

Marimekko Corporation, Stock Exchange Release, 27 February at 10 a.m.

NOTICE OF MARIMEKKO CORPORATION'S ANNUAL GENERAL MEETING

Marimekko Corporation's shareholders are invited to attend the Annual General Meeting to be held on Thursday, 12 April 2018, at Marimekko Corporation's head office from 2 p.m. onwards. The address is Puusepänkatu 4, 00880 Helsinki, Finland. The registration of attendees and the distribution of voting slips will commence at the meeting venue at 1 p.m.

A. Matters on the agenda of the Annual General Meeting and the procedure

1. Opening of the meeting
2. Calling the meeting to order
3. Election of persons to scrutinise the minutes and to supervise the counting of votes
4. Recording the legality of the meeting
5. Recording the attendance at the meeting and adoption of the list of votes
6. Presentation of the financial statements, the Report of the Board of Directors and the Auditor's Report for 2017

Review by the President and CEO

7. Adoption of the Financial Statements
8. Resolution on the use of the profit shown on the balance sheet and the payment of dividend

On 31 December 2017, the parent company's distributable funds amounted to EUR 19,194,424.94 of which EUR 4,948,190.32 was profit for the financial year. The Board of Directors proposes to the Annual General Meeting that a dividend of EUR 0.50 per share be paid for the year 2017, i.e. a total of EUR 4,044,805, and that the remaining funds be retained in equity. The Board of Directors proposes that the dividend will be paid to shareholders who are registered on the dividend payout record date of 16 April 2018 in the company's Shareholder Register held by Euroclear Finland Ltd on behalf of the Board of Directors of Marimekko Corporation. The Board of Directors proposes 23 April 2018 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.

9. Resolution on the discharge of the members of the Board of Directors and the President and CEO of the company from liability

10. Resolution on the remuneration of the members of the Board of Directors

Shareholders representing in total approximately 28% of all of the company's shares and votes have informed the company that, on the basis of the proposal of the Audit and Remuneration Committee consisting of members independent of the company and its shareholders, they propose to the Annual General Meeting that the fees payable to the members and the Chairman of the Board would remain unchanged from 2017 and be as follows: an annual remuneration of EUR 40,000 would be paid to the Chairman, EUR 30,000 to the Vice Chairman and EUR 22,000 to the other Board members.

In addition it is proposed that no separate remuneration be paid for the committee work to the persons elected to any committee. In the remuneration proposed to the Vice Chairman of the Board the possible acting also as the Chairman of the Audit and Remuneration Committee has been taken into account.

The above mentioned shareholders propose, on the basis of the proposal of the Audit and Remuneration Committee, that approximately 40% of the annual remuneration would be paid in Marimekko Corporation's shares acquired from the market and the rest in cash. The annual remuneration would be paid in cash in its entirety, if a Board member on the date of the Annual General Meeting, 12 April 2018, holds company's shares in worth of more than EUR 500,000. The shares would be acquired directly on behalf of the Board members within two weeks from the release of the interim report for 1 January - 31 March 2018 or if this would not be possible taken into account the insider rules, as soon as possible thereafter.

If Mika Ihamuotila is elected to the Board of Directors and to the Chairman of the Board of Directors as proposed in the section 12 of this notice, he will receive additionally to the annual remuneration a monthly compensation of EUR 8,800 on the basis of a separate service agreement due to his full-time chairmanship from the date of 12 April 2018. The Audit and Remuneration Committee evaluates the conditions of the above mentioned service agreement.

11. Resolution on the number of members of the Board of Directors

Shareholders who represent approximately 28% of all of Marimekko Corporation's shares and votes have informed the company that they propose to the Annual General Meeting that seven (7) members be elected to the Board of Directors.

12. Election of the members of the Board of Directors

The above-mentioned shareholders who represent approximately 28% of all of Marimekko Corporation's shares and votes have also informed the company that they propose to the Annual General Meeting that Elina Björklund, Rebekka Bay, Arthur Engel, Mika Ihamuotila, Mikko-Heikki Inkeroinen, Helle Priess and Catharina Stackelberg-Hammarén be re-elected to the Board of Directors until the close of the next Annual General Meeting.

The proposed Board members have informed the company that in the event that they are elected, they intend to elect Mika Ihamuotila as Chairman of the Board and Elina Björklund as Vice Chairman of the

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Board as well as Elina Björklund as Chairman and Mikko-Heikki Inkeroinen and Catharina Stackelberg-Hammarén as members of the Audit and Remuneration Committee.

All proposed persons have given their consent to the election.

Biographical details of the proposed board members are available on the company's website at company.marimekko.com under Investors/Management/General Meeting.

13. Resolution on the remuneration of the Auditor

In accordance with the recommendation of the Audit and Remuneration Committee, the Board of Directors proposes to the Annual General Meeting that the Auditor's remuneration be paid according to invoice approved by the company.

14. Election of the Auditor

In accordance with the recommendation of the Audit and Remuneration Committee, the Board of Directors proposes to the Annual General Meeting that KPMG Oy Ab, Authorized Public Accountants, is elected as the company's auditor. KPMG Oy Ab has informed that it will appoint Virpi Halonen, Authorised Public Accountant, as the auditor with principal responsibility for a term expiring at the end of the Annual General Meeting in 2019.

15. Authorisation of the Board of Directors to decide on the acquisition of the Company's own shares

The Board of Directors proposes that the Board be authorised by the Annual General Meeting to decide on the acquisition of a maximum of 100,000 of the company's own shares, which represents approximately 1.2 % of the total number of the company's shares at the time of the proposal, in one or more instalments. The shares would be acquired with funds from the company's unrestricted equity, which means that the acquisition would reduce funds available for distribution. The shares would be acquired otherwise than in proportion to the shareholdings of the shareholders through public trading on the Nasdaq Helsinki Ltd. at the market price prevailing at the time of acquisition in accordance with the rules and regulations of Nasdaq Helsinki Ltd. The shares would be acquired in order to be used as a part of the company's incentive compensation program, to be transferred for other purposes or to be cancelled. The authorisation is proposed to include the right of the Board of Directors to decide on all of the other terms and conditions of the acquisition of the shares. The authorisation is proposed to be valid for eighteen (18) months from the decision of the Annual General Meeting.

16. Authorisation of the Board of Directors to decide on directed share issue

The Board of Directors proposes that the Board be authorised by the Annual General Meeting to decide on a share issue, against consideration in deviation from the shareholder's pre-emptive right, directed to the company's personnel or other personnel groups designated by The Board of Directors, including the freelance designers, in one or more instalments. The total number of new shares to be offered for subscription pursuant to the authorisation may not exceed 150,000 shares, which represents approximately 1.9% of the total number of the company's shares at the time of the proposal. The

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authorisation is proposed to include the right of the Board of Directors to decide on all of the other terms and conditions of the share issue. The authorisation is proposed to remain in force for a period of eighteen (18) months from the resolution of the Annual General Meeting.

17. Closing of the meeting

B. Documents of the Annual General Meeting

The above-mentioned proposals to the Annual General Meeting and this notice are available on Marimekko Corporation's website at company.marimekko.com under Investors/Management/General Meeting. Marimekko Corporation's financial statements, the Report of the Board of Directors and the Auditor's report, will be available on the company's website under Investors/Management/General Meeting on 21 March 2018 at the latest. The proposals and the other above-mentioned documents will also be available at the Annual General Meeting. Copies of these documents and of this notice will be sent to shareholders upon request. The minutes of the Annual General Meeting can be viewed on the company's website as of 26 April 2018 at the latest.

C. Instructions for the participants

1. The right to participate and registration

Each shareholder who on the record date of the Annual General Meeting, 29 March 2018, is registered in the company's Shareholder Register held by Euroclear Finland Ltd on behalf of the Board of Directors of Marimekko has the right to participate in the Annual General Meeting. A shareholder whose shares are registered on his/her personal book-entry account is registered in the company's Shareholder Register.

A shareholder who is registered in the company's Shareholder Register and who wants to participate in the Annual General Meeting is requested to register for the meeting no later than on Monday 9 April 2018 at 4 p.m. by giving a prior notice of participation.

Notice of participation can be given starting from 27 February 2018 at 10 a.m.:

- by filling in the registration form on the company's website company.marimekko.com under Investors/Management/General Meeting,
- by telephone on +358 20 770 6893 (open until 4 p.m. on weekdays), or
- by email to yk@marimekko.com.

When registering, a shareholder shall state his/her name, personal identification number / business identity code, address, telephone number and the name of a possible proxy representative or assistant and the personal identification number of the proxy representative. The personal data given by shareholders to Marimekko Corporation is used only in connection with the Annual General Meeting and the necessary processing of related registrations.

The shareholder, his/her authorised representative or proxy representative should, when necessary, be able to prove his/her identity and/or right of representation.

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2. Proxy representative and powers of attorney

A shareholder may participate in the Annual General Meeting and exercise his/her rights at the meeting by way of proxy representation. A proxy representative must present a dated power of attorney or other reliable proof of their authority to represent the shareholder.

A shareholder may participate in the Annual General Meeting by means of several proxy representatives, who represent the shareholder with shares held on different book-entry accounts. In such case, the shares represented by each proxy representative shall be identified when registering for the Annual General Meeting.

Possible proxy documents should be sent in originals to Marimekko Corporation, Legal Affairs, P.O. Box 107, 00811 Helsinki, Finland, before the end of the registration period.

3. Holder of nominee-registered shares

A holder of nominee-registered shares has the right to participate in the Annual General Meeting with those shares under which the holder would be entitled to be registered in the company's Shareholder Register held by Euroclear Finland Ltd on behalf of the Board of Directors of Marimekko on the Annual General Meeting's record date of 29 March 2018. Additionally, participation requires that the holder of nominee-registered shares is temporarily registered in the company's Shareholder Register held by Euroclear Finland Ltd on behalf of the Board of Directors of Marimekko at the latest by 10 a.m. on 9 April 2018. Temporary registration in the Shareholder Register shall be deemed to be a registration for the Annual General Meeting. Holders of nominee-registered shares are advised to request the necessary instructions regarding the temporary registration in the Shareholder Register, the issuing of proxy documents and registration for the General Meeting from their custodian bank well in advance. The account management organisation of the custodian bank will register a holder of nominee-registered shares, who wants to participate in the Annual General Meeting, to be temporarily entered into the company's Shareholder Register by the above-mentioned time.

4. Other instructions and information

Pursuant to Chapter 5, Section 25 of the Finnish Companies Act, shareholders who are present at the Annual General Meeting are entitled to request information regarding the matters addressed by the meeting.

On the date of this notice, 27 February 2018, the total number of shares in Marimekko Corporation is 8,089,610 and the total number of votes is 8,089,610.

Helsinki, 27 February 2018

MARIMEKKO CORPORATION
Board of Directors

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DISTRIBUTION:

NASDAQ Helsinki Ltd

Key media

Marimekko is a Finnish design company renowned for its original prints and colours. The company's product portfolio includes high-quality clothing, bags and accessories as well as home décor items ranging from textiles to tableware. When Marimekko was founded in 1951, its unparalleled printed fabrics gave it a strong and unique identity. Marimekko products are sold in about 40 countries. In 2017, brand sales of the products worldwide amounted to EUR 193 million and the company's net sales were EUR 102 million. Roughly 160 Marimekko stores serve customers around the globe. The key markets are Northern Europe, North America and the Asia-Pacific region. The Group employs about 450 people. The company's share is quoted on Nasdaq Helsinki Ltd. www.marimekko.com