

CEO's review of 2024

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: 33% of net sales



Bags & accessories: 22% of net sales

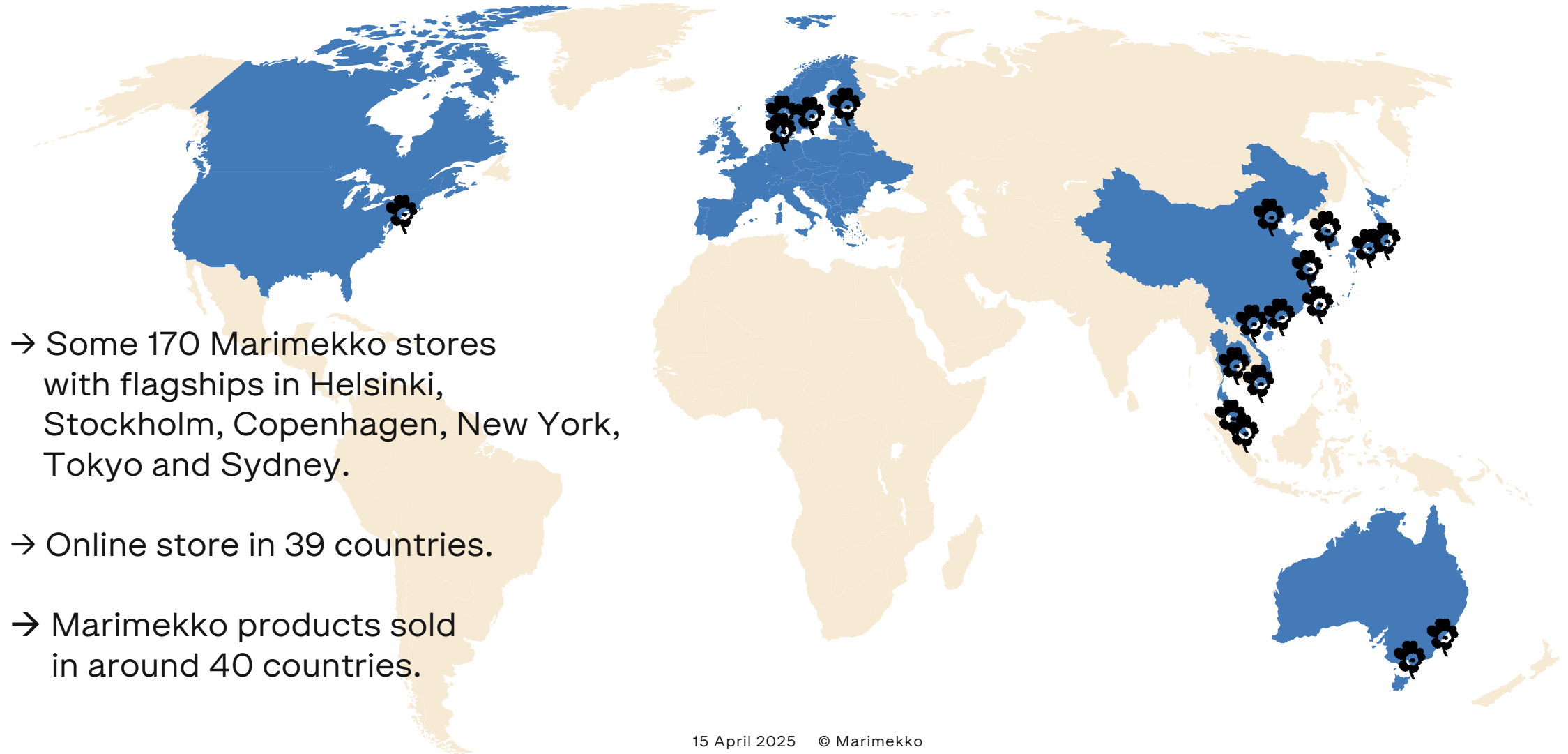


Home: 44% of net sales



Net sales 2024: EUR 182.6 million

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

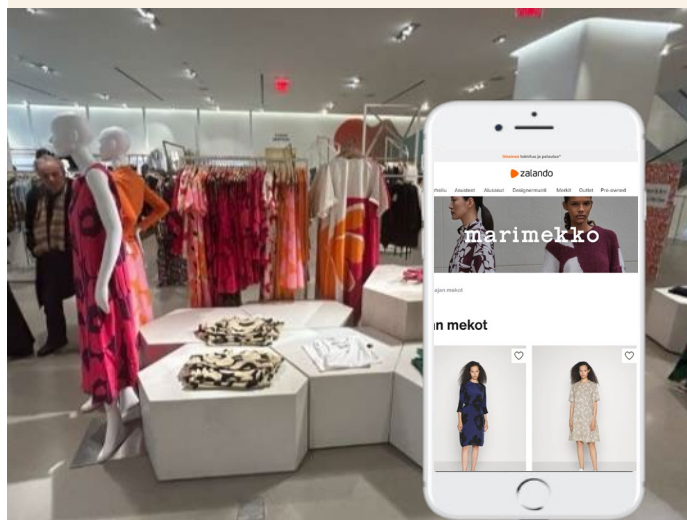


Omnichannel Direct-to-Consumer at the core of our distribution strategy

PHYSICAL & ONLINE RETAILERS



Select online and physical retailers to gain scale and access to new customers



DIRECT-TO-CONSUMER (DTC)



Omnichannel retail (online + physical stores), operated by Marimekko or its partners, at the core of distribution strategy



BRAND COLLABORATIONS



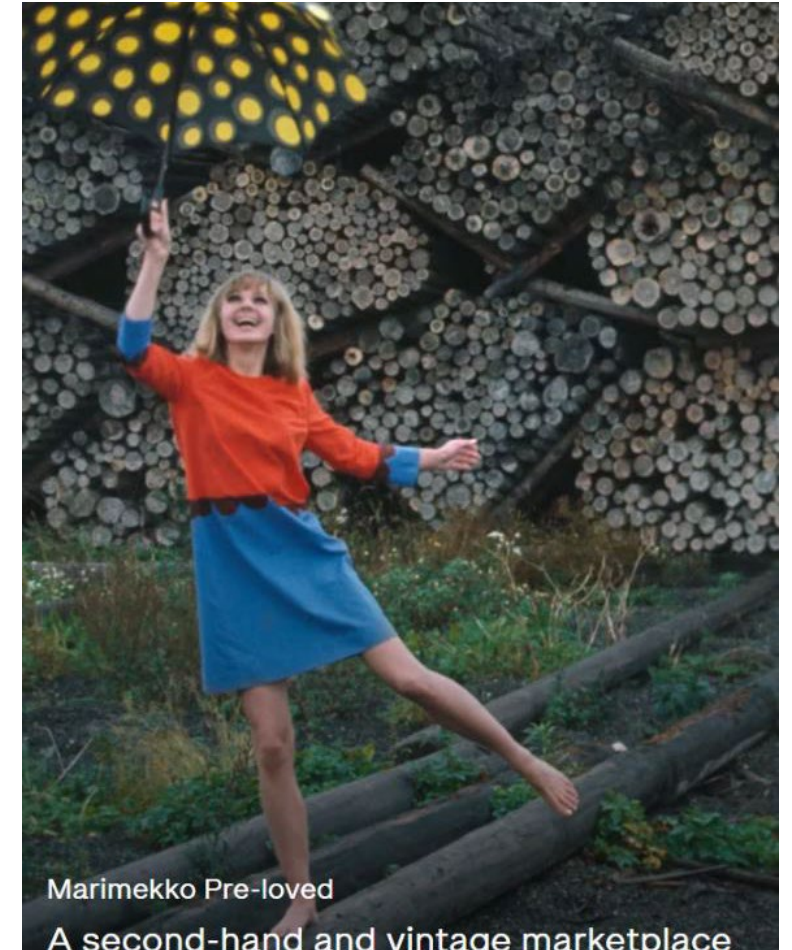
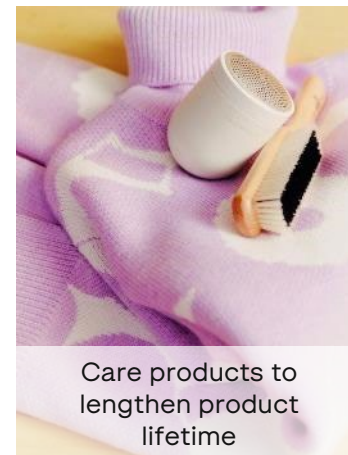
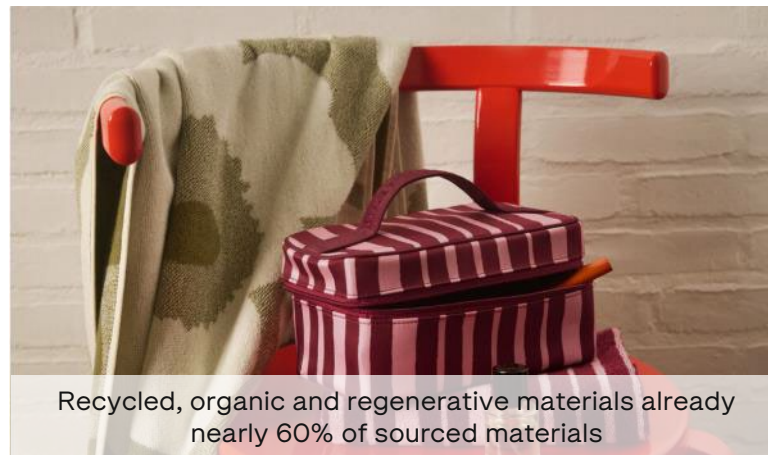
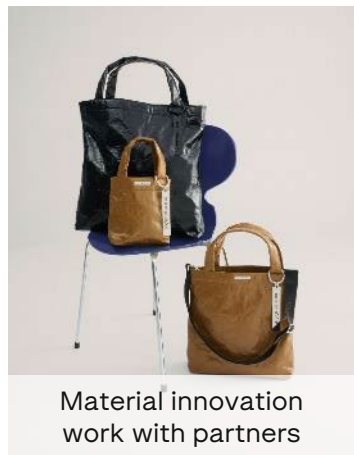
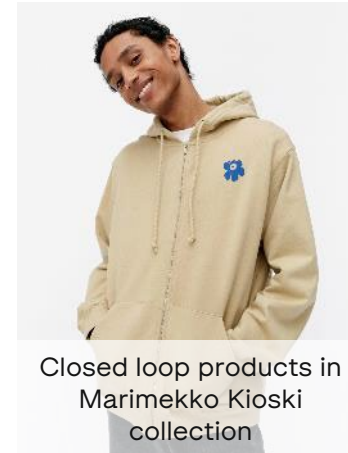
Strategic global and local brand collaborations to grow awareness as well as traditional licensing to complement offering



Scaling up Marimekko business through a proven recipe for success



Determined progress in advancing sustainability



Reinforcing desirability and international product relevance

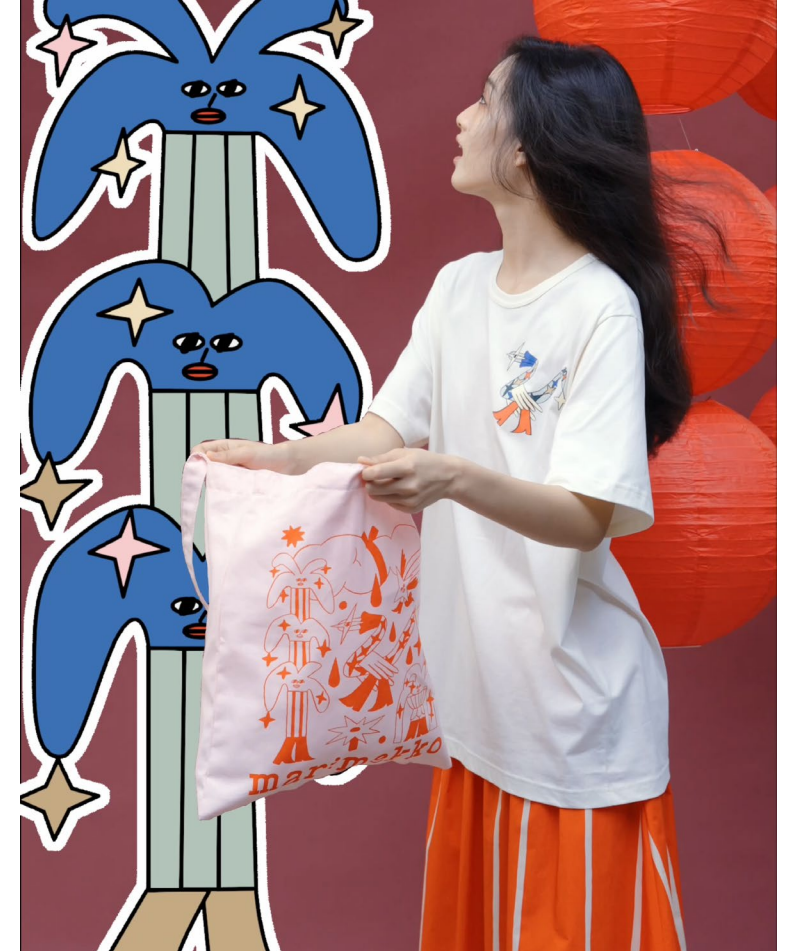
Hero products and hero programs



Category ownership



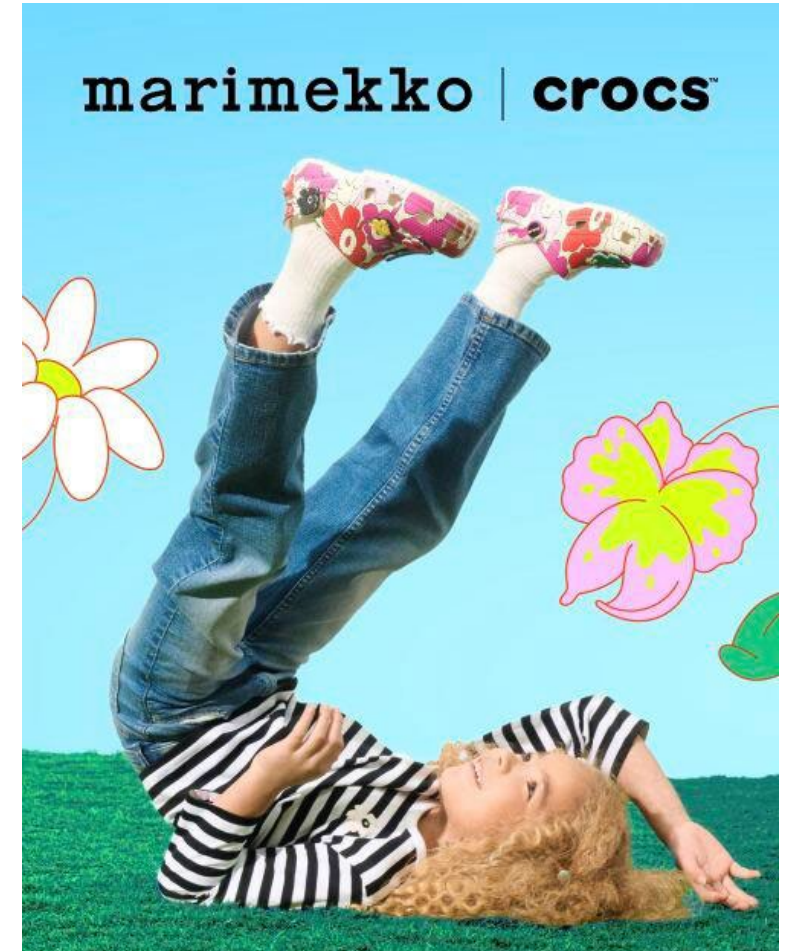
Modularity and market specific capsules



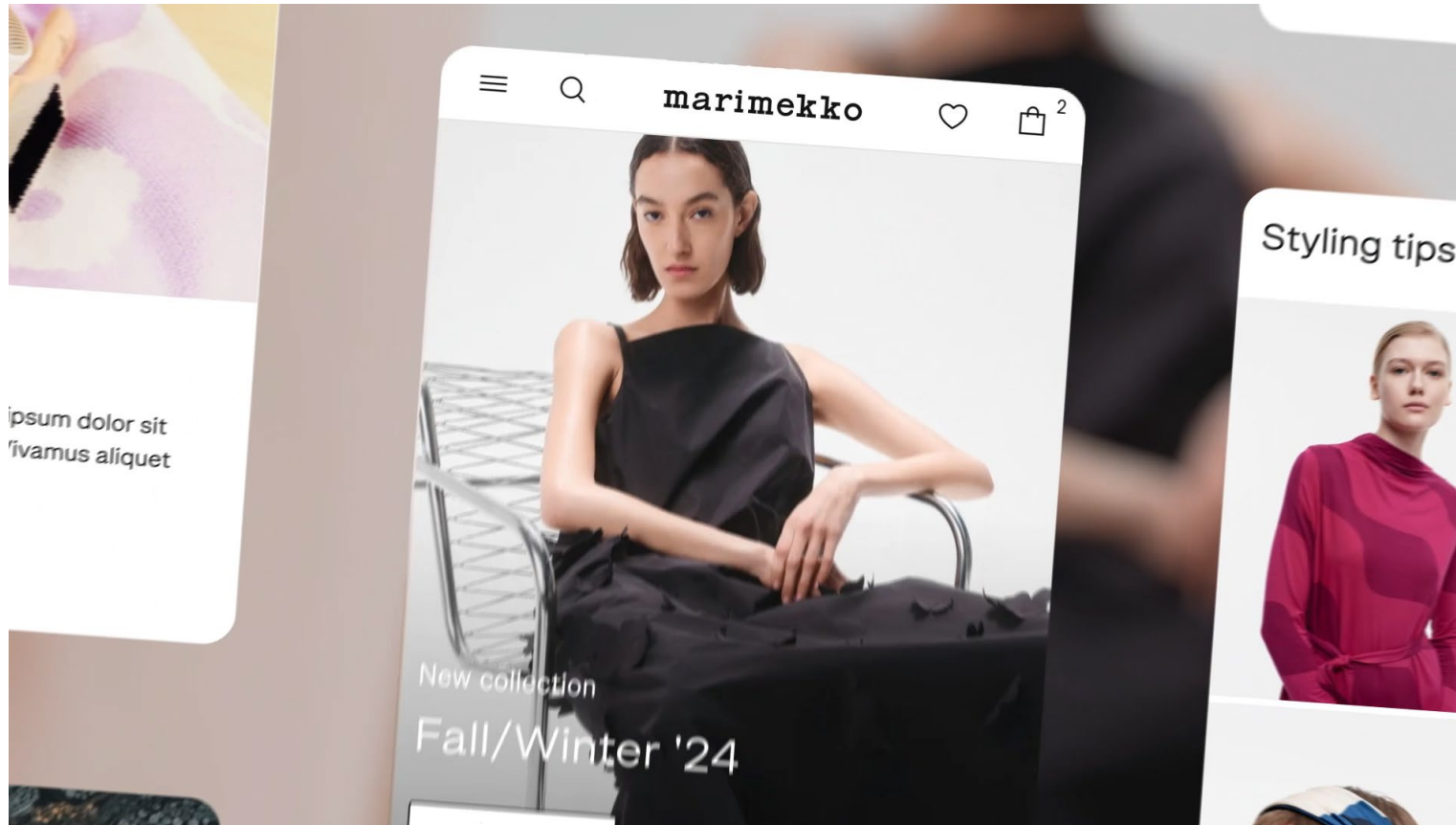
Developing the omnichannel network of Marimekko stores: 14 new stores in 2024 of which 13 in Asia, with 19 pop-up stores



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



Accelerating omnichannel growth and productivity by digitalizing the value chain



INTRODUCING NEW E-COMMERCE PLATFORM making our online store more personalized for our customers and more competitive in both speed and user experience.



Full-funnel **MARKETING ANALYTICS** and **OPTIMIZATION** to understand consumer trends faster



3D DESIGN and **PROTOTYPING** streamlining the design process and reducing physical samples

Financial Statements 2024

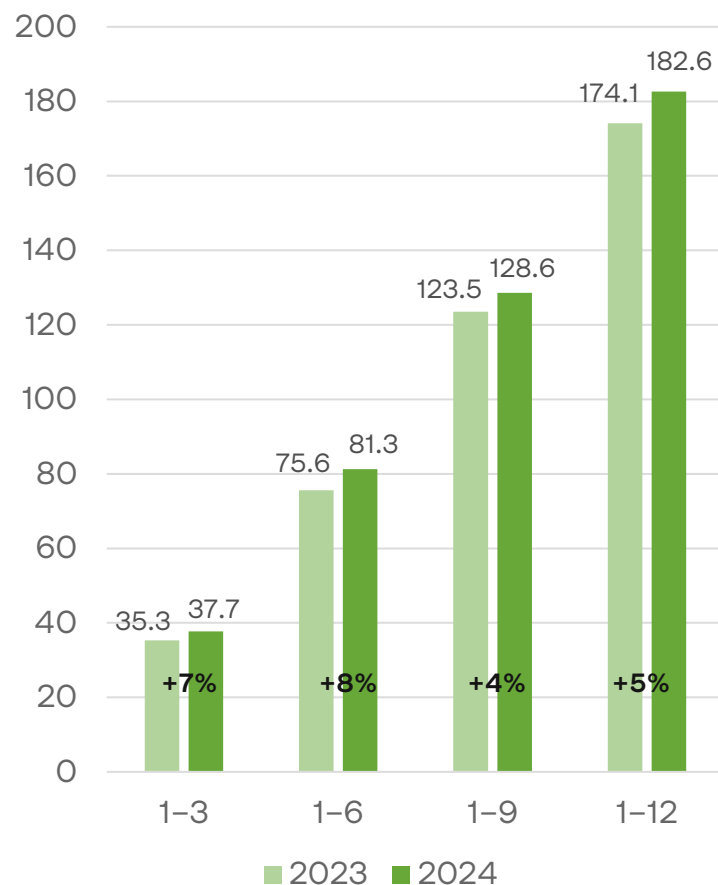
Marimekko net sales grew, and operating profit reached the record level of the previous year despite the challenging market situation

- In 2024, our net sales increased by 5% and amounted to EUR 182.6 million (174.1).
- In Finland, net sales grew by 2% and internationally by 9%.
- Our comparable operating profit in 2024 was EUR 31.9 million (32.0), which represented 17.5% of net sales (18.4).
- Our financial position remained strong.



Net sales increased +5% to EUR 182.6 million (174.1)

Net sales were especially boosted by the growth of retail sales both in Finland and in other market areas as well as an increase in wholesale sales in the Asia-Pacific region and Scandinavia.



EUR million	1-12/ 2024	1-12/ 2023	Change %
Finland	101.0	98.9	2
Scandinavia	18.5	15.6	19
EMEA	13.1	14.6	-11
North America	10.8	9.6	13
Asia-Pacific	39.2	35.4	11
International sales	81.6	75.2	9
TOTAL	182.6	174.1	5

Marimekko net sales +5%

- retail sales +10%
- wholesales sales 0%
- licensing income +11%

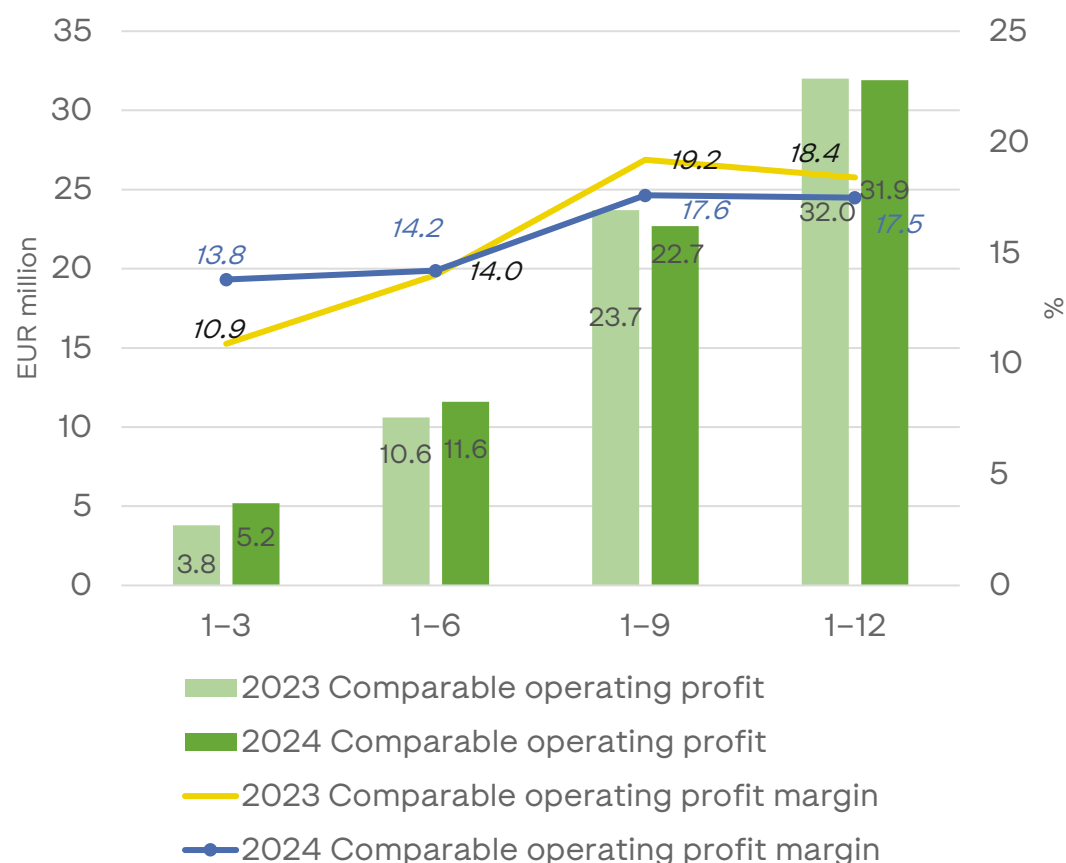
Sales in Finland +2%

- retail sales +6% (like-for-like +5%)
- wholesale sales -6%
- licensing income +90%

International sales +9%

- retail sales +23%
- wholesale sales +4%
- licensing income +7%

Cumulative comparable operating profit at the comparable year's record level



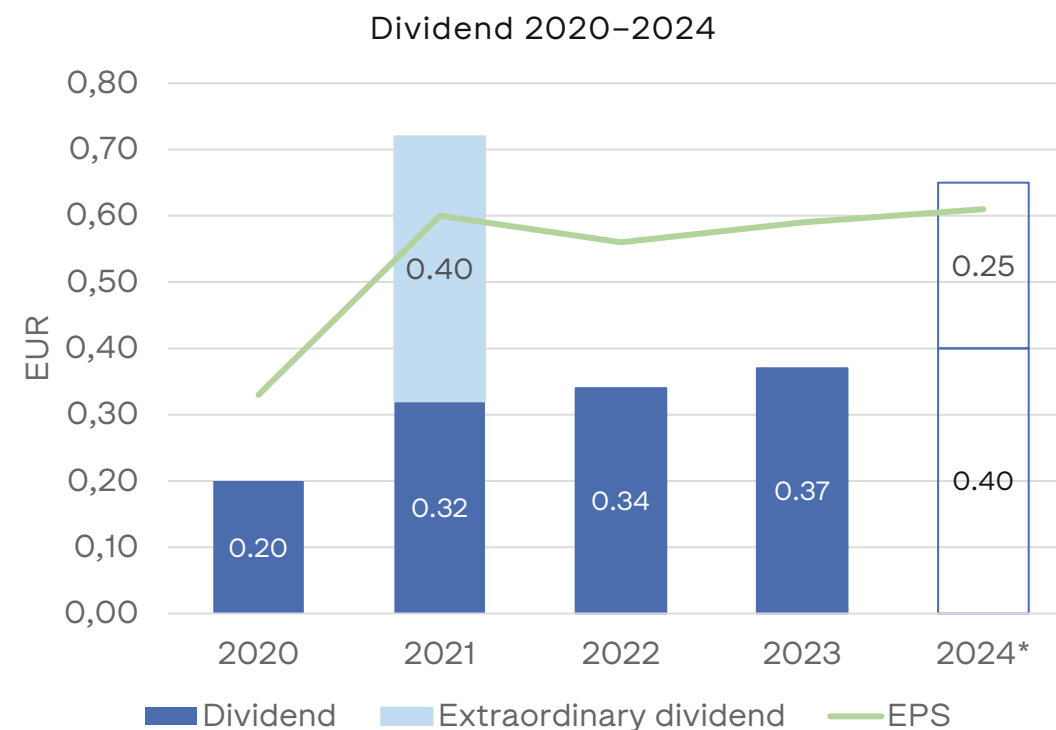
- Comparable operating profit totaled EUR 31.9 million (32.0) equaling to 17.5% of net sales (18.4).
- Operating profit was improved by increased net sales. On the other hand, especially higher fixed costs but also lower relative sales margin had a weakening impact on operating profit.

Proposal for dividend for 2024

On 31 December 2024, the parent company's distributable funds amounted to EUR 70,604,754.43; profit for the financial year was EUR 25,011,306.84.

The Board proposes that a regular dividend of EUR 0.40 and an extraordinary dividend of EUR 0.25 per share be paid for 2024.

The Board proposes 17 April 2025 as the dividend payout record date and 28 April 2025 as the dividend payout date.



* The Board's proposal to the AGM

Financial guidance for 2025

The Marimekko Group's net sales for 2025 are expected to grow from the previous year (2024: EUR 182.6 million). Comparable operating profit margin is estimated to be approximately some 16–19 percent (2024: 17.5 percent). Development of consumer confidence and purchasing power especially in Finland as well as general uncertainties and possible disruptions in global supply chains, among others, cause volatility to the outlook for 2025.

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 Statements Bulletin.



Thank you



marimekko

MARIMEKKO –
THE ART OF
PRINTMAKING
SINCE 1951