

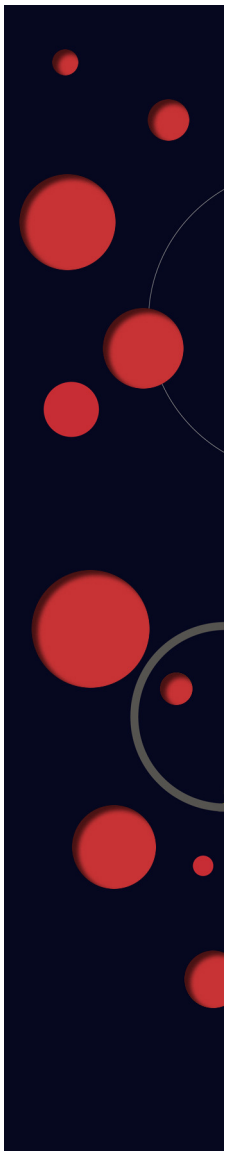
HOLLAND COLOURS PRESS RELEASE

ROB HARMSSEN APPOINTED AS CEO OF HOLLAND COLOURS NV

During the extraordinary general meeting of shareholders held today, Rob Harmsen has been appointed as President of the Executive Board (CEO) of Holland Colours NV.

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

Apeldoorn, January 5, 2012



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:

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
20 August 2012	Trading update (after stock-exchange close)
1 November 2012	Publication of the 2012/2013 half-yearly figures (after stock-exchange close)

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