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INTERIM REPORT 1-6/2010

JANUARY-JUNE 2010

- In January-June period of 2010 the Marimekko Group's net sales fell slightly to EUR 31.8 million (EUR 32.2 million).
- Operating profit improved markedly to EUR 1.8 million (EUR 1.0 million).
- Profit after taxes for the period was EUR 1.4 million (EUR 0.8 million) and earnings per share were EUR 0.17 (EUR 0.10).
- The full-year estimate for 2010 remains unchanged: the Group's net sales and operating profit are expected to be approximately at the same level as in 2009.

MARKET SITUATION

- During the first half of the year, the Finnish economy has rebounded to a level approaching long term averages and recovery is expected to continue through the rest of the year.
- The situation in the retail sector has improved in the early part of the summer, but is still weaker than normal.
- The global economy is also expected to recover in the short term.

NET SALES 4-6/2010

- In the April-June period of 2010 the Group's net sales fell by 1.6% to EUR 15.7 million (EUR 16.0 million). The decrease was attributable to a decline in international sales.
 - **In Finland** net sales increased by 2.7% to EUR 11.4 million (EUR 11.1 million).
 - **International sales** fell by 11.2% to EUR 4.3 million (EUR 4.9 million).

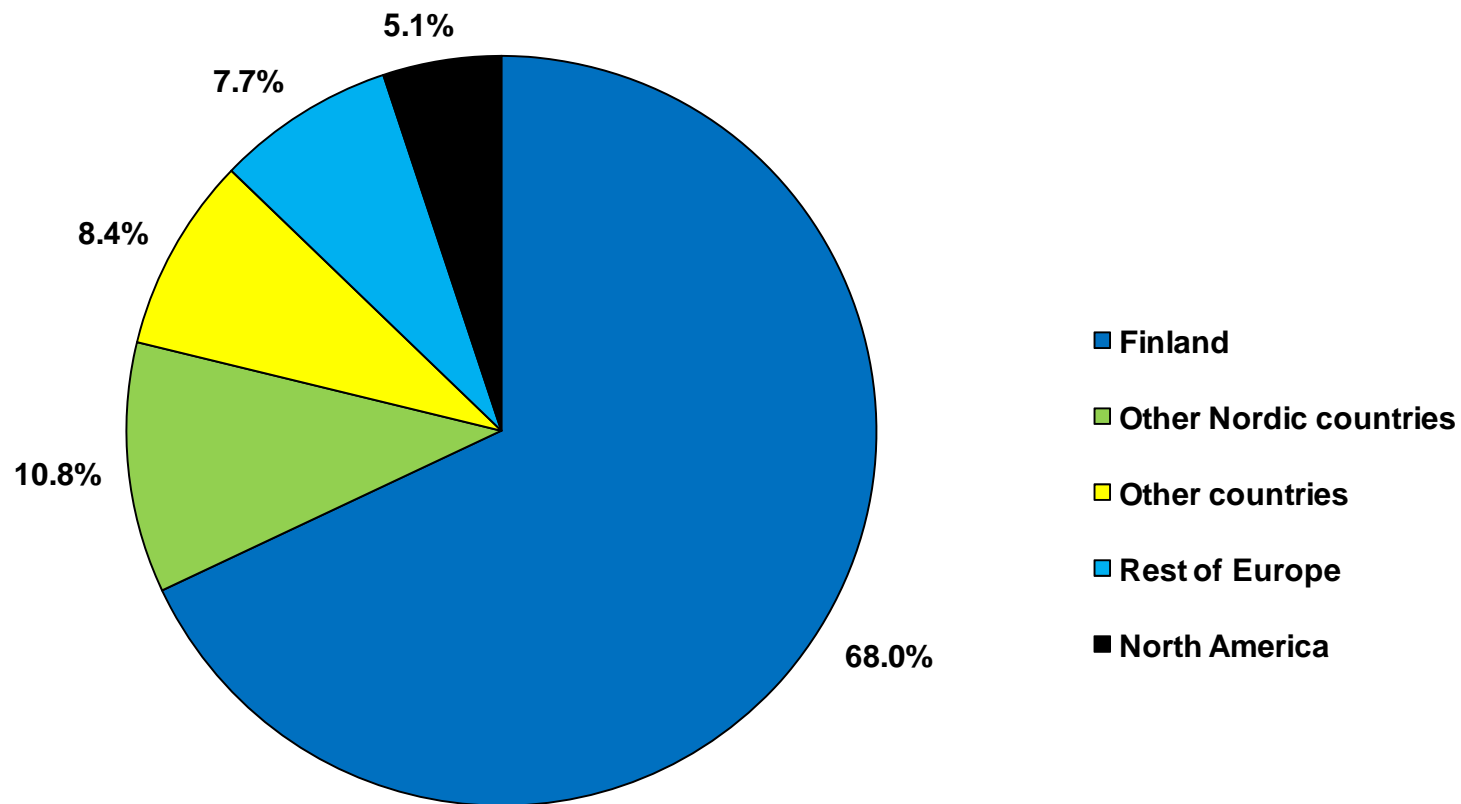
NET SALES 1-6/2010

- In the January-June period of 2010, the Group's net sales decreased by 1.6% to EUR 31.8 million (EUR 32.3 million).
- **In Finland** net sales fell by 1.8% to EUR 21.6 million (EUR 22.0 million).
 - Marimekko's retail sales declined by 5.7%.
 - Domestic wholesale sales increased by 3.0%.
- The decline was primarily attributable to an extensive price-led promotion organised in the first quarter of 2009 to reduce inventories.
- **International sales** decreased by 1.1% to EUR 10.2 million (EUR 10.3 million).

NET SALES BY MARKET AREA

(EUR 1,000)	1-6 /2010	1-6/2009	Change %	1-12/2009
Finland	21,598	21,990	-1.8	52,711
Other Nordic countries	3,434	3,288	4.4	7,042
Rest of Europe	2,448	2,469	-0.9	4,821
North America	1,611	1,563	3.1	3,003
Other countries	2,664	2,952	-9.8	4,896
TOTAL	31,755	32,262	-1.6	72,473

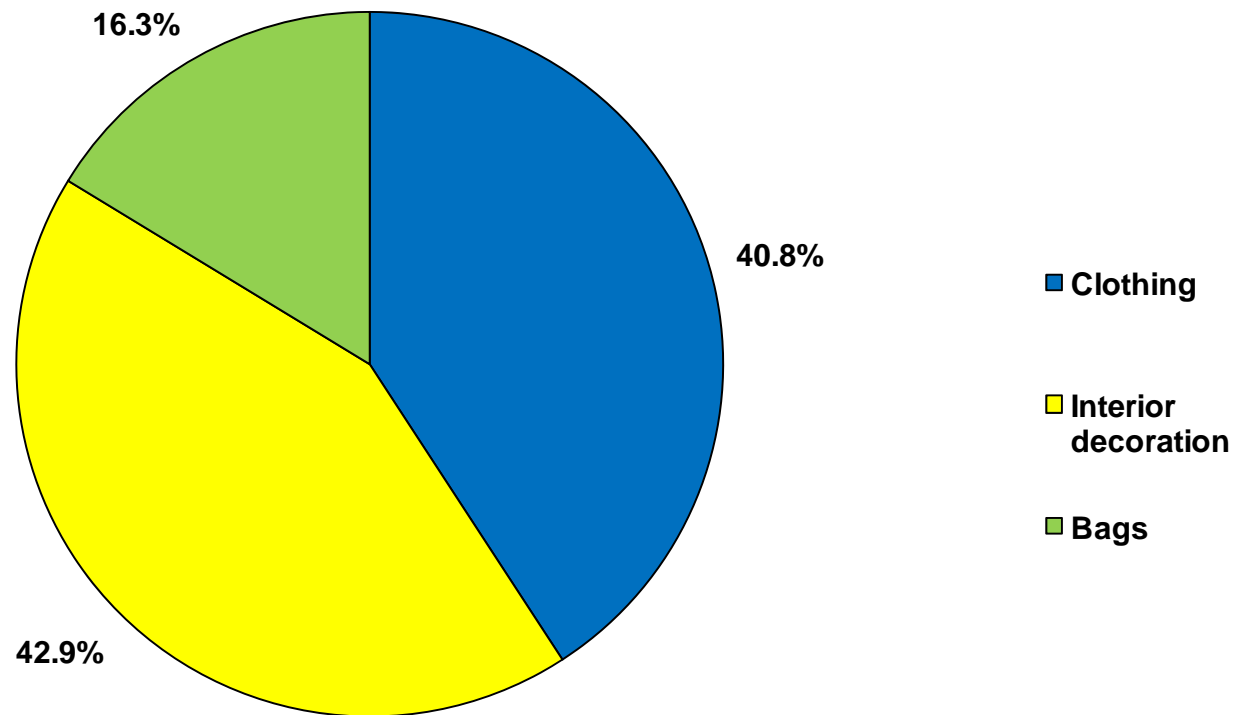
NET SALES BY MARKET AREA 1-6/2010



NET SALES BY PRODUCT LINE

(EUR 1,000)	1-6/2010	1-6/2009	Change %	1-12/2009
Clothing	12,942	13,560	-4.6	27,466
Interior decoration	13,625	12,938	5.3	32,687
Bags	5,188	5,764	-10.0	12,320
TOTAL	31,755	32,262	-1.6	72,473

NET SALES BY PRODUCT LINE 1-6/2010



EARNINGS 4-6/2010

- In the April-June period of 2010, the Group's operating profit declined by 44.4% from the comparison period to EUR 0.6 million (EUR 1.1 million).
- Earnings per share were EUR 0.05 (EUR 0.10).
- The difference in relation to the comparison period is attributable to investments in product development and building up the company's international distribution network.

EARNINGS 1-6/2010

- In the January-June period of 2010, the Group's operating profit increased by 74.6% to EUR 1.8 million (EUR 1.0 million).
- Operating profit as a percentage of net sales was 5.7% (3.2%).
- Marketing expenses for the period amounted to EUR 1.4 million (EUR 1.7 million), representing 4.3% (5.3%) of the Group's net sales.
- Profit for the period after taxes stood at EUR 1.4 million (EUR 0.8 million), representing 4.3% (2.5%) of net sales.
- Earnings per share were EUR 0.17 (EUR 0.10).
- Earnings for the period were boosted by an increase in average sales margins and lower marketing expenses compared to the same period in the previous year. Full-year marketing expenses are expected to be at the same level as in 2009. Measures implemented in 2009 to improve operational efficiency also had a positive effect on earnings.
- Investments in product development and building up the company's international distribution network, on the other hand, weighed down earnings.

NEW GLASSWARE COLLECTION PRESENTED IN MILAN

- Product development of Marimekko's interior decoration line focuses especially on strengthening Marimekko's own, unique product design.
- Socks rolled down glassware collection, designed by Anu Penttinen was presented at the Milan furniture fair in April.
- Glassware collection is the newest member of the In Good Company tableware family, which includes for instance the Oiva tableware launched in autumn 2009.
- The collection has received enthusiastic response both in Finland and abroad.



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MARIMEKKO AT THE SHANGHAI WORLD EXPO

- Marimekko's design was showcased to tens of millions visitors at the Shanghai world expo.
- Marimekko design could be experienced in a variety of forms: in the exhibition itself as well as in the decoration of different facilities and the clothing worn by the staff.
- Jin Xing, the world-renowned Chinese dancer created a Marimekko dance piece that charmed the audience on Finland Day Gala.



Photo: Timo Idänheimo

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MOBILE PHONE WITH MARIMEKKO'S UNIKKO PATTERN LAUNCHED IN JAPAN

- As a result of licensing collaboration between Marimekko and the Japanese mobile operator NTT Docomo, a stylish Unikko-patterned mobile phone was launched in Japan in early July.
- The new 3G phone is part of the docomo STYLE series targeted at mobile users who value individual and fashionable design.
- By bringing the popular Unikko pattern into a new product category, Marimekko aims to increase positive visibility and generate interest among new customer groups particularly in Japan, but also in other markets.



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MARIMEKKO STRENGTHENS ITS PRESENCE IN INTERNATIONAL MARKETS

- In the United States, which has been one of the key market areas for Marimekko since the 1960s, a new subsidiary will be founded to manage and develop the local operations in collaboration with the brand management firm C2Group. A showroom will be opened in Manhattan, New York, in August 2010.
- In mid-October, a 1,775 square foot Marimekko shop-in-shop will be opened in home furnishings retailer Crate and Barrel's store in Soho, New York. Marimekko and Crate and Barrel are also exploring further opportunities for collaboration, including additional US shop-in-shops and ecommerce.
- In the long run, Marimekko's objective is to expand the distribution of its products in the United States through high-end department and specialty stores as well as by increasing the number of Marimekko stores. The company's current retailers include Marimekko concept stores in New York, Cambridge and Miami.

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MARIMEKKO STRENGTHENS ITS PRESENCE IN INTERNATIONAL MARKETS

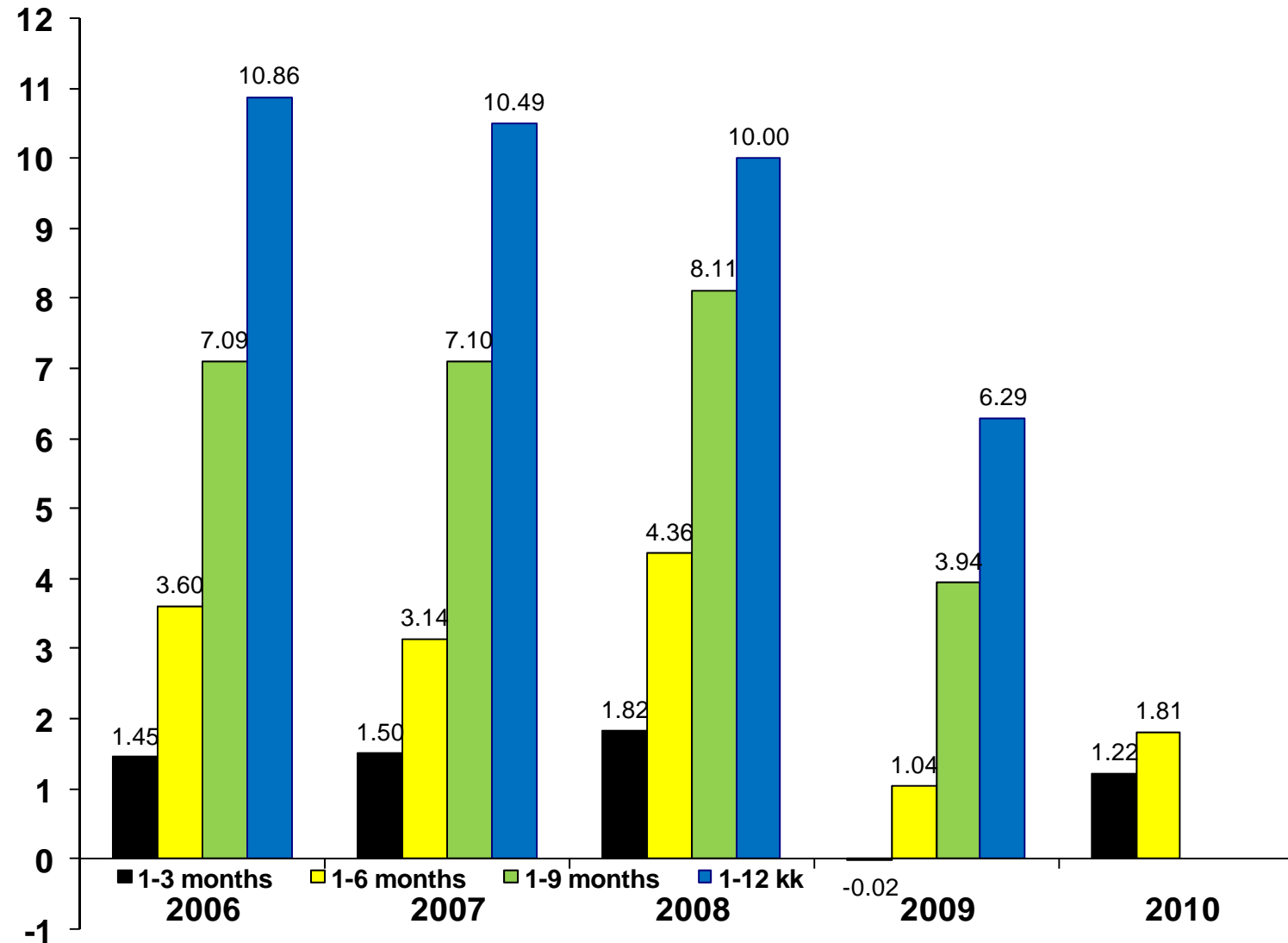
- The network of Marimekko's own retail shops abroad will be expanded by the end of 2010 with the opening of new stores in Malmö, Sweden, and Berlin, Germany.
- South Korea's first Marimekko concept store will be opened in Seoul in October 2010 by I.D. Look Co., Ltd., a subsidiary of Marimekko's Japanese distributor Look Inc.

OUTLOOK FOR THE REMAINDER OF 2010

- Marimekko Corporation operates in a field where economic trends affect its business activities.
- Net sales declined slightly in the first half of 2010, while earnings improved noticeably. Nevertheless, market conditions are expected to remain relatively challenging in the rest of the year.
- The majority of the Group's net sales are generated in Finland. In recent years, however, exports have increasingly been driving Marimekko's net sales growth. During the current year, Marimekko's exports are estimated to grow slightly.
- In 2009, the Group's net sales and earnings included significant revenues generated from individual promotions. This year, similar revenues that increase net sales and improve earnings are estimated to be lower. Furthermore, earnings will be burdened by additional investments in product development and building up the company's international distribution network.
- The full-year estimate for 2010 remains unchanged: the Group's net sales and operating profit are expected to be approximately at the same level as in 2009.

OPERATING RESULT

EUR million



NET SALES - CLOTHING 1-6/2010

- In the January-June period of 2010, **net sales of clothing fell by 4.6%** to EUR 12.9 million (EUR 13.6 million). International sales accounted for 26.4% of net sales of clothing.
 - In Finland and the market area referred to as "the rest of Europe", sales decreased slightly.
 - Sales in other markets grew somewhat.

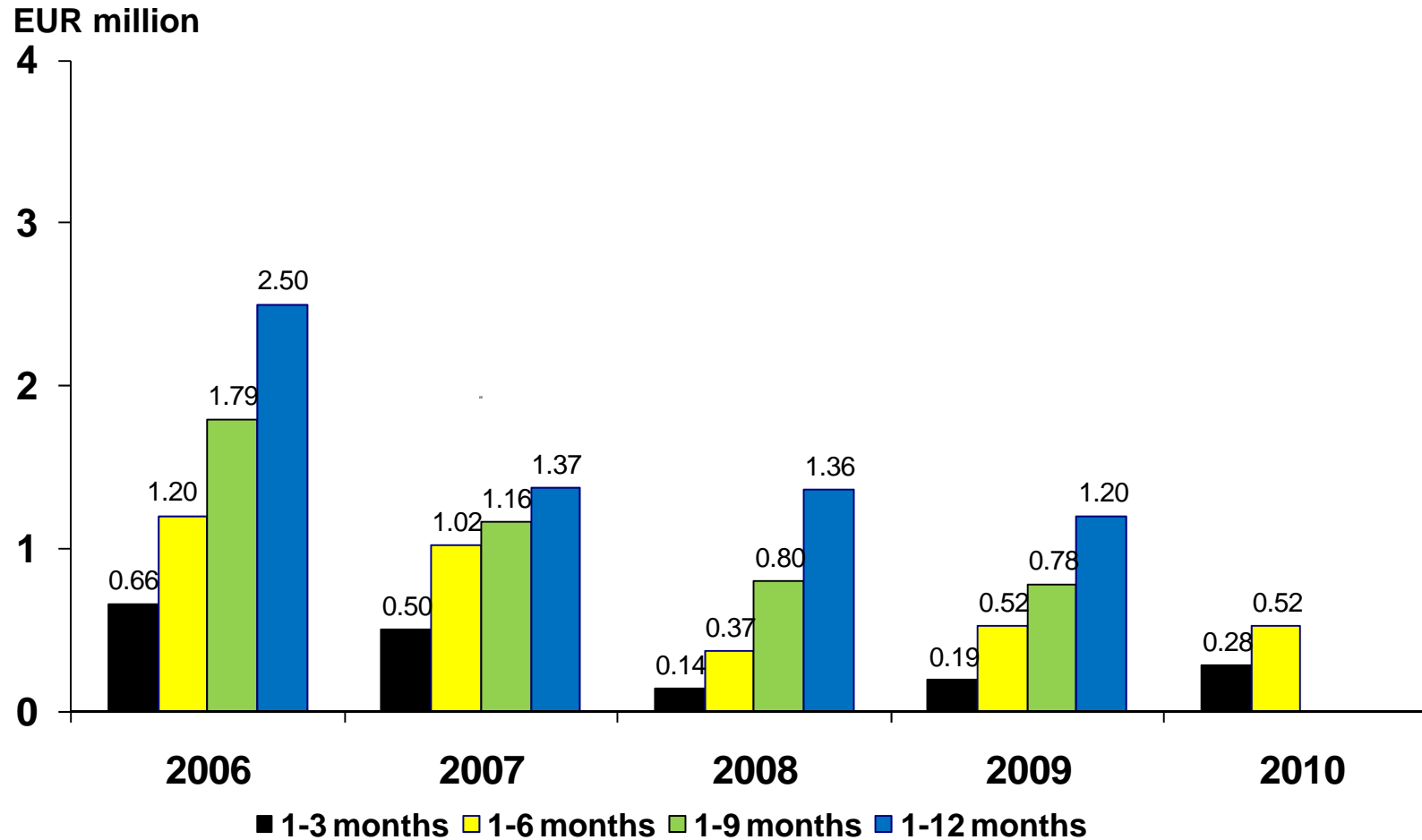
NET SALES INTERIOR DECORATION 1-6/2010

- Net sales of interior decoration products increased by 5.3% to EUR 13.6 million (EUR 12.9 million). International sales accounted for 37.1% of net sales of interior decoration products.
 - Sales growth was encouraging in the market area referred to as "the rest of Europe".
 - Sales also increased somewhat in Finland, the other Nordic countries and North America.
 - Sales in Japan declined slightly.

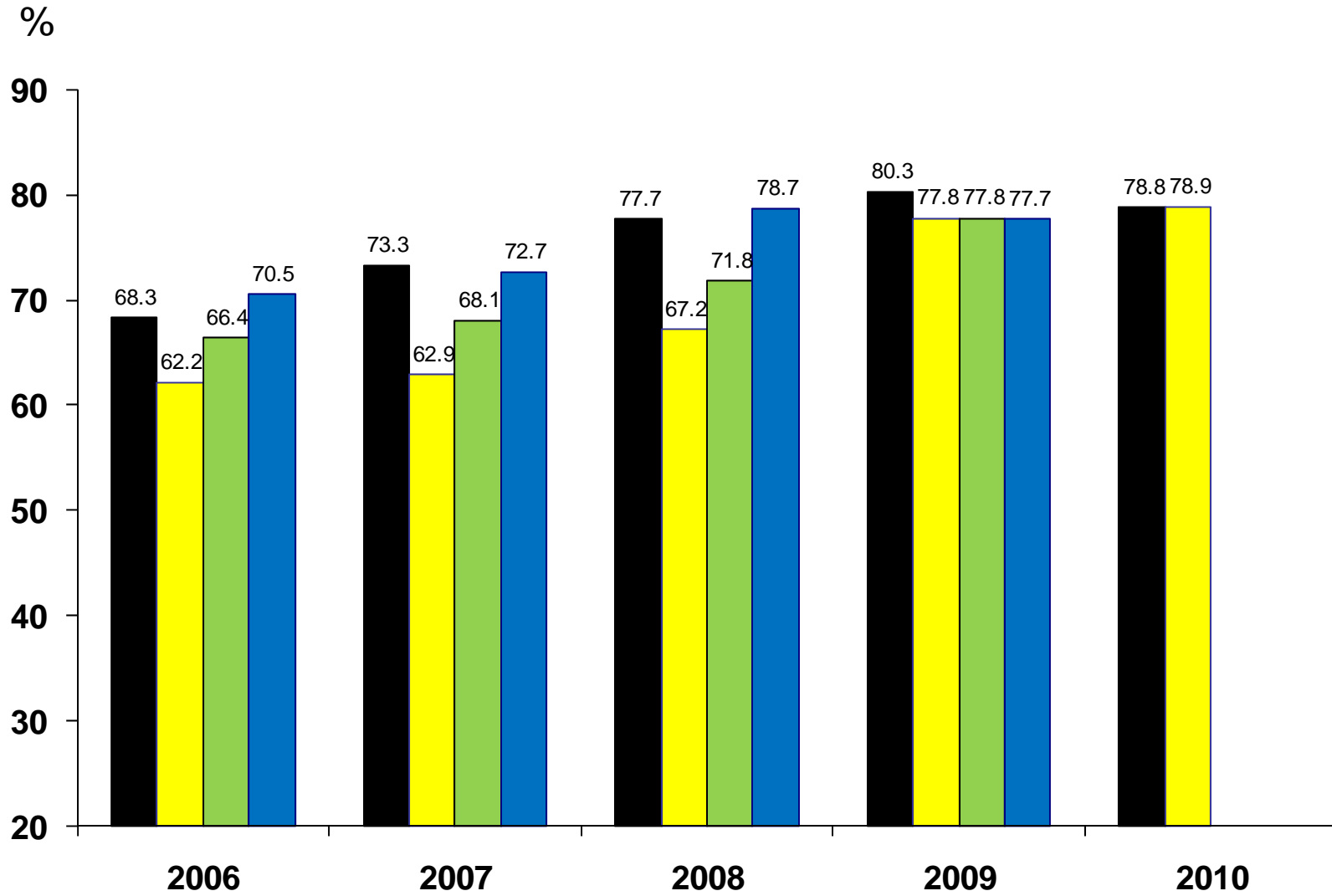
NET SALES - BAGS 1-6/2010

- **Net sales of bags fell by 10.0%** to EUR 5.2 million (EUR 5.8 million). International sales accounted for 32.5% of net sales of bags.
 - Sales declined in all market areas.

GROSS INVESTMENTS



EQUITY RATIO



KEY INDICATORS

	1-6/2010	1-6/2009	Change, %	1-12/2009
Earning per share, EUR	0.17	0.10	70.0	0.59
Equity per share, EUR	3.68	3.47	6.1	3.96
Return on equity (ROE), %	8.9	5.4		14.8
Return on investment (ROI), %	11.8	7.3		20.1
Equity ratio, %	78.9	77.8		77.7
Gearing, %	-17.4	-8.1		-32.2
Gross investments, EUR 1,000	523	521	0.4	1,202
Gross investments, % of net sales	1.6	1.6		1.7
Contingent liabilities, EUR 1,000	9,974	17,444	-42.8	11,306
Average personnel	372	410	-9.3	400
Personnel at the end of the period	375	409	-8.3	370