

Publication of an Ad-Hoc announcement Pelikan Holding AG (ISIN: CH0006328758/Symbol: PEL)

The Board of Directors of Pelikan Holding AG ("Pelikan") wishes to announce that Pelikan had on 21 December 2011 entered into a Heads of Agreement ("HOA") with Columbia Products, an Australian investment holding company, to dispose Pelikans 10,000 ordinary shares of AUD2.50 each in Columbia Pelikan Pty Limited. ("Columbia Pelikan") representing 40% of the equity interest in Columbia Pelikan ("Ordinary Sale Shares") and its 2,000 second redeemable preference shares of AUD2.50 each ("Preference Sale Shares") in Columbia Pelikan to Columbia Products Pty Limited ("Columbia Products" or "Purchaser") for an aggregate cash consideration of AUD15,000,000.00 (Australian Dollar Fifteen Million) ("Proposed Disposal"). Columbia Pelikan is principally engaged in the production and distribution of stationery and office products.

The Proposed Disposal is in line with the Pelikan Group's plans to divest non-core assets and to monetize such type of investments. Columbia Pelikan, incorporated in Australia on 15 January 1940, was an associate company of Pelikan and the management does not participate in the day-to-day operations and direction of Columbia Pelikan.

The proceeds arising from the Proposed Disposal will be utilised as working capital of the businesses of the Pelikan Group.

The Proposed Disposal will not have any material effect on the net assets of the Pelikan Group.

Schindellegi, this 22nd December 2011
On behalf of the Board of Directors

Frauke Wandrey
Vice-President of the Board of Directors

Phone: 0049 511 6969 970