

Press Release

12 July 2012

Page 1 of 3



OVB: ‘Company for entrepreneurs’ is investing further in quality consulting

- Consultants will benefit from optimized service
- Financial services provider relying more on international expertise
- New Operations management department underscores growth strategy

Cologne, 12 July 2012 – OVB, a leading European financial services provider, has set the course for continued sustainable business success and raised its profile on the market. The Executive Board, led by Michael Rentmeister, approved a Group-wide package of measures that has been implemented since 1 July. This is intended to further extend OVB’s market position as leader in system sales in Europe. “Our customers are benefitting from this due to even better consulting as well as our financial services providers, to whom OVB offers a unique professional environment as a ‘company for entrepreneurs’, explains Michael Rentmeister, Chief Executive Officer of OVB Holding AG.

On the international stage, the measures include the development of long-term stable premium partnerships with product providers. In order to strengthen the transfer between consulting and demand-oriented product development, OVB will continue to intensify the exchange of experience with its premium partners. In this way, the quality and benefits of OVB’s consulting services are continuously improved internationally and suited even more to the customer. “Our strategy specifically targets better service for our first-class financial service providers, who, in the interests of their customers, will be able to concentrate even more than before on consulting,” says Michael Rentmeister. Entrepreneurially-minded individuals would find an ideal environment to realise their professional ambitions in all 14 OVB national companies. OVB offers a unique economic environment in the industry, due in particular to a supplemental contract for executive financial service brokers. It includes performance-based pay and unparalleled social security via participation in recurring payments, among other things. “This is an unbeatable argument for going forward together with OVB,” stresses CEO Michael Rentmeister.

Together with his management team, Rentmeister prepared a detailed analysis of the company and its environment, starting at the beginning of the year.

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Press Release

12 July 2012

Page 2 of 3

On the basis of the results, it was decided to make the future growth strategy more sophisticated and precise.

“We are represented in 14 countries in Europe, rank among the top five financial sales organisations in all markets and are in fact market leaders in six countries with our business model. In 2012, we will broker well over 550,000 new contracts and significantly exceed the 3 million customer mark for the first time. Our broad European positioning offers our financial consultants unique international business opportunities on the basis of our one-stop finance business model and our career plans, which apply throughout Europe. This is the foundation for further stable business development,” explains Rentmeister.

For the first six months of the year, the Executive Board expects sales to remain at last year’s level with a significant improvement in earnings; it is confident that it will achieve its growth targets for sales and earnings for 2012.

The Group-wide controlling function of OVB Holding AG will also be strengthened as part of the current strategic offensive. On 1 July 2012, a separate Operations management department was established by splitting the Finance and Administration departments. This is intended to accelerate process optimisation and the creation of synergy potential. From now on, Oskar Heitz will be responsible both for the Financial department as Chief Financial Officer (CFO) and the newly established Operations department as Chief Operating Officer (COO).

The demand-oriented and multi-topic one-stop financial consulting services for private households in Europe continue to offer enormous potential for growth. “In future, we want to inspire and qualify many more people of all professions for comprehensive one-stop financial consulting, which is an important activity in light of the current social challenges in Europe, and to commit them to OVB for the long term. Because of OVB’s international success, there is no other company around today that can even come close to offering similar conditions for its financial consultants. We will continue to expand on this position in a systematic manner,” says Rentmeister, setting the line of attack.

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Press Release



12 July 2012

Page 3 of 3

About the OVB Group

OVB Group, with its holding company headquartered in Cologne, is one of the leading European financial sales organisations. Since the formation of OVB Vermögensberatung AG in Germany in 1970, customer-oriented consulting for private households in the areas of insurance coverage, asset building and appreciation, pension provision and real estate acquisition have formed the focus of OVB's business activities. OVB currently advises 2.89 million customers across Europe, working in cooperation with more than 100 renowned product partners. OVB is presently active in 14 countries, with 5,047 full-time financial consultants working for the Group. In 2011, OVB Holding AG and its subsidiaries generated total sales commission of €222.1 million and EBIT of €6.1 million. The OVB Holding AG share has been listed on the Frankfurt Stock Exchange (Prime Standard, ISIN DE0006286560) since July 2006.