

Six Months' Financial Report

as of June 30, 2010

- Sales increase by 3% to EUR 147.4 million
- Percentage of sales of large-screen LCD TVs rises from 57% to 66% of total TV sales
- Significantly lower gross margin due to higher procurement costs for LCD panels
- Lower gross profit leads to an EBIT loss of EUR 4.1 million
- Restructuring program started
- Product and procurement offensive in second half of 2010



LOEWE.



Contents

Letter to Shareholders	5
<hr/>	
Interim Group Management Report	7
Key Performance Indicators	8
Opportunities and Risks	14
Outlook for 2010 as a Whole	15
<hr/>	
Condensed Consolidated Interim Financial Statements	17
Consolidated Income Statement	18
Consolidated Statement of Comprehensive Income	18
Consolidated Balance Sheet	19
Consolidated Cash Flow Statement	20
Consolidated Statement of Changes in Equity	21
Selected Explanatory Notes	22
<hr/>	
Responsibility Statement	29
<hr/>	
Review Report	30
<hr/>	
Further Information	31
Financial Calendar	31
Contacts	31
Publication Credits	31
<hr/>	



Gerhard Schaas
Engineer, Chief Technology Officer

Frieder C. Löhner
Engineer, Chief Executive Officer

Oliver Seidl
Graduate in business administration,
Chief Financial Officer

Dear Shareholders,

We did not accomplish everything we had planned for the first six months of 2010. The business associated with the FIFA World Cup in South Africa fell particularly short of our expectations. Although we increased sales moderately, the Loewe Group experienced an operating loss of EUR 4.1 million in the first half of 2010 due to price adjustments in the entry level TV segment and significantly higher procurement costs for LCD panels. Furthermore, problems with suppliers prevented us from launching our new Individual TV family in our key European markets until during the FIFA World Cup. As a consequence, our target of equaling our 2009 EBIT in fiscal 2010 is no longer realistic. We have initiated a comprehensive restructuring program to rapidly put our company back on track. However, before describing the specific restructuring measures in detail, I would first like to inform you about the development of business so far this year.

At EUR 74.0 million, Loewe Group sales in the second quarter of 2010 were 4% higher than the 2009 figure of EUR 71.0 million. In the first six months of 2010, Group sales increased moderately by 3% from EUR 143.8 million in H1 2009 to EUR 147.4 million. While first-half sales in Germany were on par with the previous year at EUR 84.0 million, export sales grew by 5% to EUR 63.4 million. The average market prices for LCD TVs in Europe continued to trend downwards in the first six months of 2010. In order to create additional incentives to buy high quality Loewe products, we have taken this market trend into account, in particular in the entry level TV segment, and have adjusted prices accordingly.

While sales and production volume increased moderately, Loewe posted negative EBIT of EUR 4.9 million in the second quarter of 2010 after positive EBIT of EUR 0.7 million in the same period in 2009. In the first six months of 2010, EBIT amounted to a loss of EUR 4.1 million, down from positive EBIT of EUR 1.4 million in the comparable period of the previous year. Price adjustments in the entry level TV segment and higher procurement costs (especially for the highly in demand LCD panels) enabled Loewe to achieve a gross margin of 22.9% in the first six months of 2010. This figure was 4.8 percentage points below the high level of 27.7% in H1 2009.

A sustained weakness of the euro could result in future risks arising from the purchasing volume for flat panel displays. Because these goods are mostly traded in U.S. dollars, an appreciation of the U.S. dollar in relation to the euro will lead to higher procurement costs. Loewe uses hedging instruments to hedge a defined purchasing volume on a rolling basis for a period of about 18 months. From the present perspective, however, it cannot be ruled out that the weakness of the euro will have a negative impact on the gross margin in the future.

How exactly are we responding to these changed market and framework conditions? For one thing, we will launch a product offensive in the second half of 2010 introducing the Individual 32 and 55 and the new Connect LED and Art LED TV product lines, all featuring state-of-the-art backlighting. Furthermore, Loewe will present 3D-capable televisions and the first Blu-ray player for 3D television at the most important trade show, the IFA 2010. These two products will then be launched on the market in the first quarter of 2011. Additionally, we will display user-friendly solutions for connecting televisions to the Internet based on the new HbbTV standard.

We will also make our Company fit for the future with a restructuring program that we have already initiated. We have already introduced specific projects and measures in this context. A purchasing offensive will result in improvements in earnings in the short term through a review of purchasing conditions. For the medium and long term, Loewe will increasingly shift volume to key suppliers, make systematic use of platform concepts, and improve the utilization of potentials in Asian procurement markets to reduce the cost of materials on the procurement side on a sustained basis. Furthermore, the central divisions of development and marketing and sales are currently being restructured to ensure more rapid availability of the products in the market and more effective marketing.

Loewe acquired a majority interest in the multimedia company MacroSystem Digital Video AG in the period under review. In the future, MacroSystem Digital Video AG will primarily perform contract development in the software sector for Loewe. However, the company's own business activities will continue without interruption. The acquisition will enable us to strengthen our expertise in multimedia software and we will also take over production for MacroSystem.

Loewe continues to expect sales to grow moderately in the current fiscal year 2010. Despite the positive stimuli expected from the International Consumer Electronics Fair in Berlin, the launch of new, innovative home entertainment solutions, and extensive cost-cutting measures, from the present perspective it is impossible to rule out negative EBIT for 2010 as a whole. This primarily results from currency and procurement risks. Loewe anticipates slight sales growth and a positive earnings trend for fiscal 2011. The company's sound capital structure and financing agreements make it well positioned for the future.

In recent years, we have built up a strong brand position in the premium segment in Europe. The successful market launch of the Individual TV line and the product offensive in the second half of 2010 will further sharpen Loewe's profile as a system supplier for individual home entertainment solutions in the networked home. In addition to the continued high replacement demand and the increasing ownership of more than one LCD TV per household in Europe, new technologies like 3D television, HbbTV, and even more individual operating concepts offer Loewe growth opportunities that will last beyond the current fiscal year. I am convinced that we will take advantage of these specific opportunities and we hope very much that you will continue to accompany Loewe on this path.

Sincerely yours,



Frieder C. Löhner

Chief Executive Officer of Loewe AG

First Six Months of Fiscal 2010
Interim Group Management Report

First Six Months of Fiscal 2010 Interim Group Management Report

The Loewe Group* at a glance:

EUR million						
	2 nd quarter 2010	2 nd quarter 2009	± in %	1 st half 2010	1 st half 2009	± in %
Sales	74.0	71.0	+4	147.4	143.8	+3
EBIT	-4.9	0.7		-4.1	1.4	
Net income for the period	-4.0	0.1		-3.8	0.3	
Earnings per share in euros**	-0.31	0.01		-0.29	0.02	
Free cash flow	-15.0	-5.8		1.1	15.0	
Number of employees (average)	1,060	1,024	+4	1,040	1,024	+2

* Percentage amounts are based on the unrounded quarterly figures.
** Relating to a total of 13,009,229 shares (previous year: 13,009,229 shares).

Loewe sales higher than in previous year

In the first half of 2010, Loewe Group sales were slightly higher than in the same period of 2009. At EUR 147.4 million, sales exceeded the comparable figure for 2009 by EUR 3.6 million or 3%. The second quarter closed with a 4% rise in sales.

Price pressure in the procurement markets results in negative EBIT

Despite the slight increase in sales and production volume, it was not possible to repeat the positive earnings trend of the first quarter. In particular, the relative weakness of the euro in the past three months and price pressure in the procurement markets had an overall negative impact on the gross margin and on earnings. Furthermore, due to supplier problems we were not able to launch the new Individual TV family in the core European markets until the FIFA World Cup had already started. As a consequence, EBIT dropped to a loss of EUR 4.1 million in the first six months of the current fiscal year, down from positive EBIT of EUR 1.4 million in H1 2009. Loewe AG reported a net loss after minority interests of EUR 3.8 million in the first six months of 2010, after posting net income of EUR 0.3 million in the first half of 2009.

Positive free cash flow

In the first six months of 2010, Loewe AG generated EUR 1.1 million in free cash flow, compared to EUR 15.0 million in the same period of 2009. The decrease resulted primarily from the lower earnings and a lower reduction of working capital. Liquidity declined by EUR 3.2 million to EUR 32.9 million since year-end 2009. The impact of the purchase price payment for the acquisition of MacroSystem Digital Video AG totaled EUR 0.4 million.

Number of employees as of June 30, 2010

The average number of employees increased from 1,024 to 1,040 persons year on year. The first-time consolidation of MacroSystem Digital Video AG contributed to the increase. Adjusted for this addition, the average number of employees declined to 1,021 persons in the first half.

Positive growth rates continue in the LCD TV market

In the first six months of 2010, the European market for consumer electronics grew by 8%¹ in terms of value year on year. TVs continue to be the most important market segment for Loewe. The FIFA World Cup was instrumental in the growth in TV unit sales (+23%) and revenue (+13%) in the first half of 2010. Flat-panel display sets have now become the determining factor in the entire European TV market.

The market for LCD TVs is strong, and growth rates remain positive. In the first six months of 2010, sales of LCD televisions in Europe grew by 14% year on year. On the other hand, sales of plasma TVs were only 3% higher than in the comparable period of the previous year as of June 2010.

All of the key European countries exhibited a positive sales trend in the market for LCD TVs in the first six months of 2010. Growth in sales was particularly robust in Italy (+37%) and in Spain (+22%). Analog terrestrial signal transmission is about to be discontinued in both countries. Sales also grew at an above-average rate in Switzerland (+24%), Sweden (+16%) and Austria (+15%).

The average price per LCD TV set in Europe declined by 7% to EUR 507 in the first half of 2010 as part of a downward trend. Prices for LCD sets are stabilizing within the screen size categories. This is related to the trend towards increasingly popular new technologies such as LCD TVs with LED backlighting, which are sold at somewhat higher prices than sets with standard panels. In the period under review, prices fell by 7% and 8% in the important 32 and 37 inch segments and by 11% in the 40 inch segment. Prices for plasma TVs in competition with LCD technology declined more sharply, with prices for units with 42 inch screen sizes down 15% from the first six months of 2009 and for the 50 inch and larger segment down 24%.

At 3.6%, Loewe's value-based market share for all flat TVs among European retailers in the first six months of 2010 was slightly below the 2009 figure of 3.7%. In the LCD TV segment, the market share of high-end Loewe products declined slightly to 4.0% during the period under review, down from 4.3% a year earlier. Loewe was unable to keep pace with the above-average market growth for LCD TVs in countries such as Italy and Spain. In countries like Belgium, Switzerland, Austria and France, Loewe was able to increase its retail market share in terms of value in the first half of 2010 compared to the year before. In Germany, Loewe was unable to keep pace with the market growth. As a consequence, the retail market share by value, at 9.4%, fell 0.3 percentage points short of the previous year's figure.

¹ Source of market data: GfK Group

Loewe sales higher than in previous year

In the first six months of the fiscal year, sales of the Loewe Group rose EUR 3.6 million to EUR 147.4 million year on year. While sales of LCD TV sets declined by 5% to EUR 118.7 million, the audio/DVD product group increased its revenues by 81%. Other sales increased by 31% based on the successful business with accessories such as speakers and placement solutions.

A strategic positioning in the premium segment and an attractive and individual product portfolio have enabled Loewe to keep selling prices at an almost stable level in previous years, although the average market prices in Europe have continued to trend sharply downwards. To create additional incentives to buy high-quality Loewe products, Loewe reduced prices in the first six months of the current fiscal year, particularly in the entry level TV segment. This resulted in moderate volume growth in the first six months.

Sales structure by product area

EUR million

	2nd quarter 2010	2 nd quarter 2009	± in %	1st half 2010	1 st half 2009	± in %
Televisions	60.0	62.5	-4	118.7	125.6	-5
Audio/DVD	7.7	4.5	+71	17.4	9.6	+81
Other	6.3	4.0	+58	11.3	8.6	+31
Total	74.0	71.0	+4	147.4	143.8	+3

LCD TVs in the larger screen size categories of 40 inches and above also posted growth. The market launch of the new Individual product family with LED backlighting had an especially positive effect on sales. The 40 and 46 inch screen size categories came onto the market in late May. In most other screen size categories, sales were in part lower year on year. One exception was the 52-inch segment, where the Individual Compose and the new Reference did very well. Sales of large-screen TV sets with screen sizes of 37 inches and larger increased further to 66% of total TV sales in the first six months of 2010, up from 57% a year earlier.

The attractive range of audio components for home cinema solutions and Blu-ray DVD products had a positive effect on sales of audio/DVD. The segment benefited in particular from the successful market launch of the new Reference and Individual Mediacenter audio/video systems. Sales rose 81% year on year to EUR 17.4 million.

Other sales (accessories and technical support) significantly exceeded the previous year's level, due primarily to the attractive range of placement solutions.

At EUR 84.0 million, sales in Germany were slightly higher in the period under review than in the first six months of 2009; export sales increased by 5% to EUR 63.4 million.

EBIT loss due to higher procurement costs for LCD panels

Despite the slight increase in sales and production volume, the Loewe Group was unable to achieve positive earnings in the first half of 2010, posting a EUR 4.1 million EBIT loss after a EUR 1.4 million profit in the comparable period of the previous year.

On the procurement side, the cost of materials increased in the second quarter, due in particular to the strained market conditions relating to the supply of LCD panels. In addition, the increasing weakness of the euro had an impact on the currency markets and despite currency hedging measures resulted in additional cost pressure for purchased components in the second quarter. At the same time, planned price reductions were necessary in several TV segments to keep pace with the market trend.

In this environment, Loewe was able to generate only a 22.9% gross margin in the first six months of 2010, which was 4.8 percentage points lower than the 27.7% figure for the first six months of 2009. Nonetheless, the generally value-based marketing and a good product mix have been instrumental in safeguarding the gross margin.

Selling expenses came to EUR 32.9 million in the first half of 2010 and were thus EUR 1.0 million lower than in 2009. Especially in light of the consolidation in the consumer electronics market, it is critically important for Loewe to persist in its efforts to systematically enhance the brand's premium character and further increase the Company's international orientation. Activities aimed at expanding the brand position essentially continued at the same level as in the prior year and generated expenses associated with communications and the expansion of shop systems at the points of sale. As a percentage of sales, selling expenses came to 22.3%, down from 23.5% in the first half of 2009.

At EUR 4.7 million, administrative expenses were at the level of the previous year. As a percentage of sales, they amounted to 3.2%. The other operating result in the first six months of 2010 was negative at EUR -0.3 million, down from a positive result of EUR 0.1 million in H1 2009.

At EUR -1.0 million, the interest result declined by EUR 0.4 million year on year due to lower interest income from cash deposits.

Capital expenditure

Capital expenditure/depreciation and amortization

EUR million

	1 st half 2010		1 st half 2009	
	Capital expenditure	Depreciation/ amortization	Capital expenditure	Depreciation/ amortization
Intangible assets	3.8	3.8	3.6	3.4
Property, plant and equipment	5.2	6.5	4.2	6.0
Financial assets	0.8	0.0	0.1	0.0
Total	9.8	10.3	7.9	9.4

At EUR 9.8 million, capital expenditure in the first six months of 2010 was EUR 1.9 million higher than a year earlier. Capital expenditure chiefly relates to retailer presentation systems, investment in tools and modernization in production and development costs subject to mandatory capitalization. The increase primarily resulted from higher investments in tools for new LCD TVs with LED backlighting, associated peripheral devices and the acquisition of MacroSystem Digital Video AG. In the future, MacroSystem Digital Video AG will primarily perform contract development in the software sector for Loewe. This acquisition strengthens Loewe's competence in multimedia software in particular.

Net current assets

Net current assets			
EUR million			
	June 30, 2010	Dec. 31, 2009	June 30, 2009
Inventories	51.6	50.5	52.6
Trade accounts receivable and other assets *	67.3	86.8	59.4
Other provisions	-34.6	-46.5	-38.0
Trade accounts payable and other liabilities *	-35.1	-33.8	-33.0
Total	49.2	57.0	41.0

* excluding income taxes and derivatives

Net current assets were EUR 8.2 million higher than on June 30, 2009 due to increased accounts receivable and the decline in current provisions.

Development and production

The Mediacenter was successfully launched on the market in the first six months of 2010. This market launch enables Loewe to provide a design-oriented audio/video player and audio server that significantly expands the existing multiroom solutions. Despite the fact that the introduction was later than planned, this system represents a definite competitive edge.

Loewe has developed a new electronics platform for the new Individual product family. Among other things, this electronics platform has an integrated network interface, making it possible to establish a connection between the home network and the Internet. As an option, the connection can be made wirelessly via a WLAN module specifically developed for this platform. As a first phase, the technology was integrated in the 40 and 46 inch television sets of the Individual product line, which are equipped with state-of-the-art LED backlighting. In standby mode, these sets consume less than 0.5 watts of electricity.

Full-scale production of the 40 and 46 inch Individual Selection and Individual Compose televisions was started on schedule. The new production line for the related signal boards was commissioned at the same time. After an intensive evaluation phase, two 3D paste printing inspection systems based on the latest technology were installed in automatic placement, representing another milestone for safeguarding the process quality of assemblies using reflow soldering.

The new Individual 32, the Individual 55 and the Connect 26 will be equipped with a new electronics platform in the third quarter. Pilot production for the three sets has already been completed. The Connect 26 is a full HD set and can play high-definition television in the original resolution of 1920 x 1080 pixels at a 200 Hz frame repetition rate. These sets are of course also equipped with LED backlighting.

The electrostatic speakers Individual Sound Speaker SL and Individual Soundprojector SL were launched on the market concurrently with the new Individual televisions with LED backlighting. In addition to many other formats, the new Soundprojector is also capable of playing Surround 7.1 and HD audio.

Loewe is also finding new approaches in the mechanical design of televisions. The new-tech concept makes it possible to implement the platform concept for internal supporting construction elements in television sets. This means the same mechanical components can be used for different screen sizes and product families without having to make compromises in set design. The concept has already been tested for feasibility in a short run order.

Loewe has developed important know-how related to 3D television as part of the PRIME (Production and Projection Techniques for Immersive Media) research project, which will be concluded in spring 2011. Partners in this project include the Fraunhofer Institute for Integrated Circuits (IIS) in Erlangen and the Heinrich Hertz Institute (HHI) in Berlin.

Marketing and sales

In the first six months of 2010, nearly all marketing and sales activities were focused on the important product launch of the Loewe Individual in late May. In the new Individual line, Loewe is continuing to develop its formula for success: color, forms, screen sizes, sound options, placement options, multimedia, room integration and technical features. No other home entertainment system opens up as much freedom of design and can be as consistently adapted to the living situation, tastes and expectations of every individual. Individual is currently available in the popular 40 and 46 inch screen sizes and will soon be available in 32 and 55 inches.

The unique home cinema system offers exclusive individuality. The configuration principle continues with placement options and allows every customer to individually integrate the system in any living environment. A variety of stand and wall solutions as well as racks underscores the great significance of the new products. The new Individual Sound Projector and the expanded Individual Rack System have also been available since May. With the launch of the Individual Stand Speakers SL, Loewe also incorporated electrostatic technology in this product family in May.

The market launch activities started with roadshows at six locations in Germany. Loewe organized numerous PR events within and outside of Germany and prepared the retail partners for the coming communications activities. The retailers received comprehensive communication media and competent consulting support.

In addition to PR and retail events, the international activities for the product launch of the new Loewe Individual included attention-grabbing communication measures. In the United Kingdom, London buses carried advertisements for Loewe and shop window campaigns were organized throughout the country. In addition, media campaigns were run in all key countries. Furthermore, the new Loewe Individual product page was integrated in the appropriate language versions on all international websites. Loewe attracted the attention of end customers in a broadly based market launch campaign, among other things with a series of ads in "Focus" and through a far-reaching online campaign.

In addition to the Individual, Loewe launched the Xelos 42 SL and the limited versions, the Xelos DR+ model with an integrated hard disk in the 32, 37 and 42 inch screen sizes. The Loewe multiroom concept is also being developed further. In this connection, the Loewe Multiroom Receiver and the Mediacycenter are being equipped with expanded options for use. Positive feedback from retailers and end customers as well as an outstanding test report attested to the successful market launch of the Loewe Mediacycenter in February 2010. In its May 2010 issue, AUDIO evaluated the Mediacycenter as follows:

- Features: very good
- Operation: outstanding
- Workmanship: outstanding
- Price/performance: very good

The quality of Loewe distribution is being further improved. Nine international galleries were opened in the first six months. Loewe's consistent market presence is not only enhanced by the Loewe distribution points but also by trade show booths. In early May, Loewe was represented at the Foire de Paris with an impressive exhibition stand.

One of the principal objectives of Loewe Customer Relationship Management (CRM) is to support Loewe's strategic goals on a long-term basis. In Germany, approximately 90% of the retail partners now work with the CRM system, and it is continuously being expanded and improved. After successfully implementing several necessary adjustments to processes related to the market launch of the CRM system in Austria, the system was presented to the top Loewe distribution partners in Austria on July 7, 2010. Following the training, twelve pilot dealers entered the three-week test phase. As of August, Loewe will start the large-scale rollout for all dealers in Austria. The international partnership-based use of the CRM system will enable Loewe and retailers to become better at utilizing sales potentials.

Opportunities and risks of future development

Loewe's primary opportunities relate to its successful positioning as a premium provider of flat-panel display sets and home entertainment systems with innovative speaker systems and multiroom solutions in Europe. In an improved economic environment, the LCD TV market will continue to grow in the next few years, due in particular to the high replacement demand and increasing ownership of more than one set. Against this backdrop, technological innovations such as 3D televisions or TV sets with LED backlighting and expanded Internet functionality will provide market growth by value. The dynamic growth engines will continue to be large-screen LCD TV sets, which are of particular importance for Loewe. This trend could be further intensified by the increased availability of HDTV (high-definition television) content with considerably improved picture quality.

Fiscal policy measures and the resumption of growth of the global economy have improved the current economic situation in Germany and Europe. We expect the European gross domestic product to grow moderately.

We practice strict cost discipline. However, Loewe will continue to invest in strategically important areas such as the qualitative and quantitative expansion of distribution or strengthening the Company's technological competence. Significant risks are, however, related to the continued successful positioning of a competitive product range in the premium segment and the implementation of our price policy oriented to quality and stability of value. Product design and individualized design and equipment features will continue to be an important differentiating criterion. In the future, it will be necessary for Loewe to set itself apart from the competition through unique selling points and technological differentiating features in order to ensure the value-based marketing of individual home entertainment

systems at stable prices. In particular, the modular flexibility of Loewe products (HDD recording, digital reception of high-definition media, connectivity to MP3 players and PC networks through Network Mediaplayer, etc.) will offer customers individual and customized solutions with added value. Loewe has reinforced its expertise in product-related multimedia software by obtaining the majority interest in the multimedia company MacroSystem. Among other things, this know-how will be of great significance as Internet and television applications increasingly converge.

Nonetheless, the risk exists that technical trends may not be recognized and implemented early enough. The establishment of strategic partnerships such as cooperative agreements with research institutions on subsidized projects and the constant observation of market trends make it possible to identify relevant technologies on time. Our focus is on the implementation of meaningful innovations and developed technologies with specific customer benefit. Loewe will therefore continue its product offensive in the current year with the launch of large-screen, high-definition LCD TVs with LED back-lighting and present the first 3D TV sets at IFA 2010.

Competitive procurement conditions and adequate availability of materials are of great significance, especially for higher priced, large-screen LCD panels. Our lower purchasing volume of flat panels and important components compared with the competition makes it more difficult, however, to achieve attractive purchasing conditions. In the case of new technologies, supply bottlenecks can frequently occur in the startup phase and they can also have a corresponding impact on purchase prices. To mitigate the present weakness of the euro and the associated exchange rate risks on the procurement side, guidelines were established that guarantee a proportional hedge of the price risk and increase Loewe's planning predictability.

The general financial and economic crisis has, however, also caused procurement risk to rise on the supplier side, which among other things is apparent in an increasing number of insolvencies and the discontinuation of the entertainment electronics business activities of prominent suppliers. Loewe attempts to minimize such risks through systematic supply chain management. If technically feasible, relations with second-source suppliers are established to ensure continuous delivery to production.

With respect to the principal opportunities and risks associated with future development, please also refer to the 2009 Annual Report. There were no significant changes from the previous year in the first six months of 2010.

Outlook

Despite a moderate increase in sales and production volume, the Loewe Group had to accept an EBIT loss of EUR 4.1 million in the first half of 2010 due to price adjustments in the entry level TV segment as well as significantly higher procurement costs for LCD panels, which are currently in strong demand. As a consequence, our target of equaling our 2009 EBIT in fiscal 2010 is no longer realistic.

In addition, a possible sustained weakness of the euro could result in future risks arising from the purchasing volume for flat-panel displays, which are for the most part settled in U.S. dollars. Accordingly, an appreciation of the U.S. dollar in relation to the euro will lead to higher procurement costs. Hedging instruments are used to hedge a defined purchasing volume on a rolling basis for a period of about 18 months. From the present perspective, however, it cannot be ruled out that the weakness of the euro will have a negative impact on the gross margin in the future.

On the one hand, Loewe is responding to the changed market and framework conditions with a product offensive and the launch of the Individual 55 and 32 inch LCD TVs in time for the IFA 2010 as the year's most important trade show as well as the presentation of the Connect LED and Art LED product families during the IFA with market availability in the fourth quarter of 2010 in the 32 and 40 inch screen size categories. Furthermore, Loewe will present 3D-capable televisions and the first Blu-ray player for 3D television to the trade show visitors. These two products will then be launched in the first quarter of 2011. Loewe will also exhibit user-friendly solutions for connecting televisions to the Internet based on the new HbbTV standard at the IFA.

On the other hand, the Company will reposition itself for the future through a restructuring program in cooperation with an external partner that has already been initiated. A purchasing offensive will result in improvements in earnings in the short term through a review of purchasing conditions. For the medium and long term, Loewe will use increased bundling of volume to key suppliers, the systematic use of platform concepts and improved utilization of potentials in Asian procurement markets to reduce cost of materials on the procurement side on a sustained basis. Furthermore, the central divisions of marketing and sales as well as development are currently being reorganized to ensure more rapid availability of the products in the market and more effective marketing. Moreover, strong partnerships with universities, scientific institutions and companies reinforce Loewe's innovative strength. Generally, increased cost discipline is a priority for Loewe across all divisions. All investments not having product, distribution or brand relevance will come under scrutiny.

In recent years, Loewe has built up a strong brand position in the premium segment in Europe. The successful market launch of the Individual TV line and the Reference audio/video systems and Individual Mediacenter as well as the launch of two new TV product families with state-of-the-art LED backlighting in the second half of 2010 will further sharpen Loewe's profile as a system supplier for individual home entertainment solutions in the networked home. In addition to the continued high replacement demand and the increasing ownership of more than one LCD TV in Europe, new technologies like 3D television, HbbTV and even more individual operating concepts offer Loewe growth opportunities that will last beyond the current fiscal year. Loewe will continue in the future to systematically pursue the course of combining exceptional product design with the most advanced and developed technology.

Loewe continues to expect sales to grow moderately in the current fiscal year 2010. Despite the positive stimuli expected from the International Consumer Electronics Fair in Berlin, the launch of new, innovative home entertainment solutions and extensive cost-cutting measures, from the present perspective, it is impossible to rule out negative EBIT for 2010 as a whole. This primarily results from currency and procurement risks. Loewe anticipates slight sales growth and a positive earnings trend for fiscal 2011. The Company's sound capital structure and financing agreements make it well positioned for the future.

Kronach, July 26, 2010

The Executive Board



Frieder C. Löhner



Gerhard Schaas



Oliver Seidl

Condensed Consolidated Interim Financial Statements

Consolidated Income Statement

	April – June 2010		April – June 2009		Jan. – June 2010		Jan. – June 2009	
	EUR million	%	EUR million	%	EUR million	%	EUR million	%
Sales	74.0	100.0	71.0	100.0	147.4	100.0	143.8	100.0
Cost of sales	-58.4	-78.9	-50.3	-70.9	-113.6	-77.1	-103.9	-72.3
Gross margin	15.6	21.1	20.7	29.1	33.8	22.9	39.9	27.7
Selling expenses	-18.0	-24.3	-17.9	-25.2	-32.9	-22.3	-33.9	-23.5
General and administrative expenses	-2.2	-3.0	-2.0	-2.8	-4.7	-3.2	-4.7	-3.3
Other operating income	-0.3	-0.4	-0.1	-0.1	-0.3	-0.2	0.1	0.1
EBIT	-4.9	-6.6	0.7	1.0	-4.1	-2.8	1.4	1.0
Interest income	0.2	0.3	0.3	0.4	0.3	0.2	0.7	0.4
Interest expenses	-0.7	-1.0	-0.6	-0.9	-1.3	-0.9	-1.3	-0.9
Earnings before taxes	-5.4	-7.3	0.4	0.5	-5.1	-3.5	0.8	0.5
Income taxes	1.4	1.9	-0.3	-0.4	1.3	0.9	-0.5	-0.3
Profit after tax	-4.0	-5.4	0.1	0.1	-3.8	-2.6	0.3	0.2
thereof:								
attributable to shareholders of Loewe AG	-4.0		0.1		-3.8		0.3	
attributable to minority interests	0.0		0.0		0.0		0.0	
	-4.0		0.1		-3.8		0.3	
Basic earnings per share (in EUR)	-0.31		0.01		-0.29		0.02	
Diluted earnings per share (in EUR)	-0.31		0.01		-0.29		0.02	

Statement of comprehensive income

	April – June 2010	April – June 2009	Jan. – June 2010	Jan. – June 2009
	EUR million	EUR million	EUR million	EUR million
Profit after tax	-4.0	0.1	-3.8	0.3
Other comprehensive income				
Change in fair value of hedges	4.9	-3.7	7.8	-3.6
Tax effects	-1.4	1.0	-2.2	1.0
Gains and losses recognized directly in equity	3.5	-2.7	5.6	-2.6
Comprehensive income	-0.5	-2.6	1.8	-2.3
thereof:				
attributable to shareholders of Loewe AG	-0.5	-2.6	1.8	-2.3
attributable to minority interests	0.0	0.0	0.0	0.0
	-0.5	-2.6	1.8	-2.3

Consolidated Balance Sheet

EUR million

	June 30, 2010	Dec. 31, 2009	June 30, 2009
Assets			
Non-current assets			
Intangible assets	7.8	6.5	6.1
Property, plant and equipment	38.8	40.1	40.8
Financial assets	1.9	1.6	1.2
Income tax assets	0.3	0.3	0.3
Miscellaneous non-current financial assets	0.3	0.3	0.3
Deferred taxes	10.1	10.9	12.1
	59.2	59.7	60.8
Current assets			
Inventories	51.6	50.5	52.6
Trade accounts receivable	65.4	85.3	57.5
Income tax assets	1.1	0.4	1.0
Miscellaneous current financial assets	8.7	2.0	2.5
Cash and cash equivalents	34.1	36.1	45.1
	160.9	174.3	158.7
Total assets	220.1	234.0	219.5
Liabilities and shareholders' equity			
Shareholders' equity			
Equity attributable to equity holders of the parent			
Subscribed capital	13.0	13.0	13.0
Capital reserve	47.0	47.0	47.0
Retained earnings	16.2	16.2	13.5
Other reserve	4.8	-0.8	-1.1
Accumulated profit	5.2	12.3	7.3
	86.2	87.7	79.7
Minority interests	0.8	1.3	1.2
	87.0	89.0	80.9
Non-current liabilities			
Provisions for pensions and similar obligations	40.4	40.3	41.6
Other non-current provisions	17.4	17.1	17.2
Non-current financial liabilities	0.0	0.1	1.9
	57.8	57.5	60.7
Current liabilities			
Income tax provisions	3.7	4.6	3.9
Other current provisions	34.6	46.5	38.0
Current financial liabilities	1.8	0.9	0.9
Trade accounts payable	27.2	23.1	25.1
Miscellaneous current financial liabilities	8.0	12.4	10.0
	75.3	87.5	77.9
Total liabilities and shareholders' equity	220.1	234.0	219.5

Consolidated Cash Flow Statement

EUR million

	January – June 2010	January – June 2009	
Operating activities			
EBIT	-4.1	1.4	
Interest paid	-0.3	-0.3	
Interest payments received	0.3	0.7	
Depreciation and amortization of non-current assets	10.3	9.4	
Other non-cash items	-1.0	-1.0	
Increase (+) in pension provisions	0.1	0.7	
Increase (+) in other non-current provisions	0.2	0.2	
Income taxes paid	-1.5	-1.7	
Cash flow before changes in net current assets	4.0	9.4	
Change in net current assets			
Increase (-) in inventories	-0.9	-1.5	
Decrease (+) in trade accounts receivable and other assets	19.8	31.3	
Decrease (-) in other current provisions	-12.4	-11.1	
Increase (+)/decrease (-) in trade accounts payable and other liabilities	0.4	-5.2	
Change in net current assets	6.9	13.5	
Net cash from operating activities	10.9	22.9	
Investing activities			
Payments for purchases of intangible assets and property, plant and equipment	-9.1	-7.8	
Payments for purchases of financial assets	-0.3	-0.1	
Payments for equity investments in consolidated Group companies less cash acquired	-0.4	0.0	
Net cash from investing activities	-9.8	-7.9	
Free cash flow, total	1.1	15.0	
Financing activities			
Decrease in minority interests	-0.6	0.0	
Dividend payment	-3.3	-6.5	
Repayment (-) of loans	-0.4	-0.5	
Net cash from financing activities	-4.3	-7.0	
Cash-effective change in liquidity	-3.2	8.0	
Composition of liquidity			
	June 30, 2010	Dec. 31, 2009	Change
Cash and cash equivalents	34.1	36.1	-2.0
Short-term bank loans	-1.2	0.0	-1.2
Liquidity	32.9	36.1	-3.2

Consolidated Statement of Changes in Equity

	Number of shares	Sub- scribed capital	Capital reserve	Retained earnings	Other reserve	Accu- mulated profit/loss	Equity at- tributable to equity holders of the parent	Minority interests	Total equity
	units	EUR million	EUR million	EUR million	EUR million	EUR million	EUR million	EUR million	EUR million
Balance as of Dec. 31, 2008	13,009,229	13.0	47.0	13.5	1.5	13.5	88.5	1.2	89.7
Dividend payment for 2008						-6.5	-6.5		-6.5
Change in fair value of hedges					-2.6		-2.6		-2.6
Net income for the period June 30, 2009						0.3	0.3		0.3
Balance as of June 30, 2009	13,009,229	13.0	47.0	13.5	-1.1	7.3	79.7	1.2	80.9
Change in fair value of hedges					0.3		0.3		0.3
Net income for the period July 1 to December 31, 2009						7.7	7.7	0.1	7.8
Allocation to retained earnings				2.7		-2.7			
Balance as of Dec. 31, 2009	13,009,229	13.0	47.0	16.2	-0.8	12.3	87.7	1.3	89.0
Dividend payment for 2009						-3.3	-3.3		-3.3
Change in fair value of hedges					5.6		5.6		5.6
Net income for the period June 30, 2010						-3.8	-3.8	-0.5	-4.3
Balance as of June 30, 2010	13,009,229	13.0	47.0	16.2	4.8	5.2	86.2	0.8	87.0

Selected Explanatory Notes

About Loewe

The Loewe Group develops, produces and distributes electronic, electrotechnical and mechanical products and systems of every type as well as parts of the same, in particular in the field of consumer electronics and communications technology (home entertainment systems). The Company's main products are TV sets and home cinema solutions.

The parent company is recorded under the name of Loewe AG in the Commercial Register (HRB 3004) of the Local Court Coburg, Germany. The Company's registered offices are located at Industriestrasse 11, 96317 Kronach, Germany.

The condensed consolidated interim financial statements for the first six months of 2010 were released for publication by a management decision on July 26, 2010.

Basis of presentation and accounting policies

The condensed consolidated interim financial statements of Loewe AG as of June 30, 2010 were prepared in accordance with the International Financial Reporting Standards (IFRS) for interim reporting as adopted in the European Union (EU) and in accordance with the provisions of the German Securities Trading Act (WpHG) applicable to consolidated interim financial reports. These interim financial statements refer only to the Group and contain all information and disclosures in the Notes that are required by IFRS and WpHG for interim financial statements.

In addition, the present interim financial statements take into account IAS 27 "Consolidated and Separate Financial Statements" and IFRS 3 "Business Combinations" for the first time, which have had to be applied since January 1, 2010.

The revised standards are required to be applied for fiscal years beginning on or after July 1, 2009. The standards introduce changes in the accounting for business combinations affecting the measurements of goodwill, earnings in the reporting period in which a business acquisition has been completed as well as future earnings. In line with the changes, costs associated with the acquisition of MacroSystem Digital Video AG were recognized in income.

The same basis of presentation used for the consolidated financial statements for fiscal year 2009 was applied to the interim consolidated financial statements.

These interim consolidated financial statements contain all necessary information for a true and fair view of the financial position and financial performance as of June 30, 2010.

However, they do not include all the information and disclosures required in the consolidated annual financial statements and should therefore be read in conjunction with the consolidated annual financial statements for the year ended December 31, 2009 and the additional information contained in them.

In preparing the interim consolidated financial statements, management must make estimates and assumptions. These influence the level of the amounts indicated for the assets and liabilities as of the balance sheet date as well as the amount of reported income and expenses in the first six months of 2010. The actual amounts can deviate from these estimations.

Scope of consolidation

The scope of consolidation has changed in relation to the consolidated financial statements as of December 31, 2009 as the Company acquired 78.73% of the shares in MacroSystem Digital Video AG, Wetter, Germany, effective May 25, 2010.

MacroSystem Digital Video AG, founded in 1991, produces and sells high quality products in the video and editing technology sector as well as the home entertainment sector.

Besides the autonomous continuation of this core business, MacroSystem Digital Video AG will primarily take over contract development in the software sector for Loewe. As such, Loewe will strengthen its expertise in the multimedia software segment.

The new subsidiary is initially included in the consolidated financial statements using the purchase method. Earnings of MacroSystem Digital Video AG generated during the period since the acquisition date were taken into account in the present consolidated interim financial statements.

The fair values recognized as of the acquisition date for the assets acquired and liabilities assumed as well as their carrying amounts immediately before the business combination are shown in the following table.

EUR thousand	Carrying amount prior to acquisition date	Fair value as of the acquisition date
Assets		
Property, plant and equipment	51	51
Capitalized development costs	0	1,253
Other intangible assets	5	5
Inventories	242	242
Trade accounts receivable	304	304
Miscellaneous current financial assets	142	142
Cash and cash equivalents	160	160
Total assets	904	2,157
Liabilities		
Other current provisions	-465	-465
Trade accounts payable	-911	-911
Current financial liabilities	-165	-165
Miscellaneous current financial liabilities	-61	-61
Total liabilities	-1,602	-1,602
Total identifiable net assets at fair value		555

The purchase price paid for the 78.73% shares acquired by Loewe AG amounts to EUR 437 thousand. Minority interests in net assets at fair value amount to EUR 118 thousand.

The fair values of assets, liabilities and contingent liabilities were determined by reference to existing market prices. If no market prices could be identified, we used income-specific approaches or cost-based procedures to measure assets acquired and liabilities assumed.

Deferred tax liabilities attributable to capitalized development costs measured at fair value, are matched with deferred tax assets in the same amount. According to IAS 12, these may be offset within the valuation unit of MacroSystem Digital Video AG. Therefore, no deferred taxes have to be recognized.

Breakdown of cash outflows from the business acquisition:

EUR thousand	
Cash acquired in connection with the subsidiary (included in cash flows from investing activities)	-5
Cash outflow for the purchase price payment	-437
Net cash outflow	-442

Since the acquisition date, MacroSystem Digital Video AG has made a negative contribution of EUR – 138 thousand to net income for the period and a positive contribution of EUR 155 thousand to Group sales. If the business combination had been effected as of the beginning of 2009, the Group's profit after tax would be EUR 534 thousand lower, while sales would be EUR 1,808 thousand higher. In the wake of the implementation of the insolvency plan, extraordinary income of EUR 9,604 thousand was recorded at MacroSystem Digital Video AG prior to initial consolidation due to the waiver of legacy creditors, which largely offset the existing negative equity of the company.

The transaction costs for the acquisition of the company totaled EUR 320 thousand, of which EUR 305 thousand was recognized in administrative expenses in fiscal year 2009 and EUR 15 thousand in fiscal year 2010.

Currency translation

The currency translation for the subsidiary in the United Kingdom was based on the reference rate of the European Central Bank (ECB) as of June 30, 2010; currency translation in the income statement was based on the average rate of the first six months of 2010 and 2009. All other consolidated companies are in the eurozone.

Financial position

EUR million

	June 30, 2010	Dec. 31, 2009	June 30, 2009
Non-current assets	59.2	59.7	60.8
Current assets	160.9	174.3	158.7
Total assets	220.1	234.0	219.5
Equity including minority interests	87.0	89.0	80.9
Non-current liabilities	57.8	57.5	60.7
Current liabilities	75.3	87.5	77.9
Total liabilities and shareholders' equity	220.1	234.0	219.5

The slight decrease in non-current assets compared to year-end 2009 is primarily attributable to the reduction in property, plant and equipment due to depreciation, which exceeded capital expenditure in the first half of 2010. This was contrasted by development costs in the amount of EUR 1.3 million identified in the context of the acquisition of MacroSystem Digital Video AG. These costs are subject to amortization.

Investments made in non-current assets primarily include presentation systems for retailers, investment in tools and machinery for production as well as external software development costs.

The decline in current assets compared to year-end 2009 resulted primarily from the reduction in trade accounts receivable (down EUR 19.9 million).

Pursuant to the dividend resolution of the Annual Shareholders' Meeting of May 20, 2010, EUR 3.3 million was distributed to the shareholders on May 21, 2010, reflecting a dividend of EUR 0.25 per share.

Despite the increase in other reserves by EUR 5.6 million compared to year-end 2009, equity declined by EUR 1.5 million as a result of the dividend payment in the amount of EUR 3.3 million and the negative profit after tax of EUR 3.8 million.

However, the equity-to-assets ratio rose by 1.5% to 39.5% due to lower total assets.

The decrease of minority interests is largely attributable to the distribution of profits by the Belgian subsidiary.

The other comprehensive income, as presented in the statement of comprehensive income, includes income and expenses recognized directly in equity attributable to changes in value of currency hedging instruments as well as related deferred tax effects.

The positive value of EUR 5.6 million shown for the reporting period reflects the tax-adjusted change in the market value of forward exchange transactions concluded by Loewe to hedge future purchases of merchandise. The increase resulted from the fact that, due to the sharp depreciation of the euro in relation to the US dollar, the average hedged price is higher than the EUR/USD exchange rate on the reporting date.

The forward exchange transactions were concluded in conformity with the underlying contractual purchase obligations. Every forward transaction is subject to a corresponding underlying transaction (hedged item). The relationship between the hedging transaction and the hedged item is continuously reviewed for effectiveness. Based on the overall measurement of the forward exchange transactions as of June 30, 2010, the negative intrinsic value (after taxes) of EUR 4.8 million is recognized in Other reserves.

In the first half of 2010, basic earnings per share were EUR -0.29. The number of shares is unchanged at 13,009,229. Diluted earnings per share are not calculated as no rights have been associated with the available 2010 authorized capital and the conditional capital.

Compared to year-end 2009, current liabilities were down by EUR 12.2 million. The decline is primarily due to the reduction of other current provisions by EUR 11.9 million as a result of the payment of annual bonuses to contract dealers.

Cash flow and financing

Cash flow		
EUR million		
	January – June 2010	January – June 2009
Net cash from operating activities	10.9	22.9
Investing activities	-9.8	-7.9
Free cash flow	1.1	15.0
Net cash from financing activities	-4.3	-7.0
Cash-effective change in liquidity	-3.2	8.0

Loewe generated significantly lower positive free cash flow in the first half of 2010. The main reason for this is, besides negative EBIT of EUR -4.1 million, a slight reduction in working capital.

Further details related to the reduction of liquidity by EUR 3.2 million can be seen in the cash flow statement.

Financing

EUR million

	June 30, 2010	Dec. 31, 2009	June 30, 2009
Cash and cash equivalents	34.1	36.1	45.1
Non-current financial liabilities	0.0	-0.1	-1.9
Current financial liabilities	-1.8	-0.9	-0.9
Balance	32.3	35.1	42.3

As of June 30, 2010, cash and cash equivalents exceeded current and non-current financial liabilities by EUR 32.3 million. Freely available liquid funds are invested in interest-bearing overnight and term deposits at banks that are members of the German Deposit Protection Fund (Einlagensicherungsfonds).

Thus far in fiscal year 2010, it has been practically unnecessary to utilize the line of factoring, which had been granted in the amount of EUR 35 million. The existing factoring agreement expired on June 30, 2010. A follow-up agreement was concluded with a new provider for a period of five years over the same amount (EUR 35 million).

It was also not necessary to utilize the pooling agreement with a total volume of EUR 50 million existing for the longer term financing of business operations and planned capital expenditure.

Income statement

Revenue by region is broken down as follows:

EUR million

	2 nd quarter 2010	2 nd quarter 2009	1 st half 2010	1 st half 2009
Germany	41.8	39.9	84.0	83.6
Europe (excluding Germany)	31.0	30.0	61.0	58.0
Rest of world	1.2	1.1	2.4	2.2
Total	74.0	71.0	147.4	143.8

The significant items of the income statement for the first half of 2010 are explained in the interim group management report.

Contingent liabilities

The contingencies and other financial obligations have not changed substantially as compared with disclosures as of December 31, 2009.

Related party transactions

The business relations with companies of the Sharp Group exclusively consisted of deliveries of panels to Loewe.

All agreements are concluded on an arm's length basis. Furthermore, as a shareholder, Sharp cannot be classified as a related party. Sharp has no influence over Loewe management, is not represented on the Loewe Supervisory Board and does not participate in any decision-making processes at Loewe.

Other disclosures

Employees

The following numbers of employees for the first time take into account the inclusion of MacroSystem Digital Video AG.

Compared to the first half of 2009, the average number of employees increased from 1,024 to 1,040 persons. Adjusted by the effect from the first-time inclusion of the employees of MacroSystem Digital Video AG, the average number of employees for the first half of 2010 is 1,021.

As of the balance sheet date of June 30, 2010, the active workforce at 911 employees (excluding trainees, persons permanently absent and part-time retirees) was higher than in the year before by 46 persons. Adjusted by the number of employees of MacroSystem Digital Video AG, the active workforce amounts to 872 employees.

Acquisition of treasury shares

At the Annual Shareholders' Meeting on May 20, 2010, the Company was authorized to acquire treasury shares in an amount of up to 10% of the share capital. The authorization is valid until May 19, 2015 and no such activities have been undertaken to date.

Shares held by the Executive Board and Supervisory Board on June 30, 2010

As of June 30, 2010, the Executive Board held 158,458 shares (December 31, 2009: 158,458) in Loewe AG. One Supervisory Board member directly holds 550,000 shares (December 31, 2009: 550,000 shares).

Events after the balance sheet date of June 30, 2010

No events of special significance occurred after June 30, 2010.

Responsibility Statement

To the best of our knowledge, and in accordance with the applicable reporting principles for interim financial reporting, the interim consolidated financial statements as of June 30, 2010 give a true and fair view of the assets, liabilities, financial position and profit or loss of the Group, and the interim management report of the Group includes a fair review of the development and performance of the business and the position of the Group, together with a description of the principal opportunities and risks associated with the expected development of the Group for the remaining months of the fiscal year.

Kronach, July 26, 2010

The Executive Board



Frieder C. Löhner



Gerhard Schaas



Oliver Seidl

Review Report to Loewe AG, Kronach

We have reviewed the condensed interim consolidated financial statements – comprising the consolidated balance sheet, consolidated income statement, consolidated statement of comprehensive income, consolidated statement of changes in equity, consolidated cash flow statement and selected notes to the financial statements – and the interim group management report of Loewe AG for the period January 1 to June 30, 2010. These form part of the half-year financial report pursuant to section 37w of the German Securities Trading Act (WpHG). The preparation of the condensed interim consolidated financial statements in accordance with those International Financial Reporting Standards (IFRS) applicable to interim reporting, as adopted by the European Union (EU), and of the interim group management report in accordance with the provisions of the German Securities Trading Act applicable to interim group management reports is the responsibility of the Company's management. Our responsibility is to issue a report concerning the interim consolidated financial statements and the interim group management report based on our review.

We have conducted our review of the condensed interim consolidated financial statements (short form) and of the interim group management report in accordance with the German generally accepted standards for the review of financial statements promulgated by the German Institute of Auditors (IDW). Those standards require that we plan and perform our review so that we can preclude through critical evaluation, with a certain level of assurance, that these condensed interim consolidated financial statements have in material respects not been prepared in accordance with IFRS for interim financial reporting, as adopted by the EU, and that the interim group management report has in material respects not been prepared in accordance with the applicable provisions of the German Securities Trading Act regarding interim group management reports. A review is essentially restricted to interviews of the company's staff and to analytical assessments and therefore does not afford the assurance attainable in a financial statement audit. Since, in accordance with our engagement, we have not performed a financial statement audit, we cannot issue an auditor's report.

Based on our review, no matters have come to our attention that cause us to believe that the condensed interim consolidated financial statements have not been prepared, in material respects, in accordance with the IFRS applicable to interim financial reporting as adopted by the EU, or that the interim group management report has not been prepared, in material respects in accordance with the regulations of the German Securities Trading Act applicable to interim group management reports.

Mönchengladbach, July 26, 2010

Abstoß & Wolters OHG
Wirtschaftsprüfungsgesellschaft
Steuerberatungsgesellschaft

Quacken
German Public Auditor

Cramer
German Public Auditor

Financial Calendar

Publication of the Q3 Report

(01/01 – 9/30/2010)

Conference call on Wednesday,
November 3, 2010, 10:00 a.m.

Publication of the Key Figures for the 2010 financial year

Conference call on Thursday,
January 27, 2011, 10:00 a.m.

Publication of the 2010 Financial Statements of the Loewe Group

Thursday, March 24, 2011,
9:30 a.m., Munich

DVFA Analysts' Conference

Thursday, March 24, 2010,
4:00 p.m., Frankfurt

Publication of the Q1 Report

(01/01 – 3/31/2011)

Conference call on Wednesday,
May 4, 2011, 10:00 a.m.

Twelfth Annual Shareholders' Meeting of Loewe AG

Thursday, May 26, 2011, 11:00 a.m., Munich

Publication of the Q2 Report

(01/01 – 6/30/2011)

Conference call on Wednesday,
August 3, 2011, 10:00 a.m.

Publication of the Q3 Report

(01/01 – 9/30/2011)

Conference call on Wednesday,
November 3, 2011, 10:00 a.m.

Contacts/Publication Credits

Loewe AG

Industriestrasse 11
D-96317 Kronach
Germany

PO Box 1554
D-96305 Kronach
Germany

Ticker symbol: LOE
WKN: 649410
ISIN: DE 0006494107

Loewe shares are traded in the Prime Standard
segment of the German Stock Exchange.



Classic All share®
Prime All share
CDAX®

Investor Relations: + 49 (0) 9261/99-984
Email: ir@loewe.de
Telefax: + 49 (0) 9261/99-994

Public Relations: + 49 (0) 9261/99-477
Email: presse@loewe.de

Customer Care Center: + 49 (0) 1801/22256393
Email: ccc@loewe.de

Telephone switchboard: + 49 (0) 9261/99-0
Internet: www.loewe.de

Published by
Loewe AG, Kronach
Industriestrasse 11
96317 Kronach
Germany

Loewe AG

Industriestrasse 11
96317 Kronach
Germany
www.loewe.de

Loewe Stock
Ticker symbol: LOE
ISIN Code: DE 0006494107

Phone: +49 (0) 9261 99-984
Email: ir@loewe.de

LOEWE.