



## HILLERMANN CONSULTING

### Press release

#### **Client CeWe Color wins award for best SDAX investor relations work in Germany**

Hamburg, 19 January 2011

CeWe Color Holding AG, one of Hillermann Consulting's Investor Relations clients, provides the best investor relations services for private investors in Germany of all companies listed on the SDAX. This is the result of BIRD 2010 (Beste Investor Relations Deutschland – Best Investor Relations Germany), the readers' poll carried out by the trade journal "Börse Online" in cooperation with the market research and consulting company team steffenhagen. CeWe Color furthermore came in third place of all companies listed on a German index (DAX, MDAX, SDAX and TecDAX).

The poll examined how private investors felt about the information provided by the investor relations departments of 160 large listed German stock corporations. More than 700 ratings of individual companies were submitted. The principal focus was on the credibility and comprehensibility of communications. The assessment criteria used to measure these qualities in the companies' investor relations work were the accuracy of forecasts, changes to forecasts, up-to-dateness, comprehensibility, credibility, contact with investors, the IR website, annual reports, interim reports, ad hoc announcements and image advertising.

Hillermann Consulting has been advising CeWe Color Holding AG in all issues surrounding investor relations since 2009 and has worked closely with the company's management to develop concepts that ensure a maximum of transparency for shareholders.

Christian Hillermann, Managing Director and owner of Hillerman Consulting, comments: "We are very pleased that our client CeWe Color has been honoured with an award for increasing transparency over the last few years. This award proves that we have been successful in further strengthening the capital market's trust in this company with the concepts we have used, a trust also evident in the above-average positive share price development we have seen recently."



## HILLERMANN CONSULTING

**Please direct any questions to:**

Karsten Siegmund  
Hillermann Consulting  
Poststrasse 14/16  
20354 Hamburg, Germany

Phone: +49 (0)40-3202791-0  
Fax : +49 (0)40-3202791-14

[www.hillermann-consulting.de](http://www.hillermann-consulting.de)  
[office@hillermann-consulting.de](mailto:office@hillermann-consulting.de)

**About Hillermann Consulting**

Hillermann Consulting is a business consultancy for listed companies and private firms in various sectors, specialising in investor relations and corporate finance. The company focuses on capital market services and provides its clients with individually tailored concepts and solutions. Hillermann Consulting has in-depth business management know-how as well as an excellent network in the financial community, ranging from analysts, brokers and relevant opinion-forming media to national and international institutional and private investors.