

Ad hoc announcement according to § 15 WpHG

Schindellegi, 08 July 2014

Pelikan Holding AG: Proposal to integrate participations of Pelikan Group to Herlitz AG

Pelikan International Corporation Berhad, Malaysia, (PICB), the major shareholder of Pelikan Holding AG and Herlitz AG, has informed the Board of Directors of Pelikan Holding AG about its proposal to integrate significant equity participations of the Pelikan Group (Pelikan Vertriebsgesellschaft mbH & Co. KG, Pelikan Benelux N.V./S.A., Pelikan Schweiz AG, Pelikan Mexico S.A. de CV, Pelikan Japan K.K., Pelikan Middle East FZE as well as the logistics and production centre Falkensee) into Herlitz AG.

This measure aims especially at streamlining the key stationary business units of the Group.

The exercise will allow Pelikan Holding AG to realize its value of investments and to continue to participate in the growth of the business via its share holding it receives in Herlitz AG against injection of its participations.

With implementation of the transaction, the brands Pelikan and Herlitz will be further strengthened in future.

The Board of Directors of Pelikan Holding AG will examine this proposal from PICB in detail and agree on the details of the strategic measure with all involved parties of the equity.

The aim of PICB is to close the transaction process until end of September 2014.

Pelikan International Corporation Berhad, Malaysia, is holding 96,49 % of the shares of Pelikan Holding AG, and 70,123% of the shares of Herlitz AG.

The Board of Directors