

Group interim announcement within the first half year of 2010 according to §§ 37 x & y of the German Securities Trading Act (WpHG)

Hilden, 21. Mai 2010

MEDISANA – Record course continues; revenue growth of 74% recorded in the first quarter of 2010. Improvement reflected in all key earnings figures. Net result positive again in spite of considerable investments in marketing, as well as research and development. Continued strong corporate development anticipated, based on foreign expansion and new products as growth drivers.

- **Revenue gains of 74% to EUR 13.7 million**
- **Marked improvement of EBIT and net result**
- **Management Board anticipates continued strong growth for the second half year**

Business developments

In the first quarter of 2010 MEDISANA AG achieved revenue gains of 74% over the previous year. Sales revenues amounted to EUR 13.7 million following on from EUR 7.9 million, whereby half of the strong growth is attributable to organic growth and the other half to the initial consolidation of the new subsidiaries in China and Spain.

Gross profit also improved markedly, and leapt by 90% to EUR 4.1 million (previous year: EUR 2.2 million). This brought the gross margin to 30.1% following on from 27.5%. By comparison, the operating expenses rose in proportion to sales growth and came in at EUR 3.8 million (previous year: EUR 2.2 million).

In the first quarter MEDISANA took the well considered decision to invest considerable resources in the strengthening of the brands. The total expenditures on TV campaigns for the Meditouch blood glucose meter amounted to the sum of EUR 0.4 million. Moreover, the variable costs of sales increased in line with growth to EUR 0.6 million. The operating earnings (EBIT) climbed by 164% to EUR 0.3 million, while the net result amounted to EUR 0.1 million, by comparison with a slight loss the year before. In spite of the considerably higher sales and the increase in the balance sheet total from EUR 28.3 million to EUR 40.6 million, MEDISANA continues to enjoy a very solid foundation for further

corporate development given the equity ratio of 35.7% and und cash and cash equivalents of EUR 3.0 million.



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Key consolidated figures for the MEDISANA Group

TEUR

Quarterly trends as of March 31			
	Q1 / 2010 ¹⁾	Q1 / 2009	Changes in %
Sales revenue	13,648	7,850	74
Gross profit/loss	4,107	2,156	90
Gross margin	30.1%	27.5%	
Operating expenses	3,795	2,156	76
EBIT (earnings before tax and interest)	312	118	164
Net result for the period	102	-45	
Quarterly trends			
	31.03.2010 ¹⁾	31.03.2009	31.12.2009
Shareholders' equity	14,493	14,341	14,561
Total assets	40.639	28.300	39.568
Equity ratio	35,7%	50,7%	36,8%
Cash and cash equivalents	2.991	2.614	3.361

1) The figures have not been audited

Forecast for the overall year 2010

The Management Board assumes that the record course of MEDISANA AG will continue in the further course of the 2010 business year. Given further tangible sales gains a marked positive result is also anticipated for the entire year, both in terms of the operating earnings as well as annual net profit. In this context, in view of strong order book position and the continued strong intake of orders, further successful developments especially in the second half of 2010 are foreseeable. Moreover, the Management Board assumes that the considerable marketing expenditures in the first quarter, new innovative products and the stronger penetration of foreign markets will boost sales.

The declared aim of the Management Board is profitable growth and additional market shares, also beyond the ongoing business year. The offensive strategy will be retained for the domestic and the foreign markets alike. In the opinion of CEO Ralf Lindner the markets of the 31 OECD countries in particular offer considerable growth potential over the next years in view of the demographic developments.

Forthcoming financial dates 2010

29. June 2010	Annual General Meeting, Düsseldorf
August 2010	Half Year Report 2010
November 2010	Publication of interim announcement on the third quarter of 2010

Future-oriented statements

This interim announcement contains future-oriented statements based on the current assumptions and forecasts of the Management Board of MEDISANA AG, and which reflect its present 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 is firmly convinced that the expectations of the prospective statements are valid and realistic. MEDISANA AG cannot guarantee that the expectations expressed prove correct, however, should unforeseen risks occur.