

PRESS RELEASE HOLLAND COLOURS

Holland Colours realizes higher turnover in third quarter

Key developments third quarter:

- 5% higher turnover
- Slightly positive operating result, slightly negative net result
- Better gross margin and lower costs
- Bank ratios complied with

In the third quarter of the fiscal year Holland Colours realized a 5% higher turnover than during the same period last year. At the end of the third quarter the turnover is 12% lower compared to the same period in the previous year. Thanks to the higher turnover, the effects of the cost saving measures and the improved gross margin the third quarter was closed with a slightly positive operating result and a slightly negative net result. Both in terms of operating result and net result this means a sharp improvement compared to the same period in the previous year.

In the third quarter the turnover in the focus market Building & Construction showed a limited increase compared to the third quarter last year. This increase is for the greater part for the account of the Division Americas, in spite of the severe winter. In Europe the turnover only showed a marginal increase.

The focus market Packaging realized a marked increase in turnover compared to the third quarter last year. All divisions contributed to this growth but each to a different extent. In Europe the growth was limited mostly because of disappointing developments in Eastern Europe. The growth in Asia was notable. This trend happens in a market where competition is intensifying due to the continuously difficult circumstances in other market segments.

The focus market Silicons & Elastomers also showed a marked increase in turnover compared to the same period last year. Here the growth took mainly place in Europe.

The bank ratios agreed upon in July 2009 were met. A reduced Total Debt/EBITDA ratio during the fiscal year is part of the agreements made with the banks. The relation between debts to lenders and the operating result before interest and depreciation (Total Debt/EBITDA ratio) was 3.2 at the end of the third quarter. At the end of the fiscal year this ratio is required to be 3 maximum.

As mentioned in the press release of January 6, 2010 Holland Colours has the intention to withdraw the priority share. A proposal to change the Articles of Association will be made before an Extraordinary Meeting of Shareholders to be held April 1, 2010.

The results for the fiscal year 2009/2010 will be published Tuesday June 1, 2010. In the last quarter Holland Colours expects to realize a higher turnover than in the last quarter of the previous fiscal year. Subject to unforeseen circumstances, this higher turnover is anticipated to be sufficient to close the second half year with a positive operating result.

Apeldoorn, February 8, 2010

HOLLAND COLOURS

Profile

- Approximately 380 employees;
- 2,000 customers in 80 countries;
- 10 locations;
- Worldwide network of agents;
- Each employee is shareholder.

Holland Colours NV is an independent Dutch company with offices in North America and Mexico, Europe and Asia. The company was founded in 1979 and has been listed on the NYSE Euronext Amsterdam Stock Exchange since 1989. Holland Colours makes products for colouring plastics, the main products being Holcobatch and Holcoprill. Both these products have the advantage of being free flowing, dust-free, and easy to dose. Furthermore, Holland Colours makes pastes for colouring silicones, elastomers, PET packaging and other applications.

Holland Colours concentrates worldwide on three focus markets:

- Building & Construction (especially PVC applications);
- Packaging (especially PET applications);
- Silicones & Elastomers.

Approximately 85% of the turnover is realised in these three markets.

Virtually the entire production is generated by our four principal plants in the Netherlands, Hungary, the United States and Indonesia. The turnover of the new production site in China is growing fast.

Holland Colours is organised in three regional divisions that operate as profit centres in their specific region: Europe (including the Middle East and Africa), Americas and Asia. Turnover is roughly distributed between Europe (60%), North and South America (30%) and Asia (10%).

Important dates:

April 1, 2010	Extraordinary Meeting of Shareholders at 3.00 pm at the offices of the Company
June 1, 2010	Publication of the 2009/2010 annual figures
July 5, 2010	General Meeting of Shareholders at 1.30 pm at the offices of the Company
August 5, 2010	Trading update
November 4, 2010	Publication of the 2010/2011 half-yearly figures

HOLLAND COLOURS NV

PO Box 720 | 7300 AS Apeldoorn | The Netherlands
T +31 (0)55 368 0700 | F +31 (0)55 366 29 81
ir@hollandcolours.com
www.hollandcolours.com