



PRESS RELEASE

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- **Aragon enters market of consulting services for mass affluent private customers in Germany**

- **Majority interest in FINUM.FINANZHAUS serves as anchor investment**

- **Objective: Finum to be positioned as Germany's leading mass affluent advisor**

With an economically and strategically important acquisition, Aragon AG is about to expand its market positioning. For this purpose, Aragon will directly acquire the assets of the premium intermediary firm FiNUM.FINANZHAUS, thereby entering the field of consulting services for demanding private customers for the purpose of securing a leading position in this attractive customer segment.

Since its establishment in 2004, Aragon AG has successfully built up its market leadership in the field of broker pools by means of a consistent buy-and-build strategy with Jung, DMS & Cie. AG. Furthermore, Aragon AG has also gained a foothold in multi level marketing sales with Compexx and specialized sales with inpunkto. As the next step within the framework of the consistent growth strategy following the entry to the Austrian mass affluent market through the takeover of MLP Austria, Aragon AG will now address this market in Germany via FiNUM.FINANZHAUS. Thus, Aragon AG will successfully expand its multi-brand strategy.

Aragon will purchase all assets of the intermediary business from Finum AG by way of the new jointly established FiNUM.FINANZHAUS GmbH, Cologne, in which Aragon AG holds 74.9% of the interests.

"Finum is the perfect nucleus for the entry to the mass affluent market in Germany", says Wulf U. Schütz, Member of the Management Board of Aragon. "Over the next years, our objective is to make Finum the address of choice for experienced financial advisors and demanding private customers in the field of independent, comprehensive financial consultancy. Therefore, we believe that we have good chances of growing against the market trend and of assuming a market-leading position in this market segment."

Established in 2007, FiNUM.FINANZHAUS currently provides consulting services to more than 26,000 customers with approximately 100 highly experienced advisors. With more than 12 contracts for every advised family, the company already has a high cross-selling rate. FiNUM.FINANZHAUS offers product-independent, holistic consulting services for all asset classes. Half of the sales are made up of financial investment products (investment funds,



certificates, and closed funds), and the other half of insurance business. In the financial year 2009, FiNUM.FINANZHAUS generated revenues amounting to approximately EUR 7.6 million (+17% compared to 2008). In its brief company history, FiNUM.FINANZHAUS introduced a number of market-leading consulting processes and technologies.

To underline the significance of FiNUM.FINANZHAUS for the future growth strategy of Aragon AG, Mr. Wulf U. Schütz, Member of the Management Board of Aragon, will also join the operational management of FiNUM.FINANZHAUS.

The conclusion of the contract is subject to conditions precedent that the Management Board of Aragon expects to be realized in September. The initial consolidation of FiNUM.FINANZHAUS is planned for the fourth quarter of 2010. The first positive contributions to the earnings of the Aragon Group are expected in the financial year 2011.

Aragon AG's announcement of the results of the second quarter of 2010 on August 31, 2010 will be accompanied by detailed information on the expansion of the business model by means of the investment in FiNUM.FINANZHAUS and the associated opportunities. The Management Board of Aragon is very pleased with the business performance in the current financial year and targets a new revenue record, along with an earning power similar to that of 2007.



About Aragon AG

Aragon AG is a broadly diversified financial services group with four business units: Broker Pools, Financial Consulting, Institutional Sales and Holding. Aragon AG is actively engaged in the market with several independent subsidiaries. The aim is to integrate a variety of sales models under one roof without any of the sales teams losing their own identity. The effect is a broad diversification across various asset classes and sales types, with a consequently high stability in corporate earnings. Further information about the company and its subsidiaries can be found at www.aragon.ag.

About FiNUM.FINANZHAUS GmbH

Financial service provider FiNUM.FINANZHAUS focuses on consulting services for demanding private customers. Currently, about 100 Finum advisors use a holistic, product-independent consulting approach for all asset classes, fully complying with the expanded documentation and product liability requirements of the EU Insurance Mediation Directive and the reforms of the German Insurance Contract Act. Further information on the company is available at www.finumfinanzhaus.de.