

Zürich, December 5, 2008

Information on New Value's portfolio company Bogar AG

Bogar AG boosts its capital by CHF 7 million

Bogar AG of Wallisellen (Switzerland), a New Value portfolio company active in the animal health and nutrition industry, successfully increased its capital at the end of November by CHF 7 million. The newly subscribed capital was received in cash and by conversion of existing loans. New Value subscribed to CHF 2.2 million, increasing its share in the equity of Bogar AG from 16.6% to 29.8%. The new financial resources will be used to consistently pursue the company's growth strategy, expand existing distribution channels, and drive the development of new products.

The current fiscal year 2008 is developing into another record year. Sales will again double compared to the previous year. The tick repellent for dogs and the newly introduced tick repellent for cats are selling particularly well. Both products are based on innovative combinations of natural active ingredients derived from specially selected plants. The decisive factors for the success of these products are primarily the consistent orientation of the product portfolio to customer requirements, new sales partnerships in Switzerland and Germany, and an optimized, lean organizational structure. To prolong the growth strategy next year, Bogar undertook a capital increase of CHF 7 million. New Value subscribed to roughly one third of the increase by conversion of existing loans in the amounts of CHF 1.9 million and 0.3 million in cash, leading to a significant increase of its stake in the company from 16.6% to 29.8%. InCentive Holding AG and private investors provided the rest of the financing.

Expansion of market presence in Switzerland, Germany and Austria

Marketing efforts will focus again in 2009 on the DACH region, in which further expansion of market presence is targeted. Bogar products will be sold in 2009 in Switzerland by Qualipet, Sun Store and Manor, among others, and in Germany by Trixie Heimtierbedarf, ARAS Tiernahrung, alfabet Tierarzneimittel, and Heiland. In parallel with this, marketing activities in Austria will be intensified. Active entry into additional markets is planned for 2010. In addition to major specialty store outlets, pharmacies will be used increasingly as a distribution channel. The current portfolio encompasses 19 products for dogs, cats, and horses. Additional product launches from the company's proprietary development pipeline are planned for next year. For example, intensive effort is currently being devoted to the formulation of a new line of shampoos. All new products will conform to Bogar's proven high quality, effectiveness of existing preparations, and standards of innovation.

About Bogar

Bogar specializes in natural animal health and nutrition and develops, produces, and markets quality plant-based food supplements and care products. Bogar has acted as a pioneer, especially in the field of veterinary phytotherapy, and has developed a continuously expanding range of products for effective nutritional supplementation and natural prevention and treatment of various psychological and somatic disorders and diseases in pets and domestic animals.

Press Release

Information about New Value AG

New Value, officially listed at the SIX Swiss Exchange, invests directly in promising private companies in Switzerland and neighbouring German-speaking countries with above-average market and growth potential. As an investment company, New Value promotes innovative business models with venture capital and accompanies those to market success. The portfolio covers companies of different stages of development, starting with the market introduction phase up to medium-sized enterprises with stable profits. A broad investment approach is deliberately followed regarding industry sectors. The portfolio contains companies active in renewable energy, medical technology, health, information technology and new materials. New Value assigns great value to ethical business concepts and good corporate governance while selecting their portfolio companies. Criteria such as meaningfulness, social responsibility and ecological sustainability are considered by New Value as decisive competitive advantages, which affect and enhance the quality of products and services offered and thus, facilitate an above average increase of value potential. Since the formation of New Value, EPS Value Plus AG, Zurich, has served as investment manager.

Listing	SIX Swiss Exchange Xetra, Open Market Frankfurt, Berlin, Düsseldorf, Stuttgart and Munich	
Ticker symbol	NEWN (CH), N7V (D)	
Valor no.	1081986	
Security identif. no.	552932	
ISIN	CH0010819867	
Contact	New Value AG Rolf Wägli Peter Letter Bodmerstrasse 9 CH-8027 Zurich	Tel. +41 43 344 38 38 Tel. +41 43 344 38 38, waegli@newvalue.ch Tel. +41 43 344 38 18, letter@newvalue.ch Fax +41 43 344 38 39
Information / Downloads	www.newvalue.ch www.epsvalueplus.ch	Email: info@newvalue.ch Email: info@epsvalueplus.ch