



Media release

Successful private placement of Calida shares

First step of the authorised capital increase - free float now at 55%

As part of Calida Holding AG's capital increase authorised by the shareholders at this year's Annual General Meeting, an initial tranche of 60,000 shares has been placed with institutional investors, the majority of which are outside Switzerland. The placement was over-subscribed. The price was fixed at CHF 365.- per share.

In a second step, Calida is planning to increase the capital by a further tranche of 40,000 shares in autumn 2005 with a privileged drawing right for existing shareholders. The main shareholders will waive their entitlement to a drawing right.

The successfully concluded private placement enables Calida to cover a substantial proportion of the acquisition price for the French luxury lingerie producer Aubade out of its own resources.

As a result of this transaction, the "free float" of the Calida shares traded on the SWX Swiss Exchange has risen from 42% to 55%.

About Calida

Calida Holding AG is the leading Swiss producer of underwear and is listed on the SWX Swiss Exchange. The Calida brand has a validated recognition ratio of more than 99% in Switzerland. In 2004, the Calida group achieved gross sales of CHF 138.0 million and a net profit of CHF 5.3 million. Calida's headquarters are in Sursee (Canton Lucerne) and the group has a factory in Rajko/Hungary. The group employs 630 people. At the end of April 2005, Calida was able to announce the acquisition of Aubade Paris. Aubade, with sales of about €50 million in 2004, is one of the leading lingerie brands in the luxury segment of the French market. Further information is available under www.calida.com.

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CALIDA Holding AG

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