

HOLLAND COLOURS PRESS RELEASE

NEW CHIEF EXECUTIVE OFFICER (CEO) HOLLAND COLOURS NV

Holland Colours announces that the Supervisory Board reached agreement with Rob Harmsen to become the CEO of Holland Colours NV. On January 5, 2012 an Extraordinary General Shareholders Meeting will take place to propose Rob Harmsen as statutory director of the company.

At this moment Mr Harmsen is Chief Operating Officer of Nuplex Resins Sydney Australia. In this position he is responsible for the global (B to B) coating resins business of Nuplex Industries. With his experience of more than 25 years, both national and international, and especially in Asia, Mr Harmsen possesses all the expertise to lead the further development of Holland Colours.

The present CEO Bernard van Schaik will step down per November 1, 2011. A good transition will be taken care of. The Company is grateful for the successful contribution of Mr van Schaik over the past five years and wishes Bernard the best in the next phase of his life.

Apeldoorn, October 4, 2011

Bernard van Schaik
Jeroen Straathof
Tineke Veldhuis - Hagedoorn

For more information:

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CEO
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HOLLAND COLOURS

Profile

- Approximately 390 employees;
- 2,000 customers in 80 countries;
- 10 (production) sites;
- Worldwide network of agents;
- Each employee is shareholder.

Holland Colours was founded in 1979 and has been listed on the NYSE Euronext Amsterdam Stock Exchange since 1989. It is an independent Dutch corporation with offices in North America and Mexico, Europe and Asia. Holland Colours makes products for coloring synthetic materials, the main products being Holcobatch and Holcoprill. Both these products have the advantage of being free flowing, dust-free, and very easy to dose. Furthermore, Holland Colours makes pastes for coloring 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

Around 85% of turnover is realized in these three markets.

Virtually the entire production is generated by our four principal plants in the Netherlands, Hungary, the United States and Indonesia.

Holland Colours is organized in three regional divisions that operate as profit centers in each specific region: Europe (including the Middle East and Africa), Americas and Asia.

The global turnover distribution is Europe 55%, Americas 30% and Asia 15%.

Important dates:

3 November 2011	Publication of the 2011/2012 half-yearly figures (after stock-exchange close)
5 January 2012	Extraordinary General Meeting of Shareholders
13 February 2012	Trading update (before stock-exchange opening)
29 May 2012	Publication of the 2011/2012 annual results (before stock-exchange-opening)
10 July 2012	General Meeting of Shareholders