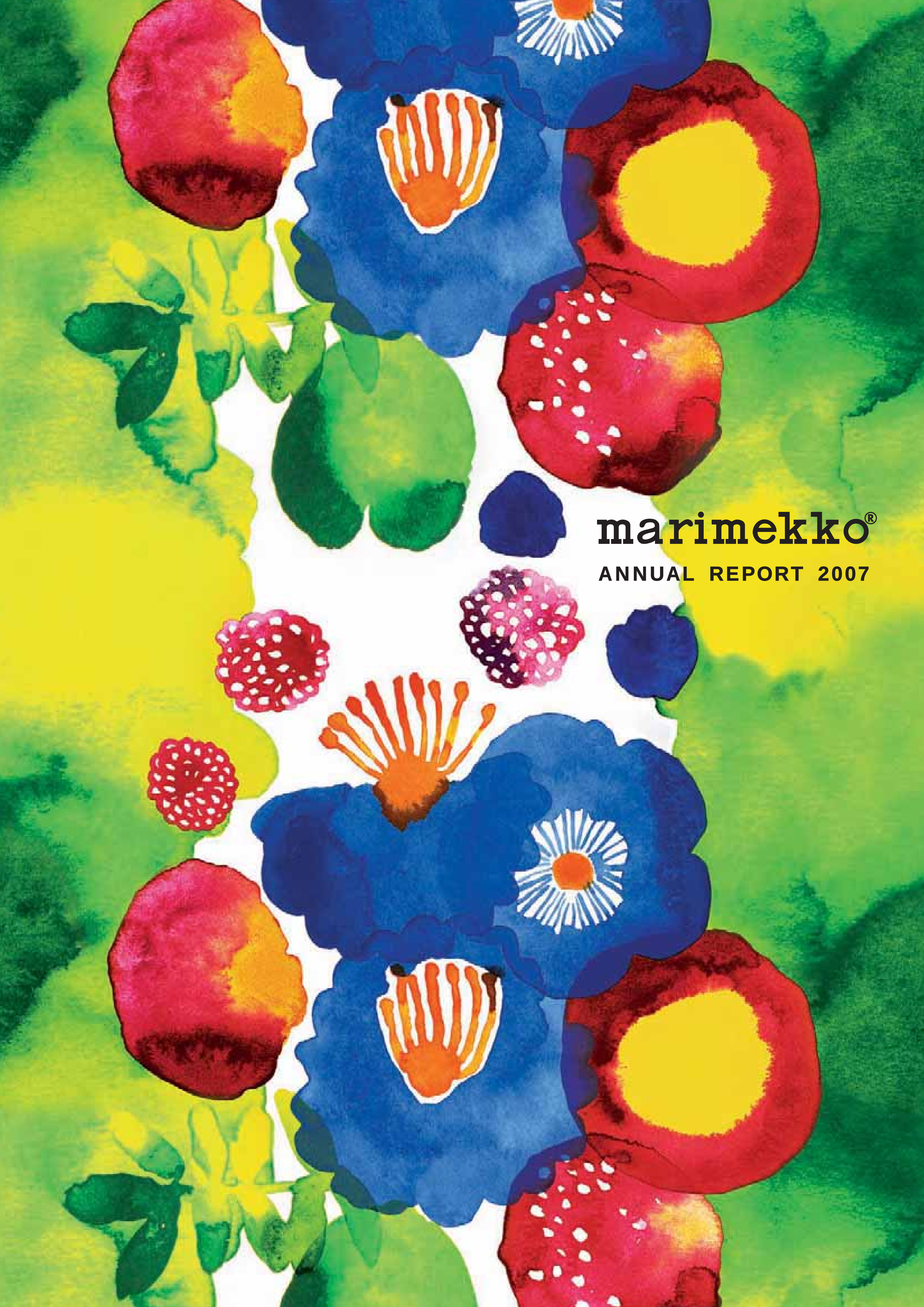

marimekko®

ANNUAL REPORT 2007

40 years of *Tasaraita* stripes

Equality for all ages

Annika Rimala's *Tasaraita*, Marimekko's first cotton jersey pattern, celebrates its 40th anniversary this year.

Towards the end of the 1960s, jeans were becoming increasingly popular for both women and men. Annika Rimala, one of Marimekko's designers, was inspired by the phenomenon. She wanted to design a collection that looked good with jeans, and she suggested that cotton jersey clothes be included in Marimekko's clothing range. Armi Ratia, the founder of Marimekko, was against the idea because she found cotton jersey shirts too dull and ordinary. Rimala assured Ratia that the idea of a complete collection of clothes to be worn with jeans by anyone, regardless of age or sex, was unique in the world. Finally, Ratia agreed on the condition that Rimala go ahead at her own risk.

And so it happened that Annika Rimala designed the first *Tasaraita* cotton jersey collection. The line was an immediate success, and the popularity of *Tasaraita* has continued up to this day, both in Finland and abroad. Marimekko celebrates the 40th anniversary of *Tasaraita* in spring 2008 by introducing an extensive, fresh special collection featuring the most popular of all the fantastic colour combinations created over the years.

Annika Rimala worked for Marimekko as a designer from 1960 to 1982. As early as the beginning of the 1960s, her modern, individual clothes began to appear on the covers and inner pages of the world's leading fashion magazines. Annika Rimala's design was characterised by personality and humour, as well as versatility and practicality. She wanted to create timeless, comfortable garments for all ages and sizes.

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ANNUAL REPORT 2007

Marimekko is a leading Finnish textile and clothing design company, established in 1951. The company designs and manufactures high-quality clothing, interior decoration textiles, bags and other accessories under the Marimekko brand. Marimekko products are sold in more than 40 countries.

The factors behind Marimekko's success and competitiveness are a business idea that lives with the times, a strong brand, a distinct product concept embodying the company's core philosophy, flexible business operations, and a corporate culture that fosters creativity.

In 2007, the company's net sales amounted to EUR 77.3 million, 26.5% of which were accounted for by exports and income from international operations. The company's payroll numbered 411 at the end of 2007. Marimekko's share is quoted on the OMX Nordic Exchange Helsinki.

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President's review

Marimekko's growth strategy is based on long-term development of the company's core expertise. Its success is built on an open-minded approach that allows creativity to evolve. Business has been guided by decisions that have supported consistent building of the Marimekko brand and sustainable economic development of the company.

The year 2007 was positive for Marimekko's business. Growth was achieved in nearly all markets, and profitability remained at a good level. In Finland, we undertook active marketing early in the year. We arranged many inspiring events for our loyal customers and our co-operation partners' target groups. The high esteem enjoyed by our design gave us the opportunity to participate in a customer campaign launched by a large Finnish retail chain. This helped us to reach new customer groups and boost our sales in Finland. Our multi-channel, customer-driven marketing approach and utilisation of the opportunities provided by different distribution channels resulted in even more rapid than expected growth in Finland.

Our international activities have progressed very briskly in recent years, and exports have become an essential element of growth for us. Favourable development abroad has been boosted by the increasingly high appreciation of Marimekko design and the Marimekko brand, resulting in growing interest by the media and our international partners. In 2007, we developed exports and international operations as planned. Sales of all product lines improved, and the distribution network was expanded. Retailers opened a total of seven new Marimekko concept stores and shop-in-shops worldwide. Japan has the largest Marimekko concept store network – our local partner Look Inc. opened the tenth Marimekko shop there in December. We also took steps forward among international brands. Licensing co-operation with the Swedish H & M Hennes & Mauritz AB this spring will enhance Marimekko's recognition worldwide, particularly among young consumers, when H&M launches its collection with Marimekko patterns in 28 countries.

Marimekko's visions have been based on building a sustainable future. The company has striven to enhance its value by firmly linking design expertise to Marimekko's financial goals. The objective has been to establish a solid economic foundation for Marimekko, so that the company can freely develop and follow its values. In November 2007, Marimekko was awarded an honourable mention in the Design Management Europe Award contest in recognition of its outstanding management of creative assets. In January 2008, Marimekko received the Nordic SIGNUM trademark award for its active and consistent work to protect immaterial rights. In the modern world, where companies are increasingly measured by immaterial values, we can be proud of our achievements. Marimekko has established its position as a globally recognised Finnish design brand.

Marimekko has entered a new creative phase. Global development is increasingly reflected in Marimekko's business operations, and the future is becoming more difficult to predict. I believe that Marimekko will be successful in the changing operating environment. Marimekko's design and brand are renowned, the company's financial position is stable, and Marimekko's flexible business idea provides many opportunities to develop business operations according to the spirit of the times. Marimekko now has a new major owner and president, Mika Ihamuotila, who is strongly committed to building Marimekko's future with great respect for the company's basic values. I am confident that he and Marimekko's competent, committed personnel will take the company forward successfully and make Marimekko an even stronger, globally recognised brand that all Finns can be proud of.

I wish Mika Ihamuotila the best of success in his new duties, and I extend my warmest thanks to Marimekko's fantastic personnel and designers, shareholders and the Board of Directors, our partners, the media and all our loyal customers for the encouragement and trust I have enjoyed as Marimekko's president for more than sixteen years. Our work and our encounters have always been characterised by genuine love for the Finnish Marimekko.

Mika Ihamuotila's greeting

Last autumn I approached Marimekko's legendary long-time owner and president, Kirsti Paakkanen, with the intention to bind my entire mental and financial capital to one company – Marimekko. Naturally, considering the basic advice on diversification of risks repeated in every study book, the idea was completely insane. I did it, because I believed that this company, fantastic as it is now, could be even greater.

Marimekko has been well known in many countries for decades, but it is still a very small company. I believe that Marimekko's brand and the unique design based on masterfully created colours and patterns can be commercialised and translated into considerably higher figures by consistent long-term work.

Furthermore, Marimekko is made unique by the company's heritage and legends and the general attitude that radiates authenticity and sincerity. I think that the biggest trend in fashion and interior decoration in the next few years will emanate from consumers becoming tired of made-up brands, artificiality and the throwaway culture represented by large fashion trend companies. Also, I believe that the younger quality-conscious consumers no longer need the I-am-successful image conveyed by the traditional luxury brands. More and more people want to express their own identity, not buy one. If I am right, within the next few years Marimekko will be trendier than ever in its history. Even if my vision became true as a marginal phenomenon only, it may be enough for a small company like Marimekko.

Within the next ten years, I intend to develop Marimekko into an international lifestyle brand. Important strategic steps on this path will include polishing the current, unique brand and language of form and positioning them for new consumer groups, launching some new product categories, developing the international shop concept and improving operational efficiency in production, sourcing and logistics. However, Marimekko's success will never solely rest on efficiency benefits obtained from processes, because we would inevitably lose that game. Instead, Marimekko must walk its own path – as it has always done – to be able to create a desired brand for which customers are willing to pay slightly more than for the brand offered by the store next door.

The spirit among Marimekko's personnel is amazing. The company attracts the best designers and experts. I know that I have set a challenging goal, but I believe that with my new colleagues, we will take Marimekko to great heights.

Mika Ihamuotila

President and CEO from 1 February 2008

2007 in brief

Notable events

Marimekko got a new major owner and president.

Retailers opened new Marimekko concept stores and shop-in-shops in Finland and abroad.

Marimekko licensed some of its patterns to H & M Hennes & Mauritz AB's summer 2008 collection.

Marimekko was awarded for its superior design management achievements as well as for consistent protection of its trademark and intellectual property rights.

Business trends

Growth continued.
Profitability remained at a good level.
Going international progressed according to plan.

- The Group's net sales grew by 8.2%.
- Trend in net sales by product line
  - clothing -0.9%
  - interior decoration 16.6%
  - bags 9.8%.
- Sales by Marimekko's own shops in Finland increased by 2.3%.
- Sales to retailers in Finland rose by 9.2%.
- Exports and income from international operations increased by 16.1%.
- Earnings per share were EUR 0.96.
- The equity ratio rose to 72.7%.

Key figures

	2007	2006	Change, %
Net sales, EUR 1,000	77,264	71,424	8.2
Share of exports and international operations, % of net sales	26.5	24.6	
Operating profit, EUR 1,000	10,487	10,864	-3.5
% of net sales	13.6	15.2	
Profit after taxes, EUR 1,000	7,717	7,990	-3.4
% of net sales	10.0	11.2	
Earnings per share, EUR	0.96	1.00	-3.4
Dividend per share, EUR	*) 0.65	0.65	
Return on investment (ROI), %	35.0	38.2	
Return on equity (ROE), %	27.4	31.3	
Equity ratio, %	72.7	70.5	
Personnel at the end of the financial year	411	396	3.8

*) Proposal by the Board of Directors.
The formulas for the key figures are presented on page 62.

Objectives and strategy

Marimekko's objective is to grow and succeed in the international arena as a Finnish design company with a strong identity. Business development primarily focuses on controlled organic growth in Finland and selected export markets.

Objectives

- Increasing Marimekko's recognition worldwide as a unique lifestyle brand.
- Generating added value for the brand by developing and expanding the product concept.
- Maintaining a strong market position in Finland.
- Expanding exports and international operations by slightly over one-fifth annually compared with the previous year.
- Developing distribution channels that support the brand's image both in Finland and abroad.
- Expanding the distribution network, primarily by increasing the number of concept stores and shop-in-shops.

Strategy

- Maintaining superior and innovative design expertise as a factor that strengthens competitiveness.
- Seeking controlled growth through new product innovations and new customer groups.
- Polishing the brand's image by sharpening marketing and the product concept.
- Improving operational efficiency in production, sourcing and logistics.
- Fostering a corporate culture that values creativity and encourages internal entrepreneurship.

Financial objectives

Ensuring profitable growth

- annual growth in consolidated net sales over 10%
- operating profit as a share of net sales 10%
- return on equity over 15%
- equity ratio 60%

Stable dividends policy

- the objective is to distribute dividends each year
- dividends from earnings per share at least 50%

Achievement of objectives 2003–2007

	FAS 2003	IFRS 2004	IFRS 2005	IFRS 2006	IFRS 2007
Annual growth in net sales, %	14.7	14.1	4.1	6.3	8.2
Annual growth in comparable net sales, %	18.0	16.1	9.3	6.3	8.2
Operating profit as a share of net sales, %	15.6	14.1	17.0	15.2	13.6
Return on equity (ROE), %	30.6	28.9	38.4	31.3	27.4
Equity ratio, %	64.5	60.3	66.5	70.5	72.7
Dividend per share, EUR	1.00	0.50	0.65	0.65	*) 0.65
Dividend per profit, %	133.0	67.1	62.0	65.4	*) 67.7

*) Proposal by the Board of Directors.

Marimekko's business operations

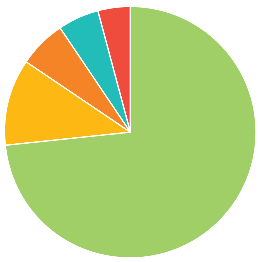
Net sales by market area

(EUR 1,000)	**2007**	**2006**	**Change, %**
Finland	56,826	53,826	5.6
Other Nordic countries	8,581	7,373	16.4
Rest of Europe	4,725	3,655	29.3
North America	4,067	3,410	19.3
Other countries	3,065	3,160	-3.0
TOTAL	77,264	71,424	8.2

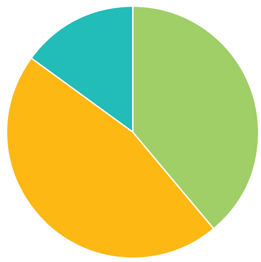
Net sales by product line

(EUR 1,000)	**2007**	**2006**	**Change, %**
Clothing	30,036	30,309	-0.9
Interior decoration	35,813	30,716	16.6
Bags	11,415	10,399	9.8
TOTAL	77,264	71,424	8.2

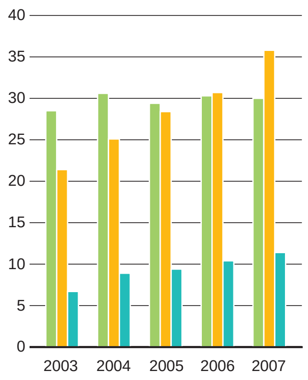
Net sales
by market area
2007



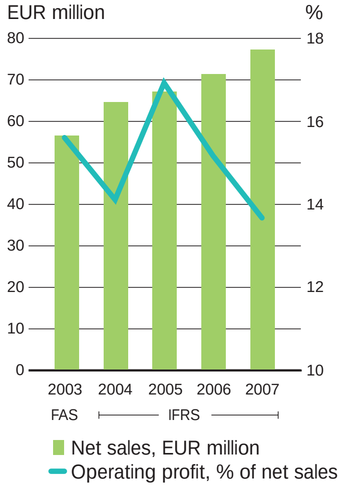
Net sales
by product line
2007



Trend in net sales
by product line
EUR million



Trend in net sales
and operating profit



Clothing

Freedom from the monotony of mass fashion

The strategy of Marimekko's clothing line is based on clean-lined design with a bold, vital approach to this day, free of the monotony and restraints of mass fashion. Clothes designed by Marimekko inspire their wearers to express themselves freely, giving room to individual beauty. In Marimekko's clothing line, classics walk hand in hand with seasonal collections, complementing and accentuating each other. Customers can create their own combinations, with their imagination as the only limit.

Marimekko brings out two extensive main collections and two smaller mid-season collections every year. As a result of the hectic pace of fashion business, lines between the seasons are beginning to blur, and new products are launched at an ever faster tempo. Internationalisation of business operations means that the development of collections requires improved flexibility and speed in the various production processes. Marimekko manufactures its clothing both at the company's own factory in Kitee and through outsourcing to Finnish and foreign suppliers. In recent years, outsourcing to foreign manufacturers has increased considerably.

In 2007, Marimekko's net sales of clothing decreased by 0.9%, amounting to EUR 30.0 million. Domestic sales fell slightly compared with the previous year. In Finland, significant structural changes in retail trade have had an impact on clothing trade as well. New brands are introduced in the market non-stop, and competition for store space is becoming fiercer. In recent years, the highest sales volumes have concentrated in department stores and clothing retail chains. As a consequence of this, small specialist shops now account for a lower proportion of total sales than before. Abroad, Marimekko design is considered inspiring and freshly different from other international brands. Marimekko's clothing exports have grown briskly in recent years. Growth has been boosted by new concept stores and shop-in-shops. In 2007, exports and income from international operations accounted for 22.3% of net sales of clothing. The major countries for exports were the United States, Sweden, Norway, Denmark, Japan and Germany.

The 2008 spring line features several original prints selected from Marimekko's unique treasury of patterns. They are particularly prominent in the fresh, modern collections designed by Samu-Jussi Koski and Mika Piirainen. Both collections also include beautiful children's clothes. Marimekko's first cotton jersey pattern, the striped *Tasaraita* designed by Annika Rimala, will celebrate its 40th anniversary this year. Therefore, Marimekko introduces a rich *Tasaraita* special collection for spring. In addition to Samu-Jussi Koski, Mika Piirainen and Annika Rimala, the designers of the 2008 clothing collections include Ritva Falla, Marita Huurinainen, Jaana Parkkila, Jukka Rintala and Matti Seppänen.

Marimekko has made its way to the international market by design-driven brand building and by developing its lifestyle concept comprehensively. The appeal of the Marimekko brand in the rapidly changing field of fashion is based on Marimekko's skills in mastering patterns, colours and forms and interpreting modern phenomena. This provides a good foundation for Marimekko to develop its clothing line in the future as well. However, to succeed competitively, the clothing line's operating models need to be improved in efficiency and flexibility. Therefore, Marimekko is now streamlining its collections, aiming at better management of the various processes of business operations.

Interior decoration

Joy and aesthetic experiences every day

The expressive, varied Marimekko design represents the very top of Finnish design. Marimekko is probably best known for its bold, vivid colours and large patterns, but there is more to Marimekko: simple and restrained graphic expression, soft earthy colours, delicacy and tranquillity of nature. The extensive product range offers plenty of ideas to suit every style, space and atmosphere. With its design, Marimekko wants to bring joy, aesthetic experiences and unforgettable moments to people's everyday lives.

Cotton and linen fabrics printed at Marimekko's own factory constitute the company's main interior decoration products. In addition, collections include a variety of ready-made articles, such as kitchen and tabletop products, bed linen and bath textiles. The interior decoration collections include both classics and seasonal products. New fabric collections are introduced in the market every year for spring, autumn and Christmas. In-house design and the flexibility of Marimekko's production enable quick launching of special collections.

The construction business has been booming for many years now. Strong economic growth has encouraged consumers to invest in their homes. Increased enthusiasm for home building and decorating has become a worldwide phenomenon. People are eager to look for new experiences and express their individual style in their homes. The positive trend is also reflected in the sales of Marimekko's interior decoration products. In 2007, net sales of the interior decoration line rose by 16.6%, amounting to EUR 35.8 million. Growth continued both in Finland and the export markets. Exports and income from international operations accounted for 28.3% of net sales of interior decoration products. The major countries for exports were the United States, Sweden, Denmark, Japan, Norway and Germany.

Durability and ecological aspects are always taken into account in the design and materials of Marimekko products. During 2007, a material quality grade label was added to Marimekko's bed linen. In spring 2007, Marimekko launched organic cotton terry towels, and organic cotton bed linen will be introduced this spring. Finding and testing new materials to improve quality and diversify the supply are an integral part of the continual development of Marimekko's interior decoration line.

The interior decoration range of spring 2008 is inspired by green countryside, bustling city life and the depths of the sea. Vivid patterns and a rich colour palette offer a multitude of ideas for different styles and atmospheres in the home and public spaces. Many Marimekko patterns are fascinating, eye-catching works of art. Fabrics stretched in a frame have become increasingly popular as interior decoration elements, both in Finland and abroad. One of the most successful designer products across all markets in 2007 was Ilkka Suppanen's *Kirstu* storage chest that combines top design with ecological thinking.

Marimekko's 2008 interior decoration range contains works by the following designers: Iiro A. Ahokas, Hennamari Asunta, Björn Dahlström, Anna Danielsson, Vuokko Eskolin-Nurmesniemi, Nora Fleming, Klaus Haapaniemi, Pekka Harni, Erja Hirvi, Pia Holm, Fujiwo Ishimoto, Kristina Isola, Maija Isola, Tuula Kaakinen, Harri Koskinen, Maija Louekari, Aino-Maija Metsola, Teresa Moorhouse, Tanja Orsjoki, Heikki Orvola, Ilkka Suppanen, Oiva Toikka, Jenni Tuominen, Katsuji Wakisaka, Katriina Viitaniemi, Marjaana Virta and Miina Äkkijyrkkä.

The Kirstu *storage chest, designed by Ilkka Suppanen, combines top design with ecological thinking.*

Bags

A liking for Marimekko bags developed in childhood is often for life

High quality must be both visible and tangible in Marimekko products. They are made to bring long-lasting joy to their owners. This philosophy is perfectly exemplified in Marimekko's classic canvas bags, whose worldwide success story has continued for more than 30 years now. In addition to the classics, Marimekko's extensive range of bags offers solid and patterned bags for every imaginable purpose: tote bags, briefcases, rucksacks, shoulder bags, makeup bags and purses. Something new is introduced every season. Umbrellas featuring Marimekko patterns are a cheerful specialty in the collection. They have turned out to be a real hit, thanks to the unpredictable weather conditions of recent years.

Sales of Marimekko bags have increased steadily year by year. Growth in export markets has been distinctly faster than in Finland. In 2007, net sales of bags rose by 9.8%, amounting to EUR 11.4 million. Exports and income from international operations accounted for 31.6% of net sales. The major countries for exports were Japan, Denmark, Sweden, the United States, Norway and Iceland.

Marimekko bags are manufactured in the company's bag factory in Sulkava and clothing factory in Kitee, as well as through subcontractors both in Finland and abroad. The classic bags are mainly made at the Sulkava factory. Its many decades of experience in canvas bag production guarantee top quality for the products. The Kitee factory manufactures both purses and canvas bags. Material for printed bags comes mainly from Marimekko's own textile printing factory. Marimekko strives to concentrate its bag production in Finland, but expanding product ranges and higher sales volumes have resulted in a need to increasingly transfer production to foreign subcontractors.

The spring 2008 range captivates with its colours and rich variety of prints. Mika Piirainen's new collection features many fascinating classic patterns, such as Vuokko Eskolin-Nurmesniemi's *Prenikka*, Maija Isola's *Samovaari* and Maija and Kristina Isola's *Dyyni*. The products with Maija Isola's *Omena* pattern are predicted to become this summer's hit articles. The 2008 collection includes bags from the following designers: Björn Dahlström, Klaus Haapaniemi, Bo Haglund, Samu-Jussi Koski, Jaana Parkkila, Mika Piirainen and Ristomatti Ratia.

Among Marimekko's product lines, bags are the young customers' favourites. A school bag or rucksack is often a child's first contact with Marimekko. A liking for Marimekko bags developed in childhood is often for life. This is kept in mind when Marimekko bags are designed. There must be enough models available to satisfy all age groups.

Bag trade has grown strongly in recent years. A matching bag gives the finishing touch to fashionable clothing. As a result of rapidly changing trends, supply in the bag trade has increased vigorously and competition in the market has become tougher. By staying faithful to its own individual style, Marimekko has maintained its solid position in the bag market alongside top international fashion brands. Bags are now among Marimekko's most important export articles.



Retail sales

Every brand has to re-establish its position as the preferred choice over and over again

Retail business is undergoing transition; consumption cultures are changing and competition is becoming tougher. Customers have more options to choose from, and every brand has to re-establish its position as the preferred choice, over and over again. When a company wants to differentiate from its competitors in the market and create permanent relationships with customers, a company-owned shop network that authentically reflects the brand image is very important.

Marimekko has been building and developing its network of shops on a long-term basis, while monitoring the market closely. A new shop has been opened whenever it has been deemed necessary to enhance the brand's visibility in the market. Before making an investment decision, Marimekko ensures that the economic outlook and population structure in the area, as well as the shop location and its appeal to customers, support profitability. At the end of 2007, Marimekko had 24 shops in Finland, one in Stockholm, Sweden and one in Frankfurt, Germany. The shops, based on the coherent Marimekko concept, are situated in key locations in the largest towns and cities. One third of the shops in Finland are factory outlets.

The sales of Marimekko's own shops totalled EUR 30.0 million in 2007. In recent years, sales have grown at a slightly slower rate than expected. Marimekko has sought new growth opportunities by looking for new business locations and modernising shops. Marimekko's shop in Joensuu moved to new premises in 2007. This year, the most important shop investment is the 350 square metre shop to be opened in Turku in the autumn.

In 2007, the development of shops focused mainly on more efficient chain management. The product concept was streamlined and operating models were harmonised. The personnel were trained in occupational safety, customer service and enhancement of the look of shops. Key areas in marketing included providing more information and arranging various events for the company's loyal customers and co-operation partners' target groups.

In 2008, the development of Marimekko's own shops will be closely linked to the company's global concept store project. The project aims to design a more consistent look for the shops and a more manageable product structure and to develop operating models that improve profitability. Reporting will be enhanced to enable more efficient monitoring of sales and product flow. The shops' active role in marketing will be reinforced. Customers will be approached through an even broader range of interesting events.

Domestic wholesale

Versatile retailer network facilitates flexible progress in the market

Marimekko's retailer network covers the whole of Finland. It includes both specialist shops and department stores. Some specialist shops are so-called concept stores who only sell Marimekko products and whose product range is adapted to the Marimekko lifestyle concept. At the end of 2007, Marimekko had around 140 retailers in Finland, of which about one in four were concept stores. In 2007, retailers opened two new Marimekko concept stores, one in the Viikki shopping centre in Helsinki and the other in the Zeppelin shopping centre in Kempele.

In the ever-changing field of retail business, an extensive retailer network provides a flexible and cost-efficient opportunity for progress in the market. Marimekko concept stores established by retailers play an essential role. Together with Marimekko's own shops, they are important sales and marketing channels and efficient promoters of the company image. The retailers' strong entrepreneur background and thorough knowledge of local life are highly useful in creating customer base and maintaining customer relations.

The trend in sales to domestic retailers has varied each year. New shop openings, new product launches and major campaigns arranged by retailers have promoted growth. In recent years, sales to specialised shops have stabilised. This is due to structural changes in Finnish retail trade and tougher competition that has affected the position of small shops in particular. In addition to the concept stores, a considerable proportion of sales are from department stores and large retail chains. These have helped Marimekko to reach new customer groups and achieve high sales volumes with a relatively narrow product range. In 2007, sales to domestic retailers grew by 9.2%. Most of the growth resulted from large individual campaign deliveries.

Marimekko's Finnish distribution network is extensive and diverse, considering the population of Finland. In the next few years, instead of expanding the distribution channel network, the development of domestic wholesale will focus on reinforcing co-operation with the existing retailers. Profitable growth will be sought by streamlining the product concept and harmonising operating models. The objective is to activate consumers and strengthen the brand's position in the market. This work is part of Marimekko's concept store project which aims to improve the services offered to retailers and to enhance the brand image in all distribution channels.

Exports and international operations

Brand building promotes stable growth in export markets

Marimekko has its own subsidiaries and retail shops in Stockholm, Sweden, and Frankfurt, Germany. Exports to other countries are handled directly or through local agents and importers. In 2007, Marimekko products were exported to more than 40 countries. There were about 30 Marimekko concept stores abroad. The company engaged in licensed sales in the Netherlands, Denmark and the United States.

Marimekko's goal for the next few years is to achieve annual growth of slightly over one-fifth on the previous year in net sales from exports and international operations. In 2007, Marimekko's exports and income from international operations rose by 16.1%, totalling EUR 20.4 million. All product lines increased their sales. Exports and income from international operations accounted for 26.5% of the Group's net sales.

Marimekko's export strategy aims at profitable growth through persistent long-term work. Operations have focused on areas where the brand is already established and the distribution network extensive enough. New distribution channels have been opened to boost sales, increase awareness of the brand and achieve consistent visibility across markets. In recent years, brand building has been enhanced by opening Marimekko concept stores and shop-in-shops in different parts of the world. Seven new Marimekko shops opened in 2007: in Graz, Austria; Yokohama, Nagoya and Tokyo, Japan; Vancouver, Canada; Aalborg, Denmark; and Silver Spring in metropolitan Washington D.C., the United States. Japan has the most extensive network of Marimekko concept stores with ten outlets.

During the next few years, growth through exports will primarily be sought in countries with established sales. Sales volumes will be raised by improved management of customer relationships and harmonised operating models. Solid foundation for growth will be built by increasing awareness of the brand and strengthening the brand's profile in the different distribution channels. The expansion of distribution network primarily aims at raising the number of concept stores and shop-in-shops. To evaluate the success of the concept, information collected from the market will be used more efficiently in connection with the opening of new shops and in the planning of the various business operations processes. The purpose is to ensure manageability of the concept and profitability of the shops. Concept management will increasingly focus on the distribution channels' growth expectations and the importance of a shop's visual appearance in brand building.

The outlook for Marimekko's exports is good. Growth opportunities abroad have improved considerably in recent years, thanks to the high regard enjoyed by Marimekko design and better awareness of the brand. The growth rate of exports depends greatly on the general development of the world economy but also on the ability of Marimekko's business processes to respond to the challenges resulting from growth. To succeed in a highly competitive market, flexibility and efficiency of operations are essential, in addition to an appealing brand. To ensure steady growth of exports, the opportunities offered by the various distribution channels and the risks related to expansion will be evaluated in 2008. Customer relations management, profitability monitoring and rational allocation of resources will be improved by enhanced reporting.

Licensing

Marimekko design appeals to international brands

As early as the 1960s, Marimekko realised that licensing of printed patterns is an excellent way to flexibly expand the product range and achieve more visibility for the brand through new distribution channels. Along with increasing awareness of the Marimekko brand, licensing became an important part of Marimekko's business both in Finland and abroad. Licensing offers almost unlimited opportunities to expand Marimekko's brand and design into new product ideas and to form networks with other recognised brands. In 2007, Marimekko was engaged in licensing activities in Finland, the Netherlands, Denmark and the United States.

Marimekko develops its licensing operations as an integral part of the company's overall product and distribution policy. Prior to starting up a new licensing partnership, Marimekko analyses the significance of the co-operation for both parties. Management of product range and distribution is one of the main challenges associated with licensing. Successful licensing partnership requires that the parties have similar opinions on the design, quality and distribution of the products. At their best, good licensing partnerships produce classics that only increase in value over the years. One of Marimekko's most famous licensed products is the *Kivi* candle holder, designed by Professor Heikki Orvola. Its success story has continued for twenty years now. Marimekko owns the design of the *Kivi* candle holder, and Iittala has the exclusive manufacturing rights.

International interest in Marimekko design has grown considerably in recent years. Co-operation between the top brands of the world has also become more common; networking is a way of rousing interest in the brand among new target groups. This was the basic idea when Marimekko decided to license some of its patterns to the summer 2008 collection of the trendy Swedish fashion chain H & M Hennes & Mauritz AB. Through the worldwide chain of H&M stores, Marimekko design and brand will become familiar to young consumers all over the world.

Marimekko's strategy to increase licensing focuses on products that naturally complement Marimekko's own product range and that are distributed in line with Marimekko's own sales channels.

One of the many Marimekko patterns in Kone lifts is Salava *by Fujiwo Ishimoto (1988).*

Production and sourcing

Importance of social responsibility is accentuated in supply chain management

Marimekko has three production plants of its own, all located in Finland: a textile printing factory in Helsinki, a clothing factory in Kitee and a bag factory in Sulkava. At the end of 2007, the textile printing factory had 43 employees, the clothing factory 50 and the bag factory 21 employees. In 2007, the textile printing factory increased its production volume by 10%. Production volumes at the Kitee and Sulkava factories remained at the levels of the previous year.

The textile printing factory is essential for Marimekko design, because the design is largely based on printed patterns and product families built upon these patterns. Therefore, the most important investments in production have related to modernisation of the textile printing factory. During the 2007 financial year, Marimekko completed the project launched in 2004 to develop its textile printing production. The final stage involved renewal of the stenter frame and the fabric inspection machines.

In-house production accounted for less than half of the Marimekko products sold in 2007. The proportion of sub-contracting has grown rapidly in recent years as a result of an expanded product range and increased sales. Product characteristics, production volumes, delivery schedules and manufacturing costs influence the choice of manufacturing location for each product. Transparency of the entire supply chain plays an increasingly important role in the selection of a supplier. Product traceability throughout the supply chain is essential. Marimekko's major suppliers are located in the EU. Marimekko products are strongly associated with Finland and, therefore, Finnish manufacturers are used whenever possible. Matters relating to Marimekko's environmental and social responsibility in production and sourcing are discussed on pages 28–31.

The flexibility of the order and supply chain largely depends on the size and structure of collections. In 2007, to improve the management and cost-efficiency of production processes, the company initiated a project to streamline the structure of collections in all the product lines. Ordering procedures were enhanced to facilitate production planning.

Growth and the internationalisation of business operations pose new challenges to Marimekko's production, sourcing and logistics. To ensure availability of products and competitive prices, expansion and enhancement of the sourcing network and improvement of the order-supply chain management will be important objectives in the next few years. In a global business environment, social responsibility issues are emphasised in the supervision of the supply chain.

Personnel

Room for talent to grow and evolve

In 2007, the Marimekko Group employed an average of 405 people, of whom 268 were salaried and 137 non-salaried employees. At the end of the financial year, the Group's payroll numbered 411. Seventeen people worked abroad. Of the personnel, 91% were women and 9% were men. The average age of employees was 41 years. The personnel turnover rate was 14.5% joining and 10.8% leaving. A total of six people retired.

Room for creative talent

Continual evolution and change are typical for a company's business operations. A strong identity is a safe foundation for a company. Marimekko's success is based on its highly committed and motivated personnel and the company's ability to translate each individual's skills into creative and productive results. At Marimekko, talent has room to grow and evolve.

Marimekko emphasises individual and collective responsibility

In recent years, Marimekko's business operations have grown and become more international. Tasks have become more diverse, and the personnel are required to have an even broader spectrum of expertise and to be increasingly flexible in the changing business environment. Intra-organisational control and a goal-oriented approach are reinforced by emphasising each individual's personal and collective responsibility for achievement of common goals. All new Marimekko employees participate in an extensive orientation programme. This ensures that newcomers quickly adopt Marimekko's values and key business targets and learn to know their colleagues and the operating methods of the working community.

Marimekko is a preferred employer

Some of Marimekko's key employees will retire during the next few years. One of personnel management's main challenges will be to guarantee sufficient resources of skilled staff and ensure that Marimekko's valuable historical knowledge and special expertise are passed on to the next generation. In Finland, many fields of business are already suffering from a shortage of competent professionals. Marimekko has a good reputation as an employer, which facilitates recruitment. In addition, Marimekko's creative company culture and international business operations make the company an appealing employer.

Co-operation with educational institutions helps Marimekko to recruit new professionals

The company engages in close co-operation with various educational institutions by organising design contests and by offering students work placements and research opportunities on topics associated with Marimekko's business. Marimekko's sewing workshop has trained participants for the annual World Skills Competition. In May 2007, Marimekko participated in the Masters of Arts 07 festival organised by the University of Art and Design Helsinki. At the festival exhibition, Marimekko awarded Jonas Englund's diploma work, the Mobiplant pot system.

Other forms of interaction with educational institutions include company visits and various events. In March 2007, Marimekko participated in a seminar arranged by the MBA programme and the MBA Alumni Association of the Helsinki School of Economics, with the topic "Design as competitive advantage: Strategic and commercial aspects". In November 2007, a representative of Marimekko held a lecture at the Helsinki School of Economics on "Internationalisation of business: Marimekko concept stores in Japan".

Health and safety

Marimekko monitors and enhances occupational safety and well-being at work in co-operation with the workplace safety committee and occupational healthcare. Occupational healthcare services are purchased from external practitioners or local healthcare centres. In 2007, the workplace safety committee and the insurance company conducted an occupational safety survey, ASKELMA, in all Marimekko shops in Finland. During the 2007 financial year, the average absence percentage based on theoretical regular working hours was 6.9% in production and 1.9% in other business units.

Risk management

The company's risk management aims to safeguard the smooth continuity of business operations and ensure the Group's steady profit development. The risk management process evaluates and controls those business risks that could prevent or jeopardise achievement of strategic goals for the Group or part of it. Risk management is supported by internal guidelines. Responsibility for risk management lies with the company's operational management. Risk management is supervised by the Board of Directors. Appropriate insurance policies have been taken out to protect the company against substantial business risks.

Operational risks

Production and sourcing

Marimekko both manufactures and outsources products. The company's own production units are all located in Finland. To balance out risks relating to production and sourcing, the company uses many subcontractors both in Finland and abroad. Warehousing has been partially outsourced. As a consequence of the expansion of international business operations and sales growth, purchasing has become increasingly important for Marimekko. The company seeks to minimise the potential risks related to production and sourcing by reinforcing its subcontractor network and engaging in even closer co-operation with its key partners. In 2007, the reliability of delivery was slightly lower than before in some product categories because of faster than expected growth of sales. The resulting lack of capacity was compensated with new subcontractors.

Product design

Product design plays a decisive role in Marimekko's business operations. To safeguard design continuity, Marimekko employs many designers. All of the company's current designers are freelancers, and most have worked with Marimekko for years. Increased diversity has been injected into Marimekko design in recent years through co-operation with several famous designers. New young talent has been sought through design competitions and close co-operation with the educational institutions of the field.

Key employees

As Marimekko's business growth increasingly comes from international markets, the role of key employees of the various business areas is emphasised. During the next few years, many of the company's key employees will retire. The company is preparing for the generation shift by training successors and reinforcing resources through recruitment.

Financing

The Group's long-term financing has been arranged through the parent company. Subsidiaries are financed through intra-Group loans. The Group's liabilities include both long-term and short-term loans. All the loans are denominated in euros.

The Group operates in international markets and is thus exposed to foreign currency risks resulting from currency fluctuations. The foreign currency risk is primarily associated with sales denominated in foreign currencies. Purchases denominated in foreign currencies reduce foreign currency risks. The most important currency in purchases and sales is the euro. Foreign currency risks mainly involve purchases and sales in the US dollar. The company protects itself against foreign currency risks of sales by taking into account exchange rate fluctuations when pricing its products. Hedging decisions concerning currencies are based on estimates of the effects of each currency on the Group's result and balance sheet indicators, long-term cash flow and hedging expenses.

The company seeks to minimise credit loss risks by setting credit limits and actively keeping track of customers' payment behaviour. The credit risk related to business operations is also reduced with advance payments, bank guarantees and letters of credit.

Business environment and demand

Marimekko operates in a field in which the sales trend is particularly sensitive to cyclical fluctuations in demand. Competition in the textile and clothing business has increased substantially in recent years as the supply has grown. Marimekko seeks to meet market challenges by focusing on top-notch, distinctive design and quality. Competitiveness is improved by sharpening product concepts and strengthening the brand. Marimekko's sales are divided between numerous market areas, which reduces the effect of any changes in individual markets on total sales. The diversity of Marimekko's product range levels off collection-related and seasonal variations in sales of individual product groups.

Social responsibility

Sustainable business that generates value for future generations lies at the heart of Marimekko's business idea. The company must act responsibly and respect environmental values. The commitment to responsibility is supported by the company's social responsibility training and development programme, internal guidelines and the obligations included in co-operation agreements.

Marimekko's interest groups are increasingly looking at both financial and non-financial indicators to assess the company's performance. In 2007, the company launched a project to develop a social responsibility management system for the entire Group. The objectives are to meet interest groups' expectations even better and to improve the company's responsible practices. An internal team was established for this purpose. The members include experts from all the areas of the company's business operations. The team's primary goal is to identify the essential aspects of social responsibility and the concrete targets of development that have or may have a significant effect on the company and are particularly important to Marimekko's main interest groups. The team received social responsibility training in November 2007. The purpose of the training was to help the team members to understand the significance of responsibility as an element of everyday work and profitable business.

In 2008, the company will focus on specifying the general guidelines and goals for the next few years. These guidelines and goals will be applied and implemented in the business areas through activity-specific solutions. The objective is to make responsibility a natural part of business operations, based on shared values and goals. The implementation of social responsibility principles involves continual training and development. It is a long-term process that requires expert assistance. One of the company's partners in this work is PricewaterhouseCoopers Ltd. Marimekko aims to have the social responsibility section in its Annual Report verified by a third party within the next few years.

Financial responsibility

Achieving a good financial result by responsible means is becoming increasingly important to all of the company's stakeholders. Responsible performance helps to ensure the company's competitiveness and long-term profitability. Marimekko seeks to grow and evolve in a controlled manner, thus securing the smooth continuity of its business. By keeping its finances on a solid foundation, the company can provide steady returns to its shareholders and fulfil its obligations as a responsible employer. Moreover, a good financial result enables projects that enhance the company's environmental and social responsibility.

Marimekko has set clear financial objectives for its business operations. The financial responsibility indicators are associated with profitability and competitiveness and response to the owners' profit expectations. The key figures are presented on page 6 and the objectives and their realisation on page 7. The company aims to follow a stable and active dividend policy. The company's dividend policy is described on page 76. Information on the company's shares and shareholders is provided on pages 76–79.

Social responsibility

Social responsibility includes caring for the well-being of Marimekko's personnel and requiring the company's partners to be socially responsible. Information on Marimekko's personnel is given on page 26. In manufacturing, the proportion of subcontractors has grown considerably in recent years. As a Finnish company, Marimekko always tries to find a competitive Finnish manufacturer for its products. The company's foreign suppliers are mainly located in the EU area. Marimekko has few subcontractors in developing regions. However, the effect of globalisation on Marimekko's business environment in international trade is becoming stronger, and this imposes new requirements on the company's operations. Transparency of the entire supply chain is becoming an increasingly important factor in the selection of suppliers. Suppliers must be able to ensure that the operations of their respective subcontractors are responsible.

The responsibilities and principles applied in supplier relationships are laid down in Marimekko's co-operation agreements. The parties commit themselves to adhering to internationally recognised social and ethical norms. All sourcing agreements require partners to follow the fundamental rules laid down by the ILO. They relate to forced labour, freedom of association, promotion of employment, social security, discrimination, minimum age and working conditions. Marimekko, or its authorised representative, has the right to check compliance with the agreed processes and the ILO's fundamental rules. Furthermore, Marimekko has the right to require a partner to correct any detected shortcomings.

Whenever possible, Marimekko aims to use certified suppliers with valid standards or certificates that are internationally recognised or important in Marimekko's branch of business. These include the ISO 9000 and ISO 14000 standards, the Social Accountability SA 8000 standard, the Öko-Tex Standard 100 certificate and the Business Social Compliance Initiative (BSCI) monitoring system. Of these, the ISO 9000 and ISO 14000 standards and the Öko-Tex Standard 100 are the most common in Marimekko's supplier companies. Because of the complexity of supply chains, resulting from globalisation, Marimekko cannot guarantee that the operating models of all suppliers in its supply chain fully meet the company's requirements. However, as Marimekko's awareness of possible defects in the supply chains has significantly increased, the company is now focusing on improvement of transparency. In 2007, to enhance the monitoring of social and environmental quality, Marimekko requested its suppliers to provide additional reports on their existing standards and certificates, as well as the origins and production conditions of the raw materials they use. All Marimekko products carry a country of origin label to enhance transparency in the production processes.

Product safety and ecology

Marimekko products are characterised by durable design and quality. The carefully-designed products with their high-quality materials give long-lasting joy to their owners. Therefore, a Marimekko product is a sustainable choice. The company is engaged in continual product development to improve the environmental friendliness of its products. As the proportion of subcontracting increases, quality control is becoming more and more important.

Marimekko bed linen, as well as several clothing materials and knits, have been granted the Öko-Tex Standard 100 certificate, which guarantees that the products do not contain any substances that are hazardous to people or to the environment. In 2007, Marimekko's terry cloth products received the Öko-Tex certificate. The Öko-Tex standard has four levels: I baby clothes, II clothes worn next to the skin, III other clothes and IV other textile products. Level I has the strictest requirements. Marimekko products comply with level I or II Öko-Tex standards.

In spring 2007, Marimekko launched organic cotton terry products. This spring the company introduces organic cotton bed linen. The cotton production chain is wide, complex and difficult to trace. Organic cotton is grown without using any environmentally harmful pesticides or fertilisers. Its production process is certified, and the origin of the cotton is traceable. The objective is to increase the proportion of organic cotton in Marimekko's product range. So far, the low availability of organic cotton has limited its use.

The environment

Responsibility for the environment and nature is an integral aspect of Marimekko's business. In environmental matters, the company's business supervision is largely based on legislation and other regulations. Environmental legislation and environmental impacts are taken into consideration in the choice of raw materials, chemicals and working methods. The materials used in the products are tested regularly. The co-operation agreements require Marimekko's subcontractors and other partners to commit themselves to shouldering their environmental responsibilities.

The REACH Regulation 1907/2006 (a regulation on the registration, evaluation, authorisation and restriction of chemical substances) entered into force in the European Community on 1 June 2007. The REACH provisions will be phased in over a period of eleven years. Companies must identify their roles in relation to the REACH Regulation. Marimekko is a downstream user that uses substances in its own industrial operations to print fabrics. The manufacturers and importers of chemicals have the obligation to register the substances. As a downstream user, Marimekko does not have the obligation to register, and the REACH Regulation is not expected to have any significant effect on the substances used at the Herttoniemi fabric printing factory. The REACH Regulation also applies to substances contained in articles imported from outside the EU, such as textile products. As an importer of articles, Marimekko is, under certain conditions, obliged to inform the Chemicals Agency and downstream users if a product imported by it contains a specified amount of a substance causing specific concern. The European Chemicals Agency (ECHA) will publish a list of the substances in 2009.

Energy and water consumption

The company seeks to save energy by developing its production methods, investing in energy-efficient machinery and equipment and monitoring energy consumption. Thanks to a waste heat recovery system at the Herttoniemi textile printing factory, most of the heat released during production can be used to heat the production premises. In manufacturing, the oil circulation system used in process heat production will be replaced with direct natural gas heating. It is a more efficient heating method and will generate savings of about 20% in energy consumption. Water consumption is minimised in the printing process by recycling water wherever possible.

Waste and sorting

Marimekko's production processes do not generate any waste that is classified as hazardous or detrimental to health. The amount of mixed waste is minimised by recycling and by sorting any non-recyclable waste. The company monitors the generation, recycling and sorting of waste with reports and statistics on operations.

Packaging

The utilisation of packaging is arranged in accordance with the Government Decision 962/97 and the EU packaging directive. The ecological aspects of product packaging are becoming increasingly important at Marimekko. For example, the new clear polypropylene gift box is fully recyclable and can be disposed of by incineration.

Activities in the local community

As a design company, Marimekko feels a responsibility towards the preservation of creative culture. In its operations, it actively strives to support the development of Finnish design. Marimekko fosters its solid cultural heritage by engaging in close co-operation with the educational institutions and associations in its branch of business. Such co-operation includes training for students, projects related to the promotion of design, competitions and participation in exhibitions and other design events.

Marimekko mainly sponsors activities that are non-profit making or closely related to Marimekko's business operations. In October 2007, Marimekko participated in the Finnish Cancer Foundation's Pink Ribbon campaign with two products specifically designed for this purpose: the pink *Unikko* reflector and the *Valo* cosmetic bag. Marimekko donated part of the return from the sales of the products to the Cancer Foundation's Pink Ribbon Fund. The campaign was launched simultaneously in more than forty countries. In addition, the money budgeted for Christmas greetings in 2007 was donated to the Save the Children organisation.

Corporate governance

Applicable provisions

Marimekko Corporation is a Finnish public limited company. The Finnish Companies Act, other regulations concerning public listed companies and Marimekko Corporation's Articles of Association are complied with in its decision-making and administration. Furthermore, Marimekko Corporation complies with the Corporate Governance Recommendation for Listed Companies issued by the Helsinki Stock Exchange, the Central Chamber of Commerce and the Confederation of Finnish Industries. The recommendation came into force on 1 July 2004. The principles of corporate governance are published on the company's Internet site.

Group structure

The Marimekko Group comprises Marimekko Corporation and its subsidiaries.

General Meeting

Marimekko Corporation's highest decision-making authority is exercised by the company's shareholders at the General Meeting. General Meetings are either Annual or Extraordinary General Meetings. According to the Articles of Association, the Annual General Meeting shall be held annually by the end of June on the day set by the Board of Directors. According to the Articles of Association, the Notice of General Meeting shall be given to shareholders by means of an advertisement in at least one daily newspaper which is published in Helsinki and which has been determined by the Board of Directors, not earlier than two (2) months and not later than seventeen (17) days before the meeting. Extraordinary General Meetings are convened when necessary. According to the Companies Act, an Extraordinary General Meeting must be held when the Board of Directors considers it advisable or when shareholders owning at least 1/10 of the shares demand in writing that a meeting be held to deliberate on a specified matter. Shareholders have the right to have items included in the agenda of the General Meeting, provided they demand it in writing from the Board of Directors well in advance, so that the item can be included in the Notice of Meeting. The Notice of Meeting is usually drafted about four (4) weeks before a General Meeting.

The Annual General Meeting deliberates on the matters that are specified as being the business of Annual General Meetings in Section 12 of the Articles of Association, as well as any other possible proposals made to the General Meeting. The company's Board of Directors prepares an agenda for the meeting. As specified in the Companies Act, the Annual General Meeting takes decisions on matters such as:

- approving the financial statements
- the distribution of profit
- the number of Board members, their election and remuneration
- the number of auditors, their election and remuneration
- amendments to the Articles of Association.

Marimekko Corporation's Articles of Association do not include a redemption clause. The company is not aware of any shareholder agreements concerning restrictions on the conveyance of the company's shares. Nor is the company aware of any commitments agreeing on the company's ownership or the use of voting rights, apart from the agreement signed between Workidea Oy and Muotitila Ltd on 31 October 2007. The contents of the agreement are detailed on pages 76–77 under Flagging notifications / Workidea Oy and Muotitila Ltd.

Shareholders are invited to the General Meeting by means of an advertisement in at least one daily newspaper which is published in Helsinki and which has been determined by the Board of Directors. In addition, the Notice of General Meeting and the Board's proposals to the General Meeting are published in a stock exchange release and on the company's website.

Board of Directors

Board members and their term of office

The members of Marimekko Corporation's Board of Directors are elected at the Annual General Meeting. Their term of office ends at the conclusion of the next Annual General Meeting. Pursuant to the Articles of Association, the Board of Directors shall include a minimum of three (3) and a maximum of five (5) ordinary members. The number of Marimekko Corporation's Board members is set in proportion to the company's size. The Articles of Association do not set an upper age limit for Board members, restrict the number of their terms of office or in any other way restrict the General Meeting's authority in the election of Board members. The Board of Directors elects a Chairman from amongst its members for a period of a year.

Marimekko Corporation's Annual General Meeting held on 12 April 2007 elected three members to the Board of Directors for a term beginning on 12 April 2007 and ending at the conclusion of the 2008 Annual General Meeting. Matti Kavetvuo, M.Sc. (Eng.), B.Sc. (Econ.), Kirsti Paakkanen, President, and Tarja Pääkkönen, Ph.D. (Eng.), were elected as members of the Board of Directors. In its organisation meeting held after the Annual General Meeting, the Board of Directors elected Matti Kavetvuo as Chairman of the Board.

Independence evaluation

According to the Corporate Governance Recommendation, the majority of Board members shall be independent of the company. A person without any significant connection to the company besides Board membership is considered independent of the company. In addition, two of the members belonging to the said majority shall be independent of the company's major shareholders. Of the members of Marimekko Corporation's Board of Directors, Matti Kavetvuo and Tarja Pääkkönen are independent of the company. Kirsti Paakkanen was Marimekko Corporation's president from 1991 to the end of January 2008. The number of Marimekko shares owned by Board members is reported on page 77.

Duties and responsibilities of the Board of Directors

The Board of Directors is responsible for the company's administration and the proper organisation of operations. In addition to the duties specified in the Companies Act and the Articles of Association, the operating principles and main duties of the Board of Directors are specified in the written rules of procedure approved by the Board of Directors. The rules of procedure are updated and approved annually in the Board's organisation meeting held after the Annual General Meeting. All matters that are significant to the company's business operations and have long-term effects are deliberated on by the Board. According to the rules of procedure, matters to be handled at Board meetings include:

- specifying and ratifying the company's strategic policies
- deliberating on and approving the annual operating plan and budget
- deliberating on and approving interim reports, the consolidated financial statements and the Board's report
- expanding and contracting business operations
- deciding on investments and the acquisition and sale of assets that are either strategically or financially significant
- deciding on funding-related contingent liabilities
- approving the Group's reporting and risk management procedures and audit and supervision systems
- electing the president and the members of the management group and deciding on their remuneration.

Meeting procedures and decision-making

The Board of Directors convenes six times a year on average. In 2007, the Board convened eleven times. The participation rate of Board members in the meetings has been 100%. The Board evaluates its work annually in January, under the direction of the Chairman of the Board.

Committees

Because of the character of the company's business and the small size of the Board, Marimekko's Board of Directors has no committees.

President

The Board of Directors elects the company's president and decides on the terms of the president's employment, specified in a written president contract. The president is responsible for the Group's operational management and development in line with the instructions and regulations laid down by the Board of Directors, and for informing the Board of the development of the company's business and financial situation. Kirsti Paakkanen served as the company's president from 1991 to the end of January 2008. On 31 October 2007, the Board of Directors appointed Mika Ihamuotila, Ph.D. (Econ.) as the company's new president, starting on 1 February 2008.

Management group

The company's business operations have been divided into responsibility areas. The people in charge of them form the company's management group. The company's president is the chairman of the management group. The Board of Directors decides on the appointment and remuneration of the members of the management group. The management group has no authority based on law or the Articles of Association. The members of the management group are listed on page 75.

Subsidiary administration

The members of the subsidiaries' Boards of Directors are elected from amongst the Marimekko Group's top management.

Management's bonuses and other benefits

In accordance with the Articles of Association, the bonuses of the Board of Directors are set by the Annual General Meeting. In 2007, the Board of Directors was paid a total of EUR 50,000 in annual bonuses. The bonus of the Chairman of the Board amounted to EUR 20,000 and the bonus of each Board member to EUR 15,000 per year.

Marimekko Corporation's Board of Directors decides on the president's salary and remuneration. In 2007, the salary paid to Marimekko Corporation's president, Kirsti Paakkanen, for attending to the duties of president amounted to EUR 180,000. The annual salary agreed in the president contract between the company and the new president Mika Ihamuotila, who took up his duties on 1 February 2008, is EUR 294,000. The president is also entitled to an annual bonus corresponding to a maximum of six months' fixed salary. The principles determining the bonus are confirmed annually by the Board of Directors. The president is entitled to a defined-contribution pension scheme. The president contract does not specify a retirement age. The president's agreed term of notice is six months, if the president resigns on his own initiative. If the company terminates the contract, the president is entitled to a remuneration corresponding to normal salary of twelve months. The company has no share or equity-derivative bonus systems.

Audit

According to the Articles of Association, the company must have one auditor and, if the auditor is not a public accountant company, one deputy auditor. The auditor and deputy auditor must be authorised by the Central Chamber of Commerce. The auditors are appointed for an indefinite term. Nexia Tilintarkastus Oy, Authorised Public Accountants, is responsible for the auditing of the Marimekko Group and the Group companies, with Seppo Tervo, Authorised Public Accountant, as chief auditor. The company's deputy auditor is Matti Hartikainen, Authorised Public Accountant. In the 2007 financial year, the auditors of the Marimekko Group were paid a total of EUR 51,400 in fees.

Reporting

The realisation of Marimekko Corporation's financial objectives is monitored by means of financial reporting covering the entire Group. Sales reports are drafted, as applicable, on a daily, weekly and monthly basis. The consolidated result and balance sheet reports are drafted on a monthly basis.

Internal supervision and risk management

Internal supervision is an integral part of the company's administration and management. The Board of Directors and the president are responsible for organising the supervision. The Board of Directors supervises and evaluates the sufficiency, appropriateness and effectiveness of the Group's risk management, supervision and administration process. Business operations and asset management are monitored using the above-mentioned reports. Appropriate insurance policies have been taken out to protect the company against asset, loss-of-profits and liability risks arising from its business operations.

Expansion and diversification of the company's business operations pose new requirements to internal supervision and risk management. This year Marimekko will focus on the overall organisation, management and development of these processes.

Insider administration

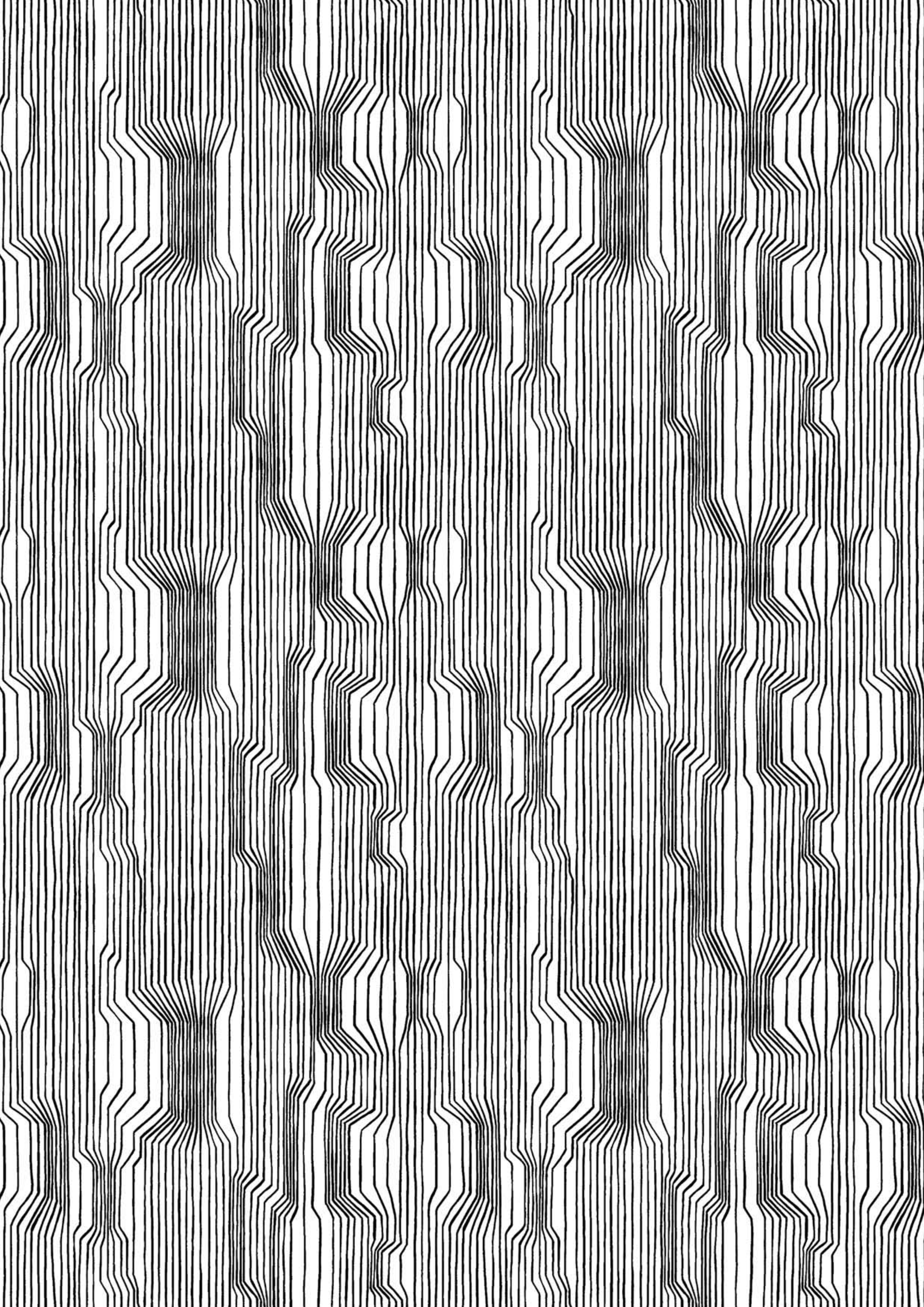
Marimekko Corporation complies with the Helsinki Stock Exchange's Guidelines for Insiders, effective from 1 January 2006. Marimekko's insiders with the duty to declare are the members of the Board of Directors, the secretary of the Board, the president, the auditor and the company's management group. Permanent company-specific insiders include the managing directors of the subsidiaries and other persons who by virtue of their duties are designated as company-specific insiders. The need for project-specific insider registers is evaluated on a case-by-case basis. The company's insider regulations have been given to all insiders. The Board of Directors confirms the updated insider regulations and the insiders every year.

Marimekko Corporation's insider regulations prohibit insiders with the duty to declare and permanent company-specific insiders as well as their related parties and their controlled corporations from trading in Marimekko shares during the 30-day period preceding the publication of the company's interim reports and financial statement information. The person in charge of Group communications and investor relations is responsible for maintaining the company's insider register and for insider communications. An insider list for the company is maintained in the Finnish Central Securities Depository Ltd's SIRE register. The up-to-date shareholdings of Marimekko Corporation's public insiders and their related parties are listed on the company's Internet site under Investors/Share information/Shareholders/Insiders.

Investor relations

The management of Marimekko Corporation's investor relations is co-ordinated by the person in charge of Group communications. The Chief Financial Officer is responsible for the content of financial information. Group communications is responsible for the company's stock exchange releases, investor and analyst meetings and the company's online investor information.

Marimekko publishes all its investor information in Finnish and English on the company's Internet site under Investors. The company's printed Annual Report is published in Finnish and English.



Report of the Board of Directors and the financial statements of Marimekko Corporation for the financial period from 1 January to 31 December 2007

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Report of the Board of Directors

In 2007, the Marimekko Group's net sales rose by 8% to EUR 77.3 million (EUR 71.4 million). Operating profit fell by 3% to EUR 10.5 million (EUR 10.9 million). Profit after taxes for the financial year totalled EUR 7.7 million (EUR 8.0 million). Earnings per share were EUR 0.96 (EUR 1.00). The Board of Directors will propose to the Annual General Meeting that a dividend of EUR 0.65 per share be paid for 2007. In the 2008 financial year, growth in the Group's net sales as well as the Group's relative profitability are estimated to remain at 2007 levels.

General overview

In 2007, economic trends were favourable in all of Marimekko's main markets. In Finland, both consumers' and industry's confidence in the economy remained strong, and demand grew rapidly. In 2007, retail sales in Finland, excluding the motor trade, were up 5% (Federation of Finnish Commerce). Retail sales of clothing increased by 3%. Sales of womenswear rose by 3%, menswear by 2% and childrenswear by 2%. Sales of bags grew by 7% and home textiles by 3% (Textile and Fashion Industries TMA). In the January-November period of 2007, exports of clothing (SITC 84) increased by 6% and imports by 4%. Exports of textiles (SITC 65) rose by 9% and imports by 5% (National Board of Customs, monthly review, 11/2007).

Net Sales

In 2007, the Marimekko Group's net sales increased by 8.2% to EUR 77.3 million (EUR 71.4 million). In Finland, net sales rose by 5.6% to EUR 56.8 million (EUR 53.8 million). Exports and income from international operations increased by 16.1% and totalled EUR 20.4 million (EUR 17.6 million). Exports and income from international operations accounted for 26.5% (24.6%) of the Group's net sales.

The breakdown of the Group's net sales by product line was as follows: clothing, 38.9%, interior decoration, 46.3%, and bags, 14.8%. Net sales by market area were: Finland, 73.5%, the other Nordic countries, 11.1%, the rest of Europe, 6.1%, North America, 5.3%, and other countries (Japan and other regions outside Europe and North America), 4.0%.

In 2007, sales in Marimekko's own retail shops totalled EUR 30.0 million (EUR 29.2 million). Sales in the company's own shops in Finland rose by 2.3% (2.5%). Sales to retailers in Finland increased by 9.2% (-2.8%). This increase was primarily generated by substantial deliveries for one-off promotions.

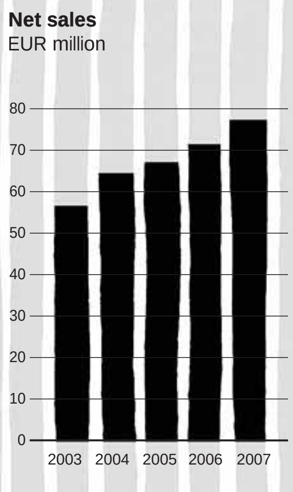
Reviews by business unit

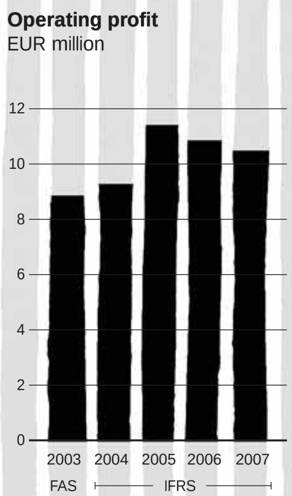
Clothing

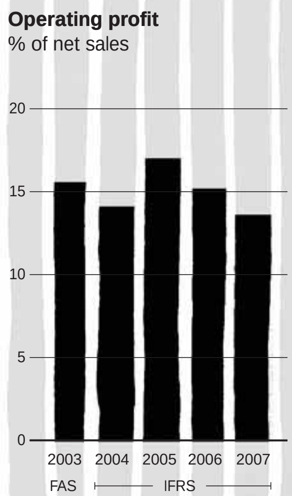
In 2007, the Group's net sales of clothing fell by 0.9% to EUR 30.0 million (EUR 30.3 million). Sales in Finland declined slightly, while good growth continued in all export markets except the market area referred to as "other countries", where sales decreased. The briskest growth was seen in North America and the market area referred to as "the rest of Europe". Exports and income from international operations accounted for 22.3% of net sales of clothing.

Interior decoration

In 2007, net sales of interior decoration products rose by 16.6% and amounted to EUR 35.8 million (EUR 30.7 million). Buoyant growth was seen everywhere except the market area referred to as "other countries", which experienced a distinct fall in sales. In Finland, sales received a significant boost from substantial deliveries for one-off promotions. Exports and income from international operations accounted for 28.3% of net sales of interior decoration products.







Bags

Net sales of bags increased by 9.8% to EUR 11.4 million (EUR 10.4 million) in 2007. In Finland, net sales rose slightly, while brisk growth was seen in all export markets. Exports and income from international operations accounted for 31.6% of net sales of bags.

Business gifts and contract sales

Sales of business gifts and contract sales rose by 5.3%.

Exports and international operations

In 2007, the Group's exports and income from international operations increased by 16.1% to EUR 20.4 million (EUR 17.6 million). Sales of all product lines grew well in all key export countries except for the market area referred to as "other countries", where sales of interior decoration products and clothing fell. The major export countries were Sweden, the United States, Denmark, Japan, Norway and Germany. Faster growth in exports was partly attributable to the new Marimekko concept stores set up by retailers. A total of seven concept stores and shop-in-shops were opened during the 2007 financial year: in Graz, Austria; Yokohama, Nagoya and Tokyo, Japan; Vancouver, Canada; Aalborg, Denmark; and Silver Spring in metropolitan Washington DC, USA.

In the market area referred to as "other Nordic countries", net sales rose by 16.4% to EUR 8.6 million (EUR 7.4 million). Net sales of all product lines grew well, with the greatest increase seen in sales of interior decoration products and bags. The briskest growth occurred in Denmark and Norway.

In the market area referred to as "the rest of Europe", net sales rose by 29.3% to EUR 4.7 million (EUR 3.7 million). Vigorous sales growth was seen in all product lines, with the most notable rise in Germany, Italy and Great Britain.

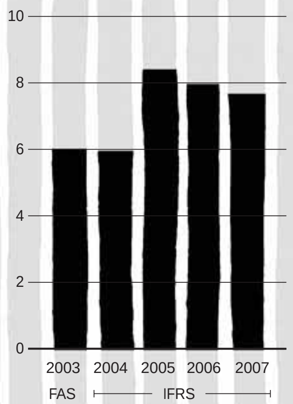
Net sales in North America rose by 19.3% to EUR 4.1 million (EUR 3.4 million). In relative terms, the greatest growth was seen in sales of clothing, but growth was also good in the other product lines. The new concept stores established towards the end of 2006 and in 2007 contributed to the buoyant growth. At the end of the 2007 financial year, there were a total of five retailer-established Marimekko concept stores in North America, four in the United States and one in Canada.

In the market area referred to as "other countries", net sales fell by 3.0% to EUR 3.1 million (EUR 3.2 million). Sales of bags continued to grow vigorously, but sales of clothing and interior decoration products fell significantly. The weaker trend in net sales was partly attributable to the termination of licensing operations in Japan at the end of 2006, which resulted in a substantial decrease in sales of interior decoration products. In 2006, Marimekko's Japanese distributor Look Inc. set up a total of seven Marimekko concept stores, whose opening purchases significantly raised sales for the year. Three new Marimekko concept stores were opened in 2007. At the end of the 2007 financial year, there were a total of ten Marimekko concept stores and shop-in-shops in Japan.

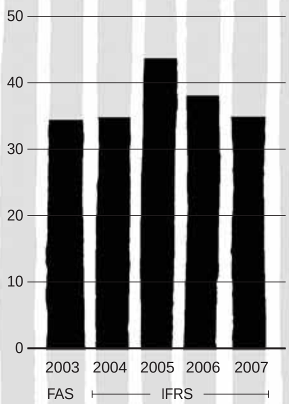
Licensing

Royalty earnings from sales of licensed products decreased significantly in 2007. Extremely buoyant growth continued in the Netherlands, but royalty earnings in other countries fell substantially. Most of the decline was due to the termination of licensing operations in Japan at the end of 2006. In March 2007, Marimekko began licensing co-operation with the Finnish company Itella Corporation. The agreement covers the use of Marimekko patterns on packaging materials and electronic postcards. In November 2007, Marimekko signed an agreement with the Swedish company H & M Hennes & Mauritz AB, whereby Marimekko licenses its patterns to H&M's summer 2008 collection. Thanks to this co-operation, royalty earnings for the second quarter of 2008 will rise substantially. Licensing co-operation with the US company Mara-Mi, Inc. ceased at the end of 2007.

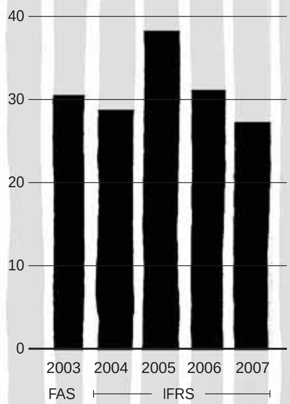
Profit after taxes
EUR million



Return on investment (ROI)
%



Return on equity (ROE)
%



Production

The production volume of the Herttoniemi textile-printing factory increased by 10% during the 2007 financial year. Production volumes at the clothing factory in Kitee and the bag factory in Sulkava remained at the same level as in the previous year. The major investments of 2007 were the acquisition of a new stenter frame for the textile-printing factory's finishing room and the renewal of fabric inspection machinery.

The need to increase manufacturing capacity for all product lines grew noticeably during 2007, and delivery times for some product groups had to be extended. In order to improve delivery capacity, Marimekko took on new suppliers and enhanced co-operation with existing subcontractors.

Earnings

In 2007, the Group's operating profit fell by 3.5% to EUR 10.5 million (EUR 10.9 million). Operating profit as a percentage of net sales amounted to 13.6% (15.2%). The Group's marketing expenses for 2007 totalled EUR 3.8 million (EUR 3.7 million), or 5.0% (5.2%) of net sales.

The Group's depreciation amounted to EUR 1.3 million (EUR 1.2 million), representing 1.7% (1.6%) of the Group's net sales. Net financial expenses totalled EUR 0.05 million (EUR 0.07 million), or 0.1% (0.1%) of the Group's net sales.

The Group's profit after taxes for the financial year totalled EUR 7.7 million (EUR 8.0 million), representing 10.0% (11.2%) of net sales. Earnings per share were EUR 0.96 (EUR 1.00).

Earnings for the 2007 financial year were primarily weakened by a rise in operating costs and a reduction in royalty income.

Trends in the Marimekko Group's key figures over the last three years have been as follows:

	2007	2006	2005
Net sales, EUR million	77.3	71.4	67.2
Operating profit, EUR million	10.5	10.9	11.4
Operating profit, % of net sales	13.6	15.2	17.0
Return on equity (ROE), %	27.4	31.3	38.4
Equity ratio, %	72.7	70.5	66.5

In 2007, the operating profit of the parent company Marimekko Corporation (FAS) amounted to EUR 10.0 million (EUR 10.7 million in 2006; EUR 10.9 million in 2005).

Investments

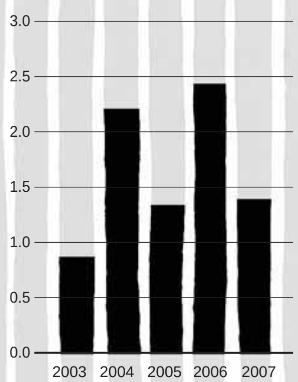
The Group's gross investments during the financial year amounted to EUR 1.4 million (EUR 2.5 million), representing 1.8% (3.4%) of consolidated net sales. The major investments focused on the renewal of textile printing production equipment, the acquisition of information management systems, and the construction of premises for the Joensuu store.

Equity ratio and financing

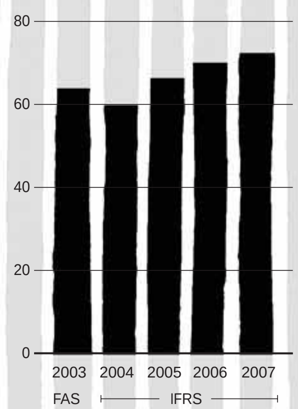
At the end of the financial period, the equity ratio was 72.7% (70.5% on 31 December 2006). The ratio of interest-bearing liabilities minus financial assets to shareholders' equity (gearing) was -15.2%, while it was -11.7% at the end of the previous year.

The Group's interest-bearing liabilities amounted to EUR 1.8 million (EUR 2.6 million) at the end of the financial year. The Group's financing from operations was EUR 9.1 million (EUR 9.1 million). At the end of 2007, the Group's financial assets amounted to EUR 6.3 million (EUR 5.8 million).

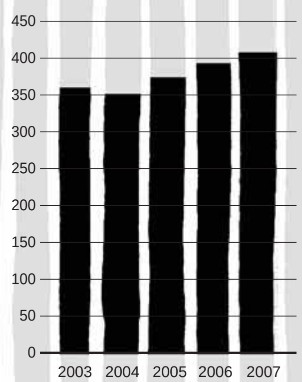
Gross investments
EUR million



Equity ratio
%



Average personnel



Shares and share price trend

Share capital

At the end of the 2007 financial year, the company's paid-in share capital, as recorded in the Trade Register, amounted to EUR 8,040,000 and the number of shares totalled 8,040,000. The accounting countervalue of a share is one (1) euro.

Shareholdings

According to the book-entry register, the company had 5,331 (5,244) registered shareholders at the end of the financial period. 19.6% of the shares were registered in a nominee's name and 13.5% were in foreign ownership. At the end of 2007, members of the Board of Directors and the president of the company either directly or indirectly owned 10.0% of the company's share capital and controlled 0.0% of the total votes conferred by the company's shares. Changes in the shareholdings by members of the Board of Directors and the president of the company are detailed in the section Flagging notifications / Workidea Oy and Muotitila Ltd.

Flagging notifications

Morgan Stanley & Co. International plc
Morgan Stanley & Co. International plc's share of Marimekko Corporation's share capital and voting rights rose to 5.08%, or 408,689 shares, as a result of a transaction made on 12 April 2007; and then fell to 4.77%, or 383,689 shares, as a result of a transaction made on 20 April 2007.

Grantham, Mayo, Van Otterloo & Co. LLC
Grantham, Mayo, Van Otterloo & Co. LLC's share of Marimekko Corporation's share capital and voting rights fell to 4.75%, or 382,200 shares, as a result of a transaction made on 27 June 2007.

Workidea Oy and Muotitila Ltd
In a transaction made on 31 October 2007, Workidea Oy – a company controlled by Kirsti Paakkanen – sold 804,000 shares in Marimekko Corporation (10.00% of the shares outstanding) to Muotitila Ltd, a company controlled by Mika Ihamuotila. As the result of this transaction, Workidea Oy's share of Marimekko Corporation's share capital and voting rights fell from 20.00% to 10.00%, that is, to 804,000 shares. Workidea Oy and Muotitila Ltd also issued notification of an agreement signed on 31 October 2007. This agreement grants Muotitila Ltd the right to acquire the remaining shares in Marimekko Corporation held by Workidea Oy – a total of 804,000 shares – at any time before the end of 2008. If Muotitila Ltd exercises its right, Workidea Oy's share of Marimekko Corporation's share capital and voting rights will fall to 0.00% and Muotitila Ltd's share of Marimekko Corporation's share capital and voting rights will exceed 1/5.

As part of the above agreement, Workidea Oy authorised Muotitila Ltd, as of 31 October 2007, to use the voting rights attached to the shares covered by the agreement in ordinary matters handled by general meetings of shareholders. Based on this authorisation, Workidea Oy's share of Marimekko Corporation's voting rights fell below 1/20. The authorisation will be automatically cancelled if Muotitila Ltd has not used its right to acquire the shares by the end of 2008. After the transaction and agreement, Workidea Oy's share of Marimekko Corporation's share capital is 10.00% and its voting rights – taking into account the voting authorisation – stand at 0.00%. After the agreement and transactions made on 31 October 2007, Muotitila Ltd's share of Marimekko Corporation's share capital is 13.00% and its voting rights – taking into account the voting authorisation – amount to 23.00%.

Fautor SPRLU
Fautor SPRLU's share of Marimekko Corporation's share capital and voting rights rose to 5.04%, or 405,000 shares, as a result of a transaction made on 1 November 2007; and then rose again to 10.58%, or 850,377 shares, as a result of a transaction made on 21 November 2007.

Authorisations

At the end of the report year, the Board of Directors had no valid authorisations to carry out share issues or issue convertible bonds or bonds with warrants, or to acquire or surrender Marimekko shares.

Share trading

During the financial year, a total of 5,300,535 Marimekko shares were traded, representing 65.9% of the shares outstanding. The total value of Marimekko's share turnover was EUR 82,334,422. In 2007, the lowest price of the Marimekko share was EUR 13.10, the highest was EUR 19.20, and the average price was EUR 16.23. At the end of the financial year, the final price of the share was EUR 18.20. The company's market capitalisation at the end of 2007 was EUR 146,328,000 (EUR 117,786,000 on 31 December 2006).

Dividend paid for the 2006 financial year

A dividend of EUR 0.65 per share was paid for 2006 to a total of EUR 5,226,000.00.

Personnel

The number of Marimekko personnel increased by 3.8% in 2007. During the financial year, the number of employees averaged 405 (393). At the end of the year, the Group employed 411 (396) people, of whom 17 (14) worked abroad.

Management changes

On 31 October 2007, President Kirsti Paakkanen submitted her resignation, effective as of 1 February 2008. Also on 31 October 2007, Marimekko Corporation's Board of Directors appointed Mika Ihamuotila, Ph.D. (Econ.), as the company's new president, effective as of 1 February 2008.

Kirsi Räikkönen was appointed the Group's marketing and development director as of 16 April 2007, when she also became a member of the management group. Mervi Metsänen-Kalliovaara was appointed the Group's sales director and member of the management group as of 1 February 2008.

Risk management and major risks

Marimekko regularly evaluates and monitors its risk environment and any changes that occur in it. The company's risk management aims to identify and control any key risks that could endanger success in reaching targets and implementing strategy.

The main risks that have been identified are associated with fluctuations in demand caused by changes in the business climate, heightened competition in the textile and clothing industry due to increased supply, maintaining strong and diverse design expertise, the retirement of key employees, ensuring delivery reliability and the flexibility of production structure, as well as foreign currencies and credit losses. Details of an evaluation of the major risks and uncertainty factors, as well as any other factors that may affect the company's business, prepared in accordance with section 2.7 of the general guidance issued by the Finnish Accounting Board on 12 September 2006, are presented on page 61 in note 20 to the consolidated income statement.

The Group is not party to any significant agreements that would come into force, be amended or be terminated if controlling interest in the company were to change due to a public tender offer.

Social responsibility

Social responsibility is an integral aspect of Marimekko's business. Social responsibility focuses on the company's financial, social and environmental responsibilities, and is supported by the company's training and development programme, internal guidelines, as well as co-operation agreements and the obligations that these agreements include.

In 2007, the company launched a project to develop a social responsibility management system for the entire Group. An internal team, which will report to the company's management group, was established for this purpose. Social responsibility training and development work is carried out in co-operation with PricewaterhouseCoopers Ltd. Marimekko reports annually on social responsibility issues in its Annual Report. The company aims to have the social responsibility section of its Annual Report verified by an independent external organisation after the introduction of the social responsibility management system.

Health and safety

Occupational safety and the well-being of the Marimekko working community are monitored and enhanced through active co-operation between the workplace safety committee and occupational healthcare. The company purchases occupational healthcare services from external practitioners or local healthcare centres. Occupational healthcare focuses on preventing sickness and monitoring both individual ability to work and the well-being of the working community as a whole. In 2007, the absence percentage – calculated from theoretical regular working time – was 6.9% in production and 1.9% in other business units.

Research and development

The company's product planning and development costs arise from the design of collections. Design costs are recorded in annual expenses.

Board of Directors, management and auditors

The members of Marimekko Corporation's Board of Directors are elected by the Annual General Meeting. According to the Articles of Association, the Board of Directors shall include three to five members. Their term of office ends at the conclusion of the next Annual General Meeting. The Board elects a chairman from amongst its members.

The duties and responsibilities of the Board of Directors are determined primarily by the Companies Act and the Articles of Association. All matters that are significant to the company's business operations are deliberated on by the Board. These include approving strategic policies, budgets and operating plans, and deciding on significant investments, mergers and acquisitions. The Articles of Association do not provide the Board of Directors or the president with any powers other than those that are customary. Decisions to amend the Articles of Association or to increase the share capital are made in accordance with the provisions of the Companies Act in force.

The Annual General Meeting of 12 April 2007 resolved that the company's Board of Directors shall have three members. Matti Kavetvuo, M.Sc. (Eng.), B.Sc. (Econ.), and Kirsti Paakkanen, President, were re-elected as members of the Board of Directors until the end of the next Annual General Meeting. Tarja Pääkkönen, Ph.D. (Eng.), was elected as a new member. At its organisation meeting held after the Annual General Meeting, the Board of Directors elected Matti Kavetvuo as Chairman of the Board. The Board convened eleven times during 2007. All members were present at all meetings.

The Board of Directors elects the president and decides on the president's salary and other remuneration. The president's duties are set down in the Companies Act. Kirsti Paakkanen will serve as Marimekko Corporation's president until 31 January 2008, and Mika Ihamuotila as of 1 February 2008.

At the end of the year, the company's management group comprised Kirsti Paakkanen, President, Thomas Ekström (finance and administration), Riitta Koljonen (product information), Marja Korkeela (Group communications and investor relations), Päivi Lonka (exports and licensing sales), Sirpa Loukamo (product development, clothing), Merja Puntila (domestic wholesale), Piia Rossi (retail sales), Kirsi Räikkönen (marketing), Ritva Schoultz (personnel affairs) and Helinä Uotila (production and purchases).

The Annual General Meeting confirmed that Nexia Tilintarkastus Oy, Authorised Public Accountants, will continue as the company's regular auditor, with Seppo Tervo, Authorised Public Accountant, as chief auditor, and Matti Hartikainen, Authorised Public Accountant, as deputy auditor.

The Board of Directors' proposal for the dividend for the 2007 financial year

On 31 December 2007, the parent company's distributable funds amounted to EUR 17,934,598.73, of which EUR 7,374,987.64 was profit for the financial year. The Board of Directors will propose to the Annual General Meeting that a dividend of EUR 0.65 per share be paid for 2007 to a total of EUR 5,226,000.00 and that the remaining profit be retained in equity. The proposed dividends represent 67.7% of the Group's earnings per share for the financial year. The Board will propose 8 April 2008 as the dividend record date and 15 April 2008 as the dividend payout date. No substantial changes in the company's financial position have occurred after the end of the financial year. The company's liquidity is good and, in the view of the Board of Directors, the proposed dividend payout does not jeopardise the company's solvency.

Outlook for 2008

Growth in the world economy is expected to slow during 2008. Marimekko operates in an industry in which changes in the business climate are reflected in consumption demand. In recent years, Marimekko's growth in Finland has levelled off and exports have increasingly been driving growth. Based on the business climate outlook and Marimekko's business estimates, growth in the Marimekko Group's net sales in the 2008 financial year as well as the Group's relative profitability are forecast to remain at 2007 levels.

Consolidated financial statements, IFRS

Consolidated balance sheet

(EUR 1,000)		31 Dec. 2007	31 Dec. 2006
ASSETS			
NON-CURRENT ASSETS	1.		
Tangible assets	1.1	**9 956**	9 992
Intangible assets	1.2	**411**	348
Available-for-sale investments	1.3	**20**	20
		10 387	10 360
CURRENT ASSETS	2.		
Inventories	2.1	**18 281**	16 304
Trade and other receivables	2.2	**5 533**	5 655
Income tax receivables		**220**	62
Cash and cash equivalents	2.3	**6 269**	5 789
		30 303	27 810
ASSETS, TOTAL		**40 690**	38 170

The notes are an integral part of the financial statements.

Consolidated balance sheet

(EUR 1,000)		31 Dec. 2007	31 Dec. 2006
SHAREHOLDERS' EQUITY AND LIABILITIES			
EQUITY ATTRIBUTABLE TO EQUITY HOLDERS OF THE PARENT COMPANY	3.		
Share capital	3.1	**8 040**	8 040
Retained earnings	3.2	**21 355**	18 861
Shareholders' equity, total		**29 395**	26 901
NON-CURRENT LIABILITIES	4.		
Deferred tax liabilities	4.1	**676**	614
Interest-bearing liabilities	4.2	**185**	841
		861	1 455
CURRENT LIABILITIES	5.		
Trade and other payables	5.1	**8 810**	7 803
Income tax liabilities		**18**	210
Interest-bearing liabilities	5.2	**1 606**	1 801
		10 434	9 814
Liabilities, total		**11 295**	11 269
SHAREHOLDERS' EQUITY AND LIABILITIES, TOTAL		**40 690**	38 170

The notes are an integral part of the financial statements.

Consolidated income statement

(EUR 1,000)		**1 Jan.–31 Dec. 2007**	**1 Jan.–31 Dec. 2006**
NET SALES	10.	**77 264**	71 424
Other operating income	11.	**74**	60
Increase or decrease in inventories of completed and unfinished products		**642**	-33
Raw materials and consumables	12.	**31 626**	27 868
Employee benefit expenses	13.	**16 799**	15 407
Depreciation and impairment	14.	**1 338**	1 158
Other operating expenses	15.	**17 730**	16 154
OPERATING PROFIT		**10 487**	10 864
Financial income	16.	**153**	124
Financial expenses	17.	**-198**	-192
		-45	-68
PROFIT BEFORE TAXES		**10 442**	10 796
Income taxes	18.	**2 725**	2 806
NET PROFIT FOR THE PERIOD		**7 717**	7 990
Distribution			
To equity holders of the parent company		**7 717**	7 990
Earnings per share calculated on the profit attributable to equity holders of the parent company, EUR	19.	**0.96**	1.00

The notes are an integral part of the financial statements.

Consolidated cash flow statement

(EUR 1,000)	**2007**	**2006**
CASH FLOW FROM OPERATING ACTIVITIES		
Net profit for the period	**7 717**	7 990
Adjustments		
Depreciation according to plan	**1 338**	1 158
Financial income and expenses	**45**	68
Income taxes	**2 725**	2 806
Cash flow before change in working capital	**11 825**	12 022
Change in working capital	**-598**	-2 040
Cash flow from operations before financial items and taxes	**11 227**	9 982
Paid interest and payments on other financial expenses	**-207**	-194
Interest received	**150**	119
Taxes paid	**-3 094**	-3 005
CASH FLOW FROM OPERATING ACTIVITIES	**8 076**	6 902
CASH FLOW FROM INVESTING ACTIVITIES		
Investments in tangible and intangible assets	**-1 519**	-2 301
CASH FLOW FROM INVESTING ACTIVITIES	**-1 519**	-2 301
CASH FLOW FROM FINANCING ACTIVITIES		
Short-term loans drawn	**4 150**	3 000
Short-term loans repaid	**-4 000**	-3 100
Long-term loans repaid	**-941**	-946
Finance leasing debts paid	**-60**	-55
Dividends paid	**-5 226**	-5 226
CASH FLOW FROM FINANCING ACTIVITIES	**-6 077**	-6 327
Change in cash and cash equivalents	**480**	-1 726
Cash and cash equivalents at the beginning of the period	**5 789**	7 515
Cash and cash equivalents at the end of the period	**6 269**	5 789

The notes are an integral part of the financial statements.

Consolidated statement of changes in shareholders' equity

(EUR 1,000)	**Equity attributable to equity holders of the parent company**				
	Share capital	**Translation differences**	**Fair value and other reserves**	**Retained earnings**	**Shareholders' equity, total**
Adjusted shareholders' equity 1 Jan. 2006	8 040			16 097	24 137
Net profit for the period				7 990	
Dividends paid				-5 226	
Shareholders' equity 31 Dec. 2006	8 040			18 861	26 901
Adjusted shareholders' equity 1 Jan. 2007	8 040			18 861	26 901
Net profit for the period				7 717	
Dividends paid				-5 226	
Shareholders' equity 31 Dec. 2007	8 040	3		21 355	29 395

The notes are an integral part of the financial statements.

Notes to the consolidated financial statements

GROUP PROFILE

Marimekko Corporation is a Finnish clothing and textile company. Marimekko Corporation and its subsidiaries form a Group that designs, manufactures and markets clothing, interior decoration products and bags.

Marimekko Corporation's shares are quoted on the OMX Nordic Exchange Helsinki. The company is domiciled in Helsinki and its registered address is Puusepänkatu 4, 00880 Helsinki, Finland. The financial year of all Group companies is the calendar year.

Copies of the consolidated financial statements are available at www.marimekko.com and the head office of the Group's parent company at Puusepänkatu 4, 00880 Helsinki, Finland.

Marimekko Corporation's Board of Directors approved these financial statements for publication at its meeting on 23 January 2008. According to the Finnish Companies Act, shareholders have the right to accept or reject the financial statements at the Annual General Meeting held after the publication. The Annual General Meeting may also amend the financial statements.

ACCOUNTING POLICY APPLIED IN THE CONSOLIDATED FINANCIAL STATEMENTS

Accounting policy

The financial statements have been prepared in accordance with International Financial Reporting Standards (IFRS), complying with the IAS and IFRS standards as well as the SIC and IFRIC interpretations in force as at 31 December 2007. In the Finnish Accounting Act and the provisions laid down pursuant to the Act, International Financial Reporting Standards refer to the standards approved for use in the EU in accordance with the procedures laid down in IAS Regulation (EC) 1606/2002 of the European Parliament, and the interpretations of these standards. The notes to the consolidated financial statements also comply with Finnish accounting and company legislation.

The financial statements have been prepared at historical cost with the exception of available-for-sale investments in fixed assets, which are measured at fair value. Financial statement information is presented in thousands of euros.

Use of estimates

The preparation of financial statements in accordance with IFRS calls for the management to use estimates and assumptions. These estimates and assumptions affect the value of assets and liabilities in the balance sheet, the disclosure of contingent liabilities and assets, if any, and the amounts of revenue and expenses during the reporting period. The actual figures may deviate from these estimates.

Principles of consolidation

Marimekko's consolidated financial statements include the accounts of the parent company Marimekko Corporation and its subsidiaries. Subsidiaries are companies in which the Group has the right to determine the financial and operating principles of the undertaking or business operations, or in which the Group holds more than half of the voting rights. Intra-Group share ownership has been eliminated using the acquisition cost method. Internal transactions, internal margins included in inventories and fixed assets, intercompany receivables and liabilities and internal distribution of profits have been eliminated.

Changes in the group structure

No acquisitions or divestments were carried out in 2007.

Translation of items denominated in foreign currency

The results and financial position of Group units are measured in the currency used in the primary business environment of the unit in question (functional currency). The consolidated financial statements are presented in euros, the functional and presentation currency of the parent company.

The foreign-currency-denominated receivables and liabilities of the parent company and Finnish subsidiaries have been converted to euro amounts using the exchange rates quoted by the European Central Bank on the closing date. The foreign-currency-denominated receivables and liabilities of foreign subsidiaries have been converted at the exchange rate of the country in question on the closing date. Foreign exchange differences in business operations are booked in the corresponding income statement accounts above operating profit and foreign exchange differences on financial items in financial income and expenses.

The foreign-currency-denominated income statements of subsidiaries are converted to euro amounts using the average exchange rate for the financial year and the balance sheets at the average rate on the closing date. Differences arising from translation and translation differences in shareholders' equity are recorded as a separate item in shareholders' equity.

Revenue recognition

Sales of products are recognised as income when the significant risks and rewards incident to the ownership of goods have been transferred to the buyer. The Group then relinquishes oversight and control of the product. Mainly, this is the moment when the goods are handed over to the customer as set forth in the agreed delivery clause. The revenue recognition of licensing and royalty income is handled in accordance with the substance of the agreement.

In the calculation of net sales, sales proceeds are adjusted with indirect taxes and sales adjusting items. The distribution costs of products sold are recognised in other operating expenses in the income statement.

Income taxes

Taxes on the Group companies' financial results for the period, taxes from previous periods and the change in deferred taxes are recorded as the Group's taxes.

Taxes on the taxable income for the period are calculated on taxable income in accordance with the tax rate in force in the country in question. Deferred taxes are calculated on all temporary differences between the book value and the taxable value. The largest temporary differences are due to the amortisation of fixed assets. Deferred taxes have been calculated using the tax rates set by the closing date. Deferred tax assets are recorded only if they are likely to materialise.

Segment reporting

Business segments provide products and services whose risks and profitability differ from those of the products and services of other business segments. As per this definition, the Group has only one primary segment: the Marimekko business.

The Group's secondary segment is geographical, and is divided into Finland and other countries. The risks and profitability of the products and services of geographical segments differ from those of the products and services of segments operating in different types of economic environments.

The net sales of geographical segments are disclosed in accordance with customer location, and assets in accordance with asset location. Inter-segment pricing is set at fair market value.

Tangible assets

Tangible assets are recorded in the balance sheet at original cost less depreciation according to plan. The depreciation according to plan of tangible assets has been calculated on a straight-line-basis according to the estimated useful life of the assets.

Depreciation periods of tangible assets:

Buildings and structures	40 years
Machinery and equipment	3–15 years

The maintenance and repair costs of buildings, machinery and equipment are generally expensed in the year incurred. Large basic improvement expenditure may be capitalised and depreciated over its period of useful life if it is probable that the resulting economic benefit exceeds the estimated revenue originally obtainable from the asset in question.

Investment-related costs of debt are expensed in the financial period during which they materialise.

Investment aid is recognised as a reduction to investments and the aid recorded in the income statement is booked in other operating income.

Intangible assets

The company has no goodwill to be recognised in the balance sheet.

Intangible assets with finite useful lives are recognised in the balance sheet at original cost less depreciation according to plan. Depreciation of intangible assets is carried out on a straight-line basis over their estimated useful life.

Depreciation periods of intangible assets:

Intangible rights	5–10 years
Other capitalised expenditure	3–20 years

The major intangible asset items are trademarks and software. Research and development expenditure is recognised in the income statement during the year incurred.

Impairment

On each closing date, asset items are assessed for indications of impairment. If there are such indications, the recoverable amount of said asset item is estimated. The impairment recognised is the amount by which the book value of the asset item exceeds its recoverable amount, which is the higher of its net selling price or value in use. Value in use is based on discounted future net cash flows as a rule.

Derivative contracts

The Group does not have any derivative contracts.

Investments

The company has classified its investments as available-for-sale investments and they are measured at fair value.

Lease agreements

Lease agreements concerning fixed assets in which the Group is transferred a material share of the risks and rewards incident to ownership are classified as finance lease agreements. Fixed assets leased under finance lease agreements are recorded in tangible assets less accumulated depreciation, and lease commitments are included in other interest-bearing liabilities. Fixed assets acquired under finance lease agreements are depreciated in line with the Group's depreciation policy over their useful life or lease period, whichever is shorter. Rents payable under lease agreements are divided into financial expenses and debt repayment. Lease agreements in which the risks and rewards incident to ownership are retained by the lessor are treated as other lease agreements. Rents payable under other lease agreements are expensed in the income statement on a straight-line basis over the lease period.

Inventories

Inventories are presented in accordance with the FIFO principle at the acquisition cost or at the lower replacement cost or the probable market price. The acquisition cost of manufactured inventories includes not only purchase expenditure on materials, direct labour and other direct costs, but also a share of the fixed and variable general costs of production.

Trade receivables

Trade and other receivables are recorded at original cost. The amount of doubtful debts is estimated on the basis of the risk of individual items. Credit losses are expensed in the income statement when there is objective evidence indicating that the Group will not get all its receivables in full.

Cash and cash equivalents

Cash and cash equivalents include cash in hand and at banks and mature in less than three months.

Interest-bearing liabilities

Interest-bearing liabilities are recognised in the balance sheet at cost. Transaction costs have been expensed.

Employee benefits

Pension commitments
The pension security of the personnel of the Group's Finnish companies is arranged under the Finnish statutory employee pension plan (TyEL) through an external pension insurance company. Foreign subsidiaries have arranged pensions for their personnel in accordance with local legislation. All of the Group's pension schemes are defined contribution schemes, for which payments are expensed in the income statement in the period in which they occur.

Share-based payments
The Group does not have any share option schemes.

Provisions

Provisions are recognised when the Group incurs, due to a previous event, a legal or constructive obligation whose settlement will probably require payment whose amount can be estimated reliably. Provisions are related to the restructuring of business operations, loss-making contracts, legal proceedings and both environmental and tax risks. A restructuring provision is booked when a detailed and appropriate plan has been drafted concerning said provision and the company has announced the matter.

Dividends payable

Dividends paid by the company are booked as a reduction in shareholders' equity in the financial period during which shareholders have approved the dividend payout at the Annual General Meeting.

Earnings per share

Earnings per share are calculated by dividing the result for the period by the average number of shares during the period in question.

Use of standards

The following standards and their interpretations are not applicable due to the nature of the Group's business operations and transactions:

IFRS 2 Share-based Payment
IFRS 4 Insurance Contracts
IFRS 5 Non-current Assets Held for Sale and Discontinued Operations
IFRS 6 Exploration for and Evaluation of Mineral Resources
IAS 11 Construction Contracts
IAS 26 Accounting and Reporting by Retirement Benefit Plans
IAS 28 Investments in Associates
IAS 29 Financial Reporting in Hyperinflationary Economies
IAS 30 Disclosures in the Financial Statements of Banks and Similar Financial Institutions
IAS 31 Interests in Joint Ventures
IAS 41 Agriculture

The IASB has released the following new or amended standards and interpretations which are not yet in force and which the Group has not applied. The Group adopts each standard and interpretation as from the date it enters into force or, if the date of entry into force is not the first day of the financial year, as from the beginning of the next financial year.

IFRS 8 Operating Segments (effective for financial years beginning on or after 1 January 2009). The Group estimates that the adoption of the new standard will not change current segment reporting. IFRS 8 has not yet been approved for application in the EU.

Amendment to IAS 23 Borrowing Costs (effective for financial years beginning on or after 1 January 2009). The revised standard requires that borrowing costs directly attributable to the acquisition, construction or manufacture of a qualifying asset – such as a production plant – are to be included in the cost of said asset. As permitted, the Group has previously expensed borrowing costs in the financial period in which they were incurred. The Group estimates that the adoption of the revised standard will not have any material effect on the Group's 2009 financial statements. The amended standard has not yet been approved for application in the EU.

Amendment to IAS 1 Presentation of Financial Statements (effective for financial years beginning on or after 1 January 2009). The Group estimates that the amendment will mainly affect the notes to the consolidated financial statements. The revised standard has not yet been approved for application in the EU.

IFRIC 12 Service Concession Agreements (effective for financial years beginning on or after 1 January 2008). The Group does not have contracts from the public sector as defined in the interpretation. The interpretation will thus not have any effect on the Group's next financial statements. The interpretation has not yet been approved for application in the EU.

IFRIC 13 Customer Loyalty Programmes (effective for financial years beginning on or after 1 July 2008). The Group does not have customer loyalty programmes as defined in the interpretation. The interpretation will thus not have any effect on the Group's 2009 financial statements. The interpretation has not yet been approved for application in the EU.

IFRIC 14 IAS 19 The Limit on a Defined Benefit Asset, Minimum Funding Requirements and their Interaction (effective for financial years beginning on or after 1 January 2008). The Group does not have defined-benefit pension plans as specified in the interpretation, and the interpretation thus does not have any effect on the Group's financial statements. The interpretation has not yet been approved for application in the EU.

Notes to the balance sheet

(EUR 1,000)

1. NON-CURRENT ASSETS

1.1 Tangible assets

2007	Land and water	Buildings and structures	Machinery and equipment	Advance payments and acquisitions in progress	Total
Acquisition cost, 1 Jan. 2007	911	5 886	9 034	2	15 833
Increases		159	1 032	944	2 135
Decreases		-54	-198	-920	-1 172
Acquisition cost, 31 Dec. 2007	911	5 991	9 868	26	16 796
Accumulated depreciation, 1 Jan. 2007		1 303	4 538		5 841
Depreciation		321	876		1 197
Accumulated depreciation of decreases			-198		-198
Accumulated depreciation, 31 Dec. 2007		1 624	5 216		6 840
	911	4 367	4 652	26	9 956
Book value, 1 Jan. 2007	911	4 583	4 496	2	9 992
Book value, 31 Dec. 2007	911	4 367	4 652	26	9 956
Book value of production machinery and equipment, 31 Dec. 2007					3 100

2006	Land and water	Buildings and structures	Machinery and equipment	Advance payments and acquisitions in progress	Total
Acquisition cost, 1 Jan. 2006	911	4 638	7 629	356	13 534
Increases		1 248	1 405		2 653
Decreases				-354	-354
Acquisition cost, 31 Dec. 2006	911	5 886	9 034	2	15 833
Accumulated depreciation, 1 Jan. 2006		1 047	3 803		4 850
Depreciation		256	735		991
Accumulated depreciation, 31 Dec. 2006		1 303	4 538		5 841
	911	4 583	4 496	2	9 992
Book value, 1 Jan. 2006	911	3 591	3 825	356	8 683
Book value, 31 Dec. 2006	911	4 583	4 496	2	9 992
Book value of production machinery and equipment, 31 Dec. 2006					2 615

Finance lease agreements

“Machinery and equipment” in tangible assets includes the following assets leased under finance lease agreements:

	2007	2006
Acquisition cost, 1 Jan.	250	250
Accumulated depreciation	250	226
Book value, 31 Dec.	0	24

(EUR 1,000)

1.2 Intangible assets

2007	**Intangible rights**	**Other capitalised expenditure**	**Total**
Acquisition cost, 1 Jan. 2007	398	2 849	3 247
Increases	39	165	204
Acquisition cost, 31 Dec. 2007	437	3 014	3 451
Accumulated depreciation, 1 Jan. 2007	276	2 623	2 899
Depreciation	35	106	141
Accumulated depreciation, 31 Dec. 2007	311	2 729	3 040
	126	285	411
Book value, 1 Jan. 2007	122	226	348
Book value, 31 Dec. 2007	126	285	411

2006	**Intangible rights**	**Other capitalised expenditure**	**Total**
Acquisition cost, 1 Jan. 2006	370	2 721	3 091
Increases	28	128	156
Acquisition cost, 31 Dec. 2006	398	2 849	3 247
Accumulated depreciation, 1 Jan. 2006	245	2 487	2 732
Depreciation	31	136	167
Accumulated depreciation, 31 Dec. 2006	276	2 623	2 899
	122	226	348
Book value, 1 Jan. 2006	125	234	359
Book value, 31 Dec. 2006	122	226	348

1.3 Available-for-sale investments

	2007	**2006**
Available-for-sale shares		
Acquisition cost, 1 Jan.	20	20
Acquisition cost, 31 Dec.	20	20
Book value, 31 Dec.	20	20
Investments, total	20	20

Available-for-sale investments comprise unlisted shares, which are presented at cost because their fair values are not reliably known.

(EUR 1,000)		**2007**	**2006**
2.	CURRENT ASSETS		
2.1	Inventories		
	Raw materials and consumables	6 622	5 416
	Incomplete products	168	182
	Finished products/goods	11 048	10 392
	Advance payments	443	314
	Total	18 281	16 304
2.2	Trade and other receivables		
	Trade receivables	4 527	4 635
	Other receivables	30	38
	Prepaid expenses and accrued income	976	982
	Total	5 533	5 655
	Prepaid expenses and accrued income		
	Interest receivables	30	28
	Royalty receivables	461	610
	Other prepaid expenses and accrued income	485	344
	Total	976	982
	Impairment of trade receivables	93	67
2.3	Cash and cash equivalents		
	Cash in hand and at banks	6 269	5 789

3.	SHAREHOLDERS' EQUITY	**Number of shares**	**Share capital EUR**	**Total EUR**
3.1	1 Jan. 2006	8 040 000	8 040 000	8 040 000
	31 Dec. 2006	8 040 000	8 040 000	8 040 000
	1 Jan. 2007	8 040 000	8 040 000	8 040 000
	31 Dec. 2007	8 040 000	8 040 000	8 040 000

The maximum number of shares is 20,000,000. The accounting countervalue of the share is one (1) euro. Marimekko Corporation's maximum share capital is EUR 12,000,000. All shares in issue have been paid in full. The Group does not possess any of its own shares. After the closing date, the Board of Directors has proposed that a dividend of EUR 0.65 per share be paid for 2007. The Group does not have any share option schemes.

(EUR 1,000)

4.1 Deferred tax assets and liabilities

Changes in deferred taxes in 2007

	1 Jan. 2007	Recognised in the income statement	31 Dec. 2007
Deferred tax assets			
Internal margin of inventories	53	1	54
Other items	10	-10	0
Total	63	-9	54
Deferred tax asset	63	-9	54
Deferred tax liabilities			
Accumulated depreciation difference	-517	-38	-555
Inventories	-160	-15	-175
Total	-677	-53	-730
Deferred tax liability	-677	-53	-730
Deferred tax liability, net			-676

Changes in deferred taxes in 2006

	1 Jan. 2006	Recognised in the income statement	31 Dec. 2006
Deferred tax assets			
Internal margin of inventories	48	5	53
Other items	10		10
Total	58	5	63
Deferred tax asset	58	5	63
Deferred tax liabilities			
Accumulated depreciation difference	-445	-72	-517
Inventories	-180	20	-160
Total	-625	-52	-677
Deferred tax liability	-625	-52	-677
Deferred tax liability, net			-614

INTEREST-BEARING LIABILITIES	2007	2006
4.2 Non-current		
Bank loans		286
Pension loans	185	555
Total	185	841

(EUR 1,000)		**2007**	**2006**
5.2	Current		
	Bank loans	286	571
	Pension loans	370	370
	Other liabilities	950	800
	Finance lease liabilities		60
	Total	1 606	1 801
	Interest-bearing liabilities, total	1 791	2 642

Maturities of non-current liabilities

2007	**2009**
Pension loans	185
Total	185

Maturities of non-current liabilities

2006	**2008**	**2009**
Bank loans, variable interest	286	
Pension loans	370	185
Total	656	185

Range of variation of the interest rate applied to interest-bearing liabilities, %	**2007**	**2006**
Loans from financial institutions	4.19–5.22	2.18–4.10
Pension loans	3.00	3.00
Other liabilities	5.00	5.00
Finance lease liabilities		5.00

All interest-bearing liabilities are denominated in euros.

Maturities of finance lease liabilities

Minimum lease payments	
No later than 1 year	60
Present value of minimum lease payments	60

Present value of minimum lease payments	
No later than 1 year	60
Present value of minimum lease payments	60
Financial expenses accrued in the future	5

5.1 Trade and other payables

Trade payables	2 904	2 870
Other payables	3 084	2 245
Accrued liabilities and deferred income	2 822	2 688
Total	8 810	7 803

(EUR 1,000)	**2007**	**2006**
Accrued liabilities and deferred income		
Employee benefits	2 530	2 323
Other accrued liabilities and deferred income	292	365
Total	2 822	2 688

6. FAIR VALUES OF FINANCIAL ASSETS AND LIABILITIES

	Book value 2007	**Fair value 2007**	**Book value 2006**	**Fair value 2006**
Trade and other receivables	5 533	5 533	5 717	5 717
Cash and cash equivalents	6 269	6 269	5 789	5 789
Bank loans			857	857
Pension loans	185	185	925	925
Other liabilities	950	950	800	800
Finance lease liabilities			60	60
Trade and other payables	8 810	8 810	7 803	7 803

The fair values of loans correspond to their book values.

7. GUARANTEES, CONTINGENT LIABILITIES AND OTHER COMMITMENTS

	2007	**2006**
For own liabilities		
Guarantees	76	168
Corresponding commitments	76	168
Corporate mortgages and mortgaged promissory notes	5 214	5 214
Corresponding pension loan	811	925
For the liabilities of other companies		
Guarantees	811	975
Other own liabilities and commitments		
Lease liabilities	139	169
Lease agreement commitments	12 470	7 987
Commitments, total	18 710	14 513

The Group has no liabilities from derivative contracts.

Other lease agreements

The Group as lessee
Minimum lease payments under other non-cancellable lease agreements

No later than 1 year	2 305	1 818
Later than 1 year – no later than 5 years	6 731	4 065
Later than 5 years	2 616	1 876
Total	11 652	7 759

The Group has leased many of its stores and some of its office and warehouse premises. Lease agreements are valid either for a fixed period or for the time being. The index, renewal and other terms of the agreements differ. The 2007 income statement includes EUR 2,821 thousand in rental expenses paid on the basis of other non-cancellable lease agreements.

(EUR 1,000)

8. RELATED PARTY TRANSACTIONS

The relationships of the Group's parent company and subsidiaries are as follows:

Group companies
Company and domicile

Parent company
Marimekko Corporation, Helsinki, Finland

Subsidiaries	**Group's holding, %**	**Share of voting rights, %**
Decembre Oy, Helsinki, Finland	100	100
Keskinäinen Kiinteistö Oy Marikko, Helsinki, Finland	100	100
Marimekko AB, Stockholm, Sweden	100	100
Marimekko GmbH, Frankfurt am Main, Germany	100	100
Marimekko Kitee Oy, Kitee, Finland	100	100
Marimekko Tuotanto Oy, Helsinki, Finland	100	100

Sales of goods and services between related parties are based on fair market prices.

a) Employee benefits of management	**2007**	**2006**
Salaries and bonuses of the president		
Kirsti Paakkanen	180	120
Salaries and bonuses of the Board of Directors		
Matti Kavetvuo	19	15
Kari Miettinen	5	20
Kirsti Paakkanen	15	15
Tarja Pääkkönen	11	
b) Loans from related parties		
Workidea Oy	33	35
Gemmi Furs Oy	950	800

Repayment of said loans on demand.

In 2004, Marimekko Corporation granted a loan guarantee on behalf of a related-party company (Gemmi Furs Oy) as part of business operations. The guarantee amounted to EUR 811 thousand as at 31 Dec. 2007. The debtor has given a counter-obligation and corporate mortgages valued at EUR 1,177 thousand as a counter-guarantee.

9. EVENTS AFTER THE CLOSING DATE

The management of the company is not aware of any significant events after the closing date that would have affected the financial statement calculations.

Notes to the income statement

(EUR 1,000)

10. SEGMENT INFORMATION

Primary segment
The Marimekko Group's primary segment is the Marimekko business.

Secondary segment
The Marimekko Group's secondary segment is geographical.

	2007	2006
Net sales		
Finland	56 826	53 826
Other countries	20 438	17 598
Total	77 264	71 424
Assets		
Finland	39 094	36 662
Other countries	2 469	2 228
Eliminations	-873	-720
Total	40 690	38 170
Investments		
Finland	1 303	2 365
Other countries	62	90
Total	1 365	2 455

11. OTHER OPERATING INCOME

Rental income		4
Other income	74	56
Total	74	60

12. RAW MATERIALS AND CONSUMABLES

Materials and supplies		
Purchases during the financial year	23 671	20 451
Change in inventories	-1 206	-537
Total	22 465	19 914
External services	9 161	7 954
Total	31 626	27 868

13. EMPLOYEE BENEFIT EXPENSES

Salaries, wages and bonuses	13 629	12 575
Pension expenses – defined contribution plans	2 292	2 044
Other indirect social expenditure	878	788
Total	16 799	15 407
Average number of employees		
Salaried employees	268	255
Non-salaried employees	137	138
Total	405	393

(EUR 1,000)

14. DEPRECIATION AND IMPAIRMENT	**2007**	**2006**
Intangible assets		
Intangible rights	35	31
Other capitalised expenditure	106	136
Total	141	167
Tangible assets		
Buildings and structures	321	256
Machinery and equipment	876	735
Total	1 197	991
Total	1 338	1 158

15. OTHER OPERATING EXPENSES

Leases	2 903	2 765
Marketing	3 836	3 705
Other expenses	10 991	9 684
Total	17 730	16 154

16. FINANCIAL INCOME

Interest income	153	124
Total	153	124

17. FINANCIAL EXPENSES

Interest expenses	-172	-160
Other financial expenses	-26	-32
Total	-198	-192
Financial expenses include losses on exchange rates	-13	-11

18. INCOME TAXES

Taxes on taxable earnings for the period	2 663	2 759
Deferred taxes	62	47
Total	2 725	2 806

Reconciliation statement of taxes calculated on the basis of tax expenses in the income statement and the Group's Finnish tax rate (26%)

Profit before taxes	10 442	10 796
Taxes calculated at the Finnish tax rate	2 715	2 807
Different tax rates of foreign subsidiaries	-6	-4
Non-deductible expenses	16	3
Taxes in the income statement	2 725	2 806

19. EARNINGS PER SHARE	**2007**	**2006**
Net profit for the period, EUR 1,000	7 717	7 990
Weighted average number of shares, 1,000	8 040	8 040
Earnings per share, EUR	0.96	1.00

20. RISK MANAGEMENT

Financial risks

At their present level, the Marimekko Group's financial risks are relatively small. The equity ratio is high, the Group's net debt negative and the financial situation good.

The credit risk of the Group's trade receivables is reduced by its broad and geographically diverse clientele. The credit limits of customers and their financial situation are monitored constantly. The credit risk related to business operations is also reduced with advance payments, bank guarantees and letters of credit.

The Group's customers are mainly located in the euro area, and regions outside this area are invoiced primarily in euros, so there is no significant foreign exchange risk. The most important currency in sales and purchases is the euro. Foreign currency risks mainly involve purchases and sales in the US dollar. The company protects itself against the foreign currency risks of sales by taking into account exchange rate fluctuations when pricing its products.

Due to low indebtedness, variations in the interest rate level have only a slight effect on the Group's interest expenses. The Group seeks to maintain good liquidity under all circumstances to eliminate liquidity risk.

Accident risks

Marimekko Group companies have taken out policies to insure their personnel, assets and operations. The scope, insurance value and excess amount of the policies are reviewed annually with insurance companies.

The Group is not involved in any pending judicial proceedings or other ongoing disputes, and the Board of Directors is not aware of any other legal risks to the Group that would have a significant effect on the continuity of the company's operations.

Personnel risks

The Marimekko Group's business operations are based on the expertise of leading professionals, on the creativity of talented and competent personnel on a broad front, and a sufficient number of employees. Marimekko's success hinges on the company's ability to recruit and retain expert employees and freelance product designers in its service.

Contractual risks

The Group is not party to any significant agreements that would come into force, be amended or be terminated if controlling interest in the company were to change due to a public tender offer.

Key financial figures of the Group

Formulas for the key figures

RETURN ON EQUITY (ROE), %

$$\frac{\text{Profit before extraordinary items – taxes (excl. of taxes on extraordinary items)}}{\text{Shareholders' equity (average for the financial year)}} \times 100$$

RETURN ON INVESTMENT (ROI), %

$$\frac{\text{Profit before extraordinary items + interest and other financial expenses}}{\text{Balance sheet total – non-interest-bearing liabilities (average for the financial year)}} \times 100$$

EQUITY RATIO, %

$$\frac{\text{Shareholders' equity}}{\text{Balance sheet total – advances received}} \times 100$$

EARNINGS PER SHARE (EPS), EUR

$$\frac{\text{Profit before extraordinary items – taxes (excl. of taxes on extraordinary items)}}{\text{Number of shares (average for the financial year)}}$$

EQUITY PER SHARE, EUR

$$\frac{\text{Shareholders' equity}}{\text{Number of shares, 31 Dec.}}$$

DIVIDEND PER SHARE, EUR

$$\frac{\text{Dividend paid for the financial year}}{\text{Number of shares, 31 Dec.}}$$

DIVIDEND PER PROFIT, %

$$\frac{\text{Dividend paid for the financial year}}{\text{Profit (as in the key figure for earnings per share)}} \times 100$$

EFFECTIVE DIVIDEND YIELD, %

$$\frac{\text{Dividend per share}}{\text{Adjusted share price, 31 Dec.}} \times 100$$

P/E RATIO

$$\frac{\text{Adjusted share price, 31 Dec.}}{\text{Earnings per share (EPS)}}$$

INTEREST-BEARING NET DEBT

Interest-bearing liabilities – cash in hand and at banks – interest-bearing loan receivables

GEARING, %

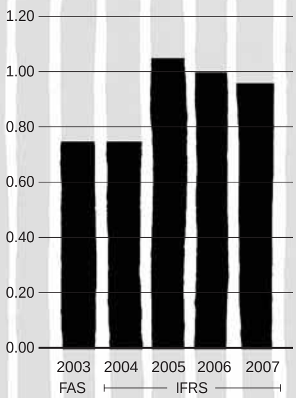
$$\frac{\text{Interest-bearing net debt}}{\text{Shareholders' equity}} \times 100$$

Per-share key figures

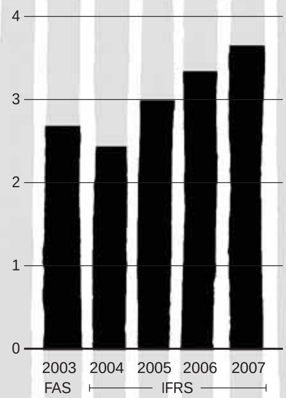
	FAS 2003	IFRS 2004	IFRS 2005	IFRS 2006	IFRS 2007
Earnings per share (EPS), EUR	0.75	0.75	1.05	1.00	0.96
Equity per share, EUR	2.69	2.45	3.00	3.35	3.66
Dividend per share, EUR	1.00	0.50	0.65	0.65	*) 0.65
Dividend per profit, %	133.0	67.1	62.0	65.4	67.7
Effective dividend yield, %	10.9	3.4	4.0	4.4	4.0
P/E ratio	12.2	19.7	15.5	14.6	19.0
Adjusted average number of shares, 1,000	8,040	8,040	8,040	8,040	8,040
Adjusted number of shares at the end of the period, 1,000	8,040	8,040	8,040	8,040	8,040

*) The Board of Directors' proposal to the Annual General Meeting.

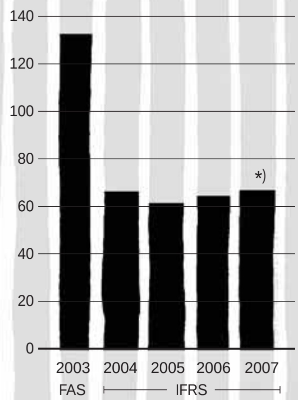
Earnings per share
EUR



Equity per share
EUR



Dividend per profit
%



*) Proposal by the Board of Directors

Quarterly trends 2006–2007

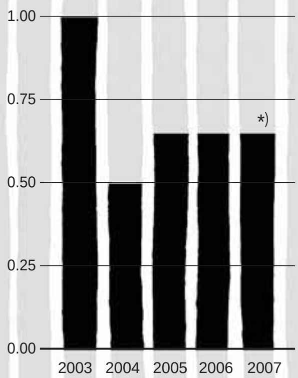
	Jan.–March		April–June		July–Sept.		Oct.–Dec.	
	2007	2006	2007	2006	2007	2006	2007	2006
Net sales, EUR 1,000	16,912	16,174	16,997	16,751	20,699	18,357	22,656	20,142
Operating profit, EUR 1,000	1,497	1,452	1,643	2,144	3,965	3,492	3,382	3,776
Profit before extraordinary items and taxes, EUR 1,000	1,513	1,442	1,623	2,114	3,931	3,478	3,375	3,762
Net profit, EUR 1,000	1,124	1,071	1,195	1,560	2,912	2,580	2,486	2,779
Earnings per share, EUR	0.14	0.13	0.15	0.20	0.36	0.32	0.31	0.35
Equity per share, EUR	3.49	3.14	2.98	2.68	3.35	3.00	3.66	3.34

Five-year review

	FAS 2003	IFRS 2004	IFRS 2005	IFRS 2006	IFRS 2007
Net sales, EUR 1,000	56,587	64,592	67,219	71,424	77,264
Change in net sales, %	14.7	14.1	4.1	6.3	8.2
Operating profit, EUR 1,000	8,849	*) 9,129	11,413	10,864	10,487
% of net sales	15.6	14.1	17.0	15.2	13.6
Financial income, EUR 1,000	67	51	87	124	153
Financial expenses, EUR 1,000	-379	-228	-153	-192	-198
Profit before taxes, EUR 1,000	8,537	8,952	11,347	10,796	10,442
% of net sales	15.1	13.9	16.9	15.1	13.5
Taxes, EUR 1,000	2,492	2,957	2,923	2,806	2,725
Profit after taxes, EUR 1,000	6,045	5,995	8,424	7,990	7,717
Balance sheet total, EUR 1,000	33,592	32,735	36,302	38,170	40,690
Interest-bearing liabilities, EUR 1,000	6,004	4,912	3,738	2,642	1,791
Shareholders’ equity and reserves, EUR 1,000	21,653	19,733	24,137	26,901	29,395
Return on equity (ROE), %	30.6	28.9	38.4	31.3	27.4
Return on investment (ROI), %	34.6	35.0	43.9	38.2	35.0
Equity ratio, %	64.5	60.3	66.5	70.5	72.7
Gearing, %	-11.8	-13.9	-15.6	-11.7	-15.2
Gross investments, EUR 1,000	893	2,234	1,361	2,455	1,365
% of net sales	1.6	3.5	2.0	3.4	1.8
Average personnel	356	375	371	393	405
Personnel at the end of the financial year	365	355	377	396	411

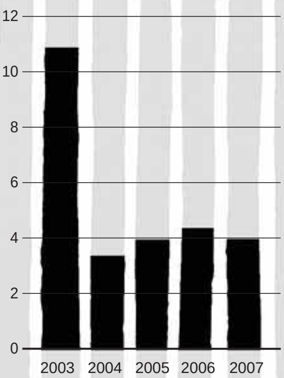
*) Includes a non-recurring capital loss of EUR 1,235 thousand on the sale of the shares in Gemmi Furs Oy (former Grünstein Product Oy).

Dividend per share
EUR

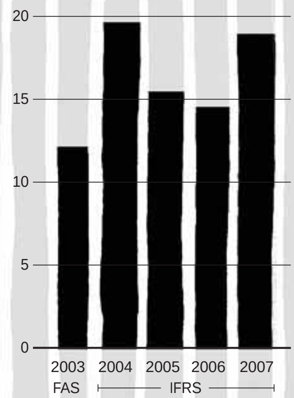


*) Proposal by the Board of Directors

Effective dividend yield
%



P/E ratio



Parent company financial statements, FAS

Parent company balance sheet

(EUR 1,000)			31 Dec. 2007		31 Dec. 2006
ASSETS					
FIXED ASSETS	1.				
Intangible assets	1.1				
Intangible rights		**126**		122	
Other capitalised expenditure		**957**	**1 083**	919	1 041
Tangible assets	1.2				
Machinery and equipment		**2 949**		2 629	
Other tangible assets		**4**		4	
Advance payments and acquisitions in progress		**26**	**2 979**	2	2 635
Investments	1.3				
Participations in Group companies		**2 477**		2 477	
Other shares and participations		**17**	**2 494**	17	2 494
CURRENT ASSETS					
Inventories	2.				
Raw materials and consumables		**6 607**		5 396	
Incomplete products		**136**		144	
Finished products/goods		**10 016**		9 359	
Advance payments		**443**	**17 202**	314	15 213
Current receivables	3.				
Trade receivables		**4 470**		4 614	
Receivables from Group companies		**1 951**		2 436	
Other receivables		**29**		20	
Prepaid expenses and accrued income		**926**	**7 376**	799	7 869
Cash in hand and at banks			**5 813**		5 439
ASSETS, TOTAL			**36 947**		34 691

Parent company balance sheet

(EUR 1,000)			31 Dec. 2007		31 Dec. 2006
LIABILITIES					
SHAREHOLDERS' EQUITY	4.				
Share capital			**8 040**		8 040
Retained earnings			**10 560**		8 012
Profit for the period			**7 375**		7 774
			25 975		23 826
ACCUMULATED APPROPRIATIONS	5.				
Depreciation difference			**1 173**		1 196
CREDITORS	6.				
Non-current liabilities	6.1				
Loans from financial institutions				286	
Pension loans		**185**	**185**	555	841
Current liabilities	6.2				
Loans from financial institutions		**286**		571	
Pension loans		**370**		370	
Advances received		**229**		5	
Trade payables		**2 873**		2 760	
Debts to Group companies		**808**		685	
Other liabilities		**3 291**		2 765	
Accrued liabilities and deferred income		**1 757**	**9 614**	1 672	8 828
LIABILITIES, TOTAL			**36 947**		34 691

Parent company income statement

(EUR 1,000)			1 Jan.–31 Dec. 2007		1 Jan.–31 Dec. 2006
NET SALES			**76 276**		70 782
Increase or decrease in inventories of completed and unfinished products			**649**		87
Other operating income	7.		**38**		29
Materials and services	8.				
Materials and supplies					
Purchases during the financial year		**23 658**		20 427	
Change in inventories		**-1 211**		-277	
External services		**12 387**	**34 834**	11 007	31 157
Personnel expenses	9.				
Salaries, wages and bonuses		**8 621**		7 584	
Indirect social expenditure					
Pension expenses		**1 405**		1 126	
Other indirect social expenditure		**538**	**10 564**	488	9 198
Depreciation and impairment	10.				
Depreciation according to plan			**900**		726
Other operating expenses	11.		**20 699**		19 136
OPERATING PROFIT			**9 966**		10 681
Financial income and expenses	12.				
Other interest and financial income					
From Group companies		**45**		34	
From others		**149**		123	
Interest and other financial expenses					
To Group companies		**-3**		-2	
To others		**-192**	**-1**	-180	-25
PROFIT BEFORE EXTRAORDINARY ITEMS			**9 965**		10 656
Extraordinary items	13.				
Extraordinary expenses					-167
PROFIT BEFORE APPROPRIATIONS AND TAXES			**9 965**		10 489
Appropriations	14.				
Change in depreciation difference			**23**		30
Income taxes	15.		**-2 613**		-2 745
NET PROFIT FOR THE PERIOD			**7 375**		7 774

Parent company cash flow statement

(EUR 1,000)	**2007**	**2006**
CASH FLOW FROM OPERATIONS		
Profit before extraordinary items	**9 965**	10 656
Adjustments		
Depreciation according to plan	**900**	726
Financial income and expenses		25
Cash flow before change in working capital	**10 865**	11 407
Change in working capital	**-23**	-4 057
Cash flow from operations before financial items and taxes	**10 842**	7 350
Paid interest and payments on other operational financial expenses	**-204**	-185
Interest received from operations	**192**	135
Direct taxes paid	**-2 999**	-2 885
CASH FLOW FROM OPERATIONS	**7 831**	4 415
CASH FLOW FROM INVESTMENTS		
Investments in tangible and intangible assets	**-1 440**	-91
CASH FLOW FROM INVESTMENTS	**-1 440**	-91
CASH FLOW FROM FINANCING		
Short-term loans drawn	**4 150**	3 000
Short-term loans repaid	**-4 000**	-3 100
Long-term loans repaid	**-941**	-941
Dividends paid	**-5 226**	-5 226
CASH FLOW FROM FINANCING	**-6 017**	-6 267
Change in financial assets	**374**	-1 943
Financial assets at the beginning of the financial period	**5 439**	7 382
Financial assets at the end of the financial period	**5 813**	5 439

Notes to the parent company financial statements

ACCOUNTING POLICY

Marimekko Corporation's financial statements have been prepared in accordance with the legislation and regulations that are in force in Finland. The financial period of the Company is the calendar year.

Measurement of fixed assets

Fixed assets are recorded in the balance sheet at the original acquisition cost less depreciation according to plan. Depreciation according to plan has been calculated using straight-line depreciation on the estimated useful life of the fixed assets.

Periods for depreciation:	
Intangible rights	5–10 years
Other long-term expenditure	3–10 years
Machinery and equipment	5–15 years

Inventories

Inventories are presented in accordance with the FIFO principle at the acquisition cost or at the lower replacement cost or the probable market price. The value of inventories does not include any share of fixed purchasing and manufacturing costs.

Pension commitments

The pension security of the Company's personnel has been arranged under the statutory employee pension plan (TyEL) through a pension insurance company.

Items denominated in foreign currency

The foreign-currency-denominated receivables and liabilities of the Company have been converted to euro amounts using the exchange rates quoted by the European Central Bank on the closing date.

Leasing

Leasing payments are treated as rental expenditures.

Appropriations

On the basis of local legislation and accounting practices, companies in Finland and Sweden can, in their separate financial statements, record in appropriations the depreciation difference and the change in voluntary reserves, which are items that mainly have an effect on taxation.

Taxes

Recorded as direct taxes are the direct taxes calculated from the taxable result of the Company.

Notes to the balance sheet

(EUR 1,000)

1. FIXED ASSETS

1.1 Intangible assets

2007	Intangible rights	Other capitalised expenditure	Total
Intangible rights			
Acquisition cost, 1 Jan. 2007	356	3 153	3 509
Increases	39	267	306
Acquisition cost, 31 Dec. 2007	395	3 420	3 815
Accumulated depreciation, 1 Jan. 2007	234	2 234	2 468
Depreciation during financial period	35	229	264
Accumulated depreciation, 31 Dec. 2007	269	2 463	2 732
Book value, 31 Dec. 2007	126	957	1 083

2006	Intangible rights	Other capitalised expenditure	Total
Intangible rights			
Acquisition cost, 1 Jan. 2006	327	2 403	2 730
Increases	29	750	779
Acquisition cost, 31 Dec. 2006	356	3 153	3 509
Accumulated depreciation, 1 Jan. 2006	203	2 016	2 219
Depreciation during financial period	31	218	249
Accumulated depreciation, 31 Dec. 2006	234	2 234	2 468
Book value, 31 Dec. 2006	122	919	1 041

1.2 Tangible assets

2007	Machinery and equipment	Other tangible assets	Advance payments and acquisitions in progress	Total
Acquisition cost, 1 Jan. 2007	6 353	4	2	6 359
Increases	956		944	1 900
Decreases	-198		-920	-1 118
Acquisition cost, 31 Dec. 2007	7 111	4	26	7 141
Accumulated depreciation, 1 Jan. 2007	3 724			3 724
Depreciation during financial period	636			636
Accumulated depreciation of decreases	-198			-198
Accumulated depreciation, 31 Dec. 2007	4 162			4 162
Book value, 31 Dec. 2007	2 949	4	26	2 979

2006	Machinery and equipment	Other tangible assets	Advance payments and acquisitions in progress	Total
Acquisition cost, 1 Jan. 2006	6 533	4	356	6 893
Increases	1 198		1 292	2 490
Decreases	-1 378		-1 646	-3 024
Acquisition cost, 31 Dec. 2006	6 353	4	2	6 359
Accumulated depreciation, 1 Jan. 2006	3 247			3 247
Depreciation during financial period	477			477
Accumulated depreciation, 31 Dec. 2006	3 724			3 724
Book value, 31 Dec. 2006	2 629	4	2	2 635

Book value of production machinery and equipment	
31 Dec. 2007	1 866
31 Dec. 2006	1 269

1.3 Investments

2007	**Shares in Group companies**	**Other shares and participations**	**Total**
Acquisition cost, 1 Jan. 2007	2 766	17	2 783
Acquisition cost, 31 Dec. 2007	2 766	17	2 783
Accumulated depreciation, 31 Dec. 2007	289		289
Book value, 31 Dec. 2007	2 477	17	2 494

2006	**Shares in Group companies**	**Other shares and participations**	**Total**
Acquisition cost, 1 Jan. 2006	2 766	17	2 783
Acquisition cost, 31 Dec. 2006	2 766	17	2 783
Accumulated depreciation, 31 Dec. 2006	289		289
Book value, 31 Dec. 2006	2 477	17	2 494

1.3 INVESTMENTS

Group companies Company and domicile	**Parent company's holding, %**
Decembre Oy, Helsinki, Finland	100
Keskinäinen Kiinteistö Oy Marikko, Helsinki, Finland	100
Marimekko AB, Stockholm, Sweden	100
Marimekko GmbH, Frankfurt am Main, Germany	100
Marimekko Kitee Oy, Kitee, Finland	100
Marimekko Tuotanto Oy, Helsinki, Finland	100

(EUR 1,000)	2007	2006
2. INVENTORIES		
Raw materials and consumables	6 607	5 396
Incomplete products	136	144
Finished products/goods	10 016	9 359
Advance payments	443	314
Total	17 202	15 213
3. CURRENT RECEIVABLES		
Trade receivables	4 470	4 614
Receivables from Group companies		
Trade receivables	1 148	1 065
Loan receivables	750	1 000
Prepaid expenses and accrued income	53	371
Total	1 951	2 436
Other receivables	29	20
Prepaid expenses and accrued income	926	799
Total	7 376	7 869
Prepaid expenses and accrued income		
Interest receivables	30	28
Royalty receivables	461	610
Other prepaid expenses and accrued income	435	161
Total	926	799
4. SHAREHOLDERS' EQUITY		
Share capital, 1 Jan.	8 040	8 040
Share capital, 31 Dec.	8 040	8 040
Retained earnings, 1 Jan.	15 786	13 238
Dividend payout	-5 226	-5 226
Retained earnings, 31 Dec.	10 560	8 012
Net profit for the period	7 375	7 774
SHAREHOLDERS' EQUITY, TOTAL	25 975	23 826
Calculation of distributable funds, 31 Dec.		
Retained earnings	10 560	8 012
Net profit for the period	7 375	7 774
Total	17 935	15 786

(EUR 1,000)	2007	2006
5. ACCUMULATED APPROPRIATIONS		
Accumulated depreciation difference		
Intangible rights	19	13
Other capitalised expenditure	76	92
Machinery and equipment	1 078	1 091
Total	1 173	1 196
6. LIABILITIES		
Interest-bearing liabilities		
Non-current	185	841
Current	1 606	1 741
Total	1 791	2 582
Non-interest-bearing liabilities		
Current	8 008	7 087
Total	8 008	7 087
6.1 Non-current liabilities		
Loans from financial institutions		286
Pension loans	185	555
Total	185	841

Non-current liabilities do not include liabilities that mature in more than five years.

(EUR 1,000)	2007	2006
6.2 Current liabilities		
Loans from financial institutions	286	571
Pension loans	370	370
Advances received	229	5
Trade payables	2 873	2 760
Debts to Group companies		
Trade payables	711	407
Other current liabilities	71	62
Accrued liabilities and deferred income	26	216
Total	808	685
Other current liabilities	3 291	2 765
Accrued liabilities and deferred income	1 757	1 672
Total	9 614	8 828
Accrued liabilities and deferred income		
Interest	4	12
Wages and salaries, with social security contributions	1 687	1 385
Taxes		206
Other accrued liabilities and deferred income	66	69
Total	1 757	1 672

(EUR 1,000)	**2007**	**2006**
GUARANTEES, CONTINGENT LIABILITIES AND OTHER COMMITMENTS		
For own liabilities		
Pledges given	12	12
Guarantees	566	606
Corresponding commitments	577	618
Corporate mortgages and mortgaged promissory notes	1 514	1 514
Corresponding pension loan	811	975
For the liabilities of the Group company		
Guarantees	158	165
For the liabilities of other companies		
Guarantees	811	975
Other own liabilities and commitments		
Leasing liabilities		
Payments due in the following financial year	72	96
Payments due later	67	99
Total	139	195
Liabilities relating to lease agreements		
Payments due in the following financial year	2 155	1 438
Payments due later	8 927	5 415
Total	11 082	6 853

The parent company has no liabilities from derivative contracts.

RELATED PARTY TRANSACTIONS

The parent company has granted a loan guarantee on behalf of a related-party company (Gemmi Furs Oy) as part of business operations. At 31 Dec. 2007, the guarantee amounted to EUR 811 thousand. As a counter-guarantee, the debtor has given the parent company a counter-obligation and corporate mortgages amounting to EUR 1,177 thousand.

Notes to the income statement

(EUR 1,000)	2007	2006
7. OTHER OPERATING INCOME		
Rental income		4
Other income	38	25
Total	38	29
8. MATERIALS AND SERVICES		
Materials and supplies		
Purchases during the financial period	23 658	20 427
Change in inventories	-1 211	-277
Total	22 447	20 150
External services	12 387	11 007
Total	34 834	31 157
9. PERSONNEL EXPENSES		
Salaries, wages and bonuses	8 621	7 584
Pension and pension insurance payments	1 405	1 126
Other indirect social expenditure	538	488
Total	10 564	9 198
Salaries and bonuses for management		
Members of the Board of Directors and the president	230	170
Average personnel		
Salaried employees	229	214
Total	229	214
10. DEPRECIATION AND IMPAIRMENT		
Intangible assets		
Intangible rights	35	31
Other capitalised expenditure	229	218
Total	264	249
Tangible assets		
Machinery and equipment	636	477
Total	636	477
Total	900	726

(EUR 1,000)	2007	2006
11. OTHER OPERATING EXPENSES		
Rents	3 408	3 237
Marketing	4 097	3 867
Other expenses	13 194	12 032
Total	20 699	19 136
12. FINANCIAL INCOME AND EXPENSES		
Other interest and financial income		
From Group companies	45	34
From others	149	123
Total	194	157
Interest and other financial expenses		
To Group companies	3	2
To others	192	180
Total	195	182
Financial income and expenses, total	-1	-25
Financial income and expenses include exchange rate differences (net)		
From others	13	12
Total	13	12
13. EXTRAORDINARY ITEMS		
Group contributions		-167
14. APPROPRIATIONS		
Change in depreciation difference	23	30
15. INCOME TAXES		
Income taxes on extraordinary items		-43
Income taxes on operations	2 613	2 788
Total	2 613	2 745

The Board of Directors' proposal for the distribution of profit

Marimekko Corporation's distributable funds on 31 December 2007 amounted to EUR 17,934,598.73, of which the profit for the financial period accounts for EUR 7,374,987.64.

The Board of Directors will propose to the Annual General Meeting that a dividend of EUR 0.65 per share be paid for the financial year to a total of EUR 5,226,000.00 and that the rest be retained as earnings.

Helsinki, 23 January 2008

Matti Kavetvuo	Tarja Pääkkönen	Kirsti Paakkanen President

Auditors' report

To the shareholders of Marimekko Corporation

We have audited the accounting, the financial statements, the report of the Board of Directors and the corporate governance of Marimekko Corporation for the financial period from 1 January to 31 December 2007. The Board of Directors and the president have prepared the consolidated financial statements in accordance with the International Financial Reporting Standards (IFRS) approved for use in the EU as well as the report of the Board of Directors and the parent company's financial statements, which include the parent company's balance sheet, income statement, cash flow statement and notes to the financial statements, in accordance with Finnish rules and regulations. Based on the audit, we express an opinion on the consolidated financial statements, the report of the Board of Directors, the parent company's financial statements and corporate governance.

We have conducted the audit in accordance with Finnish Auditing Standards. Those standards require that we perform the audit to obtain reasonable assurance as to whether the financial statements and the report of the Board of Directors are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements and the report of the Board of Directors, assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall presentation. The purpose of the audit of corporate governance is to examine that the Board of Directors and the president of the parent company have legally complied with the rules of the Companies Act.

Consolidated financial statements

The consolidated financial statements have been prepared in accordance with International Financial Reporting Standards (IFRS) as approved for use in the EU. The financial statements give a true and fair view, as defined in the Accounting Act and the IFRS standards, of the Group's result of operations and financial position.

Parent company's financial statements and administration and the report of the Board of Directors

The parent company's financial statements have been prepared in accordance with the Accounting Act and other rules and regulations governing the preparation of financial statements. The financial statements give a true and fair view, as defined in the Accounting Act, of the parent company's result of operations and financial position.

The report of the Board of Directors has been prepared in accordance with the Accounting Act and other rules and regulations governing the preparation of Board reports. The report of the Board of Directors is consistent with the financial statements and gives a true and fair view, as defined in the Accounting Act, of the consolidated and parent company's result of operations and financial position.

The consolidated financial statements and the parent company's financial statements can be adopted and the members of the Board of Directors and the president of the parent company can be discharged from liability for the period audited by us. The proposal by the Board of Directors regarding the distribution of retained earnings is in compliance with the Companies Act.

Helsinki, 31 January 2008

Nexia Tilintarkastus Oy
Authorised Public Accountants
Seppo Tervo
Authorised Public Accountant

Administration and auditors

BOARD OF DIRECTORS

Matti Kavetvuo, born 1944
M.Sc. (Eng.), B.Sc. (Econ.)
Member of the Board since 1997, Chairman of the Board from 12 April 2007
Term of office: 2007
Primary work experience: Managing Director of Pohjola-Yhtymä Vakuutus Oy 2000–2001; Managing Director of Valio Ltd 1992–1999; Managing Director of Orion-yhtymä Oy 1985–1991; Managing Director of Instrumentarium Corporation 1979–1984
Current key positions of trust: Chairman of the Board of Metso Corporation; Chairman of the Board of Orion Corporation; Vice Chairman of the Board of Alma Media Corporation; member of the Board of Konecranes Plc
Shareholding in the company, 31 December 2007: 1,500

Kari Miettinen, born 1951
B.Sc. (Econ.), Authorised Public Accountant
Chairman of the Board since 1991
Term of office: from 1 January to 12 April 2007
Shareholding in the company, 31 December 2007: 48,000

Kirsti Paakkanen, born 1929
Member of the Board since 1991
Term of office: 2007
Primary work experience: President of Marimekko Corporation 1991–2008; Managing Director of Advertising Agency Womena Oy 1969–1991
Shareholding in the company, 31 December 2007: 804,000
(Share of voting rights: 0.00%, taking into account the voting authorisation granted to Muotitila Ltd on 31 October 2007.)

Tarja Pääkkönen, born 1962
Ph.D. (Eng., Business Strategies)
Member of the Board since 2007
Term of office: 2007
Principal occupation: Senior Vice President of Itella Corporation 2005–
Primary work experience: Several positions in Nokia Corporation 1995–2004, including Director of Business Unit and Senior Vice President of Nokia Multimedia, as well as Product Development Director and member of the Management Board of Nokia Mobile Phones, Technology
Current key positions of trust: General Executive MBA programme's Advisory Board; member of MJR; member of Itella Group's Executive Board
Shareholding in the company, 31 December 2007: 700

PRESIDENT AND CEO as of 1 February 2008

Mika Ihamuotila, born 1964
Ph.D. (Econ.)
Primary work experience: President and CEO of Sampo Bank plc 2001–2007; President and CEO of Mandatum Bank Plc 2000–2001; Executive Director of Mandatum Bank Plc 1998–2000; Partner of Mandatum & Co Ltd 1994–1998
Current key positions of trust: Deputy Chairman of the Board of Elisa Corporation
Shareholding in the company, 31 December 2007: 1,045,200

AUDITORS

Regular auditor
Nexia Tilintarkastus Oy
Chief auditor: **Seppo Tervo**, Authorised Public Accountant

Deputy auditor
Matti Hartikainen, Authorised Public Accountant

MANAGEMENT GROUP as of 1 February 2008

Chairman:

Mika Ihamuotila, President and CEO from 1 February 2008
Employed by the company from 1 November 2007

Members:

Thomas Ekström, finance and administration
Employed by the company since 2006

Marja Korkeela, Group communications and investor relations
Employed by the company since 1999

Päivi Lonka, exports and licensing sales
Employed by the company since 2004

Sirpa Loukamo, clothing and accessories
Employed by the company since 1973

Mervi Metsänen-Kalliovaara, domestic wholesale, business-to-business sales, sales development
Employed by the company from 18 December 2007

Piia Rossi, company-owned retail stores
Employed by the company since 1988

Kirsi Räikkönen, brand and marketing communications
Employed by the company from 16 April 2007

Helinä Uotila, production, purchases, interior decoration
Employed by the company since 1972

Shares and shareholders

Shares

Marimekko Corporation's share is quoted in the Consumer Discretionary sector of the OMX Nordic Exchange Helsinki. Marimekko Corporation was listed on the I List of the Helsinki Stock Exchange in March 1999 and on the main list on 27 December 2002.

The company has one series of shares, each conferring the same voting rights to their holders. The company's shares have been included in the book-entry register since 17 February 1999.

Share capital

Marimekko Corporation's paid-in share capital, as recorded in the Trade Register, amounts to EUR 8,040,000, consisting of 8,040,000 shares, each having an accounting countervalue of one (1) euro. According to the Articles of Association, the minimum share capital is EUR 3,000,000 and the maximum share capital is EUR 12,000,000. The minimum number of shares is 5,000,000 and the maximum number is 20,000,000.

Changes in the share capital

2003 split and bonus issue
The number of shares was doubled (split), without increasing the share capital, in proportion to the existing holdings of shareholders. Due to doubling the number of shares, each share with an accounting countervalue of two (2) euros was split into two shares with an accounting countervalue of one (1) euro each.

The share capital was increased by means of a bonus issue of EUR 2,680,000, from EUR 5,360,000 to EUR 8,040,000. In the bonus issue, 2,680,000 new shares with an accounting countervalue of one (1) euro were issued. The bonus issue was implemented by transferring EUR 2,680,000 to the share capital so that the funds from the premium fund and reserve fund were transferred in full and the rest from retained earnings. In the bonus issue, a shareholder received, without consideration, one (1) new share for each two (2) post-split shares with an accounting countervalue of one (1) euro. Trading in the split and bonus issue shares began on the Helsinki Stock Exchange on 7 April 2003.

Authorisations

At the end of 2007, the Board of Directors did not have any valid authorisations to carry out a share issue or issue of convertible bonds or bonds with warrants, or to acquire or transfer the company's shares. Marimekko Corporation does not own any Marimekko shares.

Dividends policy

Marimekko aims to pay a regular dividend every year. The dividends to be paid and their amount and the payout date depend on the company's financial result, financial situation, equity ratio, need for working capital and other factors. Marimekko intends to follow a stable and active dividends policy that by and large reflects the company's earnings trend. Marimekko's goal is to distribute as dividends at least half of earnings per share annually.

Dividends for 2006

A dividend of EUR 0.65 per share to a total of EUR 5,226,000 was paid for 2006 in accordance with the decision of the Annual General Meeting held on 12 April 2007. The dividend was paid out on 24 April 2007.

Proposal for the dividend for 2007

The Board of Directors will propose to the Annual General Meeting that the dividend to be paid for the 2007 financial year be EUR 0.65 per share to a total of EUR 5,226,000. The proposed dividends amount to 67.7% of the Group's earnings per share for 2007.

Shareholders

According to the book-entry register, Marimekko Corporation had 5,331 registered shareholders at the end of the 2007 financial year. At the turn of the year, 19.6% of the shares were registered in a nominee's name and 13.5% were in foreign ownership.

Flagging notifications

Morgan Stanley & Co. International plc
Morgan Stanley & Co. International plc's share of Marimekko Corporation's share capital and voting rights rose to 5.08%, or 408,689 shares, as a result of a transaction made on 12 April 2007; and then fell to 4.77%, or 383,689 shares, as a result of a transaction made on 20 April 2007.

Grantham, Mayo, Van Otterloo & Co. LLC
Grantham, Mayo, Van Otterloo & Co. LLC's share of Marimekko Corporation's share capital and voting rights fell to 4.75%, or 382,200 shares, as a result of a transaction made on 27 June 2007.

Workidea Oy ja Muotitila Oy
In a transaction made on 31 October 2007, Workidea Oy – a company controlled by Kirsti Paakkanen – sold 804,000 shares in Marimekko Corporation (10.00% of the shares outstanding) to Muotitila Ltd, a company controlled by Mika Ihamuotila. As the result of this transaction, Workidea Oy's share of Marimekko Corporation's share capital and voting rights fell from 20.00% to 10.00%, that is, to 804,000 shares. Workidea Oy and Muotitila Ltd also issued notification of an agreement signed on 31 October 2007. This agreement grants Muotitila Ltd the right to acquire the remaining shares in Marimekko Corporation held by Workidea Oy – a total of 804,000 shares – at any time before the end of 2008. If Muotitila Ltd exercises its right, Workidea Oy's share of Marimekko Corporation's share capital and voting rights will fall to 0.00% and Muotitila Ltd's share of Marimekko Corporation's share capital and voting rights will exceed 1/5.

As part of the above agreement, Workidea Oy authorised Muotitila Ltd, as of 31 October 2007, to use the voting rights attached to the shares covered by the agreement in ordinary matters handled by general meetings of shareholders. Based on this authorisation, Workidea Oy's share of Marimekko Corporation's voting rights fell below 1/20. The authorisation will be automatically cancelled if Muotitila Ltd has not used its right to acquire the shares by the end of 2008. After the transaction and agreement, Workidea Oy's share of Marimekko Corporation's share capital is 10.00% and its voting rights – taking into account the voting authorisation – stand at 0.00%. After the agreement and transactions made on 31 October 2007, Muotitila Ltd's share of Marimekko Corporation's share capital is 13.00% and its voting rights – taking into account the voting authorisation – amount to 23.00%.

Fautor SPRLU

Fautor SPRLU's share of Marimekko Corporation's share capital and voting rights rose to 5.04%, or 405,000 shares, as a result of a transaction made on 1 November 2007; and then rose again to 10.58%, or 850,377 shares, as a result of a transaction made on 21 November 2007.

Management's shareholding

At the end of 2007, members of the Board of Directors and the president of the company either directly or indirectly owned 10.03% of the company's share capital and controlled 0.03% of the total votes conferred by the company's shares. Changes that occurred on 31 October 2007 in the shareholdings of members of the Board of Directors and the president of the company are detailed under Flagging notifications / Workidea Oy and Muotitila Ltd.

Marimekko shares owned directly or indirectly by members of the Board of Directors, 31 December 2007

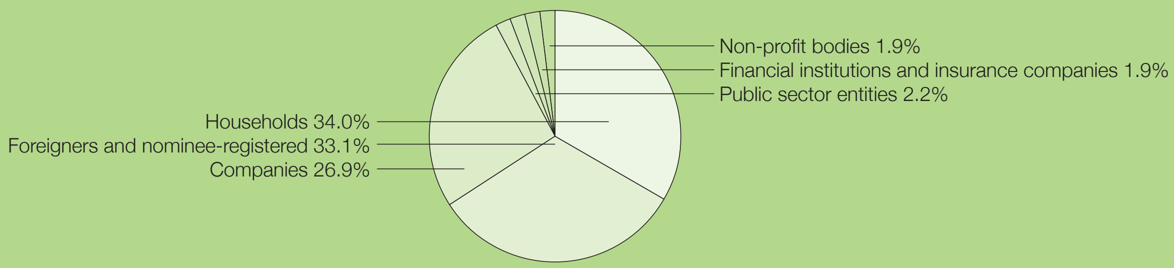
	Shares	Percentage of shares	Percentage of votes
Matti Kavetvuo	1,500	0.02	0.02
Kirsti Paakkanen	804,000	10.00	*) 0.00
Tarja Pääkkönen	700	0.01	0.01
Total	806,200	10.03	0.03

*) Taking into account the voting authorisation granted to Muotitila Ltd on 31 October 2007.

Breakdown of ownership by owner group, 31 December 2007

Owner	**Shareholders No.**	**%**	**Shares No.**	**%**	**Votes No.**	**%**
Companies	188	3.53	2,161,791	26.89	2,161,791	26.89
Financial institutions and insurance companies	6	0.11	154,162	1.92	154,162	1.92
Public sector entities	2	0.04	179,800	2.24	179,800	2.24
Non-profit bodies	33	0.62	153,688	1.91	153,688	1.91
Households	5,066	95.03	2,732,596	33.99	2,732,596	33.99
Foreigners and nominee-registered	36	0.68	2,657,963	33.06	2,657,963	33.06
TOTAL	5,331	100.00	8,040,000	100.00	8,040,000	100.00

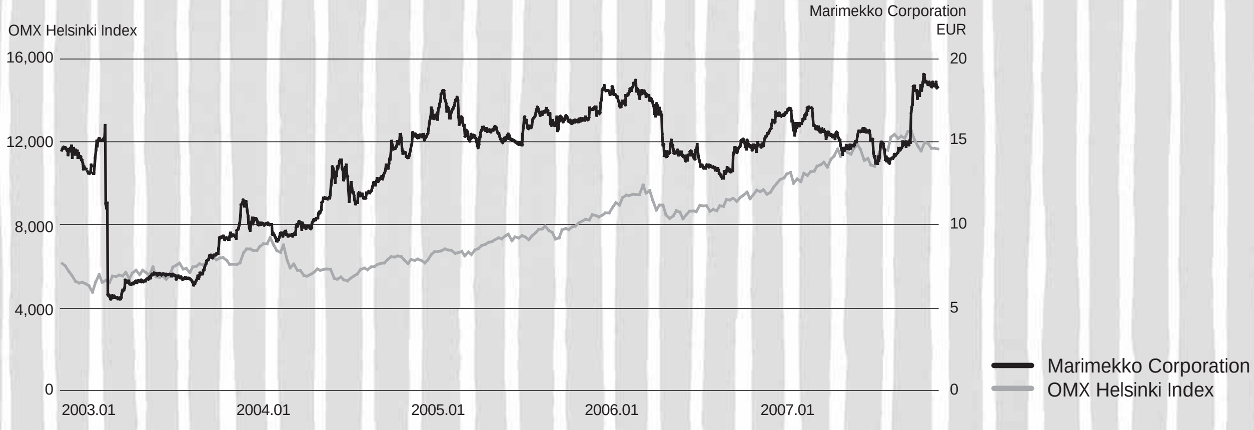
Breakdown of ownership by owner group
31 December 2007



Ownership by size of holding, 31 December 2007

Shares	Shareholders		Shares		Votes	
No.	No.	%	No.	%	No.	%
1–100	1,953	36.63	135,481	1.69	135,481	1.69
101–500	2,133	40.01	609,688	7.58	609,688	7.58
501–5,000	1,163	21.82	1,549,307	19.27	1,549,307	19.27
5,001–100,000	72	1.35	1,018,261	12.66	1,018,261	12.66
100,001–500,000	6	0.11	1,168,898	14.54	1,168,898	14.54
500,001–	4	0.08	3,558,365	44.26	3,558,365	44.26
TOTAL	5,331	100.00	8,040,000	100.00	8,040,000	100.00

Share price trend
2003–2007



Largest shareholders according to the book-entry register, 31 December 2007

		Percentage of holding and votes
1.	Muotitila Ltd	*)13.00/23.00
2.	Fautor SPRLU	10.58
3.	Workidea Oy	**)10.00/0.00
4.	ODIN Finland	2.78
5.	Evli Select Fund	1.87
6.	Varma Mutual Employment Pension Insurance Company	1.34
7.	Ilmarinen Mutual Pension Insurance Company	0.89
8.	Foundation for Economic Education	0.62
9.	Miettinen Kari	0.60
10.	Scanmagnetics Oy	0.50
11.	Westerberg Olof	0.44
12.	Handelsbanken Aktie Fund	0.42
13.	Fromond Elsa	0.40
14.	Säästöpankki Itämeri	0.40
15.	Karvonen Eero	0.35
Others		32.80
Nominee-registered		19.61
Total		100.00

*) The 23.00% share of voting rights takes into account the voting authorisation granted by Workidea Oy on 31 October 2007.

**) The 0.00% share of voting rights takes into account the voting authorisation granted to Muotitila Ltd on 31 October 2007.

The share transaction between Workidea Oy and Muotitila Ltd is presented on pages 76–77 under Flagging notifications / Workidea Oy and Muotitila Ltd.

Shareholder agreements

The company has not made any shareholder agreements concerning the company's shares or other commitments agreeing on the company's ownership or the use of voting rights. Nor is the company aware of any such agreements, apart from the agreement signed between Workidea Oy and Muotitila Ltd on 31 October 2007. The contents of the agreement are summarised on pages 76–77 under Flagging notifications / Workidea Oy and Muotitila Ltd.

Share turnover

In 2007, a total of 5,300,535 Marimekko shares were traded, representing 65.9% of the shares outstanding. The total value of share turnover was EUR 82,334,422. The company's market capitalisation at the end of the 2007 financial year was EUR 146,328,000 (EUR 117,786,000 on 31 December 2006).

Share price trend

	2007	2006
Low, EUR	13.10	12.52
High, EUR	19.20	18.70
Average, EUR	16.23	15.56
Closing price (31 Dec.), EUR	18.20	14.65

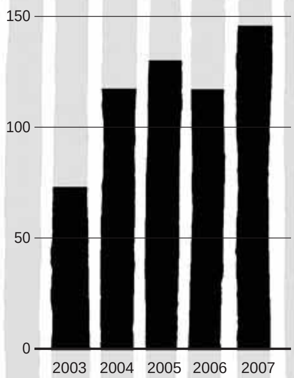
Share data

Stock exchange:	OMX Nordic Exchange Helsinki
Trading code:	MMO1V
ISIN code:	FI0009007660
List:	Nordic List
Sector:	Consumer Discretionary
Listing date:	I list, 12 March 1999
	Main list, 27 December 2002

Share price trend
2006/2007
EUR

Monthly closing price

Market capitalisation
EUR million



Information for shareholders and investors

Schedule for financial reporting in 2008

Financial statement bulletin 2007	Thursday, 24 Jan. 2008
Annual Report 2007	week 12
Interim Report Jan.–March	Tuesday, 6 May 2008
Interim Report Jan.–June	Thursday, 21 Aug. 2008
Interim Report Jan.–Sept.	Wednesday, 5 Nov. 2008

Summary of releases published in 2007

A summary of all important information released by Marimekko Corporation in 2007 is published on the company´s website www.marimekko.com under Investors/Financial Releases. All company releases are available under the News section.

Annual General Meeting

Marimekko Corporation’s Annual General Meeting will be held from 2 p.m. onwards on Thursday, 3 April 2008 at Marimekko Corporation’s head office, Puusepänkatu 4, 00880 Helsinki, Finland.

Right to attend the Annual General Meeting

Shareholders who have been registered by 24 March 2008 at the latest in the company’s Shareholder Register, which is kept by Finnish Central Securities Depository Ltd, have the right to attend the Annual General Meeting.

Registration in the Shareholder Register

The shareholder in whose name the shares are registered is automatically entered in the company’s Shareholder Register. Those owners of nominee-registered shares who wish to participate in the Annual General Meeting can be temporarily recorded in the Shareholder Register. This must be done by 24 March 2008 at the latest. For temporary registration, shareholders must contact their account custodian.

Notice of attendance at the Annual General Meeting

Shareholders who wish to attend the Annual General Meeting must notify the company of their intention to do so before 4 p.m. on 31 March 2008 at the latest:

- by post to Marimekko Corporation, Share Register, P.O. Box 107, 00811 Helsinki, Finland
- by telephone on +358 9 758 7293 (Piia Pakarinen)
- by fax on +358 9 759 1676
- by email to piia.pakarinen@marimekko.fi
- via the Investors section of the company’s website www.marimekko.com.

Notification of attendance must be received before the end of the registration period.

Dividends

The Board of Directors will propose to the Annual General Meeting that a dividend of EUR 0.65 per share be paid for 2007. The dividend will be paid to shareholders who are registered, on the dividend payout record date of 8 April 2008, in the company’s Shareholder Register kept by Finnish Central Securities Depository Ltd. The Board of Directors will propose to the Annual General Meeting that the dividend be paid on 15 April 2008.

Principles of investor relations

Marimekko Corporation complies with the principles of equity in its investor communications and publishes all its investor information primarily on its Internet site in Finnish and English.

Information sessions and closed period

Information sessions are held at least twice a year for analysts and the media, always when the financial statements and half-year results are released as well as when necessary in connection with the disclosure of other significant matters. Marimekko has a three-week closed period before the publication of earnings reports.

Financial reports

Marimekko Corporation’s Annual Report and Interim Reports are published in Finnish and English. Annual Reports are mailed to all shareholders. Interim Reports are sent, upon request, to the address provided by the subscriber. Financial information is also posted on Marimekko Corporation’s site: www.marimekko.com.

To order publications, contact:

Address	Marimekko Corporation, Communications, P.O. Box 107, 00811 Helsinki, Finland
Tel.	+358 9 758 71 +358 9 758 7238 (Communications)
Fax	+358 9 755 3051 +358 9 759 1676 (Communications)
E-mail:	info@marimekko.fi

Changes in personal information and addresses

We kindly request shareholders to submit changes of address or personal information to the custodian of their book-entry account.

Investor relations

Marja Korkeela, Group communications

Address	Marimekko Corporation, Communications, P.O. Box 107, 00811 Helsinki, Finland
Tel.	+358 9 758 7238
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Thomas Ekström, finance and administration

Address	Marimekko Corporation, Financial Administration, P.O. Box 107, 00811 Helsinki, Finland
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Banks and securities brokers analysing Marimekko

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E-mail: info@marimekko.fi
Website:
http//www.marimekko.com

MARIMEKKO STORES

Finland

Helsinki

Kamppi Shopping Centre
Urho Kekkosen katu 1
00100 Helsinki
Tel. +358 10 344 3300

Kämp Galleria
Pohjoisesplanadi 31
00100 Helsinki
Tel. +358 9 686 0240

Pohjoisesplanadi 2
00130 Helsinki
Tel. +358 9 622 2317

Hakaniemi Market Hall
00530 Helsinki
Tel. +358 9 753 6549

Itäkeskus Shopping Centre
Itäkatu 1-5 a 27
00930 Helsinki
Tel. +358 9 323 1772

Factory Shop
Kirvesmiehenkatu 7
00880 Helsinki
Tel. +358 9 758 7244

Espoo

Kulttuuriaukio
02100 Espoo
Tel. +358 9 463 230

Vantaa

Helsinki-Vantaa Airport
01530 Vantaa
Tel. +358 9 870 2110

Humppila

Factory Shop
Humppilan Lasi
31640 Humppila
Tel. +358 3 437 8702

Joensuu

Iso Myy Shopping Centre
Siltakatu 10 B
80100 Joensuu
Tel. +358 13 224 141

Jyväskylä

Torikulma
Asemakatu 12
40100 Jyväskylä
Tel. +358 14 337 3400

Kitee

Factory Shop
Karhutie 1
82500 Kitee
Tel. +358 13 414 761

Kyyjärvi

Factory Shop
Paletti Shopping Centre
Vaasantie 2 H 146
43700 Kyyjärvi
Tel. +358 14 471 784

Lahti

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15140 Lahti
Tel. +358 3 782 9455

Lempäälä

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Ideaparkinkatu 4
37570 Lempäälä
Tel. +358 10 344 3320

Rovaniemi

Sampokeskus Shopping Centre
Koskikatu 17
96200 Rovaniemi
Tel. +358 16 346 844

Factory Shop
Napapiirin Lasi
96930 Napapiiri
Tel. +358 16 356 1186

Sulkava

Factory Shop
Alanteentie 3
58700 Sulkava
Tel. +358 15 676 283

Tampere

Koskikeskus Shopping Centre
33100 Tampere
Tel. +358 3 223 7627

Sokos Department Store
Hämeenkatu 21
33200 Tampere
Tel. +358 10 765 2262

Turku

Kauppiaskatu 9
20100 Turku
Tel. +358 2 536 9950

Kristiinankatu 9
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Tel. +358 2 274 0915

Vaasa

Rewell Center
65100 Vaasa
Tel. +358 6 312 4488

Virrat

Factory Shop
Palmroth Center
Pirkantie 26
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131 59 Nacka
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AGENTS AND IMPORTERS

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cheesoonfitz@bigbond.com
Importer: fabrics

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Unit 3, 20 Wilmette Place
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Fax +61 2 9998 8222
E-mail:
sales@designmode.com.au
Importer: clothing, bags, ready-made interior decoration products

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Fax +43 316 825537
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susanna.ahvonen@apresnord.at
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Fax +45 86 26 16 31
E-mail: bs@match-interieur.dk
Agent: clothing, bags, interior decoration products

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Scandeco SARL
Les Jonquilles ”B”
Residence Estagnol
970 Chemin de Fontmerle
06600 Antibes
France
Tel. & fax +33 4 97 23 95 90
E-mail: info@scandeco.fr
Agent: bags, interior decoration products

Italy

Piccolo Museo
Via Gherla 46
31017 Crespano del Grappa
Italy
Tel. & fax +39 0423 538230
E-mail: jacques.toussaint@libero.it
Agent: clothing, bags, interior decoration products

Japan

Mitsubishi Corporation
Textile Div. Brand Unit (LXA-1)
JR Ebisu bldg, 10F 5-5
Ebisu-Minami, I-Chome
Shibuya-ku
Tokyo 150-0022
Japan
Tel. +81 3 5795 3477
Fax +81 3 5795 3486
E-mail:
eriko.sugimoto@mitsubishicorp.com
Importer: clothing, bags, interior decoration products

Look Inc. (Boutique Division)
2-7-7 Nakameguro
Meguro-ku
Tokyo 153-8638
Japan
Tel. +81 3 3794 9139
Fax +81 3 3794 9713
E-mail: tada.kazuhiro@look-inc.jp
Distributor: clothing, bags, interior decoration products

Netherlands, Belgium, Luxembourg

4nightingales bvba
Fortlaan 42
9000 Gent
Belgium
Tel. +32 9 252 56 06
Fax +32 9 270 13 66
E-mail: info@4nightingales.com
Agent: bags, interior decoration products

Nicolette Brunt
Noordmolenwerf 175
3011 DC Rotterdam
Netherlands
Tel. +31 10 4228386
Fax +31 10 4185759
E-mail: info@artencasey.nl
Agent: clothing

Norway

Artinteriør A/S
Box 57, Skøyen
0212 Oslo
Norway
Tel. +47 22 51 61 50
Fax +47 22 52 31 45
E-mail: info@marimekko.no
Agent: clothing, bags, interior decoration products

Russia, Latvia, Lithuania, Kazakhstan, Ukraine, Belarus

LH-Trade Oy
Ristiniementie 24 A 5
02320 Espoo
Finland
Tel. +358 50 5691576
Fax +358 9 2564663
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Russia

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Agent: interior decoration products

South Korea

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619-8 Shinsa-dong
Kangnam-gu
Seoul 135-894
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Tel. +82 2 3445 4776
Fax +82 2 3445 6356
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Importer: bags, interior decoration products

Spain

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20015 San Sebastián
Spain
Tel. +34 943 424 275
Fax +34 943 273 493
E-mail: rainer@eickenrodt.com
Agent: bags, interior decoration products

Switzerland

Schatulle
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4051 Basel
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Tel. +41 61 2614611
Fax +41 61 2610696
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schatulle@schatulle-basel.ch
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Fax +44 20 7224 0819
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111 South Broadway
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Fax +1 507 280-6479
E-mail: info@marimekko.us
Agent: clothing, bags, interior decoration products

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Tel. +45 66 18 19 20
Fax +45 66 18 19 97
www.leklint.com
Lampshades

Finland

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Eteläranta 4 B
00130 Helsinki
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Tel. +358 207 91 00
Fax +358 207 91 4232
E-mail: tia.yrjola@berner.fi
www.berner.fi
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Hämeentie 135
00560 Helsinki
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Fax +358 204 39 5180
www.iittala.com
Glassware, porcelain

Itella Corporation
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00011 ITELLA
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Fax +358 20 4515469
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www.itella.com
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Tel. +358 204 75 4460
Fax +358 204 75 4243
E-mail: tuomas.kahri@kone.com
www.kone.com
Patterns for elevator interiors

ONE WAY Sport Oy
Nuijamiestentie 7
00400 Helsinki
Finland
Tel. +358 9 477 4970
Fax +358 9 4774 9720
E-mail: info@onewaysport.fi
www.onewaysport.com
Poles for Nordic walking

Pyrollpack Oy
Teollisuuskyläntie 2
37500 Lempäälä
Finland
Tel. +358 30 624 2300
Fax +358 30 624 2350
E-mail:
erja.sulasaari-maki@pyroll.com
Multipurpose decorative paper

Suomen Kerta Oy
Runeberginkatu 25
48200 Kotka
Finland
Tel. +358 5 350 4400
Fax +358 5 350 4450
E-mail:
riitta.lindeberg@suomenkerta.fi
www.suomenkerta.fi
Paper napkins and tablecloths, disposable plates and cups

Netherlands

Fatboy® the original BV
De Weegschaal 2
5215 MN 's-Hertogenbosch
Netherlands
Tel. +31 73 615 4200
Fax +31 73 615 4201
E-mail: info@fatboy.nl
www.fatboy.nl
Beanbag chairs

SMEAD Europe BV
Techniekweg 1
9600 AA Hoogezand
Netherlands
Tel. +31 598 329 214
Fax +31 598 329 812
E-mail:
bernard.mazeron@smead-europe.com
www.smead.com
Notebooks, calendars, stationery

USA

Crate & Barrel
1250 Techny Road
Northbrook, IL 60062
USA
Tel. +1 847 272-2888
Fax +1 847 272-3607
www.crateandbarrel.com
Interior textiles

DelGreco Textiles, Inc.
232 East 59th Street
Ground Floor
New York, N.Y. 10022
USA
Tel. +1 212 688-5310
Fax +1 212 688-5207
www.delgrecoandcompany.com
Fabrics for outdoor use

Kenlo International Corp.
306 Fifth Aveue
New York, N.Y. 10001
USA
Tel. +1 212 695-8700
Fax +1 212 695-0213
www.kenlo.com
Umbrellas, bags, raincoats

Revman Industries, Inc.
1211 Avenue of the Americas
30th Floor
New York, N.Y. 10036
USA
Tel. +1 212 278-0300
Fax +1 212 840-8446
www.revman.com
Bed linen, bathroom textiles

Sweet Potatoes, Inc.
2390 Fourth Street
Berkeley, CA 94710
USA
Tel. +1 510 982-4600
Fax +1 510 982-4651
www.sweetpotatoes.com
Children's clothing

Zak Designs Inc.
P.O. Box 19188
Spokane, WA 99219-9188
USA
Tel. +1 509 244-0555
Fax +1 509 244-0704
www.zak.com
Plastic tabletop products

International awards and honourable mentions

In November 2007, Marimekko received an honourable mention in the Design Management Europe Award. As part of the EU's ADMIRE project, the DME Award acknowledges the corporate value of innovative and reinforcing design management.

In January 2008, Marimekko won the SIGNUM Prize, a Nordic trademark award. The prize was awarded to Marimekko for extremely consistent trademark management, active and long-term protection of intellectual property rights, and an exemplary interaction between design, fashion and brand building.

Harri Koskinen's *Frekvenssi* design was chosen the best fabric pattern of 2007 in the global Elle Deco International Design Awards (EDIDA).