Consolidated interim announcement for the first half of 2011 pursuant to §§ 37 x & y German Securities Trading Act (WpHG)

Neuss, 24 August 2011

MEDISANA – Revenues held almost at level of record year 2010. As expected, consolidation effects impact negatively on earnings. The new mobile healthcare segment and stronger focus on selected sectors should provide positive momentum.

- **Revenues of EUR 13.2 million (previous year EUR 13.6 million)**
- **Operating expenditure cut by 8 per cent**
- **MEDISANA focuses on mobile healthcare**

Business performance

In the first quarter of 2011, MEDISANA AG achieved revenues of EUR 13.2 million. Down three per cent, this figure was slightly lower than the benchmark of EUR 13.6 million in record year 2010, when strong results were posted in the first quarter in particular. Gross profits fell 25% in the first three months to EUR 3.1 million (previous year EUR 4.1 million). This was due firstly to higher production, transport and sales costs and secondly to increased price pressure as a result of stiffer competition. The gross profit margin was 23.3% (2010: 30.1%). Operating expenditure was down 8% to EUR 3.5 million (2010: EUR 3.8 million).

In the first three months of 2011, MEDISANA also invested heavily in the continued development and marketing of the VitaDock series, which offers solutions for the mobile healthcare market. VitaDock medical products have been available in the shops of MEDISANA partner Deutsche Telekom since August 2011.

Earnings before interest and tax (EBIT) amounted to EUR -4.0 million (2010: EUR 0.3 million) and net earnings stood at EUR -0.7 million, down from the previous year's still slightly positive EUR 0.1 million. Total assets fell from EUR 42.1 million as of 31 December 2010 to EUR 38.3 million at the end of the first quarter of 2011. The resulting equity ratio of 25.5% and liquid assets of EUR 2.0 million provide a continuing sound basis for the future business development of MEDISANA AG.

Key MEDISANA Group figures

in EUR million

	Quarterly comparison as of 31 March		
	Q1 / 2011[1)]	Q1 / 2010[1)]	Change in %
Sales revenue	13,212	13,648	-3%
Gross profit/loss	3,072	4,107	-25%
Gross margin	23.3%	30.1%	
Operating expenses	3,477	3,795	-8%
EBIT	-405	312	
Net profit/loss	-712	102	
	Change over the quarter		
	31/03/2011[1)]	31/12/2010[1)]	31/03/2010
Equity	9,740	10,598	14,493
Total assets	38,263	42,058	40,639
Equity ratio	2.5%	2.2%	35.7%
Cash and cash equivalents	2,066	3,605	2,991

1) *Figures have not been audited or subjected to an auditor's review.*

Forecast for 2011 as a whole

In the second quarter of 2011, the Management Board expects to see an improvement in earnings compared to the same period in 2010. Consequently, earnings in the first half of 2011 are anticipated to remain almost unchanged compared to the same period in the previous year, as revenue increases slightly. Business success in 2011 will depend mainly on the speed and extent at which MEDISANA AG can establish its new mobile healthcare products on the market and strengthen its focus on individual sectors.

The Management Board is therefore concentrating on profitable growth and will continue its strategy of steady expansion of market shares at home and abroad. Based on the investments made, the Board expects MEDISANA AG's foreign activities to make a key contribution. The blood sugar and massage segments are also particularly important, and a positive market trend is noticeable here. Mobile healthcare represents another major segment. Devices in the VitaDock series have been available since August and the Board hopes to see their first contributions to revenue and earnings in the second half of 2011.

Financial calendar 2011

30 August 2011	***Publication of interim report for first half of 2011***
21 September 2011	***AGM, Düsseldorf***
November 2011	***Publication of interim announcement for third quarter of 2011***

Future-oriented statements

This interim financial statement contains future-oriented statements based on the current assumptions and forecasts of the Management Board of MEDISANA AG, and which reflect its current assumptions and estimates. These future-related statements are subject to risks and uncertainties. Various facts that are currently unknown or unforeseeable may mean that actual corporate and business trends, and consequently also the actual results and financial position of MEDISANA AG, result in differing outcomes. The Management Board believes that the expectations of the prospective statements are valid and realistic. Should unforeseen risks nevertheless occur, MEDISANA AG cannot guarantee that the expectations expressed will prove correct.

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