

## PRESS RELEASE HOLLAND COLOURS

### New appointments

Holland Colours is pleased to announce that per November 1, 2012 **Marco Kok** will strengthen the organization as **Chief Financial Officer**. He succeeds in that role Jeroen Straathof who -as announced earlier- will leave the company as of Augustus 31, 2012. Mr. Kok is currently CFO for Amefa Holding in Apeldoorn and brings with him a wealth of experience in various financial jobs, amongst others with PricewaterhouseCoopers, Philips and Pon. Per the above date Mr. Kok will also act as Controller Division Europe.

**Paul Karrenbeld**, currently Division Director Europe, will take up the new function of **Director Global Operations**, effective September 1, 2012. In this role he will -among other things- focus on improvements in the areas of operational efficiency, delivery performance and Health, Safety and Environment.

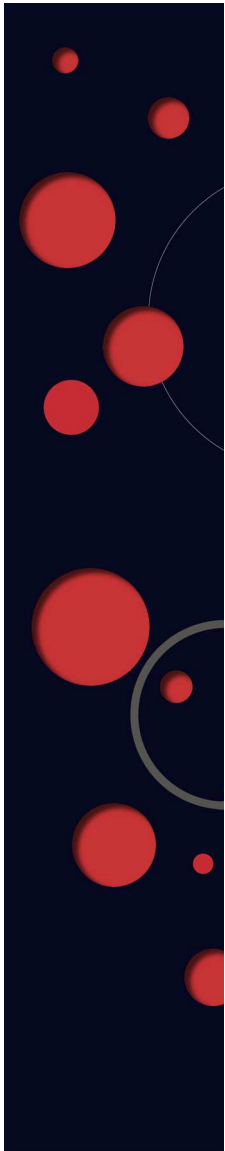
Until further notice **Rob Harmsen** -next to his role as CEO- will act as **Division Director Europe**.

Apeldoorn, August 21, 2012

Holland Colours NV  
Cees van Luijk, Chairman Supervisory Board  
Rob Harmsen, President

### For further information:

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## 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:

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