

**Group Interim Statement in the second half of 2012 pursuant to Sections 37 x & y of the German Securities Trading Act (WpHG)**

Neuss, November 12, 2012

**MEDISANA – sales revenues and profit in 2012 expected around the year-earlier level despite Gimelli deconsolidation**

- **Orders on hand of € 8.0 million as per September 30, 2012 almost 67 % higher year on year**
- **Growth in mobile healthcare; conventional business stable as before**
- **Q3 below previous year in line with expectations**

**Sales revenues and profit trend**

MEDISANA AG generated sales revenues of € 25.0 million in the first nine months of 2012 (previous year: € 34.0 million). Adjusted for the contribution of Gimelli Laboratories Co., Ltd. (Gimelli), a company deconsolidated as per September 30, 2011, sales revenues stood at € 26.7 million in the first three quarters of 2011, which then only corresponds to a slight revenue decline of 6.3 % for the first nine months 2012. This development is mainly attributable to the weak third quarter, which accords with expectations. We anticipate a significant increase in sales revenues in the fourth quarter, as the end of the year customarily sees very strong demand for medical and wellness products. This is clearly evidenced by orders on hand of € 8.0 million as per September 30, 2012 (previous year: € 4.8 million).

Gross profit in the first three quarters dropped by around 11 % to € 7.5 million (previous year: € 8.4 million). The gross margin widened to around 30 % (previous: 25 %), thus reflecting the improved quality of sales revenues. Earnings before interest and tax (EBIT) came in at € -2.7 million (previous: € -1.2 million). The fact that a special effect of € +1.0 million was included in the year-earlier figure should be taken into account. Moreover, costs incurred throughout the year in conjunction with building up the company's own sales structures, following the separation from its long-standing sales partner Royal Appliance International GmbH at the turn of the year 2011/2012, have an impact. The net result amounted to € -3.0 million compared with € -1.9 million at the end of the first nine months of 2011.

### **MEDISANA: current trends in the secondary healthcare market**

The secondary healthcare market is characterised by the high level of investment in innovations. In comparison with the primary healthcare market, however, its growth is disproportionately high. MEDISANA has set its sights firmly on this market, which will become a market of the future driven by demographic trends. The most recent product developments in the home of wellness, blood glucose and mobile healthcare segments have met with a very positive response. This applies especially to mobile health management modules in the VitaDock series, which have attracted huge acclaim by the media and industry and are believed to harbour great commercial potential in the future.

The global market for mobile healthcare is growing at a fast rate. According to a study by PricewaterhouseCoopers, revenues are expected to reach the US\$ 4.5 billion threshold in 2013 and then grow to US\$ 23.0 billion through to 2017. MEDISANA is therefore forging ahead with expanding its pioneering role in this field. The free VitaDock app, for example, is already currently available in 12 languages. MEDISANA is poised to more than treble sales revenues in the mobile healthcare segment in comparison with 2011/2012, although the trend has not yet materialised to the extent expected and in the swiftness anticipated. With the huge growth potential and the comparatively high margins of products in mind, MEDISANA continues to pursue its corporate strategy of being one of the most innovative brands in mobile healthcare.

MEDISANA's conventional business continues to play a very significant role for the company. Highlights here are first and foremost the massage and blood glucose monitoring devices which make a major contribution to revenues. Blood glucose monitoring devices in particular have enjoyed a surge in demand due to the discontinuation of the reimbursement of test strips for non-insulin dependent type 2 diabetics. MEDISANA presented in its new Ecomed product line in March 2012. Ecomed caters especially to the needs of price-conscious consumers. In the current year, the Ecomed range was consistently supplemented in the areas of massage, pliant heat and health control, including blood pressure devices and clinical thermometers as well as massage seats and massage cushion.

Key data of the MEDISANA Group <sup>1)</sup>

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<b>Quarterly trend</b>			
	<b>Q3 / 2012</b>	<b>Q3 / 2011</b>	<b>Change in %</b>
Sales revenues	7,764	11,465	-32.28
Gross profit	2,232	3,162	-29.41
Gross profit margin	28.7%	27.6%	4.24
EBIT (earnings before interest and tax)	-1,338	-641	-108.74
Net result	-1,379	-898	-53.56
	<b>Q1-3 / 2012</b>	<b>Q1-3 / 2011</b>	<b>Change in %</b>
Sales revenues	24,974	34,014	-26.58
Gross profit	7,454	8,398	-11.24
Gross profit margin	29.8%	24.7%	20.89
EBIT (earnings before interest and tax)	-2,678	-1,170	-128.89
Net result	-2,971	-1,943	-52.91
<b>Nine-month comparison</b>	<b>30/09/2012</b>	<b>30/09/2011</b>	<b>Change in %</b>
Shareholders' equity	7,920	11,310	-29.97
Total assets	36,497	35,904	1.65
Equity ratio	21.7%	31.5%	-31.11
Cash and cash equivalents as per 30/09	2,821	3,442	-18.04

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

### **Guidance for the full-year 2012**

In the current financial year, the Management Board anticipates sales revenues and profits at the year-earlier level despite the resale of Gimelli. The contribution of Gimelli to sales revenues amounted to around € 7.0 million in 2011 and will be virtually compensated by growth in the mobile healthcare segment and in conventional business. At the operational level, the 2012 results will constitute a considerable improvement over the year-earlier figure, as special effects of around € 3.0 million were reported in 2011. The outlook for the fourth quarter of 2012 is positive. Orders on hand, for instance, stood at € 8.0 million as per September 30, 2012, which is an increase of around 67 % compared with the previous year's figure of € 4.8 million.

### **Forward-looking statements**

This interim statement includes forward-looking statements based on the current assumptions and forecasts of the Management Board of MEDISANA AG and which reflect their current assumptions and estimates. These forward-looking statements are subject to risk and uncertainty. Various factors which are currently unknown or unforeseeable may result in divergences in the actual development of the company and of its business and the associated actual results and the financial position of MEDISANA AG. The Management Board is firmly convinced that the expectations inherent in the forward-looking statements are cogent and realistic. If, however, unforeseen risks should occur, MEDISANA AG undertakes no guarantee that the expectations expressed will prove to be correct.