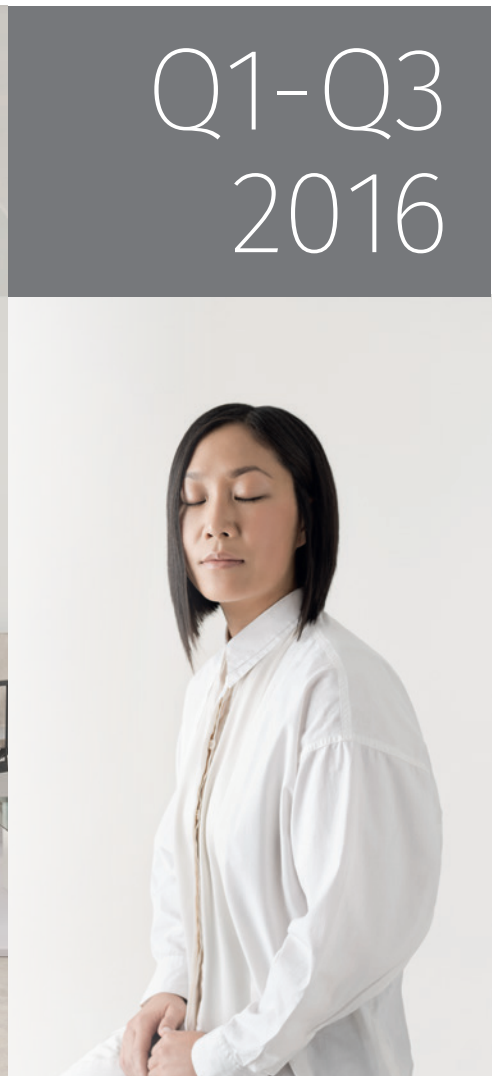


Q1-Q3
2016



Investment in Sleep

INTERIM STATEMENT JANUARY TO SEPTEMBER 2016

Key Figures

		Q1-Q3/2016	Q1-Q3/2015
Sales revenue	<i>in million €</i>	10.9	2.4
Material costs	<i>in million €</i>	-7.3	-1.7
Cost-of-materials ratio	<i>in %</i>	67.0	71.3
Gross profit ¹	<i>in million €</i>	3.6	0.7
EBITDA ²	<i>in million €</i>	-1.0	-1.0
Result from ordinary business activities	<i>in million €</i>	-3.9	-1.1
Net result	<i>in million €</i>	-3.9	-0.7
Earnings per share	<i>in €</i>	-0.18	-0.01
		30.09.2016	31.12.2015
Balance sheet total	<i>in million €</i>	22.9	26.0
Inventories	<i>in million €</i>	1.8	1.5
Cash on banks and cash on hand	<i>in million €</i>	0.7	1.9
Shareholders' equity	<i>in million €</i>	13.0	16.9
Equity ratio	<i>in %</i>	57.0	64.9

¹ Sales revenue minus material costs

² Result of ordinary activities without interest, taxes, depreciations on tangible and intangible fixed assets as well as income and expenses from revaluation

bmp Quarterly Statement Januar – September 2016

- » Nine-month revenue of € 10.9 million
- » € 15 million sales revenue expected
- » Consolidated net loss of € 3.9 million due to negative net result on revaluation of old portfolio of € 2.5 million
- » Gross profit and contribution margin up considerably

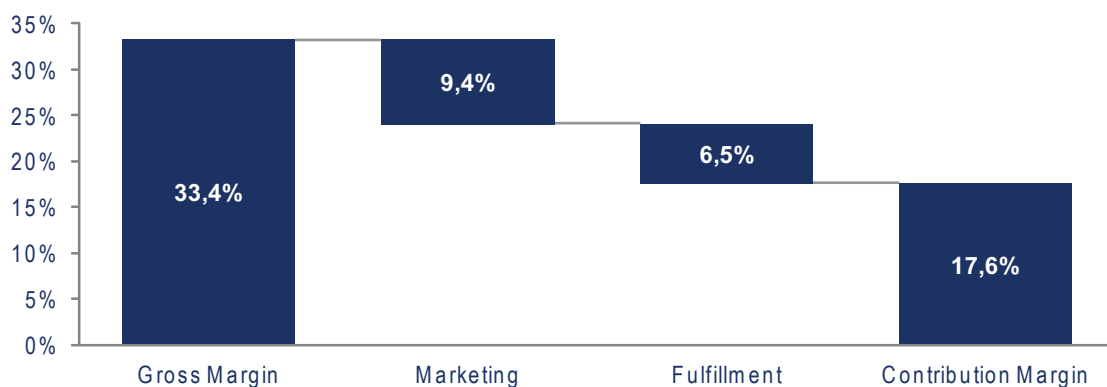
Business performance January to September 2016

bmp Holding AG's revenue performance fell short of expectations in the third quarter and the period ended with revenue of € 3.2 million. This was due to technical transition problems, mainly for sleepz web shops, a significantly later market launch by Grafenfels and price competition for AdWords primarily in the mattress segment, which made the acquisition of new customers via this channel no longer profitable. We opted not to generate revenue at any price at the expense of our margins. We therefore failed to achieve our revenue forecast, but at the same time we nevertheless increased our gross profit ratio.

bmp Holding AG has generated total revenue of € 10.9 million in the first nine months of 2016. This is approximately 360% higher than

the revenue for the same period of the previous year of € 2.4 million. Gross profit of the group has risen considerably to 33% (previous year: 28.7%). In the product mix, mattresses account for 66% of total revenue, followed by (box-spring) beds at 16% and bedding at 7%, whose shares are expected to grow further in the coming quarters. These product groups have a better gross profit margin overall and face less competition online.

The contribution margin (gross profit less marketing and packaging/shipping) of sleepz and Matratzen Union has now increased to over 17% in the first nine months of 2016. bmp Holding's sleep products business area therefore counts as a highly profitable retail segment. This allows us to operate profitably from a revenue volume of around € 20 million.



Combined contribution margin of sleepz and Matratzenunion for the first nine months of 2016

Consolidated earnings for the first nine months of 2016 amounted to minus € 3.9 million (previous year: minus € 1.1 million). Adjusted for the expenses and income from the revaluation of the remaining venture capital portfolio of minus € 2.5 million, the adjusted result is € -1,356 thousand. € -379 thousand of this is related to the third quarter, which means that a further earnings improvement was achieved despite weak revenue for the quarter.

While Grafenfels and sleepz reported losses of € 1.5 million for the first nine months, the Matratzen Union Group is continuing to operate profitably. The subsidiaries together generated EBT of minus € 1,075 thousand in the first nine months.

sleepz GmbH

As a full-range provider, sleepz has the highest complexity across all channels of bmp subsidiaries (its own web shops and a bricks-and-mortar showroom, market places, deal business and shopping clubs). The performance of its shops is lagging considerably behind expectations. Although some parameters such as organic traffic and the conversion rate have improved over the past few months, revenue in its own shops is still too low. And deal business (with Groupon, for example) has become more competitive and is no longer achieving the revenue hoped for. Overall, we are on a good path in terms of content, but will only truly break through in 2017, and then hopefully also break even.

Matratzen Union Group

The Matratzen Union Group is still developing well. In addition to the good performance of its own business, the Managing Director Martin Jungermann is the driving force in the bmp Group in bringing all subsidiaries to a top level in the fulfilment area and thus gradually making them eligible for Amazon Prime.

Grafenfels Manufaktur GmbH

Grafenfels's market launch was significantly delayed by the decision to sell primarily through bricks-and-mortar stores. As a result, the company will be able to achieve only a fraction of the revenue originally planned in 2016. However, more than 30 retailers throughout Germany now have Grafenfels products and are helping to increase the sales figures.

Remaining venture capital portfolio

The two equity investments komoot and department one were sold in the third quarter, leading to proceeds of € 1.3 million. This reduced the number of equity investments to nine. The book value of the remaining equity investments was € 12.9 million as at 30 September 2016.

Net assets and financial position of the Group

There were no significant changes in the net assets and financial position of the Group in the first nine months of 2016. As a result of the loss, equity was down at € 13.0 million with the equity ratio still 57% as at 30 September 2016.

Outlook

The venture capital investment in brand eins Medien AG was sold in the fourth quarter, and bmp Holding AG's share in a b-to-v VC fund was likewise sold to co-investors. The number of venture capital investments has therefore been reduced to eight companies. The sales have improved bmp Holding's liquidity. Among other things, this was used to reduce liabilities in November.

At the start of November, bmp Holding AG also implemented a capital increase at sleepz GmbH whereby, in addition to new funds, loans from bmp Holding AG and BFB Frühphasenfonds Brandenburg GmbH were converted into capital reserves. The equity position at sleepz was thus

boosted by € 1.4 million in total. bmp Holding AG's interest in sleepz was increased marginally by 0.6% to currently 66.8%.

bmp Holding made operational progress in a number of areas. To continue its development into a full-range provider offering excellent value for money and top service in consulting and delivery reliability, Matratzen Union has, for example, assumed drop shipping for the mattress brands Grafenfels and Matratzenheld, which can now be delivered to customers within 24 hours. Overall, we are focusing on maximum delivery reliability and speed so as to be able to use Amazon as a sales channel even more moving ahead.

bmp Holding AG was aiming for revenue of at least € 5 million for the fourth quarter. In the current market environment this goal can only be achieved with high marketing expenses, which would directly impact the operating result. However, as we place profitability at the centre of our planning, we will forego higher marketing budgets and therefore expect revenues of around € 4 million for the fourth quarter. For the first time, we are expecting an aggregate positive quarterly result for our subsidiaries Matratzen Union and sleepz.

In terms of acquisitions, we are continuing talks, though this will no longer have an effect on the 2016 financial year.

Berlin, 30 November 2016

Oliver Borrmann
- Executive Board –

This document is a quarterly statement in accordance with section 51a of the Exchange Rules for the Frankfurt Stock Exchange.

Group Statement of Comprehensive Income for the Period 01.01.2016 to 30.09.2016

	1.1.-30.09. 2016	1.1.-30.09. 2015
	€	T€
Sales revenue		
Sales revenue	10,939,200.91	2,385
Other operating income		
Income from revaluation	2,042,840.42	0
Other operating income	896,601.30	173
Income from consulting and commissions	400,445.86	539
Cost of materials		
Cost of sales and services purchased	-7,326,697.15	-1,701
Staff costs		
Wages and salaries	-1,427,688.17	-374
Social security contributions and costs for pensions and support	-225,244.48	-75
Depreciations		
on tangible and intangible fixed assets	-121,053.60	-37
Other operating expenses		
Expenses from revaluation	-4,578,498.51	0
Other operating expenses	-4,233,841.81	-1,940
Operating income	-3,633,935.23	-1,030
Income from investments	48,372.75	0
Interest and similiar income	71,905.66	2
Interest and similiar expenses	-313,672.54	-78
Income taxes	-64,099.80	0
Result from ordinary business activities	-3,891,429.16	-1,106
Result from formerly discontinued operations	0.00	456
Net result	-3,891,429.16	-651
Share of result of non-controlling interests	144,986.13	432
result attributable to shareholders of the company	-3,746,443.03	-219
Earnings per share in €	-0.18	-0.01
Consolidated net result	-3,891,429.16	-651
Other comprehensive income	0.00	0
Comprehensive income	-3,891,429.16	-651

About bmp Holding AG

bmp Holding AG (www.bmp-holding.de) is a corporate group focussing on the segment of sleep products (bedroom furniture, mattresses, bedding goods) .

Its subsidiaries sleepz GmbH, Matratzen Union GmbH, Ecom Union GmbH and Markenschlaf GmbH operate online shops specialized in the segment of sleep products, among others www.perfekt-schlafen.de, www.markenschlaf.de, www.schlafnett.de, www.matratzenunion.de, www.schlafhandel.de, www.onletto.de, www.schoene-traeume.de or www.matratzendiscount.de. Furthermore sleepz maintains a showroom in Berlin and Matratzen Union a factory outlet in Wolfhagen.

The bmp Group is one of the rapidly growing online retailers in the segment of sleep products in Germany. Via Grafenfels Manufaktur GmbH (www.grafenfels.de) bmp has also developed a high-quality mattress-private label. Grafenfels maintains a showroom in Berlin.

The group currently employs 64 people at its locations in Berlin, Ludwigsfelde, Wolfhagen and Kassel.

Contact

bmp Holding AG
Schlüterstraße 38
10629 Berlin

phone. +49 (30) 20 30 5-0
fax. +49 (30) 20 30 5-555

bmp@bmp.com
www.bmp-holding.de