOOK versions are now available also on matt photo paper. With impeccable attention to detail and exceptional depth of field in the photos, a special lay-flat binding method ensures there is no fold line in the middle. This is the perfect option for displaying photos on a double page.



XL/Large/Large Panorama glossy

Vivid memories: The XL, Large and Large Panorama CEWE PHOTOBOOK formats also shine up to 98 pages of glossy photo paper. This ensures maximum luminosity of the colours in the photos.



PRODUCT INNOVATIONS

CEWE WALL CALENDARS

New and personal every month: Variety is the spice of life when it comes to customised CEWE wall calendars and friends and family can enjoy their favourite motifs throughout the whole year.

Wall calendars with high-gloss finish

A brilliant year: The customer's own photos shine out radiantly from the dazzling calendar. CEWE's premium-quality, printed wall calendars can be customised using a wide variety of designs, layouts and days and dates.



CEWE GREETING CARDS

The personal touch: From invitations to thank you cards to individual congratulations, the CEWE greeting card range is sure to raise a smile. More than 1,200 designs mean almost unlimited diversity and scope, with something to suit every taste.



Folded cards with high-gloss finish

Glossy greetings: The new high-gloss finish on CEWE's folded cards guarantees a particularly exclusive look. Exactly the right choice for important people and occasions. Available in Classic or XL format with different designs, the folding cards can be ordered online in sets of ten with matching envelopes.

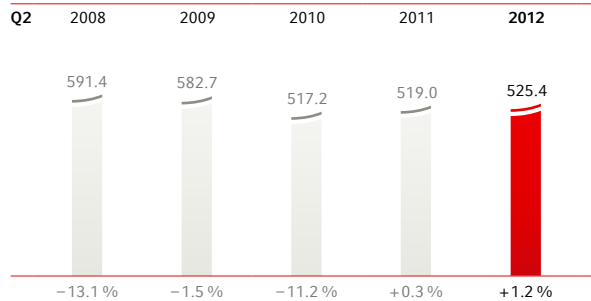
RESULTS

As already announced in its 2011 annual report, since the 1st quarter of 2012 CEWE COLOR has modified its segment reporting: the acquisition of Saxoprint means that the online printing segment now has a much stronger weight than previously. CEWE COLOR has therefore revised its management reporting and the structure of its segment report. The new structure reflects the management's perspective on the company's strategic business fields. Online printing activities which were previously reported in the photofinishing segment for Central Europe are now shown together with the business development of Saxoprint GmbH – which was acquired in Q1 2012 – in the "Online printing" segment. The photofinishing segments which were previously presented by region are now summarized in

the "Photofinishing" segment: turnover and earnings in this segment include photos from film, digital photos, CEWE PHOTOBOOKS, photo calendars and greeting cards as well as other photo gifts and personalized products. Besides turnover realized with business partners, this also includes turnover which CEWE COLOR companies realize through direct business with consumers in several countries. The "Retail" segment remains unchanged and continues to comprise sales of hardware – such as cameras and camera accessories – which CEWE COLOR sells without any further processing.

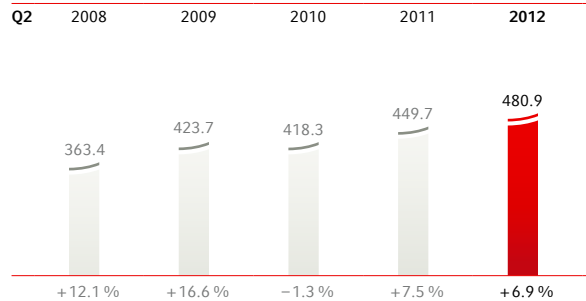
The developments in these segments reflect the changes in the CEWE COLOR Group's income statement. The sequence of this

Total prints in million units



Change to previous year

Digital prints (incl. CEWE PHOTOBOOK prints) in million units



Change to previous year

report has thus changed in relation to the previous year: the key trends in each segment and their effects for segment turnover and EBIT are initially explained, followed by a commentary on the consolidated income statement.

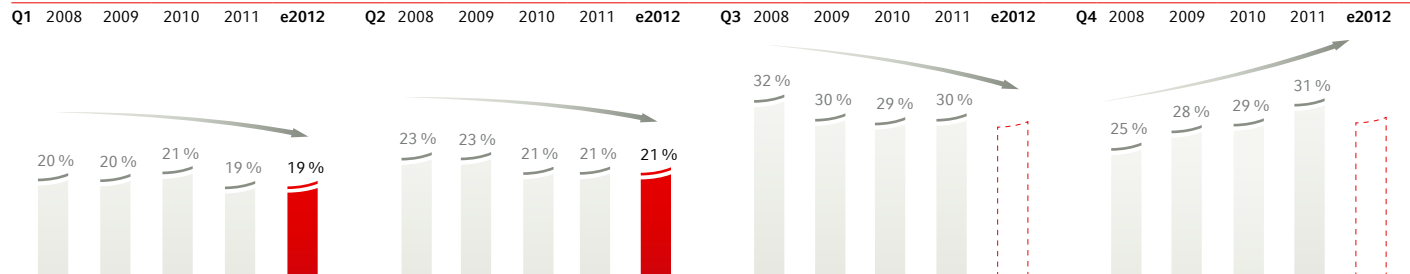
The comments on results always refer to nominal figures, i.e. including currency-related effects. Significant currency effects are explained.

Q1 – Q2 sales results	2012	2011	Change
Turnover (in million euros)	202.4	186.3	+8.6 %
Digital photos (in million units)	942.7	872.6	+8.0 %
Photos from film (in million units)	78.9	120.4	–34.5 %
Total number of photos (in million units)	1,021.6	993.0	+2.9 %
CEWE PHOTOBOOKS (in thousand units)	2,121.6	1,890.2	+12.2 %

Photofinishing Segment

- ▶ Sales and turnover exactly in line with targets
- ▶ Further CEWE PHOTOBOOK growth: +12.8 % to 1.095 million books
- ▶ 92 % of all photos are digital, 67 % of all photos are collected from retail outlets
- ▶ Photofinishing turnover up 1.5 % to 71.5 million euros
- ▶ Earnings also precisely within target corridor
- ▶ Continuing seasonal shift for earnings in Q4 brings further reduction in Q2 earnings to –0.3 million euros

Total photos – seasonal allocation in %



In principle, sales of CEWE COLOR photo products are characterized by two different consumer trends: the trend of higher-quality products and the seasonal shift to the fourth quarter.

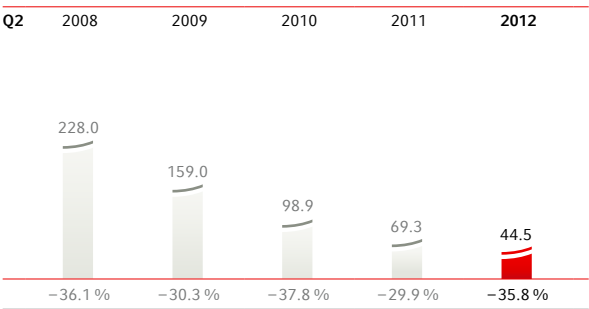
Continuing growth for value-added products

Consumers are becoming increasingly selective and demanding higher-quality photo products. Prints integrated in high-value value-added products are replacing “simple” photo prints which previously sold in very large volumes. The product mix of CEWE COLOR is thus increasingly shifting towards these value-added products such as CEWE PHOTOBOOKS and photo gifts. These product groups are compensating for the significant decline of photos from film.

Seasonal shift in volume is slowly winding down

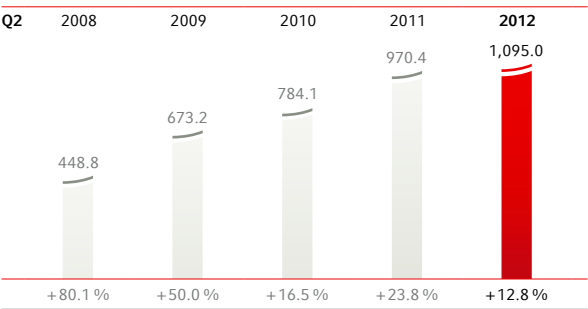
This decrease in photos from film is particularly apparent in the second and third quarters of the year. In contrast, CEWE PHOTOBOOKS and photo gifts, photo calendars and greeting cards – which are enjoying strong growth – provide particularly strong turnover and, above all, earnings in the fourth quarter since many consumers value these products as Christmas gifts. The seasonal volume profile of CEWE COLOR business has thus significantly shifted towards the end of the year. As indicated in the graphic on page 24, this shift in sales volumes now appears to be slowly winding down.

Prints from film in million units



Change to previous year

CEWE PHOTOBOOKS in thousand units



Change to previous year

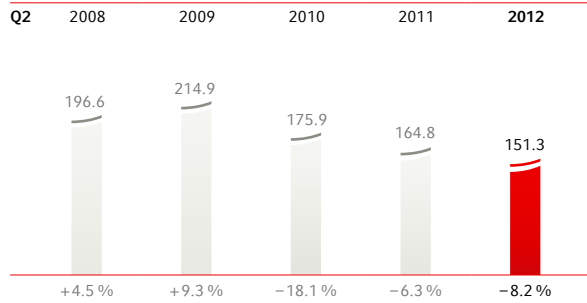
Q2 and H1 volumes fully in line with goals for the year

In this context, a volume share of approx. 21 %, roughly unchanged on the previous year, was expected in the quarter in review. On the basis of the target for the year as a whole of 2.29 to 2.36 billion photos for 2012, the predicted volume for the second quarter was 0.48 to 0.49 billion photos. With 0.525 billion photos (+1.2 % in relation to the same quarter in the previous year), the second quarter has exceeded the expected figure. The same is true of the volume in the first half of the year: the volume share provided by the first and second quarters yields a target volume of approx. 0.91 to 0.94 billion photos. CEWE COLOR has exceeded this goal with the 1.022 billion photos actually achieved (+2.9 % by comparison with the same period in the previous year). CEWE COLOR thus confirms its annual volume target.

CEWE PHOTOBOOK sales provide for an increase in the overall volume of photos in Q1–Q2

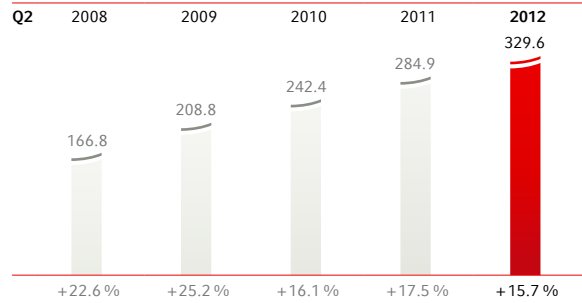
In the second quarter CEWE PHOTOBOOKS rose by 12.8 % in volume to 1.095 million books (H1 2012: +12.2 % to 2.122 million books). This increase is thus already within the growth corridor predicted for 2012 of 11 % to 15 %, even though the first half of the year traditionally provides the lowest rate of growth. Thanks to the number of individual photos featured in photo books, CEWE PHOTOBOOK has provided a major contribution to offsetting the decline in analogue photos from film and is the key volume driver behind the slight increase in the overall volume of photos.

Digital print orders in stores in million units



Change to previous year

Digital print orders via the Internet in million units



Change to previous year

92 % of photos are digital

The number of analogue photos from film fell significantly, by 35.8 %, in the past quarter: only 0.045 billion photos (H1 2012: –34.5 % to 0.079 billion photos) are of analogue origin. With the success of the CEWE PHOTOBOOK and further value-added products, digitalization is thus increasingly approaching the 100 % mark. Following 87 % in the second quarter of 2011, in the quarter under review as many as 92 % of all photos were digital in origin.

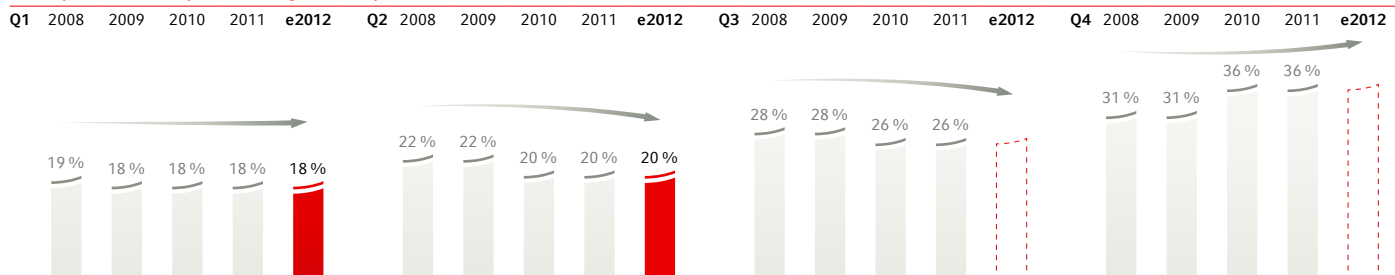
CEWE's positioning bolstered through ideal combination of "Internet ordering and retail outlet collection"

The proportion of digital photos ordered via the Internet increased from 63 % in the same quarter in the previous year to 69 % (330 million photos) in the quarter under review. As in

the previous year, 52 % of these consumers opted to collect their completed orders from the retail outlets supplied by CEWE COLOR. 48 % chose home delivery by post. The company's clients thus collected a total of 67 % of all photos from the retail outlets of CEWE COLOR's business partners. This confirms the strength of CEWE COLOR's "bricks and clicks" positioning, i.e. the strategic integration of retail outlet- and Internet-based sales and collection of orders in retail outlets and their direct delivery to consumers by post.

Value-added products strengthen photofinishing turnover

In the quarter under review value-added products – particularly CEWE PHOTOBOOK – once again accounted for an increased share of overall turnover. The trend of higher-quality photo products thus continues to strengthen the turnover trend. Accord-

Development of CEWE photofinishing turnover per season in % of revenue

2008 to 2011 data according to old segment report

ingly, sales per photos once again increased in the past quarter: from 13.57 euro cents in the same quarter in the previous year to 13.61 euro cents per photo in the quarter under review. The special items of the first quarter are winding down and are giving way to the positive underlying trend: In the first quarter of the previous year, the highly successful photo sticker campaign contributed to a strong rise in average turnover per individual photo. In the first half of the year overall, these first-quarter items have resulted in a decrease in the value provided by each photo from 13.54 euro cents to 13.41 euro cents.

Growth of photofinishing turnover in line with expectations: + 1.5 %

Due to the indicated changes in the overall number of photos and the average turnover per photo, photofinishing turnover increased in the past quarter by 1.5 % to 71.5 million euros. This is fully in line with expectations: in terms of the seasonal shift in turnover to the fourth quarter, it follows from the declining seasonal shift in volumes that this effect is gradually winding down. This is indicated in the graphic on page 24. If a stable turnover share of around 20 % is assumed for the second quarter, this leads to a predicted target corridor of between 68.8 and 74.1 million euros (calculated on the basis of the total annual turnover envisaged for photofinishing in 2012 of 348 to 373 million euros). The photofinishing turnover realized in the second quarter of 2012 of 71.5 million euros is thus entirely consistent with the envisaged corridor. This applies analogously for turnover in the first half of the year: the turnover of 137.0

million euros lies within the target corridor which is determined by means of the above calculation: 131.4 to 141.2 million euros.

“Selling ice cream in winter” – photofinishing earnings are always negative in Q1

A first-quarter loss has always been a firm element of the seasonal profile for photofinishing: as the graphic showing the seasonal distribution of earnings indicates, back in the analogue age CEWE COLOR realized most of its annual profits in the holiday quarter (the third calendar quarter). Due to the seasonal shift, it now realizes an even higher proportion during the Christmas quarter (the fourth calendar quarter). In the first quarter the fixed costs are not matched by any corresponding income – due to the strong seasonal focuses in the other quarters – which inevitably means negative earnings. As the industry maxim has it: “Photofinishing in the first quarter of the calendar is like selling ice cream in winter”.

Seasonal shift in earnings to fourth quarter still applies

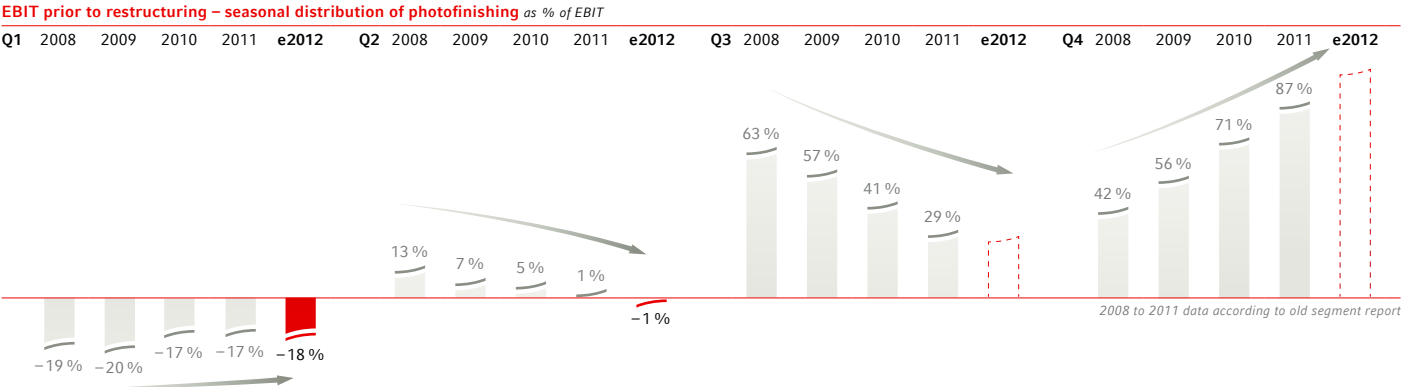
To a somewhat lesser extent this is also true of the second quarter, which provided 13 per cent of the profit for the year in 2008, but in the previous year contributed just 1 % of the earnings for the year as a whole. The figure in 2012 is – 1 % due to the seasonal shift. As indicated by the graphic showing the distribution of earnings across the seasons, the shift to the fourth quarter appears intact at the level of earnings. In the report for the second* quarter of 2011 and in many investor relations presentations, CEWE COLOR has already pointed out

that the second quarter – and possibly also the previously high-profit third quarter** – would provide a one-off negative contribution to earnings. In line with this trend, the photofinishing segment finished the second quarter with an EBIT of –0.3 million euros. Relative to the forecast for the year, the EBIT share of –1 % expected for the second quarter in accordance with the seasonal distribution graphic falls precisely within the target corridor. On the basis of the annual EBIT target of 24.5 to 30.5 million euros, likely quarterly earnings are –0.2 to

–0.3 million euros. At –0.257 million euros, the EBIT for the second quarter lies within this range.

Seasonal shift in earnings remains intact due to fixed costs
Unlike for volumes and turnover, the seasonal shift still applies at the level of earnings. This is due, for example, to fixed costs for personnel – particularly in the field of marketing and R&D. These expenses have continued to rise, so as to enable the changeover in the product mix from individual photos – both analogue and

** Cp. CEWE COLOR semi-annual report 2011, p. 37*
*** This situation arises in the case of competitors acting exclusively on the Internet. On the Internet, the fourth quarter profit more than offsets the losses of the first three quarters.*



digital in origin – to more expensive value-added products. However, the positive effect of this product changeover will not make itself felt until the fourth quarter, while the costs accrue throughout the year. Expenses for running advertising are deliberately recorded in advance of the actual turnover phase.

Besides these effects resulting from the long-term seasonal shift, 0.4 million euros of the EBIT decrease of 1.4 million euros in relation to the previous year reflect a simple accounting effect: in the previous year a photofinishing software development item was recognized in the same amount as work performed by the company and capitalised. Due to the rising proportion of maintenance accounted for by software work in the photofinishing segment, this option has now been waived. Other things being equal, this will reduce depreciation in the coming years.

Photofinishing earnings in line with annual target

The photofinishing EBIT for the first quarter of 2012 reflects several negative special items. The most significant of these is continuing, controlled deliveries to the company's customer Schlecker, from the termination of its loan insurance to its insolvency. This resulted in an individual value adjustment. This and further items meant that the photofinishing EBIT decreased in the first quarter by 1 million euros to –5.1 million euros. In the first half of the year an EBIT of –5.3 million euros thus resulted. This too is in line with the goal for the year. According to these calculations, the EBIT target corridor for the first half of the year is –4.7 to –5.8 million euros. Even taking into account the special items in the first quarter, earnings for the first half of the year thus fall entirely within the target corridor.

Online Printing Segment

- ▶ *Turnover jumps to 10.0 million euros due to Saxoprint's acquisition*
- ▶ *viaprinto.de also triples turnover to 0.9 million euros*
- ▶ *Online printing EBIT up 0.2 million euros*

Turnover jumps to 10.0 million euros due to Saxoprint's acquisition

The website viaprinto.de which provided the company's entire online printing turnover in the previous year tripled its turnover in the quarter under review to 0.9 million euros. Saxoprint has contributed 9.1 million euros in additional turnover, so that online printing turnover has risen by 9.7 million euros to 10.0 million euros overall. In the first half of the year, online printing turnover rose by 16.4 million euros to 16.9 million euros.

Sales development by segments in million euros

	Q2 2012	Q2 2011	Change
Photofinishing	71.5	70.4	+ 1.5 %
Retail	25.4	26.0	– 2.4 %
Online Printing	10.0	0.3	+ 3,105 %
Group	106.9	96.8	+ 10.4 %

Sales development by segments in million euros

	Q1 – Q2 2012	Q1 – Q2 2011	Change
Photofinishing	137.0	134.4	+ 1.9 %
Retail	48.5	51.3	– 5.6 %
Online Printing	16.9	0.5	+ 3,203 %
Group	202.4	186.3	+ 8.6 %

Online printing EBIT improves by 0.2 million euros

Viaprinto.de clearly reduced its startup losses from –0.9 million euros to –0.4 million euros, partly through its significant increase in turnover. Saxoprint provided an EBIT contribution of –0.2 million euros. This already includes depreciation on the acquisition of Saxoprint's customer base in the amount of 0.3 million euros, which must now be recognized on account of the provisional purchase-price allocation. Accordingly, in overall terms online printing EBIT has increased by 0.2 million euros to –0.6 million euros – this is a significant figure in view of the ongoing integration and the associated costs. For the time being, these activities are focused on increasing turnover and market share so as to gain customers and to develop long-term relationships with them. In the medium term, these advanced payments should pay off in the form of a significant contribution to turnover and earnings.

Retail Segment

- ▶ *Turnover falls slightly (2.4 %) due to sluggish Polish economy*
- ▶ *EBIT nonetheless still positive: 0.3 million euros (1.2 % of turnover)*
- ▶ *Retail in line with seasonal trend and on target*

Own retail segment accounts for important functions

CEWE COLOR operates multi-channel retailing in Poland, the Czech Republic, Slovakia, Norway and Sweden in the form of stationary stores and online shops (its brands include Fotojoker, Fotolab, Japan Photo). These retail activities fulfil important functions for CEWE COLOR: first of all, they provide an important channel for marketing CEWE COLOR laboratory services to consumers directly. Corresponding turnover and income are reported in the photofinishing segment. Secondly, CEWE COLOR is able to test and develop new marketing strategies for digital value-added products – particularly CEWE PHOTOBOOK – directly over the Internet and in retail outlets. Thirdly, it is then able to pass on this know-how to its business partners. CEWE COLOR's retail experience is a valuable resource for handling this process.

Turnover falls by 2.4 % due to sluggish Polish economy

While acceptable consumer sentiment was evident in most retail regions, leading to a slight increase in turnover, the Polish market was conspicuously negative on account of depressed consumer sentiment. This has resulted in falling turnover, which has been aggravated by currency losses. In overall terms, in the past quarter retail sales adjusted for currency effects nonetheless increased by 1.0 %. However, including currency effects turnover decreased 2.4 % to 25.4 million euros.

Retail earnings nonetheless still positive: +0.3 million euros

EBIT fell by –0.1 million euros to +0.3 million euros in the quarter under review. This was due to the Polish market (1.2 % of turnover).

Retail is overall in line with seasonal trend and on target

In the first half-year, despite the late follow-on effects of the flooding in Thailand and the resulting reduced availability of hardware and weak consumption in the Polish market CEWE COLOR was able to limit the decline in turnover, after adjustment for currency effects, to –3.1 %. Including currency-related effects, the 5.6 % decrease in turnover to 48.5 million euros was more pronounced. Nonetheless, in the past half-year EBIT nonetheless only decreased by –0.1 million euros to –0.2 million euros and is thus entirely on track within the seasonal context.

Consolidated Profit and Loss Account

- ▶ *Group sales improve by 10.4 % to 106.9 million euros, particularly due to online printing*
- ▶ *Photofinishing fixed costs for Christmas business mean –0.6 million euros decrease in earnings due to seasonal factors*
- ▶ *Acquisition of Saxoprint affects many aspects of income statement structure*
- ▶ *Deferred items give rise to tax income*

Group sales up 8.6 % in the past half-year

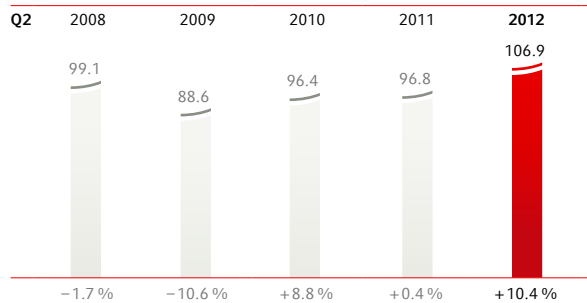
The company's success in the photofinishing market and its successful acquisition in the online printing segment not only

made up for declining retail turnover, this even provided for a clear increase in group turnover over the quarter of 10.1 million euros (10.4 %) to 106.9 million euros. Retail decreased from 26.9 % to 23.8 % of turnover while online printing grew robustly, from 0.3 % to 9.4 %. In the first half-year, group turnover also rose strongly (8.6 %) to 202.4 million euros.

Photofinishing dominates EBIT trend

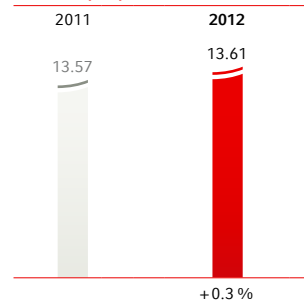
The lower earnings for photofinishing – which reflects the seasonal shift – and the slight decrease in retail earnings predominate in the positive earnings trend for online printing, as indicated above for the relevant segments. These items reduced the EBIT for the group as a whole by 1.3 million euros to –0.6 million euros in the past quarter. In the first half-year the company's EBIT decreased by 2.8 million euros to –7.4 million

Turnover in million euros



Change to previous year

Turnover per photo in euro cents



Change to previous year

euros. This is also attributable to the extraordinary expenses incurred in the first quarter in the photofinishing segment due to Schlecker's insolvency, and in the online printing segment due to the costs for the acquisition of Saxoprint GmbH. For the segments as a whole, CEWE COLOR also sees itself on target to realize its goals for the year.

Increased share of value-adding activities leads to shift in the structure of the income statement

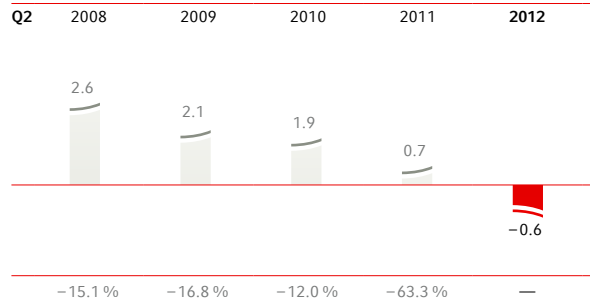
The trend of value-added photofinishing products is affecting the structure of CEWE COLOR's income statement. The cost of materials is declining while personnel expenses and other operating expenses are on the increase. Moreover, the end of the investments associated with the analogue/digital changeover-related is resulting in lower depreciation. These trends in the

high-turnover photofinishing segment are partially offsetting developments in the online printing and retail segments. In the following discussion of the company's income statement structure, these effects are explained in reference to the key items. This discussion is limited to an analysis of trends in the quarter under review. The company's development over the half-year period is only commented on in case of significant variations in relation to the past quarter.

Reduced capitalization of proprietary software

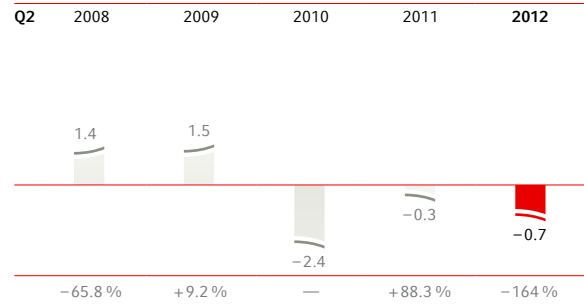
Since 2011 the company has reduced capitalization of its proprietary software. Software developments in the photofinishing segment are currently mainly limited to maintenance expenditure and are thus no longer capitalized. On the other hand, software developments in the online printing segment

Earnings before interest and taxes (EBIT) in million euros



Change to previous year

Earnings after taxes in million euros



Change to previous year

are capitalized. This lower overall capitalization will have a positive long-term impact on earnings in subsequent years, since the related amortization will no longer apply. In the quarter under review this resulted overall in a reduction in other work performed and capitalised of 0.4 million euros to 0.2 million euros.

Minimum decrease in cost of materials to 38.3 %

The trend of value-added products has further reduced the cost of materials, as outlined above in the introduction to the income statement structure. However, the increased significance of online printing has almost compensated for this effect. As usual in the online printing sector, the mail-order expenses for delivery of print products to the customer are reported under cost of materials. This is a further reason why the cost of materials for online printing is higher than for photofinishing and now provides a stronger contribution to the group's average, in line with the increased share of turnover yielded by online printing. The cost of materials has thus decreased only minimally in the quarter under review, from 38.7 % to 38.3 %.

Increase in personnel expense ratio to 27.6 %

Products accounting for a higher proportion of value-adding activities in the photofinishing segment require higher volumes of personnel – not only in quarters in which these products generate large volumes: personnel expenses are incurred throughout the year in marketing and R&D. Even a lower proportion of

retail turnover will generally contribute to a higher personnel expense ratio. However, due to the superior level of personnel efficiency in online printing this segment's strongly increased turnover share has the opposite effect of a lower personnel expense ratio. For the group as a whole, these effects resulted in an increase in personnel expenses of 1.2 percentage points to 27.6 %.

Other operating expenses reduced to 31.8 % due to the preparation of Saxoprint marketing

Value-added products in the photofinishing segment require more intensive marketing. Accordingly, in the quarter under review the corresponding expenses once again resulted in an increase in other operating expenses. CEWE COLOR made intensive preparations for its online printing marketing campaign in the past quarter but this has yet to launch. Accordingly, a lower volume of marketing expenses were incurred here in relation to turnover. Both items overall thus caused other operating expenses to fall from 32.7 % to 31.8 %, but they rose in absolute terms by 2.4 million euros to 34.0 million euros, while marketing expenses in the retail segment remained largely unchanged. In the first half of 2012 other operating expenses increased due to the special items already mentioned: consulting expenses associated with Saxoprint's acquisition and value adjustments on the company's Schlecker receivables. On the other hand, the ratio of other operating expenses increased from 32.4 % to 32.8 %.

Saxoprint's acquisition leads to slight increase in depreciation

Long-term depreciation has been on the decline at CEWE COLOR for some years, since the investments of the past few years have fallen considerably short of the peak investment years of the analogue/digital transformation (2003 to 2008). This trend is still intact, so that depreciation for core business continued to decline in the quarter under review. However, the acquisition of Saxoprint has resulted in significant depreciation on two grounds: first of all, at the end of 2011 Saxoprint installed two new large-size printing machines. These are capable of matching the turnover growth of the next few years in production but are already having a negative effect of high depreciation. On the other hand, the value of Saxoprint's customer base was calculated within the scope of the provisional purchase-price allocation and will now be written off over a period of five years. Both of these items are significant factors in increased depreciation on the company's Saxoprint investment. For the group as a whole, depreciation therefore increased minimally, from 8.7 % to 8.8 %. The same effects meant that depreciation in the first half of the year was stable in relation to the previous year at 9.1 %.

Interest expenses resulting from the Saxoprint liabilities in particular slightly increase funding expenditure

Net financial income does not traditionally play all that great a role at CEWE COLOR. Interest income in the company's core business decreased slightly due to the lower interest rates. A further factor is the borrowed-capital financing of Saxoprint which has led to a slight increase in interest expenses. In overall terms, funding expenditure has increased from 0.4 million euros to 0.5 million euros (0.5 % of turnover).

Tax income reflects deferred items

In the past quarter the company realized tax income of 0.4 million euros (as in the first quarter of 2012) – compared to tax expenses of 0.6 million euros in the same quarter in the previous year. On the one hand, this reflects deferred items: deferred tax income has resulted, in particular, from depreciation effects in the partnerships' supplementary statements of financial position as well as deviating tax valuations. On the other hand, pre-tax earnings, which are lower than in the same quarter in the previous year due to a seasonal shift, have resulted in reduced income tax expenses.

Q1 – Q2 earnings in millions of euros	2012	2011	Change
Earnings before interest and taxes (EBIT)	–7.4	–4.5	–62.8 %
Earnings before taxes (EBT)	–8.4	–5.1	–64.0 %
Earnings after taxes	–7.8	–6.0	–30.0 %

Balance Sheet and Financial Management

- ▶ *Acquisition of Saxoprint results in 37.9 million euros increase in statement of financial position in relation to previous year*
- ▶ *Operating net working capital falls from 37 to 36 days in comparison with previous year*
- ▶ *Equity is 106.7 million euros higher than in previous year, despite dividend payment and share buyback*
- ▶ *Equity ratio remains very solid: 38.6 %*

The statement of financial position as of June 30, 2012 not only reflects significant seasonal factors – which are explicable by means of the reference figures as of March 31, 2012 and June 30, 2011 – but also the inclusion of the company's Saxoprint acquisition in the group of consolidated companies. Since February 1, 2012 this company has been part of CEWE COLOR.

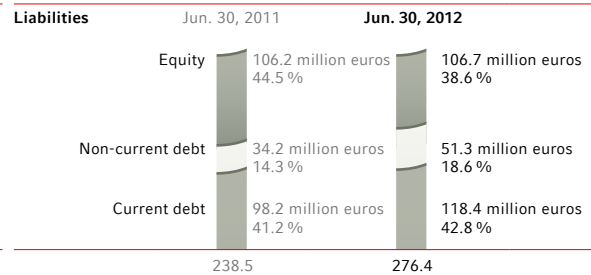
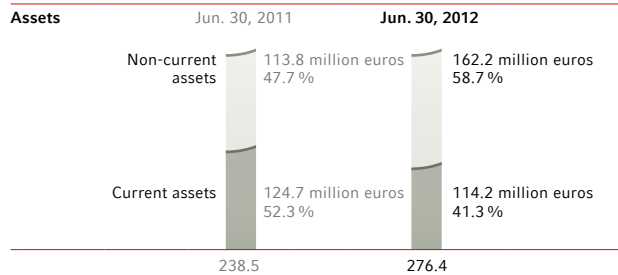
Saxoprint results in 37.9 million euros increase in statement of financial position in relation to previous year

The statement of financial position has increased by 37.9 million euros to 276.4 million euros over the past twelve months, i.e. in the period from June 30, 2011 to June 30, 2012. The inclusion of Saxoprint in the group of consolidated companies alone has increased the statement of financial position in gross terms by more than 50 million euros. On balance, relative to March 31, 2012, the statement of financial position has even decreased by 18.4 million euros.

Increase in statement of financial position due to Saxoprint relates almost exclusively to non-current assets

In absolute terms, Saxoprint has had almost no effect on the company's working capital positions. On the asset side of the

Balance sheet in million euros and in %



statement of financial position, this acquisition has almost exclusively affected the non-current assets, which increased by 48.4 million euros on the previous year, to 162.2 million euros. This effect is concentrated on three items: property, plant and equipment increased by 22.1 million euros, goodwill by 16.1 million euros and intangible assets by 9.2 million euros. The changes resulted almost entirely from the provisional purchase-price allocation for the Saxoprint acquisition which is outlined on page 67 f. of the Notes. A negative factor was that the company no longer capitalises its ongoing development of software in the photofinishing segment.

Significant decrease in current assets

Current assets have decreased by 10.5 million euros to 114.2 million euros relative to the same point in the season in the previous year – without the Saxoprint items, this decline would have been even stronger. This is borne out by the development during the quarter under review, at the start of which Saxoprint already formed part of the group: current assets decreased by 16.7 million euros. The key reasons for this decrease are identical over both a 12-month period and a 3-month period and are explained here in reference to the 12-month comparison (i.e. by comparison with June 30, 2011): inventories increased by 2.1 million euros to 50.5 million euros. This rise is largely attributable to Saxoprint's acquisition and to the higher photofinishing turnover. Retail inventories decreased. During the quarter under review inventories rose by around 5.0 million euros due to seasonal factors, but this growth was slightly weaker than in

the same quarter in the previous year. Current trade receivables decreased over the 12-month period by 7.0 million euros to 41.3 million euros. This is predominantly due to a setoff of opposing receivables and payables agreed in the context of a business partner's insolvency proceedings which must consequently be netted for accounting purposes. Cash and cash equivalents decreased over the 12-month period by 5.9 million euros to 7.5 million euros. This partly reflects the dividend payment increase of 0.7 million euros (12 %) to 9.2 million euros. In overall terms, this decrease in current assets means that the statement of financial position increased by just 37.9 million euros, even though non-current assets rose by 48.2 million euros.

Online printing in particular reduces relative operating net working capital to 36 days

The company's net working capital is strongly seasonal and must therefore be evaluated in particular in relation to the figure for the previous year. The minimum increase of 2.8 million euros to 43.1 million euros is mainly due to the 2.1 million euros turnover-related increase in inventories outlined above. In addition, in contrast to a 7.0 million euros reduction to 41.3 million euros on the receivables side, the decline in trade payables (7.7 million euros to 48.7 million euros) marginally exceeded the decrease in trade receivables. This was due to factors including a reduced volume of merchandise purchased. Due to the improvement in turnover, this ratio of net working capital to turnover represents a reduction from 37 to 36 turnover days in relation to the same point in the previous year.

 Pages 67 f.
Selected Notes

Almost 100 % of net retained profits passed on to shareholders

The company's equity capital remained almost unchanged over the past 12 months and amounts to 106.7 million euros (June 30, 2011: 106.1 million euros). The post-tax profit for the year of 16.8 million euros (for the period from June 30, 2011 to June 30, 2012) has thus more than made up for the dividend payment for 2012 (9.2 million euros), the share buyback in the second half of 2011 (6.1 million euros) and expenses and earnings not affecting income in the past 12 months (1.2 million euros). The larger items indicate that the almost 100 % of the profit for the year has been passed on to the shareholders through the dividend payment and the share buyback. In the quarter under review the company's equity capital decreased by 9.5 million euros, almost entirely due to the dividend distribution.

Increased liabilities due to acquisition

The acquisition of Saxoprint has increased the liabilities side of the statement of financial position, particularly due to the operating liabilities and financial liabilities of Saxoprint. Without the effects of the Saxoprint acquisition, the debt items would be almost unchanged. This also means that the group's debt has increased by 37.4 million euros on the previous year to 169.7 million euros.

The key debt items in detail, in the order of the debt positions in the statement of financial position: deferred tax liabilities increased by 3.1 million euros in the 12-month period to 4.9 million euros. This effect is essentially attributable to

Saxoprint, due to the deferred tax liabilities which were established at fair values within the scope of Saxoprint's first-time inclusion. A decrease in deferred tax liabilities on valuation differences for other group companies has had a marginal opposite effect. The 10.5 million euros increase in non-current financial liabilities to 30.9 million euros almost exactly matches the addition to this item due to the acquisition of Saxoprint. Other long-term liabilities increased by 3.0 million euros to 3.3 million euros, since a deposit was agreed as part of the payment of the purchase price to Saxoprint's vendors. The other current provisions mainly reflect the conditional purchase-price liability of 3.0 million euros. Other provisions for warranty liabilities and archiving costs have decreased, so that total provisions have increased by just 1.8 million euros to 9.2 million euros by comparison with June 30, 2011. Current financial liabilities rose by 24.8 million euros. This largely corresponds to the amount paid as part of the purchase price for the acquisition of Saxoprint. The reduction in current trade payables was already outlined as part of the discussion of the working capital. Other current liabilities decreased by 0.4 million euros, and at 23.1 million euros they are at the same level as in the previous year.

Cash Flow

- ▶ *EBIT-induced cash flow at almost the same level as in the previous year*
- ▶ *Modest increase in current investments – partly due to purchasing opportunities at Drupa*
- ▶ *Free cash flow is approaching zero*

EBIT-induced cash flow at almost the same level as in the previous year

While EBIT in the quarter under review is at –0.6 million euros 1.3 million euros lower than in the same quarter in the previous year, the EBIT-induced cash flow of 8.9 million euros is only 0.3 million euros lower than in the previous year. This difference is attributable, in particular, to the higher depreciation resulting from the acquisition of Saxoprint, which is naturally not reflected in the cash flow.

The operating net working capital increased by 2.0 million euros in addition to the seasonal increase in the previous year – an outflow of cash of 9.8 million euros in the quarter under review.

In the past quarter other working capital has at 8.8 million euros tied up 2.9 million euros less in cash than in the same quarter in the previous year. An essential factor is the change in the repayment of funds invested for more than three months

under the other current assets item (11 million euros following 10 million euros in the previous quarter) that may not be reported as cash and cash equivalents in view of this investment period. In the past quarter, this positive cash effect was reduced to 8.8 million euros due to the combination of lower turnover-tax liabilities and higher turnover-tax receivables in several countries.

Taxes paid comprise a payment of 2.8 million euros – which is identical with the previous year.

In overall terms, in the past quarter the working capital- and tax-induced cash flow has decreased by 4.9 million euros to –3.8 million euros in relation to the same quarter in the previous year due to the effects indicated above.

Since EBIT-induced cash flow in the quarter under review amounted to 8.9 million euros – as outlined above – the cash flow from operating activities was 5.1 million euros (Q2 2011: 10.3 million euros).

In the first half-year, the cash flow from operating activities decreased by 10.3 million euros – this was particularly due to a highly positive but unrepeatable cash flow effect for the operating working capital in the first quarter of 2011 – but was still positive at 2.2 million euros.

Modest increase in current investments

Investments in property, plant and equipment in the quarter under review increased by 2.4 million euros on the same quarter in the previous year. This is partly due to the expectation of higher investments in the current financial year and partly reflects attractive purchasing opportunities for machinery at the Drupa print media trade fair which CEWE COLOR took advantage of.

In the first half-year the acquisition of Saxoprint absolutely dominated the cash flow from investing activities and caused this to increase by –24.5 million euros to –35.2 million euros.

Free cash flow is approaching zero

In the past quarter the outlined effects of the increased investments, turnover tax fluctuations and changes to operating working capital have resulted in a marginally negative free cash flow of –2.5 million euros (Q2 2011: 5.2 million euros), a +28.0 million euros improvement over the first quarter. The acquisition of Saxoprint also dominated the free cash flow for the half-year period. This amounted to –32.9 million euros, compared to +1.9 million euros in the same quarter in the previous year.

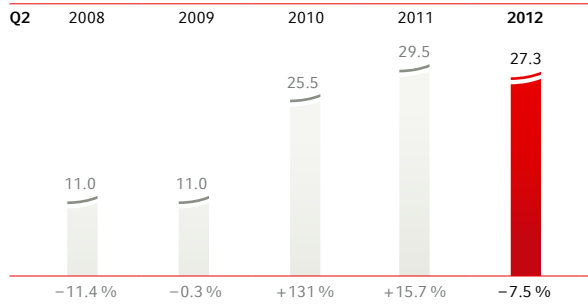
Return on Capital Employed

- Increase in capital employed due to Saxoprint acquisition
- Rolling 12-month EBIT reduced by 2.3 million euros to 27.3 million euros
- Solid 12-month ROCE of 15.7 %

Increase in capital employed due to Saxoprint acquisition

Due to the expansion in the online printing segment, as of June 30, 2012 the capital employed has increased substantially from 147.9 million euros in the previous year to 190.4 million euros, relative to the same point in the season in the previous year.

12-month rolling EBIT in million euros



Change to previous year

12-month perspective should be applied for capital employed and EBIT

The return on capital employed is calculated on the basis of the ratio of the total profit resulting from a full annual cycle and the average volume of capital employed in a given annual cycle. The annual return on investment is thus determined by dividing the profit by the volume of capital employed, while excluding seasonal effects. Accordingly, the profits for the past four quarters are added here and, for the calculation of the capital employed, the average value is determined for the past four quarterly cut-off dates, beginning with the quarter under review plus the previous three quarters.

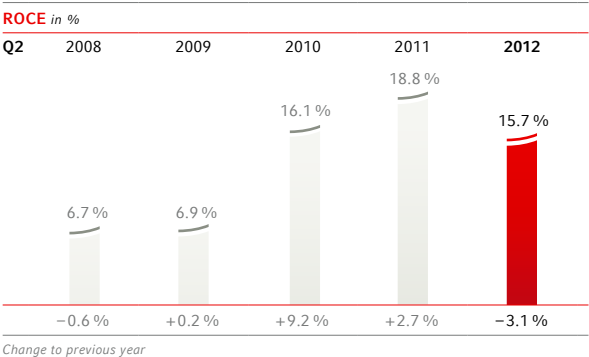
12-month perspective: slight increase in volume of capital employed due to acquisition

The average volume of capital employed as of June 30, 2012 – calculated on the basis of the quarterly cut-off dates – amounted to 173.5 million euros – an increase of 16.3 million euros in relation to the same period in the previous year. This effect will increase for another two quarters until the first anniversary of the Saxoprint acquisition. The total EBIT for the period from the third quarter of 2011 to the second quarter of 2012 is 27.3 million euros and is thus 2.3 million euros lower than the same figure for the period from the third quarter of 2010 to the second quarter of 2011 due to a seasonal shift. Adjusted for Saxoprint's acquisition, the 12-month EBIT is 28.3 million euros.

Solid ROCE of 15.7 %

At 15.7 % CEWE COLOR continues to realize an attractive rate of interest on its invested capital (previous year: 18.8 % as of June 30, 2011). This lower figure reflects the part of the advance

contribution effect which has resulted from the capital tied up in the new online printing segment. In the case of the capital employed, this effect will increase for another two quarters.



EMPLOYEES

Number of employees increases to 3,130 due to Saxoprint acquisition

As of late March 2012, the volume of employees of the CEWE COLOR group had increased to 3,130 employees (previous year: 2,655 employees).

This overall increase of 475 employees mainly resulted from the acquisition of Saxoprint GmbH, Dresden, in February 2012.

Through this expansion in the online printing segment, 385 new employees have joined the CEWE group network. In addition, the central functions of research and development in the company's software development division and marketing and product management were strengthened and growing production divisions in CEWE's companies were further expanded.

Q1 – Q2: Employees according to segments	2012	2011	Veränderung
Photofinishing	2,059	1,985	+3.7 %
Retail	654	637	+2.7 %
Online Printing	417	33	+1,162 %
Group	3,130	2,655	+17.9 %

ORGANISATION AND ADMINISTRATION

CEWE COLOR Holding AG, Neumüller CEWE COLOR Stiftung and CEWE COLOR AG & Co. OHG

CEWE COLOR Holding AG is the financial holding company within the CEWE COLOR Group and one of the two shareholders of CEWE COLOR AG & Co. OHG. It has no employees other than its board members.

The second shareholder is Neumüller CEWE COLOR Stiftung which has five board members and three managing directors, including the four board members of CEWE COLOR Holding AG. It has no further employees. Neumüller CEWE COLOR Stiftung exercises the management function for CEWE COLOR AG & Co. OHG.

CEWE COLOR AG & Co. OHG handles the group's overall operating business. It is managed by the board members and managing directors of Neumüller CEWE COLOR Stiftung. The group's remaining 3,122 employees are employed by CEWE COLOR AG & Co. OHG and the subordinate group companies.

Shareholders



CEWE COLOR Holding AG

4 Members on the Board of Management, no other employees

- Shareholder of OHG
- Supervisory Board of AG
- Board of Management of AG

Neumüller CEWE COLOR Stiftung

8 Members on the Board of Management/Executive Board, no other employees

- Managing shareholder of OHG
- Board of Trustees of the foundation
- Board of Management of the foundation/Executive Board



CEWE COLOR AG & Co. OHG

approx. 3,100 employees

- Conducts the entire operations of CEWE COLOR Group
- Managed by the Board of Management and the Executive Board of the foundation

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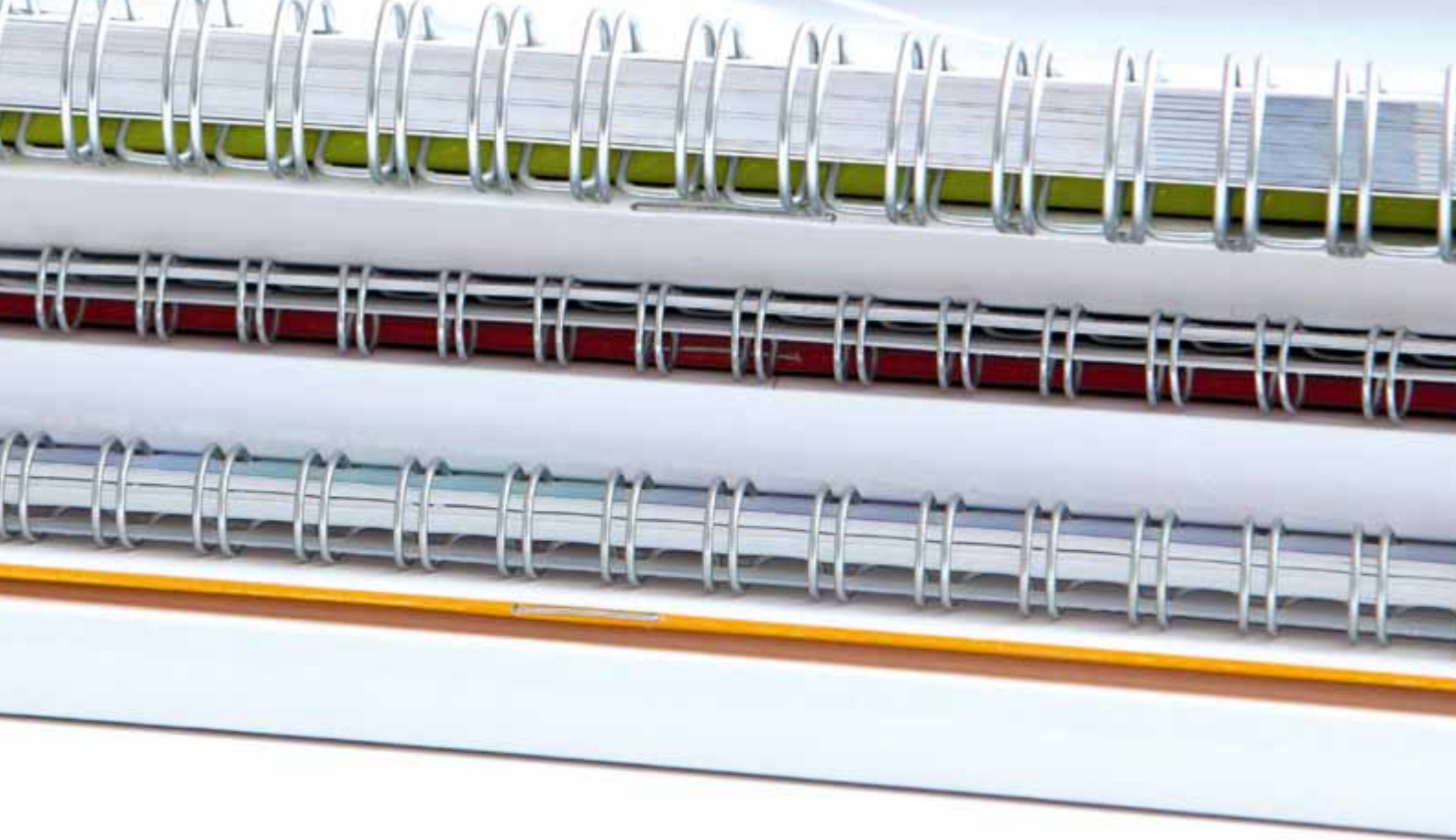
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REPORT ON EXPECTED DEVELOPMENTS

CEWE COLOR set for further growth

CEWE COLOR has acquired Saxoprint GmbH, Dresden, to establish the foundations for further growth in the online printing segment. Besides digital printing CEWE COLOR thus now also has offset-printing capacities which are available online for efficient industrial production of large print runs.

CEWE COLOR will continue to pursue its strategy in the photofinishing segment of developing a brand product – CEWE PHOTOBOK – which is for the first time positioned and marketed in the premium segment. The goal is to sell the product to consumers “in advance” and thus to attract consumers to business partners. No significant further expansion of retail activities is envisaged.

Continuing focus on Europe

CEWE COLOR’s business is almost exclusively based in Europe. For the foreseeable future Europe will likely continue to provide almost all of the company’s turnover and earnings. However, the company may expand its regional presence if it is opportune to do so.

Permanent work on technological foundations

As in the past, over the next few years CEWE COLOR will continue to work on improving the potential effectiveness and efficiency of its production and data transfer technologies. This is to be encouraged both within the company – through best practice transfers between the individual firms – and externally, e.g. by attending regular conferences and targeted use of external consultants. Through the acquisition of Saxoprint in particular, in 2012 CEWE COLOR will continue with its technological development while also opening up the online print market. Saxoprint is also integrated in the exchange of best practices within the CEWE COLOR Group.

Permanent innovation includes products and services

The portfolio of products and services offered by CEWE COLOR requires permanent ongoing development. In the past few years this has been a key feature of the analogue/digital transformation. CEWE COLOR is seeking to preserve its capacity for innovation – which in the past few years practically became routine – so as to maintain and to extend its frequently market-leading position.

Lower pace of growth expected

On July 16, 2012 the International Monetary Fund (IMF) slightly revised downward its growth outlook for the global economy in its "World Economic Outlook". This indicates that in 2012 the world economy should grow by 3.5 per cent, while economic growth in the region of 3.9 per cent is envisaged for 2013. In April the IMF had predicted growth of 3.6 per cent for 2012 and an increase of 4.1 per cent for the coming year. For the Eurozone the IMF continues to expect a contraction of 0.3 per cent in 2012, while it has adjusted downward its forecast for 2013 by 0.2 percentage points to +0.7 per cent

The economic outlook for Germany is more positive: in its monthly report published in July, despite the euro debt crisis the Bundesbank assumes moderate growth for the German economy during the spring period. While industrial output probably fell slightly short of the level realized in the first quarter, in the Bundesbank's view the lively construction industry and the continuing upward trend in the service sector more than made up for this. For 2012 the Bundesbank predicts real gross domestic product (GDP) growth of 1.0 per cent, compared to 3.0 per cent in the previous year.

In early July the ECB cut the Eurozone's key interest rate below one per cent for the first time since the introduction of the euro: the interest rate fell by 0.25 points to 0.75 per cent. Since mid-December 2011 the key interest rate had been 1.0 per cent. The ECB has stated that inflation pressure has continued to fall beyond the relevant period from the point of view of monetary policy, since some of the downward risks previously identified for the growth prospects of the euro currency area have now materialized. The basic trend for monetary expansion is still moderate. The ECB's inflation predictions for the euro area's economy remain in line with the ECB's target of keeping price rises below, but close to, the 2 % mark.

Assessment of CEWE COLOR's management regarding the overall economic conditions

The overall economic environment has continued to worsen. Economic growth has come to a halt in CEWE COLOR's key markets in Central Europe, except for Germany. Since the inflation risks have declined, the ECB has cut interest rates to a historically low level, so that debt financing terms for companies are unlikely to deteriorate.

Irrespective of this, on account of its solid financing structure CEWE COLOR does not envisage any significant financing risks. Nor would CEWE COLOR likely be affected by a potentially more restrictive lending policy imposed by the financial sector due to higher equity requirements. The risk of debt haircuts for some of the euro zone's members continues to apply but does not represent any material risk for CEWE COLOR. The management does not expect the company's outstanding receivables to result in any significant burdens since receivables from business partners are largely hedged through loan insurance policies. The experience of the past few years has shown that the economic trend in general – and above all, customers' overall consumption propensity – correlates only very weakly with demand for photofinishing products of CEWE COLOR. The economic trend may theoretically have an increasing influence in the event that business customers account for a rising share of the turnover of CEWE COLOR. However, at the present time in the online printing business environment the management tends more to see additional opportunities – even during weak economic phases – since the favourable cost/benefit ratio of its products for business customers should represent an even more important differentiation characteristic in this context. In the management's view, the retail sector alone will match the overall economic trend.

Slight growth for photofinishing

CEWE COLOR is encouraging value-added products' growing market share in order to offset the decline of photos produced by means of the traditional chemical silver and halide process. Besides the now well-advanced decline in analogue photos from film, this also encompasses the decrease in individual photos from digital files which is now beginning. Through its European market leader, CEWE PHOTOBOOK, and its further value-added products and strong Internet expertise, CEWE COLOR is outstandingly positioned in order to actively encourage this growth and to benefit from it.

The upshot of this is that the trend of value-added products should continue to strengthen photofinishing and, in principle, this will in the medium term confirm the trend of strengthening margins. However, the management sees various factors which are sources of uncertainty for 2012: the economic downturn might jeopardise the position of other business partners and necessitate value adjustments on receivables. The 4 % increase in personnel expenses which resulted from the German wage agreement for the main labour market in 2011 must be absorbed.

The seasonal shift in volume to the fourth quarter appears to be flattening off significantly – it remains to be seen whether this will affect the company's annual earnings.

Retail segment at the same level

In principle, the management assumes a stable trend for the retail segment in 2012 and 2013. Sales of compact digital cameras will likely continue to decline. The company is working on alternative products and segments. In 2011 a highly comfortable price level was achievable due to the lack of availability of goods on account of manufacturers' delivery problems. This resulted not least in an increase in the EBIT margin from 1.7 % to 2.2 %. The management is seeking to largely maintain this improved margin level.

Growth in online printing is independent of the economic situation

Online printing offers a series of advantages for the customer: increased quality due to highly professional printing products which greatly exceed the quality available from copy shops which are frequently used at present, and time savings thanks

to user-friendly Internet ordering, fast production and rapid delivery. Moreover, by using easy-to-operate standard office programs for the design of their print products customers can save on agency outlays and realize low-cost, demand-oriented small print runs. Customers are keen to realize these benefits regardless of the overall economic situation. Accordingly, in 2012 and 2013 the management predicts a highly positive turnover trend for the online printing segment. Since growth is the initial priority, the management does not expect this segment to yield any significant contribution to earnings in 2012 and it may even provide a slightly negative result. Integration costs, amortization on the acquired customer base, brand investments and advertising expenses will have a negative impact on earnings.

Value-added products and online printing are the key focus in 2013

In 2013 the ongoing development of CEWE PHOTOBOOK and further value-added products and the rapid expansion of online printing will remain the key focus for the company. The current assessment is that these trends will be the dominant ones for CEWE COLOR even beyond 2012, for the medium term.

Wider corridor for 2012 targets

Due to the trends outlined above and the uncertainty relating to the photofinishing, retail and online printing segments in particular, the management has opted for wider results target corridors for 2012. Since the company's management does not envisage any significant earnings contribution from the expected turnover in online printing of around 40 million

euros – as described above – CEWE COLOR predicts that photofinishing and retail will provide turnover of between 460 million euros (–1.9 %) and 485 million euros (+3.4 %), a key contribution to its EBIT margin. The stated EBIT goals correspond to an EBIT margin of 5.6 % to 7.2 % – a mean figure of 6.4 % which is identical with the EBIT margin realized in the previous year of 6.4 %.

Targets for 2012		Change to previous year
Digital prints	2.13–2.18 billion units	–3 % to –5 %
Prints from film	0.16–0.18 billion units	–30 % to –35 %
Total prints	2.29–2.36 billion units	–5 % to –8 %
CEWE PHOTOBOOKS	5.7–5.9 million units	+11 % to +15 %
Investments	30–33 million euros	–1 % to +9 %
Revenues currency adjusted	500–525 million euros	+7 % to +12 %
EBIT	27–33 million euros	–10 % to +10 %
Earnings before taxes (EBT)	25–31 million euros	–14 % to +6 %
Earnings after tax	16–20 million euros	–14 % to +8 %
Earnings per share	2.44–3.06 euros/share	–14 % to +8 %

Continuous dividend policy

In general CEWE COLOR pursues the goal of dividend continuity where this appears appropriate in view of the company's economic situation and the available investment opportunities. At the same time, the company's shareholders will share in increased earnings. In 2012 CEWE COLOR has consistently

pursued this goal: it distributed approx. 49 % of its overall net income for 2011 to its shareholders. Not only did the company increase its dividend from 1.25 euros (paid out in 2011) to 1.40 euros (paid out in 2012) per share, it also implemented an extensive share buyback programme.

Oldenburg, August 8, 2012
CEWE COLOR Holding AG
– The Board of Management –



Dr. Rolf Hollander
(Chairman of the Board of Management)



Dr. Reiner Fageth



Andreas F. L. Heydemann



Dr. Olaf Holzkämper

CEWE COLOR GROUP – STRUCTURE AND CORPORATE BODIES

Neumüller CEWE COLOR Stiftung

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CEWE COLOR Holding AG

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Corinna Linner, Baldham
Self-employed auditor and economist

Board of Management

Dr. Rolf Hollander, Oldenburg (Chairman)
Dr. Reiner Fageth, Oldenburg
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Consolidated Profit and Loss Account

for Q1–Q2 2011 and 2012 of CEWE COLOR Holding AG, Oldenburg

<i>Figures in thousand euros</i>	Q1–Q4 2011	Q2 2012	Q2 2011	Change	Q1–Q2 2012	Q1–Q2 2011	Change
Revenues	469,043	106,907	96,806	10.4 %	202,401	186,299	8.6 %
Increase/decrease in the inventory of finished and unfinished products	0	–49	0	—	26	0	—
Other work performed and capitalised	937	176	415	–57.6 %	413	757	–45.4 %
Other operating income	23,142	6,308	6,492	–2.8 %	11,592	10,394	11.5 %
Cost of materials	–173,631	–40,986	–37,504	–9.3 %	–78,709	–72,913	–7.9 %
Gross profit/loss	319,491	72,356	66,209	9.3 %	135,723	124,537	9.0 %
Employee expenses	–108,506	–29,553	–25,525	–15.8 %	–58,363	–51,818	–12.6 %
Other operating expenses	–147,360	–34,033	–31,611	–7.7 %	–66,370	–60,298	–10.1 %
Earnings before interest, taxes, depreciation and amortisation	63,625	8,770	9,073	–3.3 %	10,990	12,421	–11.5 %
Depreciation of property, plant and equipment and amortisation of intangible assets	–33,498	–9,369	–8,384	–11.7 %	–18,366	–16,952	–8.3 %
Earnings before interest and taxes (EBIT)	30,127	–599	689	—	–7,376	–4,531	–62.8 %
Net financial income	–954	–491	–372	–32.0 %	–1,006	–581	–73.1 %
Earnings before taxes (EBT)	29,173	–1,090	317	—	–8,382	–5,112	–64.0 %
Income taxes	–9,848	531	–424	—	953	–531	—
Other taxes	–737	–176	–171	–2.9 %	–356	–346	–2.9 %
Earnings after taxes	18,588	–735	–278	–164 %	–7,785	–5,989	–30.0 %
net profit/loss attributable to minority shareholders	0	0	–2	—	0	–2	—
net profit/loss attributable to the shareholders of the parent	18,588	–735	–276	–166 %	–7,785	–5,987	–30.0 %
Earnings per share (in euros)							
basic	2.84	–0.11	–0.04	–175 %	–1.19	–0.88	–35.2 %
diluted	2.84	–0.11	–0.04	–175 %	–1.19	–0.88	–35.2 %

Consolidated Statement of Recognised Income and Expenses

for Q1–Q2 2011 and 2012 of CEWE COLOR Holding AG, Oldenburg

<i>Figures in thousand euros</i>	Q1–Q4 2011	Q2 2012	Q2 2011	Change	Q1–Q2 2012	Q1–Q2 2011	Change
Earnings after tax	18,588	–735	–278	–164.4 %	–7,785	–5,989	–30.0 %
Currency translation differences	–2,691	–189	114	—	1,517	–72	—
Taxes on income and expenses recognised not affecting income	–133	0	0	—	0	0	—
Expenses and income after taxes not affecting income	–2,824	–189	114	—	1,517	–72	—
Total profit/loss	15,764	–924	–164	–463 %	–6,268	–6,061	–3.4 %
total profit/loss attributable to minority shareholders	0	0	0	—	0	0	—
total profit/loss attributable to the shareholders of the parent company	15,764	–924	–164	–463 %	–6,268	–6,061	–3.4 %

Consolidated Balance Sheet

as of June 31, 2012 of CEWE COLOR Holding AG, Oldenburg

ASSETS	<i>Figures in thousand euros</i>	Dec. 31, 2011	June 30, 2012	Mar. 31, 2012	Change	June 30, 2011	Change
Property, plant and equipment		79,216	97,785	98,996	-1.2 %	75,709	29.2 %
Real estate held as financial investment		4,839	4,603	4,725	-2.6 %	4,922	-6.5 %
Goodwill		9,072	25,183	25,432	-1.0 %	9,053	178 %
Intangible assets		13,040	24,121	24,649	-2.1 %	14,926	61.6 %
Non-current financial assets		214	658	632	4.1 %	200	229 %
Non-current receivables from income tax refund		2,551	2,551	2,551	—	2,896	-11.9 %
Non-current receivables and assets		581	487	589	-17.3 %	616	-20.9 %
Deferred tax assets		4,798	6,796	6,228	9.1 %	5,471	24.2 %
Non-current assets		114,311	162,184	163,802	-1.0 %	113,793	42.5 %
Assets held available for sale		187	188	195	-3.6 %	198	-5.1 %
Inventories		48,026	50,493	45,492	11.0 %	48,344	4.4 %
Current trade receivables		77,861	41,268	43,383	-4.9 %	48,231	-14.4 %
Current receivables from income tax refund		971	3,891	2,702	44.0 %	4,567	-14.8 %
Current other receivables and assets		17,618	10,852	20,365	-46.7 %	9,870	9.9 %
Cash and cash equivalents		30,764	7,544	18,847	-60.0 %	13,480	-44.0 %
Current assets		175,427	114,236	130,984	-12.8 %	124,690	-8.4 %
Assets		289,738	276,420	294,786	-6.2 %	238,483	15.9 %

SHAREHOLDERS' EQUITY AND LIABILITIES	<i>Figures in thousand euros</i>	Dec. 31, 2011	June 30, 2012	Mar. 31, 2012	Change	June 30, 2011	Change
Subscribed capital		19,188	19,188	19,188	—	19,188	—
Capital reserves		56,228	56,228	56,228	—	56,228	—
Special items for treasury shares		–24,431	–23,939	–24,431	2.0 %	–17,815	–34.4 %
Retained earnings and net retained profits		70,502	55,206	65,238	–15.4 %	48,513	13.8 %
Equity capital attributable to shareholders		121,487	106,683	116,223	–8.2 %	106,114	0.5 %
Minority interest		0	0	0	—	41	—
Equity		121,487	106,683	116,223	–8.2 %	106,155	0.5 %
Non-current special items for investment grants		320	294	211	39.3 %	365	–19.5 %
Non-current provisions for pensions		10,796	11,096	10,923	1.6 %	10,423	6.5 %
Non-current deferred tax liabilities		641	4,935	5,156	–4.3 %	1,808	173 %
Non-current other provisions		812	813	1,117	–27.2 %	878	–7.4 %
Non-current financial liabilities		16,699	30,897	31,743	–2.7 %	20,406	51.4 %
Other non-current liabilities		255	3,294	4,195	–21.5 %	274	1.102 %
Non-current liabilities		29,523	51,329	53,345	–3.8 %	34,154	50.3 %
Current special items for investment grants		95	83	90	–7.8 %	99	–16.2 %
Current provisions for taxes		5,567	5,024	6,017	–16.5 %	3,321	51.3 %
Current other provisions		7,416	9,210	9,837	–6.4 %	7,451	23.6 %
Current financial liabilities		7,393	32,341	30,451	6.2 %	7,504	331 %
Other current trade payables		90,175	48,648	55,576	–12.5 %	56,299	–13.6 %
Other current liabilities		28,082	23,102	23,247	–0.6 %	23,500	–1.7 %
Current liabilities		138,728	118,408	125,218	–5.4 %	98,174	20.6 %
Shareholders' equity and liabilities		289,738	276,420	294,786	–6.2 %	238,483	15.9 %

Consolidated Statement of Changes in Equity

for Q1–Q2 2011 and 2012 of CEWE COLOR Holding AG, Oldenburg

	Parent company other comprehensive group income				
<i>Figures in thousand euros</i>	Subscribed capital	Capital reserves	Revaluation reserves IFRS 3.59	Consolidated equity generated	Special item for Stock Option Plan
Balance on Jan. 1, 2012	19,188	56,228	1,075	69,766*	628
Earnings after tax	—	—	—	–7,785	—
Expenses and income not affecting profit or loss	—	—	—	0	—
Total profit/loss	—	—	—	–7,785	—
Dividend paid out	—	—	—	–9,188	—
Sale of treasury shares	—	—	—	0	—
Stock Option Plan 2010	—	—	—	0	160
Eigentümerbezogene Eigenkapitalveränderungen	—	—	—	–9,188	160
Balance on June 30, 2012	19,188	56,228	1,075	52,793	788
Balance on Jan. 1, 2011	19,188	56,228	1,075	59,656*	309
Earnings after tax	—	—	—	–5,987	—
Expenses and income not affecting profit or loss	—	—	—	0	—
Total profit/loss	—	—	—	–5,987	—
Dividend paid out	—	—	—	–8,482	—
Acquisition of treasury shares	—	—	—	0	—
Other changes in equity	—	—	—	0	160
Owner-related change in equity capital	—	—	—	–8,482	160
Balance on June 30, 2011	19,188	56,228	1,075	45,187	469

* Taking into consideration a reclassification of 214 thousand euros from provisions not affecting income.

Parent company other comprehensive group income							Minority shareholders			
Other equity items	Adjustment item for currency translation in	Income taxes without effect on net income taken	Retained earnings and net retained profits	Equity acc. to consol. bal. sh. before deduction of treasury	Special items for treasury shares	Equity capital attributable to shareholders	Minority capital	Adjustment item for currency translation	Minority interest	Equity capital according to consolidated balance sheet
-349	-1,132	514	70,502	145,918	-24,431	121,487	0	0	0	121,487
—	0	0	-7,785	-7,785	0	-7,785	0	0	0	-7,785
—	1,517	0	1,517	1,517	0	1,517	0	0	0	1,517
—	1,517	0	-6,268	-6,268	0	-6,268	0	0	0	-6,268
—	0	0	-9,188	-9,188	0	-9,188	0	0	0	-9,188
—	0	0	0	0	492	492	0	0	0	492
—	0	0	160	160	0	160	0	0	0	160
—	0	0	-9,028	-9,028	492	-8,536	0	0	0	-8,536
-349	385	514	55,206	130,622	-23,939	106,683	0	0	0	106,683
-349	1,559	647	62,897	138,313	-17,647	120,666	51	-11	40	120,706
—	0	0	-5,987	-5,987	0	-5,987	-2	0	-2	-5,989
—	-75	0	-75	-75	0	-75	0	3	3	-72
—	-75	0	-6,062	-6,062	0	-6,062	-2	3	1	-6,061
—	0	0	-8,482	-8,482	0	-8,482	0	0	0	-8,482
—	0	0	0	0	-168	-168	0	0	0	-168
—	0	0	160	160	0	160	0	0	0	160
—	0	0	-8,322	-8,322	-168	-8,490	0	0	0	-8,490
-349	1,484	647	48,513	123,929	-17,815	106,114	49	-8	41	106,155

Consolidated Cash Flow Statement

for Q1–Q2 2011 and 2012 of CEWE COLOR Holding AG, Oldenburg

Figures in thousand euros	Q2 2012	Q2 2011	Change
EBIT	-599	689	—
+/- Adjustments for:			
+/- Depreciation (+) / allocations (-)	9,369	8,384	11.7 %
+/- Currency effects not realised	141	-78	—
+/- Change of other non-current liabilities	-248	238	—
+/- Change of other non-current receivables	102	65	56.9 %
+/- Income/loss from the disposal of fixed assets	138	-64	—
+/- Other non-cash transactions	-18	-1	-1.700 %
= EBIT adjustment for cash flow	9,484	8,544	11.0 %
= EBIT-induced cash flow	8,885	9,233	-3.8 %
+/- Decrease (+) / increase (-) operating net working capital	-9,814	-7,822	-25.5 %
+/- Decrease (+) / increase (-) other operating net working capital (excl. income tax items)			
- Taxes paid	8,826	11,694	-24.5 %
- Taxes paid	-2,817	-2,782	-1.3 %
= Working capital and tax-induced cash flow	-3,805	1,090	—
= Cash flow from operating activities	5,080	10,323	-50.8 %
- Cash flow from investing activities to fixed assets	-7,609	-5,278	-44.2 %
- Outflows from purchases of consolidated shares/acquisitions	0	0	—
- Outflows from investments in financial assets and similar assets	-23	0	—
+ Cash flow from the disposal of tangible and intangible assets	87	134	-35.1 %
= Cash flow from investing activities	-7,545	-5,144	-46.7 %
= Free cash flow	-2,465	5,179	—
+/- Outflows (-) to/inflows (+) from shareholders			
- Dividends paid out	-9,188	-8,481	-8.3 %
- Purchase of treasury shares	0	-103	—
+ Sale of treasury shares	492	0	—
- Evaluation of stock options according to IFRS 2	80	80	—
= Outflows to shareholders	-8,616	-8,504	-1.3 %
+/- Cash flow to (+) / cash flow from (-) the change of financial liabilities	260	-1,743	—
+/- Cash flow to (+) / cash flow from (-) the change of interest income	-466	-350	-33.1 %
+/- Other non-cash financial transactions	-25	-22	-13.6 %
= Cash flow from financing activities	-8,847	-10,619	16.7 %
Cash and cash equivalents at start of period	18,847	18,838	0.0 %
+/- Effect of exchange rate changes on cash and cash equivalents	9	82	-89.0 %
+ Cash flow from operating activities	5,080	10,323	-50.8 %
- Cash flow from investing activities	-7,545	-5,144	-46.7 %
+/- Cash flow from financing activities	-8,847	-10,619	16.7 %
= Cash and cash equivalents at end of period	7,544	13,480	-44.0 %

Q1–Q2 2012	Q1–Q2 2011	Change
-7,376	-4,531	-62.8 %
18,366	16,952	8.3 %
675	-405	—
1,112	490	127 %
94	-259	—
132	-9	—
0	0	—
20,379	16,769	21.5 %
13,003	12,238	6.3 %
-8,687	-564	-1.440 %
2,763	6,628	-58.3 %
-4,851	-5,734	15.4 %
-10,775	330	—
2,228	12,568	-82.3 %
-14,080	-10,884	-29.4 %
-21,174	0	—
-23	0	—
117	218	-46.3 %
-35,160	-10,666	-230 %
-32,932	1,902	—
-9,188	-8,481	-8.3 %
0	-168	—
492	0	—
160	160	—
-8,536	-8,489	-0.6 %
22,189	-2,830	—
-978	-660	-48.2 %
-3,228	79	—
9,447	-11,900	—
30,764	23,382	31.6 %
265	96	176 %
2,228	12,568	-82.3 %
-35,160	-10,666	-230 %
9,447	-11,900	—
7,544	13,480	-44.0 %

Segment reporting according to business fields *

for Q1–Q2 2011 and 2012 of CEWE COLOR Holding AG, Oldenburg

Q1–Q2 2012	<i>Figures in thousand euros</i>	Photofinishing	Retail	Online Printing	Scope of consolidation	CEWE COLOR GROUP TOTAL
External revenues		136,979	48,477	16,945	—	202,401
Currency effects		31	1,282	0	—	1,313
External revenues, currency-adjusted		137,010	49,759	16,945	—	203,714
Internal revenues		1,145	86	0	– 1,231	0
Overall turnover		138,124	48,563	16,945	– 1,231	202,401
EBIT		– 5,343	– 206	– 1,827	—	– 7,376

Q1–Q2 2011	<i>Figures in thousand euros</i>	Photofinishing	Retail	Online Printing	Scope of consolidation	CEWE COLOR GROUP TOTAL
External revenues		134,447	51,339	513	—	186,299
Internal revenues		830	550	0	– 1,380	0
Overall turnover		135,277	51,889	513	– 1,380	186,299
EBIT		– 2,916	– 92	– 1,523	—	– 4,531

* The segment reporting forms part of the selected notes and is provided here for improved clarity. Until the 1st quarter 2012, external revenue had been referred to as revenues generated with external parties, internal revenue as revenues generated with other segments and overall turnover as segment turnover.

Segment reporting according to business fields

for Q2 2011 and 2012 of CEWE COLOR Holding AG, Oldenburg

Q2 2012	<i>Figures in thousand euros</i>	Photofinishing	Retail	Online Printing	Scope of consolidation	CEWE COLOR GROUP TOTAL
External revenues		71,493	25,413	10,001	—	106,907
Currency effects		179	905	0	—	1,084
External revenues, currency-adjusted		71,672	26,318	10,001	—	107,991
Internal revenues		767	20	0	–787	0
Overall turnover		72,260	25,433	10,001	–787	106,907
EBIT		–257	296	–638	—	–599

Q2 2011	<i>Figures in thousand euros</i>	Photofinishing	Retail	Online Printing	Scope of consolidation	CEWE COLOR GROUP TOTAL
External revenues		70,447	26,047	312	—	96,806
Internal revenues		643	515	0	–1,158	0
Segment turnover		71,090	26,562	312	–1,158	96,806
EBIT		1,163	406	–880	—	689

Selected Notes

Corporate information

CEWE COLOR Holding AG, Oldenburg, (hereinafter referred to as CEWE COLOR Holding) is a public limited company listed on the stock exchange with its registered office in Germany. The key business activities of the CEWE COLOR Group (hereinafter referred to as CEWE COLOR) are photofinishing, the photo retail segment and online printing.

Principles for the preparation of the consolidated interim report as of June 30, 2012

The consolidated interim report of CEWE COLOR Holding as of June 30, 2012 has been prepared in accordance with the International Financial Reporting Standards (IFRS) applicable on the cut-off date and the interpretations of the International Accounting Standards Board (IASB) to be applied in the European Union. This interim report contains all data and information required according to IAS 34 for an abridged interim report.

In preparing the abridged interim report, the Board of Management is obliged to make estimates and assumptions in compliance with the applicable accounting principles regarding the presentation of assets and liabilities as well as income and expenses and the disclosure of contingent liabilities and assets. The actual future amounts may deviate from these estimates.

These accounting, valuation and recognition policies and consolidation methods were applied to the semi-annual financial report as of June 30, 2012 without any significant changes in relation to December 31, 2011. They are detailed in the consolidated financial statements as of December 31, 2011. Likewise, the fundamental principles and methods of estimation for the semi-annual financial report have not changed in comparison to previous periods.

Scope of consolidated companies

Apart from CEWE COLOR Holding, the consolidated interim report as of June 30, 2012 includes domestic and foreign companies over which CEWE COLOR Holding has a direct or indirect controlling interest. These companies are initially included in the consolidated financial statements for the period in which control is obtained. Apart from CEWE COLOR Holding as the parent company, the group of consolidated companies includes 11 domestic and 20 foreign companies as per the balance sheet date. The pension commitments transferred to CEWE COLOR Versorgungskasse e. V., Wiesbaden, according to IAS 19 also remain included in the scope of consolidation. Bilder-planet. de GmbH, Cologne, Printpartners Nederland B. V., Veenendaal, Netherlands, and Saxoprint B. V., Dordrecht, Netherlands, have not been included in the scope of consolidation due to their lesser economic significance.

The first-time inclusion in the scope of consolidation of the online printing firm Saxoprint GmbH, Dresden with five domestic and foreign sales companies was effected as per February 1, 2012. Compared to the previous quarter, the fair values of several balance sheet items determined in the context of the purchase-price allocation have changed due to new findings: The brand name has been recognised at 1,450 thousand euros (Q1 2012: 1,000 thousand euros), the deferred tax assets at 411 thousand euros (Q1 2012: 470 thousand euros) and the deferred tax liabilities at 4,490 thousand euros (Q1 2012: 4,348 thousand euros). Software has been reported at 1,742 thousand euros (Q1 2012: 1,018 thousand euros) and the other intangible assets at 105 thousand euros (Q1 2012: 829 thousand euros). Changes may yet arise in case of new findings during the twelve-month valuation period pursuant to IFRS 3.45 regarding the recognition of the assets and liabilities identified through the purchase-price allocation; the figures in this interim report are therefore provisional. The acquired customer base will be written off over an expected useful life of five years. This brand name has still been valued on the basis of provisional assumptions since not all of the valuation-related information is currently available. Although technology and know-how are significant factors for Saxoprint, the assumption is still that an intangible assets item "Technology and know-how" should not be recognized since it cannot be separated.

<i>Figures in thousand euros</i>	Fair values as of acquisition
Property, plant and equipment	21,546
Intangible assets	
Customer relationships	8,600
Brand name	1,450
Software	1,742
Other intangible assets	105
Financial assets	418
Deferred tax assets	411
Inventories	927
Trade receivables	1,008
Current other receivables and assets	4,990
Cash and cash equivalents	826
	42,023
Non-current liabilities	16,185
Deferred tax liabilities	4,490
Current liabilities	9,459
	30,134
Net assets	11,889

Goodwill in the amount of 16,111 thousand euros results from these provisional fair values.

Goodwill	<i>Figures in thousand euros</i>	Fair values as of acquisition
Purchase price		28,000
Net assets		11,889
Goodwill		16,111

Since first consolidation, the activities that have been taken over have contributed 15,511 thousand euros to the semi-annual turnover and –1,239 thousand euros to the earnings after taxes. If the firm had been acquired at the start of the financial year, the consolidated turnover would have been a further 2,661 thousand euros higher and earnings after taxes –175 thousand euros lower.

Seasonal effects on business activities

Please see the notes in the interim management report regarding the seasonal and economic effects on the interim report as of June 30, 2012.

Key business transactions

No events affecting the statement of financial position, the income statement or the cash flow which are significant on account of their nature, size or frequency have occurred in the period to June 30 of the current financial year.

Events following the reporting date

In July 2012, all claims arising from a lawsuit regarding subsequent purchase price receivables from an earlier acquisition of shareholdings and associated claims under employment law were settled out of court. All risks arising from this lawsuit were covered by sufficient provisions until June 30, 2012. No further events which are significant on account of their nature, size or frequency have occurred since June 30, 2012.

Notes on the income statement, statement of financial position, statement of cash flows

Detailed notes concerning the income statement are set down in the interim management report in the sections for the individual segments as well as "Consolidated income statement"; the notes on the statement of financial position and statement of cash flows are provided in the sections "Statement of financial position and financial management" and "Cash flow". The development of equity capital is shown separately in the statement of changes in equity following the income statement, the statement of recognised income and expenses, the statement of financial position, the statement of cash flows and the segment reporting. Since the consolidated financial statements as of December 31, 2011, pursuant to IAS 8.42 reporting of costs for hiring of personnel and for initial and advanced training for the company's own personnel have been revised. Since this time the relevant costs

have been reported under other operating expenses instead of personnel costs. The corresponding figures for the same quarter in the previous year have been revised, so that personnel costs are 782 thousand euros lower and other operating expenses are correspondingly higher.

Equity

On December 31, 2011 CEWE COLOR Holding AG held 737,952 no-par shares as treasury shares. In addition, CEWE COLOR Versorgungskasse e. V., Wiesbaden, held 112,752 no-par shares of the company on the same date. IAS 19 required inclusion of the latter in the consolidated financial statements, so that as of the reporting date of December 31, 2011 a total of 850,704 no-par shares were reportable as treasury shares in the consolidated financial statements of CEWE COLOR Holding.

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Segments

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and Loss Account

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Balance Sheet and
Financial Management

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Cash Flow

Earnings per share	<i>Figures in thousand euros</i>	Q2 2012	Q2 2011	Q1–Q2 2012	Q1–Q2 2011
Consolidated earnings after third-party interests		–735	–276	–7,785	–5,987
Weighted average basic number of shares (<i>in pieces</i>)		6,544,822	6,764,570	6,537,069	6,765,851
Basic earnings per share (<i>in euros</i>)		–0,11	–0,04	–1,19	–0,88
Consolidated earnings after third-party interests		–735	–276	–7,785	–5,987
+ Interest expense from shareholder loans of OHG		3	3	5	6
Adjusted consolidated earnings		–732	–273	–7,780	–5,981
Weighted average diluted number of shares (<i>in pieces</i>)		6,564,822	6,784,570	6,557,069	6,785,851
Diluted earnings per share (<i>in euros</i>)		–0.11	–0.04	–1.19	–0.88

In March 2012 the Board of Management resolved to offer the employees of the domestic subsidiaries of CEWE COLOR Holding shares in the company at a reduced price as employee shares. This required a total of 15,506 shares. The necessary shares were provided out of the portfolio of CEWE COLOR Holding. On June 30, 2012 the company's treasury share portfolio according to IAS 19 totaled 835,198 no-par shares, for an average purchase price of 28.64 euros.

As of June 30, 2012 the capital stock of CEWE COLOR Holding AG was unchanged on the previous quarter at 19,188 thousand euros, divided up into 7,380,020 shares. Changes in equity are described in the consolidated statement of changes in equity and relevant explanations are provided in the "Statement of financial position and financial management" chapter of the interim management report.

Notes on the segment reporting

As already announced in the 2011 annual report, from 2012 onwards the segment reporting will be modified: the acquisition of Saxoprint means that the online printing segment now has a much stronger weight than previously. CEWE COLOR has therefore revised its management reporting and the structure of its segment report. As of the 2nd quarter 2012, the segments have been referred to as business fields. Online printing activities which were previously reported in the photofinishing segment for Central Europe have been removed from this seg-

ment and are now shown together with Saxoprint's business development in the "Online printing" business field. The photofinishing segments which were previously presented by region are now summarized in a single "Photofinishing" business field which shows turnover and earnings for photofinishing products – i.e. photos from film, digital photos, CEWE PHOTOBOOKS, photo calendars and greeting cards and other photo gifts and personalized products. Besides turnover realized with business partners, this also includes turnover which CEWE COLOR companies realize through direct business with consumers in several countries. The "Retail" business field remains unchanged and continues to comprise sales of hardware – such as cameras and camera accessories – which CEWE COLOR sells without any further processing. This structure corresponds to the company's internal management reporting of the strategic business fields. The group's internal revenues are consolidated in the "Eliminations" column. EBIT is reported as the key earnings and performance indicator. The figures for the previous year have also been revised. Detailed notes on the segment reporting can be found in the segments section of the interim management report.

Contingent liabilities

Contingent liabilities resulted from the grant of suretyships and guarantees for third parties, from possible litigation risks and from other issues and amounted to 1,343 thousand euros (end of the same quarter in the previous year: 1,693 thousand euros).

Transactions with related parties

The members of the Board of Management and the Supervisory Board and the heirs of Senator h.c. Heinz Neumüller, Oldenburg, and the affiliates of the heirs are defined as related parties of the CEWE COLOR group.

Transactions with other related parties occurred in the first half of 2012. Key transactions relate to individual commercial tenancies concluded between the group and affiliates of the heirs of Senator h.c. Heinz Neumüller, Oldenburg. There has not been any significant change in the nature or scope of these transactions by comparison with the consolidated financial statements as of December 31, 2011.

Declaration of the Legal Representatives

We declare to the best of our knowledge that, according to the generally accepted accounting principles applicable to the review of interim information, the consolidated interim financial statements present a true and fair view of the net worth, financial and earnings situation of the group, and that the consolidated interim financial statements represent the course of business including the operating results and the situation of the group in such a way that a true and fair view of the actual conditions is shown, and describes the major chances and risks of the prospective development of the remaining period of the current financial year.

Oldenburg, August 8, 2012
CEWE COLOR Holding AG
– The Board of Management –



Dr. Rolf Hollander
(Chairman of the Board of Management)



Dr. Reiner Fageth



Andreas F.L. Heydemann



Dr. Olaf Holzkämper

Auditor's certificate

CEWE COLOR Holding AG, Oldenburg

„We have examined the abridged consolidated interim financial statements – consisting of the statement of financial position, the income statement, the statement of recognised income and expense, the abridged statement of cash flows, the statement of changes in equity as well as selected notes – and the consolidated interim management report of CEWE COLOR Holding AG, Oldenburg, for the period from January 1 to June 30, 2012, all of which are integral parts of the semi-annual financial report in accordance with Section 37w of the German Securities Trading Act (WpHG). The legal representatives of the company are responsible for preparation of the abridged consolidated interim financial report according to IFRS for interim financial reporting as applied in the EU, and the consolidated interim management report according to the standards laid down by the German Securities Trading Act. It is our task to issue a certificate on the basis of the abridged consolidated interim financial statements and the consolidated interim management report on the basis of our examination.

We have conducted our examination of the abridged consolidated interim financial report and the consolidated interim management report in compliance with the German principles for examination of financial statements as determined by Institut der Wirtschaftsprüfer e. V. (IDW) as well as the International Standard on Review Engagements „Review of Interim Financial Information performed by the Independent Auditor of the Entity“ (ISRE 2410). These standards require that we plan and perform our examination so as to exclude, with a reasonable degree of assurance, a failure to prepare the abridged consolidated interim financial statements, in essential respects, in compliance with IFRS for interim financial reporting as applied in the EU, or to prepare the consolidated interim management report, in essential respects, in compliance with the standards laid down in the German Securities Trading Act in relation to the preparation of consolidated interim management reports. An examination is primarily limited to questioning of company, the assurance which may be reached through an audit. As our mandate does not include an audit, we cannot issue an opinion.

Based on our examination, we have not become aware of any facts which would lead to the assumption that the abridged consolidated interim financial report has, in essential respects, not been prepared in compliance with IFRS for interim financial reporting as applied in the EU, or that the consolidated

interim management report has, in essential respects, not been prepared in accordance with the standards laid down in the German Securities Trading Act in relation to the preparation of consolidated interim management reports.”

Oldenburg, August 8, 2012

COMMERZIAL TREUHAND
Gesellschaft mit beschränkter Haftung
Wirtschaftsprüfungsgesellschaft
Steuerberatungsgesellschaft

Dipl.-Kfm. Manfred Szusziess
Certified Public Accountant

ppa. Dipl.-Kfm. Thomas Münchenberg
Certified Public Accountant





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Multi-Year Overview

Consolidated Profit and Loss Account

<i>Figures in million euros</i>	Q2 2006	Q2 2007	Q2 2008
Revenues	97.2	100.8	99.1
Increase/decrease in the inventory of finished and unfinished products	0.0	0.0	0.0
Other own work capitalised	0.3	0.4	0.5
Other operating income	5.7	6.0	7.4
Cost of materials	-34.2	-40.4	-40.7
Gross profit	69.0	66.7	66.3
Personnel expenses	-26.1	-23.9	-24.8
Other operating expenses	-24.8	-30.3	-29.7
Income before taxes, interest and depreciation (EBITDA)	18.1	12.5	11.8
Depreciation of property, plant and equipment and amortisation of intangible assets	-8.1	-9.5	-9.2
Earnings before interest and taxes (EBIT)	10.0	3.0	2.6
Financial results	-2.2	0.1	-0.4
Earnings before taxes (EBT)	7.8	3.1	2.2
Income taxes	-3.2	1.6	-0.6
Other taxes	-0.9	-0.7	-0.3
Earnings after taxes	3.7	4.0	1.4
net profit/loss attributable to minority shareholders	1.2	0.0	0.0
net profit/loss attributable to the shareholders of the parent company	2.5	4.0	1.4

Q2 2009	Q2 2010	Q2 2011	Q2 2012	Q1–Q2 2006	Q1–Q2 2007	Q1–Q2 2008	Q1–Q2 2009	Q1–Q2 2010	Q1–Q2 2011	Q1–Q2 2012
88.6	96.4	96.8	106.9	174.9	179.4	181.5	170.3	180.4	186.3	202.4
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.5	0.4	0.4	0.2	0.7	0.7	1.1	0.9	0.8	0.8	0.4
6.2	4.5	6.5	6.3	9.9	11.4	12.3	12.8	10.5	10.4	11.6
–33.5	–38.5	–37.5	–41.0	–60.5	–70.5	–73.2	–68.2	–73.4	–72.9	–78.7
61.8	62.8	66.2	72.4	124.9	121.1	121.7	115.7	118.2	124.5	135.7
–24.3	–24.8	–26.3	–29.6	–52.9	–53.2	–56.2	–54.9	–49.7	–52.6	–58.4
–27.2	–27.3	–30.8	–34.0	–49.9	–56.6	–55.9	–55.3	–54.5	–59.5	–66.4
10.3	10.6	9.1	8.8	22.2	11.3	9.6	5.4	14.0	12.4	11.0
–8.2	–8.7	–8.4	–9.4	–16.4	–19.5	–21.1	–18.3	–20.0	–17.0	–18.4
2.1	1.9	0.7	–0.6	5.8	–8.2	–11.5	–12.8	–5.9	–4.5	–7.4
–0.2	–0.4	–0.4	–0.5	–4.2	–0.5	–0.6	–0.8	–0.9	–0.6	–1.0
1.9	1.5	0.3	–1.1	1.6	–8.7	–12.1	–13.6	–6.8	–5.1	–8.4
–0.3	–3.7	–0.4	0.5	–3.1	1.1	1.3	–1.3	–3.3	–0.5	1.0
–0.1	–0.2	–0.2	–0.2	–1.5	–1.5	–0.6	–0.4	–0.4	–0.3	–0.4
1.5	–2.4	–0.3	–0.7	–3.0	–9.0	–11.4	–15.2	–10.6	–6.0	–7.8
0.0	0.0	0.0	0.0	–0.6	0.0	0.0	0.0	0.0	0.0	0.0
1.5	–2.4	–0.3	–0.7	–2.4	–9.0	–11.4	–15.2	–10.6	–6.0	–7.8

Multi-Year Overview

Consolidated Balance Sheet

Assets <i>Figures in million euros</i>	June 30, 2006	June 30, 2007	June 30, 2008	June 30, 2009	June 30, 2010	June 30, 2011	June 30, 2012
Property, plant and equipment	111.0	114.4	99.0	88.5	81.2	75.7	97.8
Real estate held as financial investment	0.0	0.0	0.0	3.6	5.0	4.9	4.6
Goodwill	2.5	2.4	6.3	10.3	10.3	9.1	25.2
Intangible assets	9.6	13.9	22.5	20.7	16.2	14.9	24.1
Financial assets at equity	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Financial assets	1.4	2.1	0.3	0.3	0.2	0.2	0.7
Non-current receivables from income tax refund	0.0	4.4	3.9	3.5	3.1	2.9	2.6
Non-current receivables and assets	0.6	0.5	0.6	0.4	0.3	0.6	0.5
Deferred tax assets	2.8	4.2	6.0	5.1	5.3	5.5	6.8
Non-current assets	128.3	141.8	138.6	132.5	121.7	113.8	162.2
Assets held available for sale	0.0	0.0	4.6	4.6	2.1	0.2	0.2
Inventories	30.1	33.6	40.4	38.8	42.9	48.3	50.5
Current trade receivables	60.5	69.5	53.2	49.3	43.9	48.2	41.3
Current receivables from income tax refund	2.6	11.3	4.4	7.5	3.5	4.6	3.9
Current other receivables and assets	9.9	8.2	10.6	9.5	10.3	9.9	10.9
Cash and cash equivalents	9.3	16.0	6.7	9.2	10.8	13.5	7.5
Current assets	112.5	138.6	119.9	119.0	113.5	124.7	114.2
	240.9	280.4	258.5	251.5	235.2	238.5	276.4

Shareholders' Equity and Liabilities <i>Figures in million euros</i>	June 30, 2006	June 30, 2007	June 30, 2008	June 30, 2009	June 30, 2010	June 30, 2011	June 30, 2012
Subscribed capital	15.6	19.2	19.2	19.2	19.2	19.2	19.2
Capital reserve	29.2	56.2	56.2	56.2	56.2	56.2	56.2
Special item for treasury shares	-14.6	-7.6	-14.3	-17.0	-17.0	-17.8	-23.9
Revenue reserves and net profits	57.4	42.3	41.8	30.3	36.4	48.5	55.2
Equity capital attributable to shareholders	87.6	110.1	102.9	88.7	94.8	106.1	106.7
Third-party interests	13.6	0.0	0.06	0.05	0.0	0.0	0.0
Equity	101.3	110.2	103.0	88.7	94.8	106.2	106.7
Non-current special items for investment grants	0.7	0.8	0.7	0.6	0.5	0.4	0.3
Non-current provisions for pensions	9.0	9.5	9.8	9.8	10.0	10.4	11.1
Non-current deferred tax liabilities	1.5	2.3	3.8	2.5	1.7	1.8	4.9
Non-current other provisions	3.9	1.8	1.7	1.5	1.0	0.9	0.8
Non-current financial liabilities	18.9	3.9	8.9	18.4	28.5	20.4	30.9
Non-current other liabilities	3.0	0.2	0.5	0.5	0.1	0.3	3.3
Non-current liabilities	37.1	18.5	25.5	33.3	41.8	34.2	51.3
Current special items for investment grants	0.4	0.1	0.1	0.1	0.1	0.1	0.1
Current provisions for taxes	7.1	4.3	2.2	2.6	6.9	3.3	5.0
Current other provisions	8.0	9.2	12.6	13.7	8.0	7.5	9.2
Current financial liabilities	9.2	47.7	37.7	40.1	14.9	7.5	32.3
Current other trade payables	0.0	62.9	54.4	51.5	46.8	56.3	48.6
Current other liabilities	77.8	27.6	22.9	21.6	21.9	23.5	23.1
Current liabilities	102.5	151.7	130.0	129.5	98.5	98.2	118.4
	240.9	280.4	258.5	251.5	235.2	238.5	276.4

Multi-Year Overview

Key Figures

Volume and Employees		Q2 2006	Q2 2007	Q2 2008
Digital prints	<i>in million units</i>	230.8	324.1	363.4
Prints from film	<i>in million units</i>	474.5	356.6	228.0
Total prints	<i>in million units</i>	705.2	680.7	591.4
CEWE PHOTOBOOKS	<i>in million units</i>	73.0	249.0	449.0
Employees	<i>on a full-time basis</i>	3,104	3,190	2,738
Income		Q2 2006	Q2 2007	Q2 2008
Revenues	<i>in million euros</i>	97.2	100.8	99.1
EBITDA	<i>in million euros</i>	18.1	12.5	11.8
EBITDA margin	<i>in % of revenue</i>	18.6	12.4	11.9
EBIT	<i>in million euros</i>	10.0	3.0	2.6
EBIT margin	<i>in % of revenue</i>	10.3	3.0	2.6
Restructuring costs	<i>in million euros</i>	—	−0.1	1.0
EBT before restructuring	<i>in million euros</i>	10.0	2.9	3.6
EBT	<i>in million euros</i>	7.8	3.1	2.2
Profit after taxes	<i>in million euros</i>	3.7	4.0	1.4
Capital		June 30, 2006	June 30, 2007	June 30, 2008
Total assets	<i>in million euros</i>	240.9	280.4	258.5
Capital Employed (CE)	<i>in million euros</i>	106.3	176.5	166.3
Equity	<i>in million euros</i>	101.3	110.2	103.0
Equity ratio	<i>in % of assets</i>	42.0	39.3	39.8
Net debt	<i>in million euros</i>	18.8	35.6	40.0
ROCE (previous 12 months)	<i>in % of average Capital Employed</i>	17.6	7.3	6.7

Q2 2009	Q2 2010	Q2 2011	Q2 2012	Q1–Q2 2006	Q1–Q2 2007	Q1–Q2 2008	Q1–Q2 2009	Q1–Q2 2010	Q1–Q2 2011	Q1–Q2 2012
423.7	418.3	449.7	480.9	422.0	604.8	708.2	814.3	853.1	872.6	942.7
159.0	98.9	69.3	44.5	854.8	627.9	413.4	273.2	181.0	120.4	78.9
582.7	517.2	519.0	525.4	1,276.8	1,232.7	1,121.6	1,087.5	1,034.1	993.0	1,021.6
673.2	784.1	970.4	1,095.0	123.0	450.0	859.0	1,320.2	1,608.9	1,890.2	2,121.6
2,703	2,578	2,635	3,109	3,218	3,216	2,778	2,761	2,601	2,655	3,130

Q2 2009	Q2 2010	Q2 2011	Q2 2012	Q1–Q2 2006	Q1–Q2 2007	Q1–Q2 2008	Q1–Q2 2009	Q1–Q2 2010	Q1–Q2 2011	Q1–Q2 2012
88.6	96.4	96.8	106.9	174.9	179.4	181.5	170.3	180.4	186.3	202.4
10.3	10.6	9.1	8.8	22.2	11.3	9.6	5.4	14.0	12.4	11.0
11.7	11.0	9.4	8.2	12.7	6.3	5.3	3.2	7.8	6.7	5.4
2.1	1.9	0.7	-0.6	5.8	-8.2	-11.5	-12.8	-5.9	-4.5	-7.4
2.4	1.9	0.7	-0.6	3.3	-4.5	-6.3	-7.5	-3.3	-2.4	-3.6
—	-0.1	—	—	—	6.1	10.9	9.4	2.2	—	—
2.1	1.8	0.3	-0.6	5.8	-2.1	-0.6	-3.4	-3.7	-4.5	-7.4
1.9	1.5	0.3	-1.1	1.6	-8.7	-12.1	-13.6	-6.8	-5.1	-8.4
1.5	-2.4	-0.3	-0.7	-3.0	-9.0	-11.4	-15.2	-10.6	-6.0	-7.8

June 30, 2009	June 30, 2010	June 30, 2011	June 30, 2012	Q1–Q2 2006	Q1–Q2 2007	Q1–Q2 2008	Q1–Q2 2009	Q1–Q2 2010	Q1–Q2 2011	Q1–Q2 2012
251.5	235.2	238.5	276.4	—	—	—	—	—	—	—
162.1	151.7	147.9	190.4	—	—	—	—	—	—	—
88.7	94.8	106.2	106.7	—	—	—	—	—	—	—
35.3	40.3	44.5	38.6	—	—	—	—	—	—	—
49.3	32.7	14.4	55.7	—	—	—	—	—	—	—
6.9	16.1	18.8	15.7	—	—	—	—	—	—	—

Multi-Year Overview

Key Figures: Cash Flow, Share

Cash Flow		Q2 2006	Q2 2007	Q2 2008
Cash flow from operating activities	in million euros	8.3	−0.4	−6.0
Cash flow from investing activities	in million euros	−6.3	−9.1	−2.4
Net cash flow	in million euros	2.0	−9.5	−8.4
Cash flow from financing activities	in million euros	—	—	—
Net changes in liquid funds	in million euros	—	—	—

Share		Q2 2006	Q2 2007	Q2 2008
Number of shares	in units	6,000,020	7,380,020	7,380,020
Earnings per share				
basic	in euros	0.45	0.56	0.19
diluted	in euros	0.52	0.56	0.19

Q2 2009	Q2 2010	Q2 2011	Q2 2012	Q1–Q2 2006	Q1–Q2 2007	Q1–Q2 2008	Q1–Q2 2009	Q1–Q2 2010	Q1–Q2 2011	Q1–Q2 2012
–0.4	8.5	10.3	5.0	–8.5	8.5	–8.4	–3.1	10.9	12.6	2.2
–5.4	–4.8	–5.1	–7.5	–11.6	–27.6	–11.2	–12.7	–11.3	–10.7	–35.2
–5.9	3.7	5.2	–2.5	–20.1	–19.1	–19.6	–15.8	–0.4	1.9	–32.9
9.0	–3.9	–10.6	–8.8	—	—	—	15.0	2.8	–11.9	9.4
3.1	–0.2	–5.4	–11.3	—	—	—	–0.8	2.4	–9.9	–23.2

Q2 2009	Q2 2010	Q2 2011	Q2 2012	Q1–Q2 2006	Q1–Q2 2007	Q1–Q2 2008	Q1–Q2 2009	Q1–Q2 2010	Q1–Q2 2011	Q1–Q2 2012
7,380,020	7,380,020	7,380,020	7,380,020	6,000,020	7,380,020	7,380,020	7,380,020	7,380,020	7,380,020	7,380,020
0.22	–0.35	–0.04	–0.11	–0.45	–1.25	–1.64	–2.24	–1.55	–0.88	–1.19
0.22	–0.35	–0.04	–0.11	–0.34	–1.25	–1.63	–2.23	–1.55	–0.88	–1.19

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FINANCIAL DIARY

Nov. 08, 2012

Announcement of the figures for Q3 2012

Nov. 12, 2012

German Equity Forum, Frankfurt



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the Deutscher Investor Relations Kreis e.V.

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Concept and design

FIRST RABBIT GmbH, Cologne

Photos

CEWE COLOR AG & Co. OHG, Oldenburg

Printing

CEWE COLOR AG & Co. OHG, Oldenburg

Translation

media lingua translations GmbH, Berlin

Auditor of the consolidated financial statements

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GLOSSARY

Borrowed capital

The total value reported as non-current and current liabilities under equity and liabilities

Capital Employed (CE)

Net working capital plus non-current fixed assets and cash and cash equivalents

Core capital employed

Capital employed less cash and cash equivalents and other financial assets, which exceed turnover of the previous twelve months by 5 %

Days working capital

Term of the net working capital in days measured by the turnover of the past quarter

EBIT

Earnings before interest and taxes

EBITDA

Earnings before interest, taxes, depreciation and amortisation

EBT

Earnings before taxes and financial result

Equity capital

The residual claim to the net assets remaining after deduction of liabilities according to IAS 32

Equity ratio

Share of equity capital in total capital; the mathematical ratio of equity to total assets

Financial liabilities

Non-current and current financial liabilities shown as such, without rights to repayment subject to interest shown in the statement of financial position under other credit lines

Free cash flow

Cash flow from operating activities minus cash flow to investing activities (both according to statement of cash flows)

Gross cash flow

Earnings after taxes plus amortisation on intangible assets and depreciation on property, plant and equipment

Gross financial liabilities

Total of non-current financial liabilities and current financial liabilities; cf. financial liabilities

Gross working capital

Current assets without cash and cash equivalents

Liquidity ratio

Ratio between cash and cash equivalents and total assets

Net cash flow

The gross cash flow less investments

Net financial liabilities

Non-current financial liabilities plus current financial liabilities less cash and cash equivalents

Net working capital

Current assets without cash and cash equivalents less current liabilities without current special items for investment grants and without current financial liabilities

NOPAT

EBIT less income taxes and other taxes

Operating net working capital

Inventories plus current trade receivables minus current trade payables

Other net working capital

Contains the assets held for sale, current receivables from income tax refunds, current receivables and assets less current provisions for taxes, as well as other current provisions and other current liabilities

Return On Capital Employed (ROCE)

The ratio of earnings before taxes and the net financial income (EBIT) versus the capital employed; in general, the 12-month perspective is chosen for the calculation of a rolling annual return on investment

Working capital and tax-induced cash flow

Changes from net working capital and paid taxes



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