

Investor Presentation.

November 2008.



Key facts about Loewe.

- Loewe offers premium home media and home entertainment products with award-winning design, innovative technology and easy operation.
- Core markets for Loewe are Germany and other key European countries. Loewe TV products are sold in 50 countries worldwide.
- Founded in 1923, Loewe is based in Kronach, Germany and employs 1,000 persons mainly in its development, production, marketing and sales departments.
- Since 1999, Loewe has been a publicly traded company. Major shareholders are Sharp (28.8%), Management and Corporate Bodies of the Company (15.4%) and EQMC Fonds, London (10.1%).

Innovation with tradition.

What's different about Loewe?

- Excellent picture and sound quality, outstanding craftsmanship
- Target group oriented and most individual product solutions
- Award winning cosmetic design
- Ease of use / intelligent integration of peripheral equipment

Loewe is committed to offer outstanding premium products to sophisticated customers.



Reasons to invest.

- European LCD-TV market continues to offer strong growth potential.
- In the most attractive premium LCD-segment Loewe is well positioned with high-end home entertainment systems.
- Mid-term objective: Ongoing sales growth and above average EBIT-increase.
- Time schedule for introduction of HDTV in Germany approved.



Reasons to invest.

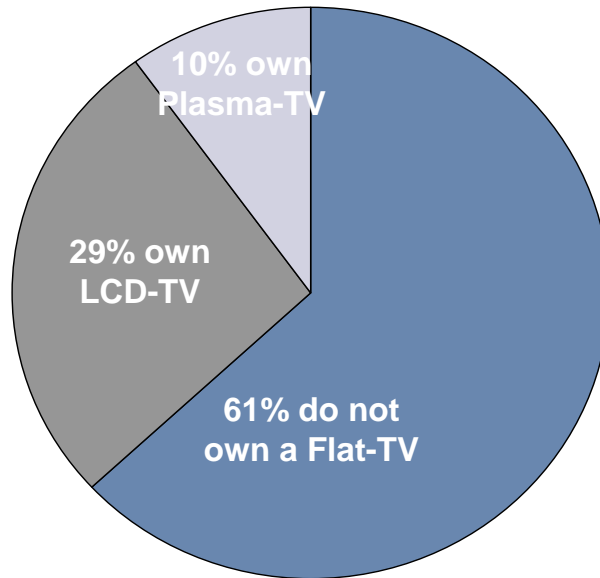
- Strong brand and market leader for premium home entertainment solutions in Europe.
- Positive exchange rate effects: On the purchase side Loewe benefits from the current weakness of the US dollar.
- Main focus on core markets in Europe.
- Loewe appeals to target groups whose purchasing behavior is largely independent of economic cycles.
- Multi-sourcing of LCD panels from different suppliers.



Growth potential Flat-TV.

Per end of Sept 08 only 39% of households own a Flat-TV.

Flat-TV penetration in European households per end of Sept 2008

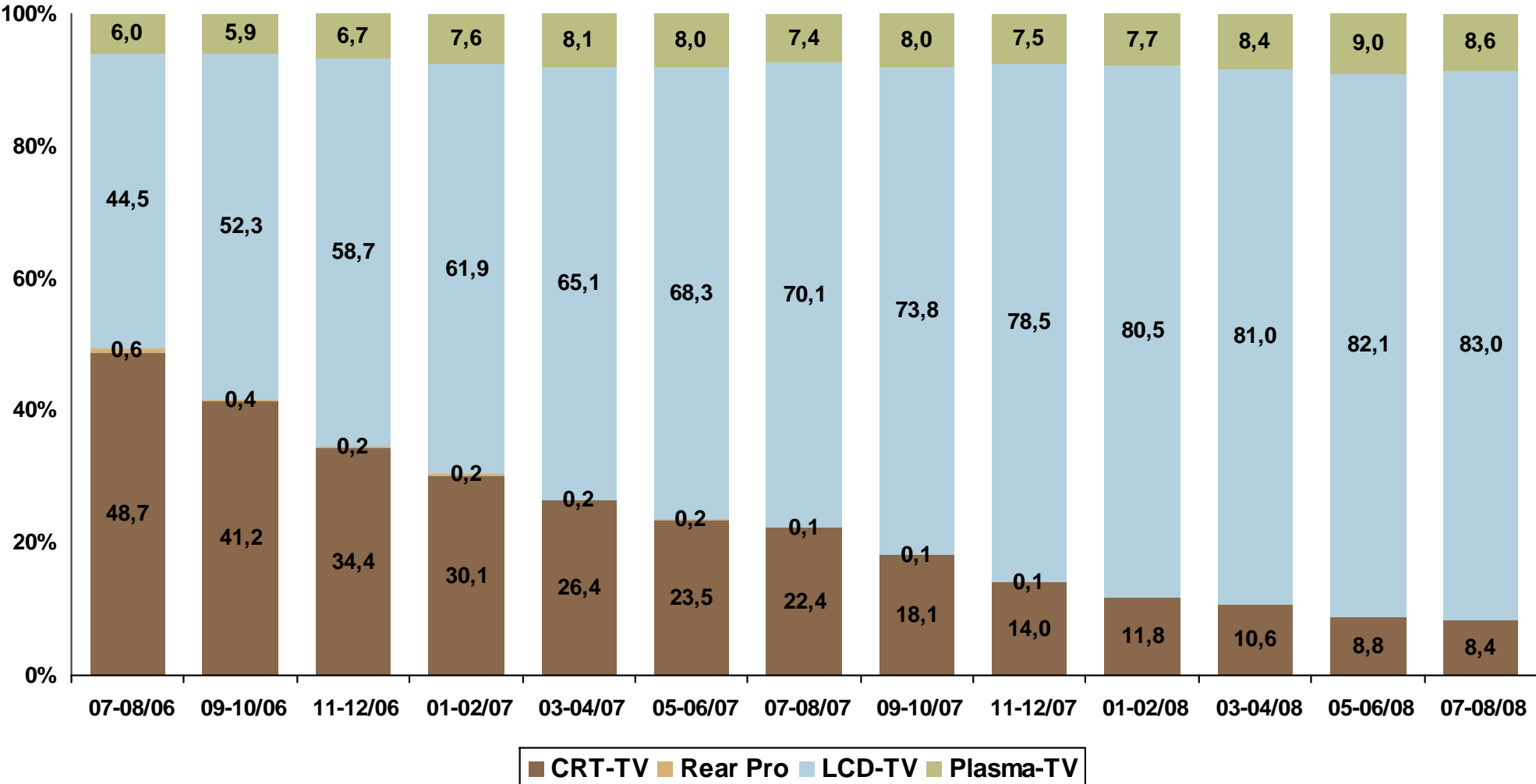


Source: GfK – preliminary estimation September 2008

- In Europe, 148 mn households own about 285 mn TV-sets (average of 1.9 sets per household).
- Per end of Sept 2008, 39% of all households own a Flat-TV (29% LCD and 10% Plasma).
- Additional demand for a new or to be replaced second or third TV in the households.
- Positive impact by Digital-TV in general and HDTV standard.

Total TV market Europe (10).

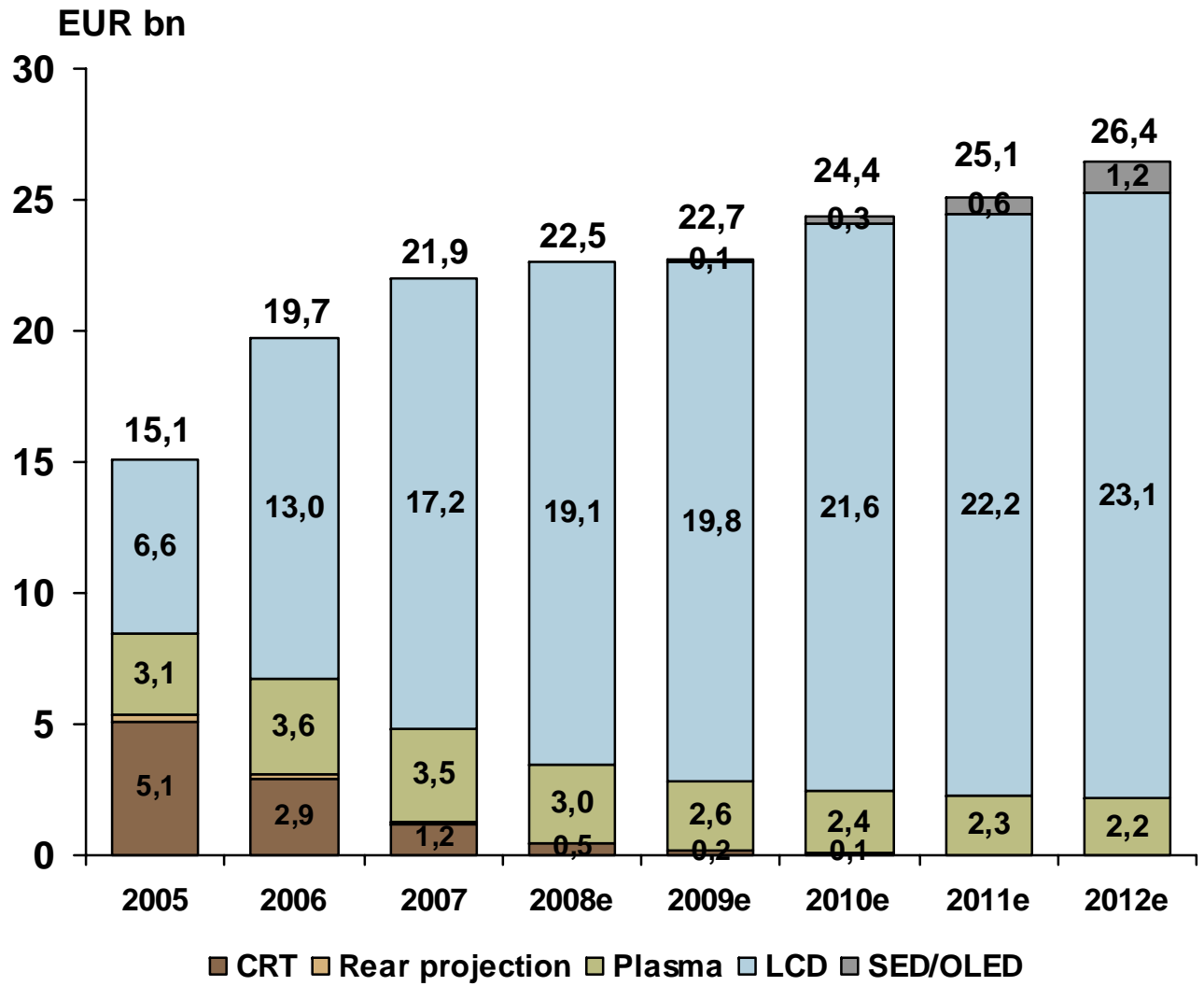
Development share by TV technologies in value.



LCD-TV is the dominating TV technology.

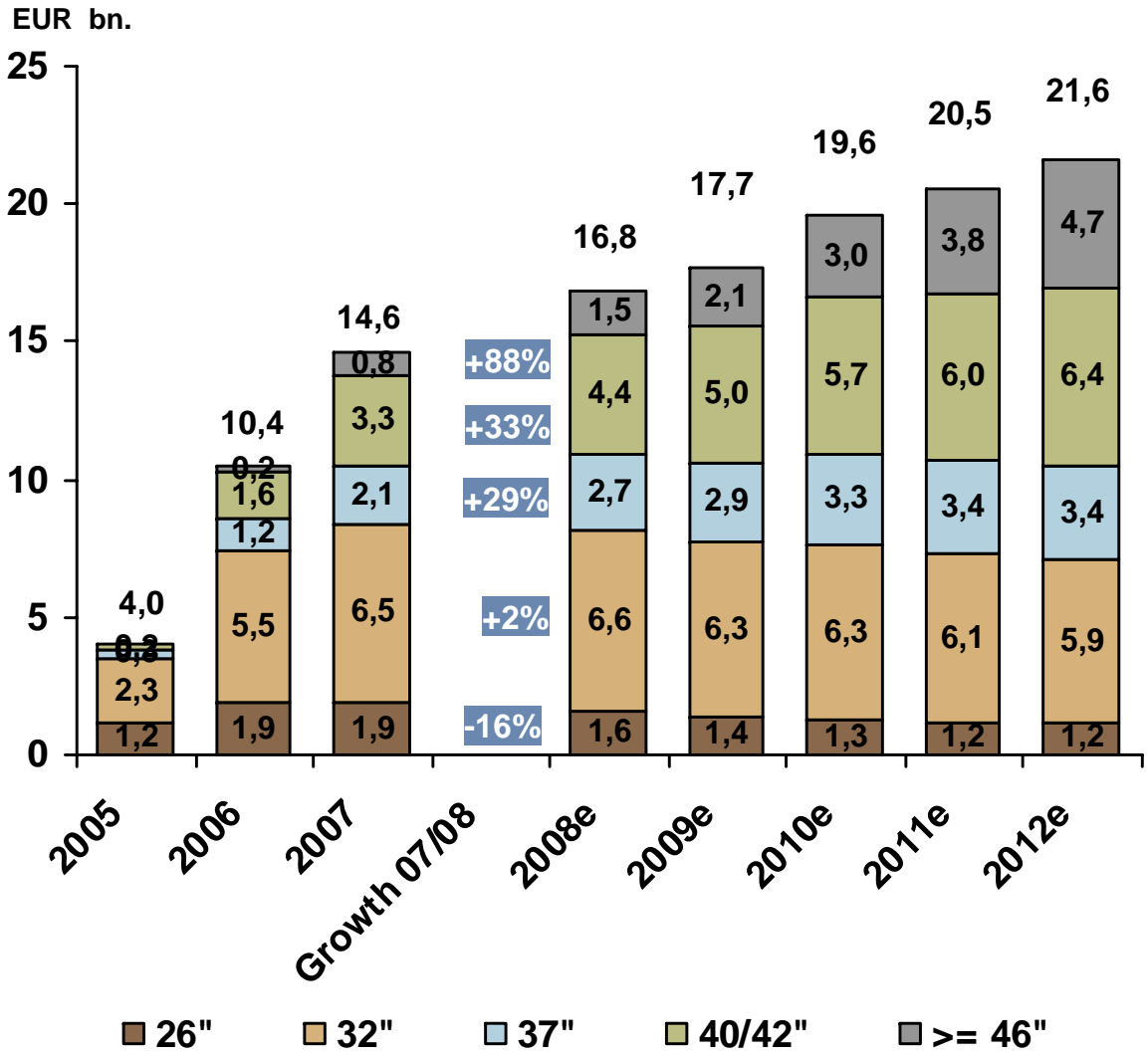
Source: GfK

LCD-TV market Europe (10). European TV market.



LCD-TV generates further growth.

LCD-TV market Europe (10). European LCD-TV ≥ 26"



**Within relevant screen sizes for Loewe
 growth rates are above market average.**

Source: Backdata GfK (EU 10), Loewe Market Research Forecast 2012 (10/2008)

Step 1: Loewe Individual, 2005.

Most customizable TV-sets in technology and design.



Step 1: Loewe Individual, 2005. The successful concept.



Step 2: Loewe Individual Compose, 2006.

Successful positioning of audio- and system competence.



Step 3: Loewe Connect, 2007.

Intelligent integration of TV and multimedia applications.



IFA 2008.

Loewe product highlights.



- Loewe Reference
- Loewe Art SL
- Loewe Multiroom audio solution including:
 - Reference Mediacenter
 - Individual Mediacenter
 - Multiroom Receiver
 - Multiroom Speaker
 - Assist Media

The Individual Mediacenter is the core of the new Loewe Multiroom solution.



The new TV product range 2008/2009.

With New Reference (summer 2009) Loewe will complete its product range adjustment.

Reference



– Reference

Individual



– Individual Compose
– Individual Selection

Art



– Art
– Xelos

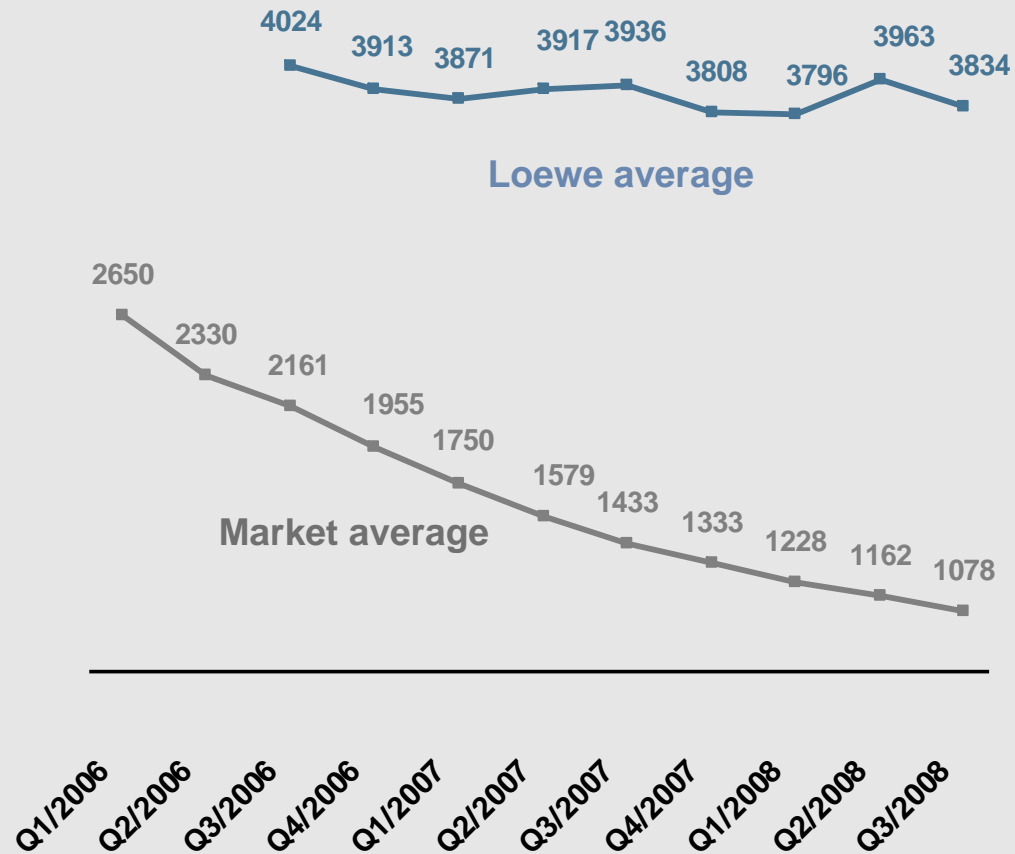
Connect



– Connect

Clear focus on premium segment.

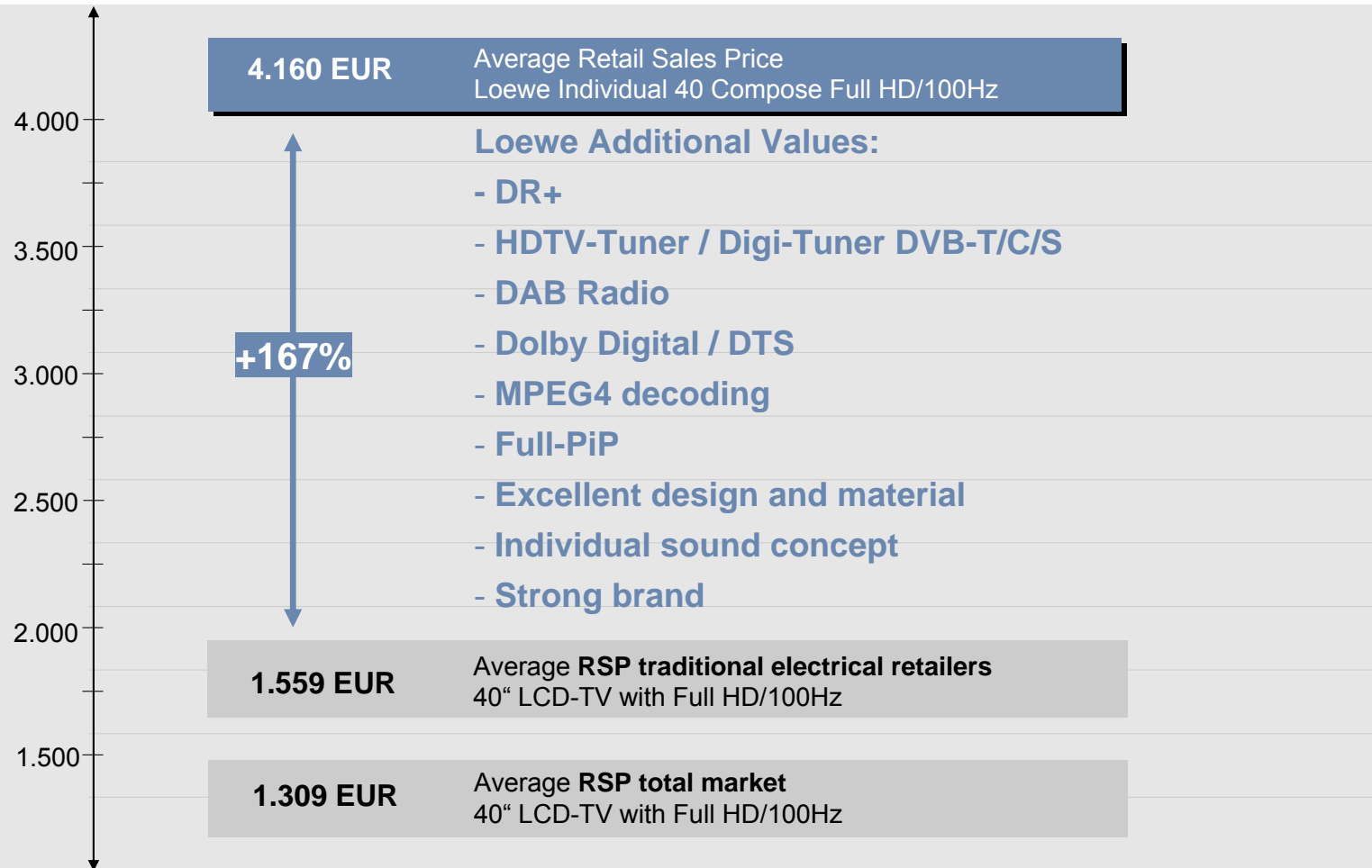
Retail selling price for 40" LCD-TVs in Europe



- Outstanding products with additional contents substantiate higher price average.
- Solid average selling price for Loewe Individual series.
- A more mature Flat-TV market should offer room for further differentiation.

Clear focus on premium segment.

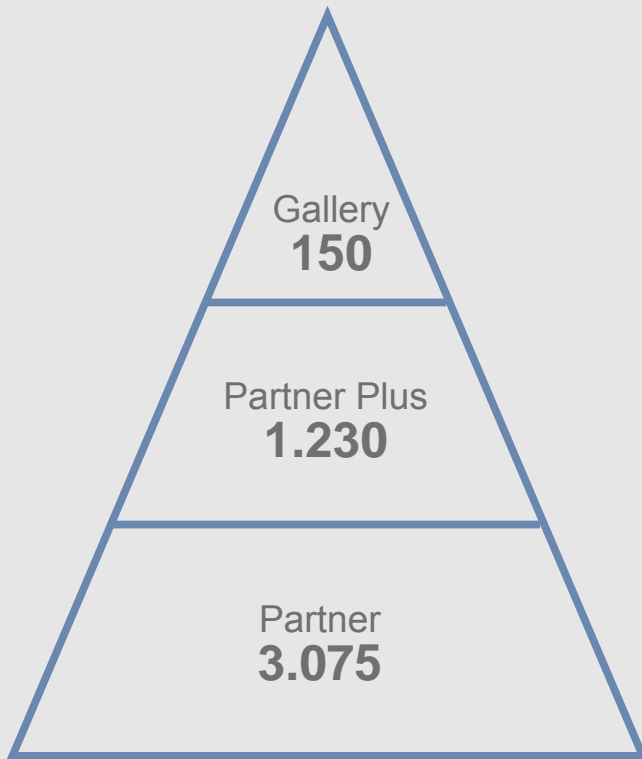
167% Loewe price premium 40" Full-HD/100Hz LCD-TV.



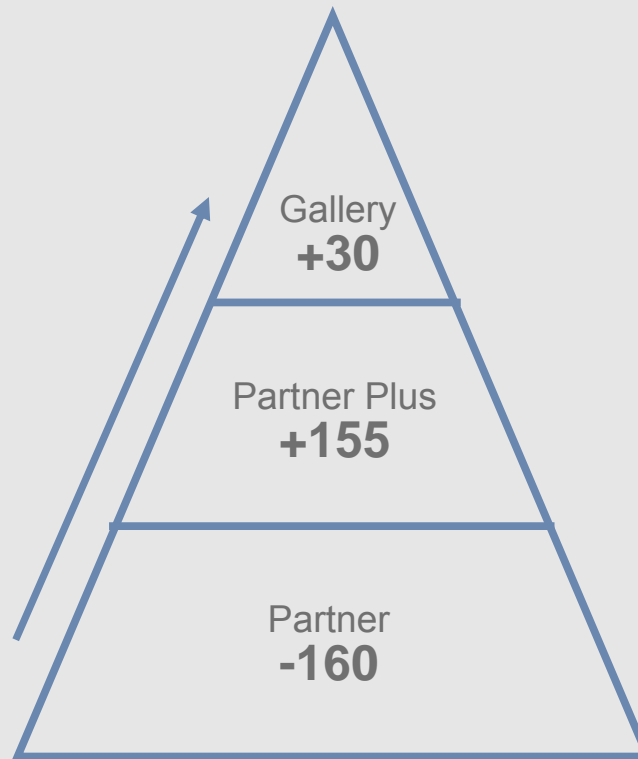
Premium distribution.

Investment in high-quality PoS.

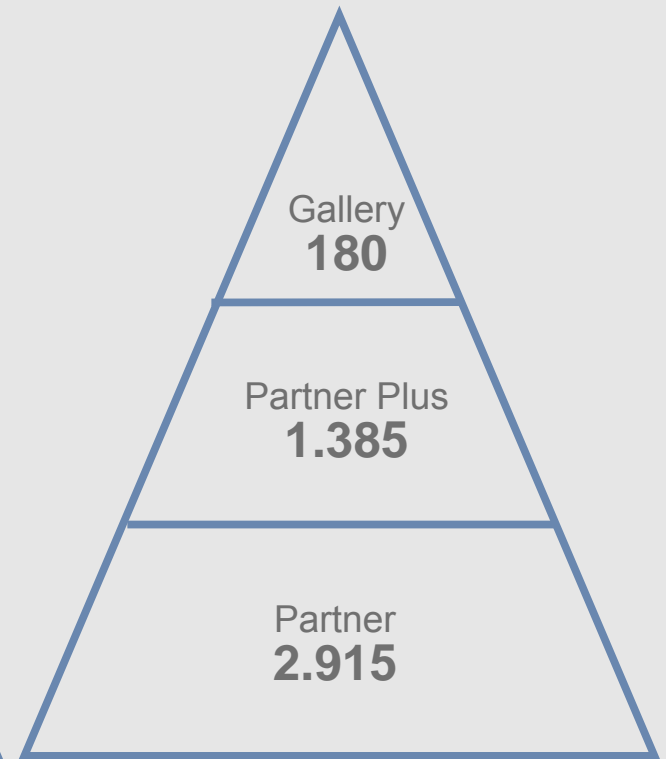
2007



Planning of new PoS



Plan 2008



Premium distribution. Loewe Gallery Berlin.



Premium distribution. Loewe Gallery at Harrods, London.



Premium communication.

Create an integrated value-oriented brand experience.

LOEWE.



Connect Magazine



Trade Show



Service



PoS



Product



Catalogue



Retail Partner Info



Marketing Kit



Campaign

Loewe – the leading premium brand. Latest awards and design prizes.

IFA PreView Award

„IFA Innovation 2008“ and best design performance

Channel Partner

Channel Champion Award 2007/2008

German Brand Award 2008

German Marketing Association and „Absatzwirtschaft“

iF Gold Award

Connect 37, Individual 40 and 52 Compose

red dot Award ,best of the best‘

Connect 37

Stiftung Warentest

Xelos A32 HD+ 100 and Corporate Social Responsibility

markt intern – Survey in Germany

Top brand 2008 in the LCD-segment

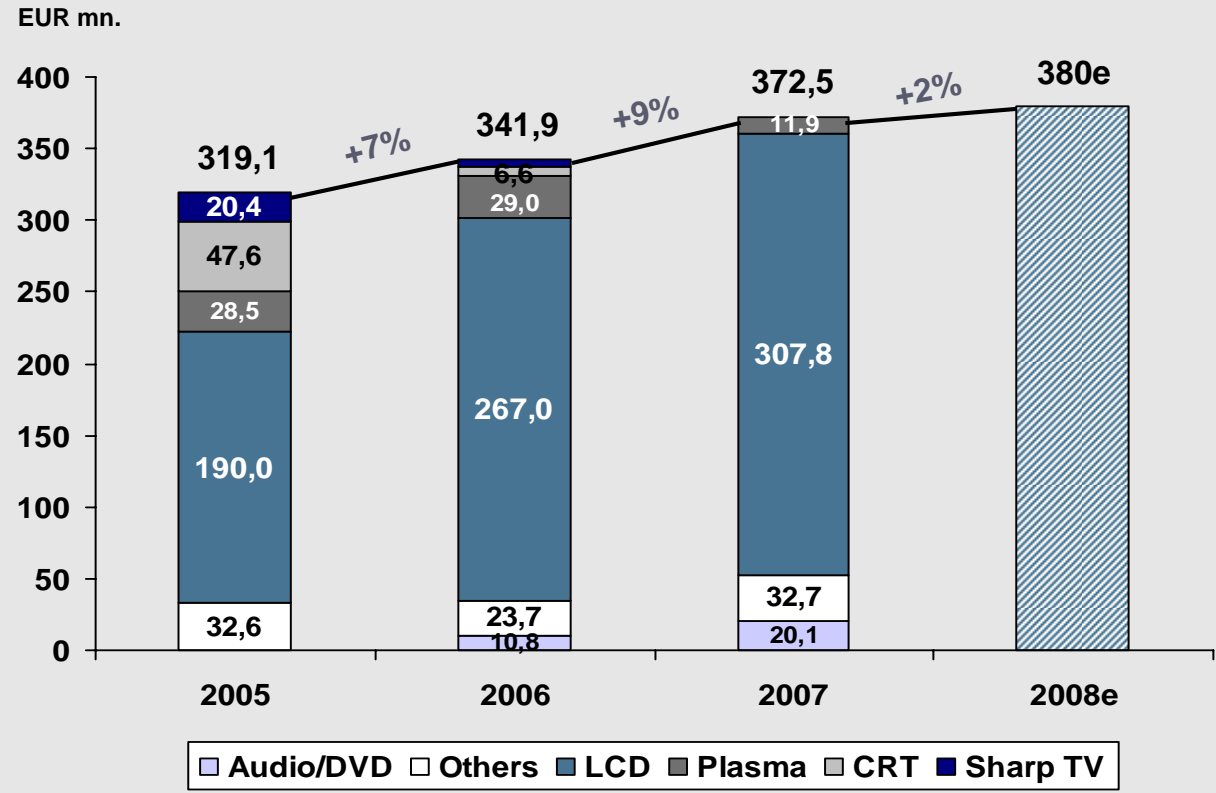
Design Award in Gold 2009 of the Federal Republic of Germany

Connect 37 Media Full-HD+ on floor stand trapeze



Loewe sales revenues 2005 – 2008e.

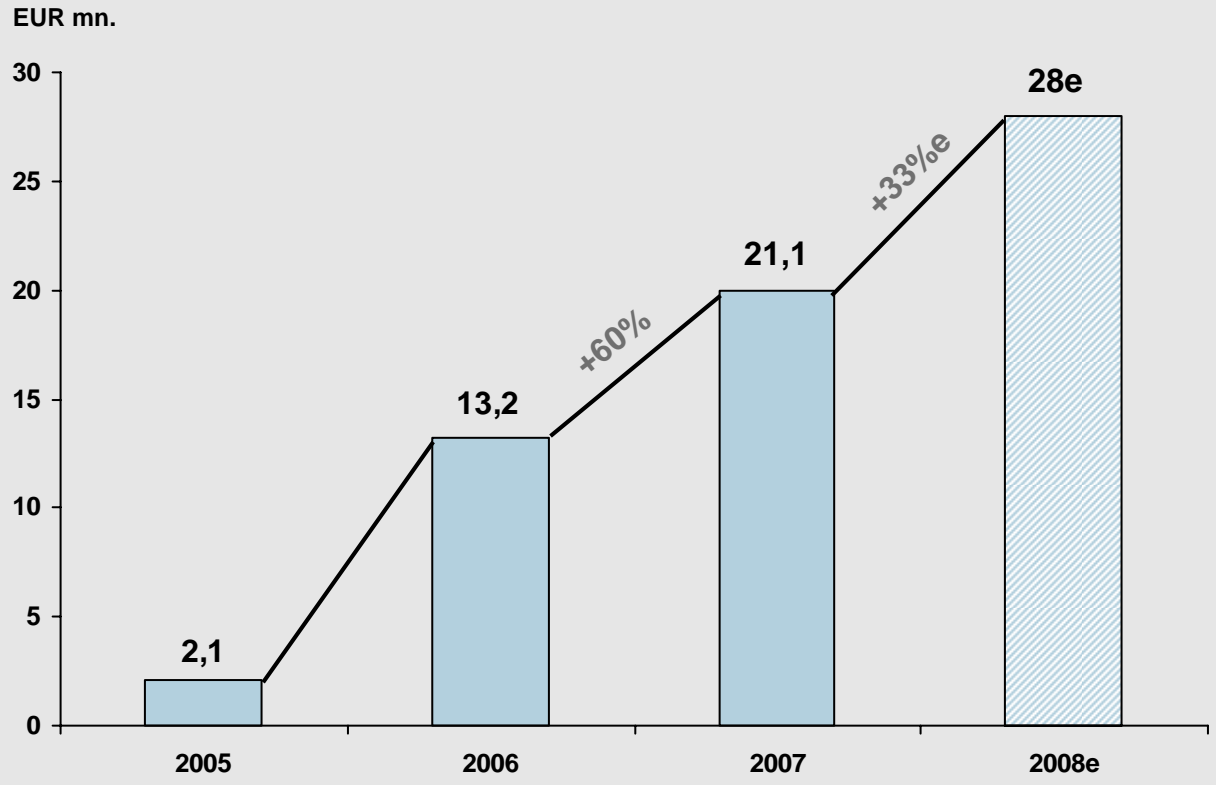
Guidance FY 2008: total revenues of EUR 380 mn.



In 2008 total revenues are expected to increase to EUR 380 mn based on sports events and ongoing market growth.

Loewe EBIT 2005 – 2008e.

Guidance FY 2008: up 33% yoy to approx. EUR 28 mn.



In 2008 EBIT is expected to increase to approx. EUR 28 mn because of value-oriented marketing of Loewe products at stable prices.

Mid-term core activities.

- Investments in new products / opening up of new target groups:
 - HDTV as the future TV standard
 - Intelligent integrated media centre (connectivity)
 - Large-format slim-display-TVs
 - Expansion of the home entertainment solutions
- Continue to sharpen the premium brand profile
- Investments in international distribution and value-oriented marketing

Target: Market leader for high-quality, large-format home entertainment solutions in Europe.

Corporate calendar 2009.

Date	Event	Location
January 27, 2009	Preliminary Key Figures Fiscal Year 2008	Kronach
March 25, 2009	Financial Statements Press Conference	Munich
March 25, 2009	DVFA Analysts Conference	Frankfurt
May 6, 2009	First Quarter 2009 Report	Kronach
May 26, 2009	Annual Shareholders' Meeting	Munich
August 5, 2009	First-Half 2009 Report	Kronach
November 4, 2009	Nine Months 2009 Report	Kronach

Investor Relations.

Ticker symbol: LOE

Security code: 649410

ISIN Code: DE0006494107

Stock market trading with official listing in the prime standard.

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