HOLLAND COLOURS PRESS RELEASE

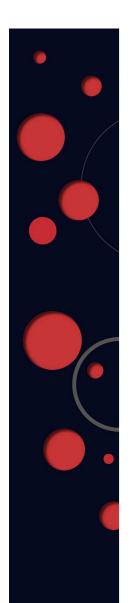
HOLLAND COLOURS SHAREHOLDERS MEETING ADOPTS FOLLOWING RESOLUTIONS

The annual general meeting of shareholders of Holland Colours NV held today (agenda and explanation available at www.hollandcolours.com) adopted following of the proposed resolutions:

- The annual accounts for the financial year 2011/2012 were adopted;
- The dividend for the financial year 2011/2012 was declared at € 1.10 per ordinary share with a nominal value of € 2.27. The dividend will be made available for distribution in cash. Dividend in cash is subject to 15% Dutch dividend withholding tax. The ex dividend date is July 12, 2012. The dividend record date is July 16, 2012 (after stock-exchange close). The payment of the dividend of ordinary shares will take place per July 18, 2012;
- Discharge was given to the members of the Executive Board and the members of the Supervisory Board;
- The remuneration policy for the Executive Board was approved;
- The remuneration for the Supervisory Board was approved:
- Ernst & Young Accountants LLP is reappointed for the period of one year;
- The designation of the Executive Board to acquire company shares, with approval of the Supervisory Board, is granted until January 10, 2014.

The Executive Board informed the meeting that the first quarter was good, but due to the uncertain economic outlook and the cyclical nature of the markets in which Holland Colours operates, Holland Colours will not issue any forecasts regarding the 2012/2013 financial year

Apeldoorn, July 10, 2012



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:

16 August 2012 1 November 2012 7 February 2013 29 May 2013 11 July 2013 Trading update
Publication of the 2012/2013 half-yearly figures
Trading update
Publication of the 2012/2013 annual figures

General meeting of Shareholders

