

CEO's review of 2023

TIINA ALAHUHTA-KASKO



Since 1951, our mission has been to empower people to be happy as they are and bring joy to their everyday lives through bold prints and colors.

Marimekko lifestyle: Fashion, Bags & accessories, Home

Fashion: 32% of net sales



Bags & accessories: 24% of net sales



Home: 44% of net sales



Net sales in 2023: EUR 174.1 million

Main markets Northern Europe, North America and the Asia-Pacific region

→ Online store serving customers in 35 countries.

→ Some 170 Marimekko stores and shop-in-shops with flagship stores in Helsinki, Stockholm, Copenhagen, New York, Tokyo and Sydney.

→ Global brand collaborations with leading brands.

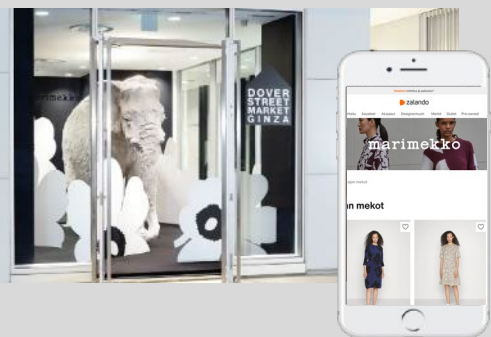
→ All in all, Marimekko products sold in around 40 countries.

Direct-to-Consumer at the core of our distribution strategy

Even in the digitalized business, physical stores play an important role not only as a distribution channel but also as the hearts of brand culture, supporting, in addition, sales online and in other channels

Physical & online retailers

Select, growingly online, retailers to gain scale and access to new customers



Direct-to-Consumer (DTC)



Marimekko online store and omnichannel retail, operated by the company or its partners, at the core of distribution strategy



Brand collaborations

Strategic global and local brand collaborations to build awareness and licensing to complement lifestyle offering





SCALE

Strategic success factors



Target icon

Determined SUSTAINABILITY efforts support our long-term success

Flower icon

Sharpened CREATIVE VISION to speak to a wider global audience

Target icon

Accelerating growth in ASIA

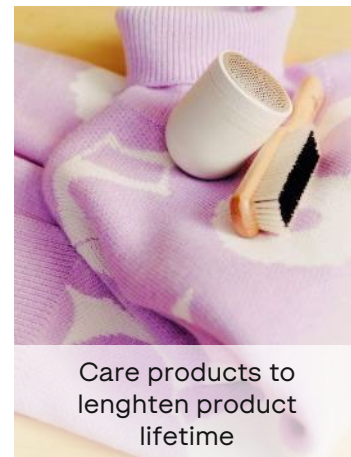
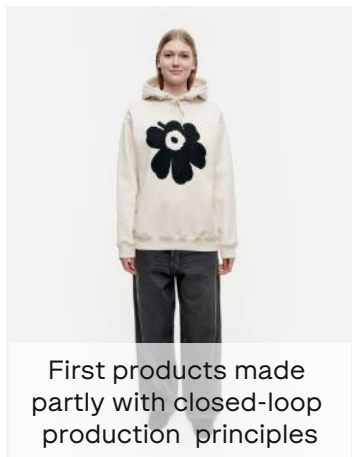
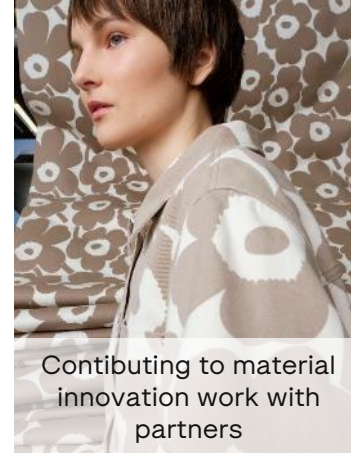
Flower icon

LOVE for Marimekko Life

Target icon

END-TO-END DIGITALITY to boost omni-channel growth and efficiency

Continuous progress in advancing sustainability, throughout the value chain



Increasing the modularity of collections to better respond to the needs of different markets and channels



Growing the omnichannel network of Marimekko stores: 19 new stores in 2023, of which 17 in Asia, with 5 in new markets in South-East Asia



Growing and cultivating our global community through awareness increasing top brand collaborations and other engaging activities



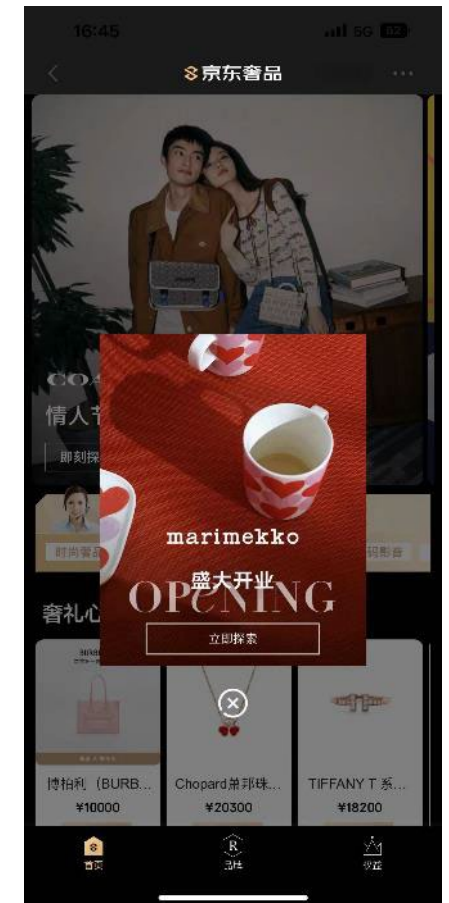
New ways to utilize digitalization for customer experience and throughout the value chain



3D design to speed up design process and product development



Marimekko Studio: a pilot offering our customers in Europe a possibility to personalize a selection of Marimekko products using our familiar type fonts, prints and colors.



Opening **new digital channels** e.g. JD.com and Lazmall

Financial Statements 2023

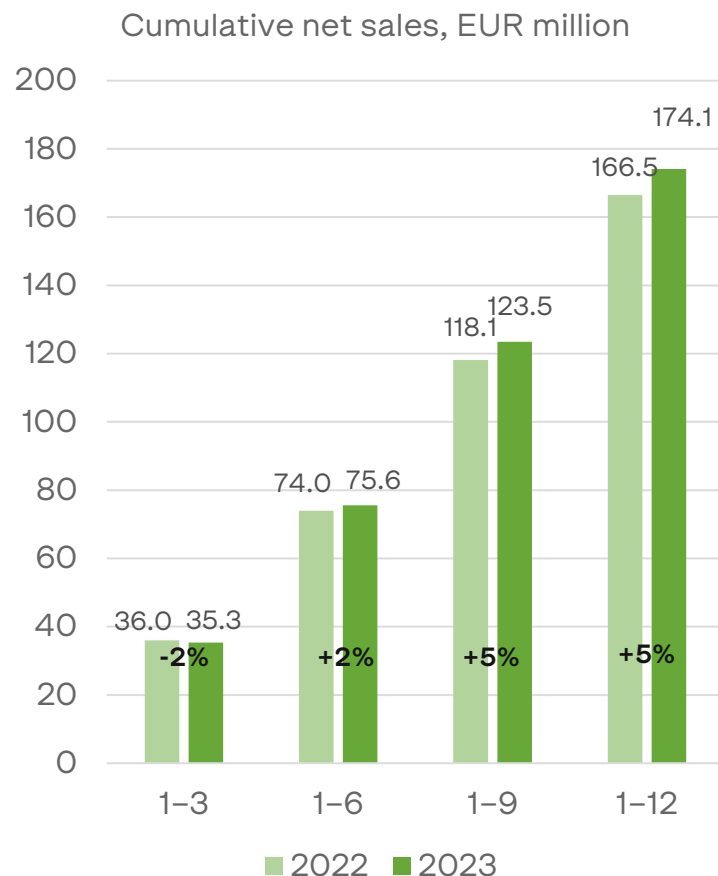
Net sales grew and operating profit improved in 2023

- In 2023, our net sales grew by 5% and totaled EUR 174.1 million (166.5).
- Net sales in Finland increased by 1% and international sales grew by 10%.
- Our comparable operating profit improved in 2023 by 5%, to EUR 32.0 million (30.4).
- Our comparable operating profit margin was 18.4% of net sales (18.2).



In 2023, net sales increased +5% to EUR 174.1 million (166.5)

Net sales were boosted in particular by increased international wholesale sales.



EUR million	1-12/ 2023	1-12/ 2022	Change %
Finland	98.9	98.2	1
Scandinavia	15.6	14.0	11
EMEA	14.6	16.0	-9
North America	9.6	8.0	20
Asia-Pacific	35.4	30.3	17
International sales	75.2	68.3	10
TOTAL	174.1	166.5	5

Marimekko net sales +5%

- retail sales +3%
- wholesale sales +6%
- licensing income +8%

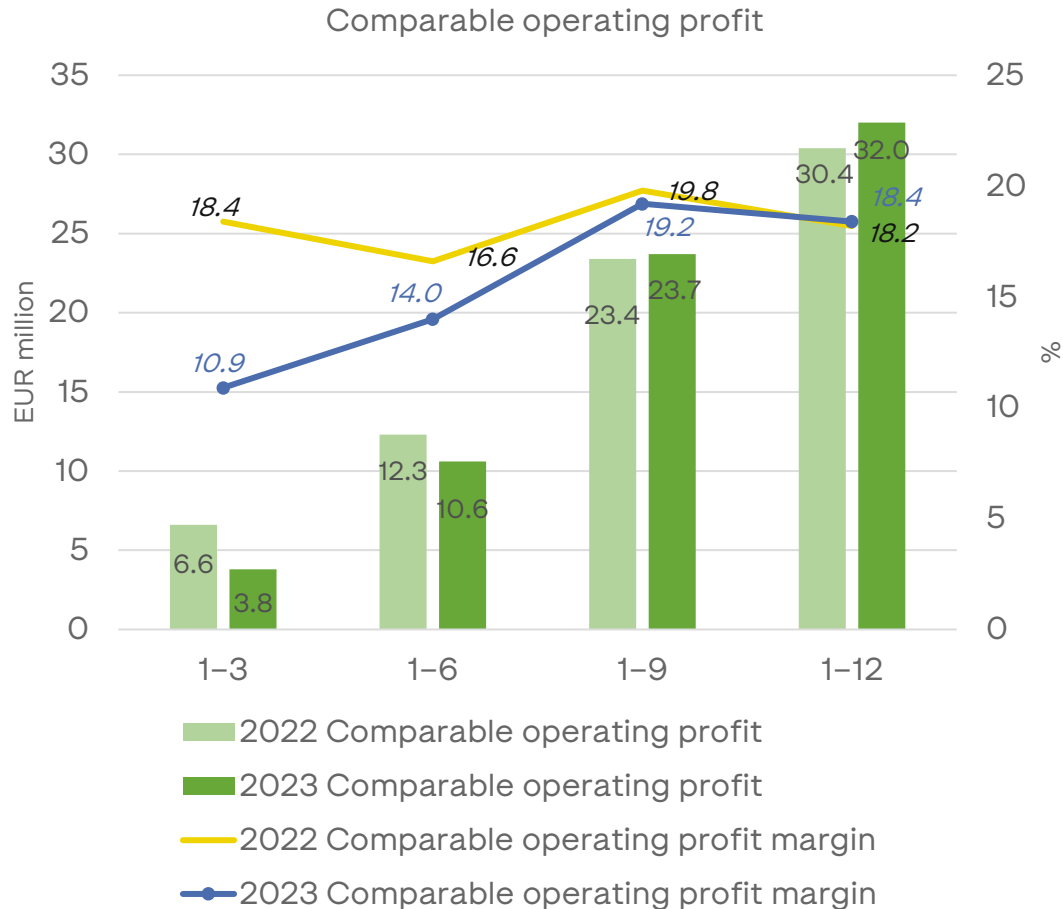
Sales in Finland +1%

- retail sales +3%
(like-for-like -1%)
- wholesale sales -4%
- licensing income -18%

International sales +10%

- retail sales +4%
- wholesale sales +12%
- licensing income +9%

Comparable operating profit improved in 2023 by +5%, to EUR 32.0 million and was 18.4% of net sales



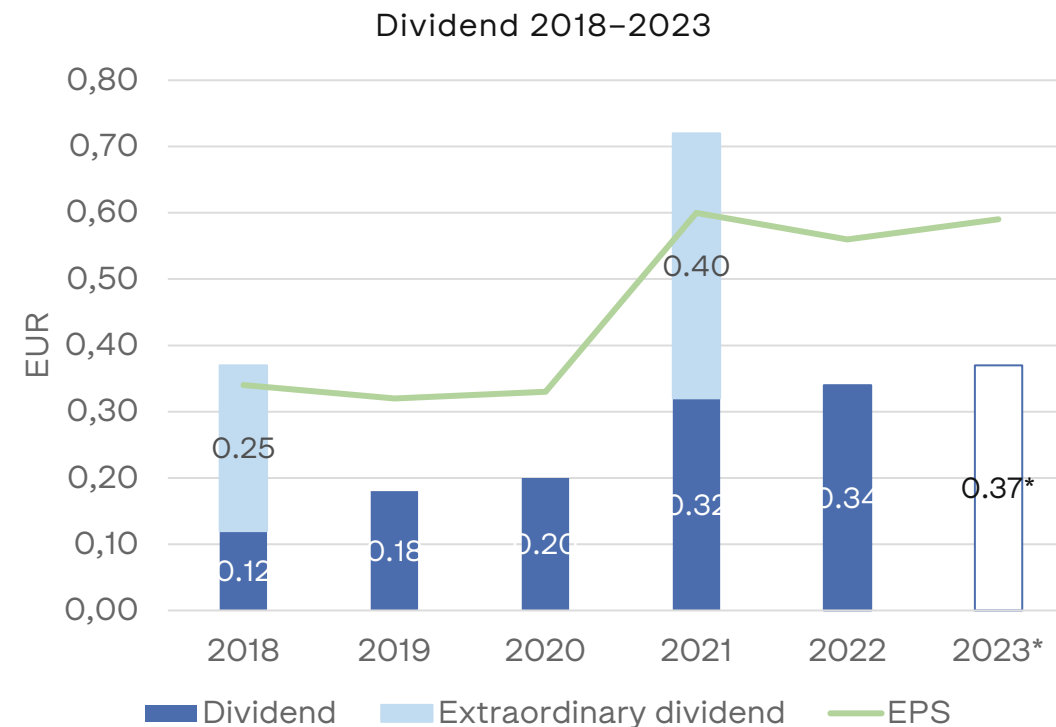
- Comparable operating profit totaled EUR 32.0 million (30.4) and was 18.4% of net sales (18.2).
- Operating profit was improved especially by increased net sales. On the other hand, higher fixed costs decreased operating profit. Improved relative sales margin had a positive effect on the operating profit.

Proposal for dividend for 2023

On 31 December 2023, the parent company's distributable funds amounted to EUR 60,604,858.19; profit for the financial year was EUR 25,359,472.05.

The Board of Directors proposes to the Annual General Meeting that a dividend of EUR 0.37 per share be paid for 2023.

The Board proposes 18 April 2024 as the dividend payout record date and 25 April 2024 as the dividend payout date.



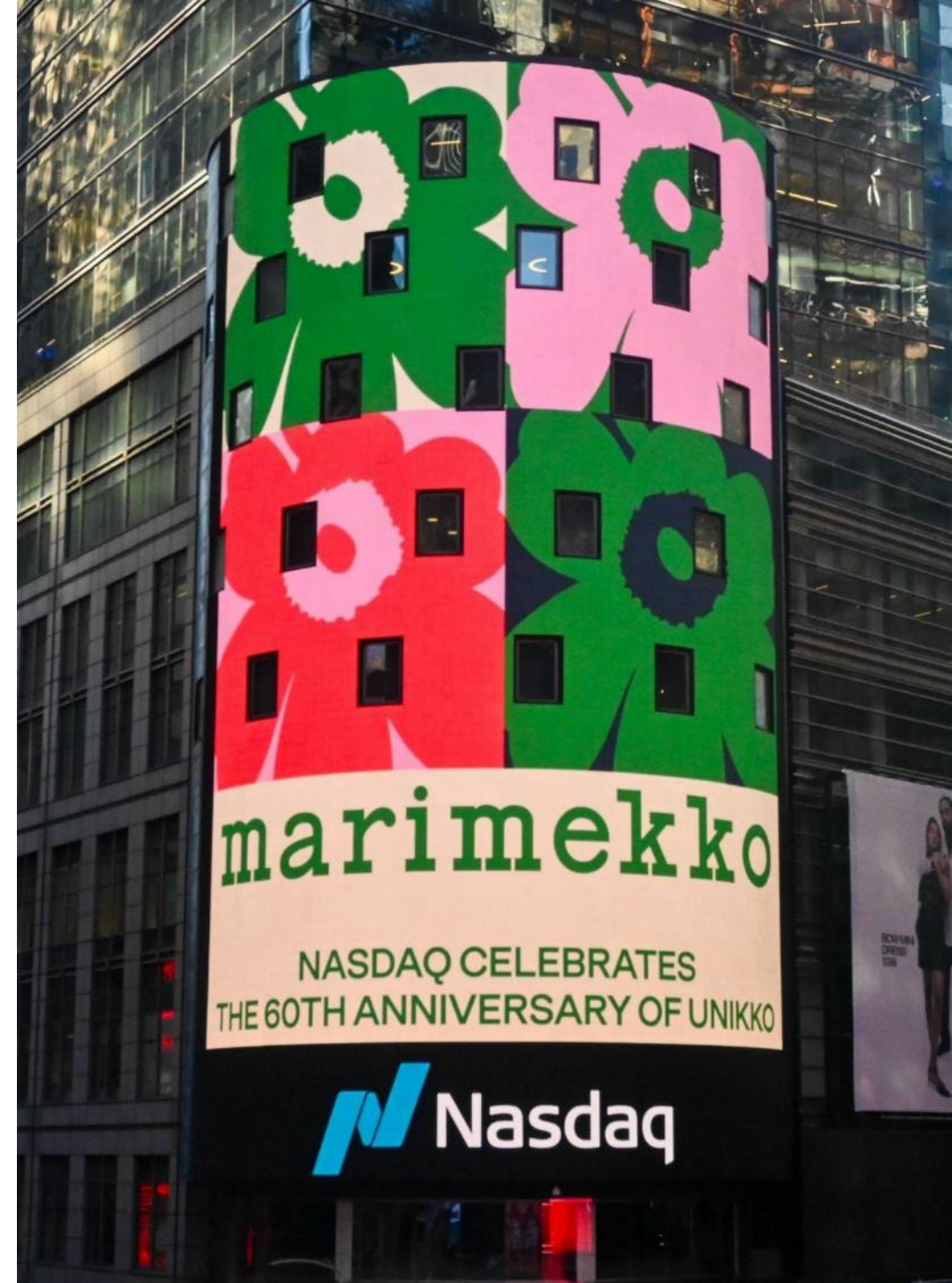
* The Board's proposal to the AGM

AS STATED IN FINANCIAL STATEMENTS BULLETIN ON 15 FEBRUARY 2024:

Financial guidance for 2024

The Marimekko Group's net sales for 2024 are expected to grow from the previous year (2023: EUR 174.1 million). Comparable operating profit margin is estimated to be approximately some 16–19 percent (2023: 18.4 percent). Development of consumer confidence and purchasing power, particularly in Finland, global supply chain disruptions and the general inflation development cause volatility to the outlook for 2024.

Uncertainties related to the development of net sales and result are described in more detail in the Major risks and factors of uncertainty section of the Financial Statement Bulletin.



marimekko

THANK YOU!



UNIKKO 60TH ANNIVERSARY