



Number of pages: 2

PRESS RELEASE

Accell Group expects further growth in 2010

Heerenveen, 22 April 2010 – During the Annual General Meeting of Shareholders, Accell Group N.V. will announce today that a further growth in turnover and profit is expected for 2010. Accell Group therefore maintains its previous outlook. Sustained interest in recreation, mobility, health and the environment will continue to stimulate the use of bicycles.

René Takens, Chairman of the Board of Directors of Accell Group: “After a relatively long winter, we saw bicycle sales picking up again as from the middle of March. Turnover is currently at the same level as last year. The bicycle is popular and the consumer likes to invest in a product that brings joy, is healthy and offers easy and affordable mobility, particularly in urban areas. The turnover of our fitness products has risen compared to last year. Therefore, we appear to have seen the worst for this segment. We maintain our expectation that for the full year 2010, turnover and result will increase, barring unforeseen circumstances.”

Consumers were particularly interested in electric and sports bicycles. The trends that we saw in the bicycle segment in the last few years are therefore continuing unabated. The turnover in the bicycle parts & accessories segment increased compared to last year. Both the proprietary brand XLC and the extension of the portfolio with high-end brands have contributed to this.

Taking into account the normal effects related to the seasonal distribution of sales throughout the year, there were no significant changes in Accell Group’s financial position in the first months of 2010.

Annual General Meeting of Shareholders

The Annual General Meeting of Shareholders of Accell Group N.V. will be held today at the offices of subsidiary Batavus B.V. in Heerenveen, the Netherlands.

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Profile Accell Group

Accell Group is active internationally in the mid-range and higher segments of the market for bicycles, bicycle parts & accessories and fitness equipment. The group is market leader in Europe in the bicycle market. The market approach is based on the key concepts quality, innovation and recognisable added value. For consumers this means a broad and strong portfolio of brands, including international top brands and well-known national brands, often with a long history. Accell Group operates close to the market and largely because of its high added value and numerous innovations, sells primarily via the specialist retail trade.



Accell Group's best known brands are Batavus, Bremshey, Ghost, Hai Bike, Hercules, Koga-Miyata, Lapierre, Loekie, Redline, Sparta, Staiger, Tunturi, Winora and XLC. The company has production facilities in the Netherlands, Germany, France, Hungary and Belgium. Accell Group shares are traded on the official market of the NYSE Euronext in Amsterdam and included in the Amsterdam Small Cap Index (AScX).

Accell Group recorded turnover of € 572.6 million in 2009, compared with € 538.0 million in 2008, and net profit of € 32.7 million, compared with € 8.6 million in 2008. Turnover is distributed across the company's key markets as follows: the Netherlands 41%, Germany 25% and France 10%. Other EU countries, including Belgium, Denmark, Finland, Austria, Spain and the United Kingdom, account for 17% of turnover. The remaining 7% of turnover comes from countries outside the EU, including Switzerland, the US and Canada.

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