

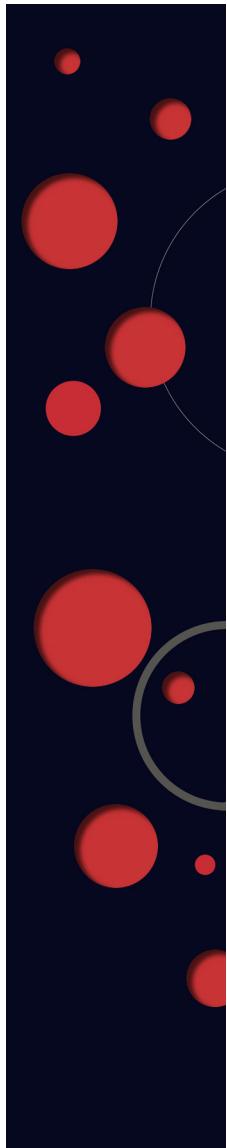
HOLLAND COLOURS PRESS RELEASE

Departure Jeroen Straathof

Holland Colours announces the intention of Jeroen Straathof, CFO of the company, to explore opportunities outside the company. Now that the annual report has been finalized and undersigned already some months with the company, he is of the opinion the time is there. He will leave the company as of 31 August 2012.

We regret but respect his decision. We would like to thank Jeroen for his contribution during the past more than four years - and I in particular for his support during my first months – and we wish him all the best in his future endeavors.

Apeldoorn, 1 June 2012
Holland Colours NV
Rob Harmsen
President
Telephone +31(0)553680700



HOLLAND COLOURS

Profile

- Approximately 385 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 80% 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:

10 July 2012
17 August 2012
1 November 2012

General meeting of Shareholders
Trading update (after stock-exchange close)
Publication of the 2012/2013 half-yearly figures (after stock-exchange close)