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FINANCIAL STATEMENTS 2009

3 February 2010

YEAR 2009

- Group's net sales fell to EUR 72.5 million (EUR 81.1 million).
- Operating profit fell to EUR 6.3 million (EUR 10.0 million).
- Operating profit without non-recurring items amounted to EUR 6.8 million (EUR 10.0 million).
- Profit after taxes for the financial year was EUR 4.7 million (EUR 7.4 million).
- Earning per share were EUR 0.59 (EUR 0.92).
- Cash flow from operating activities was EUR 9.9 million (EUR 8.0 million).
- Board of Directors will propose to the Annual General Meeting a dividend of EUR 0.45 (EUR 0.55) per share be paid for 2009.

MARKET SITUATION

- The first signs of a change in the world economy were seen towards the end of 2009.
- In Finland the outlook for the whole economy was still cautious, but an end to the downtrend and an upward turn in the retail sales were visible.
- Consumers confidence in the Finnish economy was stronger than average in January, but people still felt insecure about their own employment prospects.

NET SALES 2009

- **Marimekko Group's net sales** decreased by 10.7% to EUR 72.5 million (EUR 81.1 million).
- **Net sales in Finland** fell by 10.9% to EUR 52.7 million (EUR 59.2 million).
 - Sales by Marimekko's own retail shops in Finland fell by 1.4%.
 - Sales to retailers in Finland declined by 13.9%.
- **Exports and income from international operations** declined by 9.9% totalling EUR 19.8 million (EUR 21.9 million).
- The fall in net sales was largely due to a slowdown in demand caused by weak market conditions. Wholesale sales both in Finland and abroad were especially affected by the slowdown.
- The difference to the comparison period was also increased by income from sales of licensed products and revenues from individual promotions that were larger in 2008 than in the year under review.

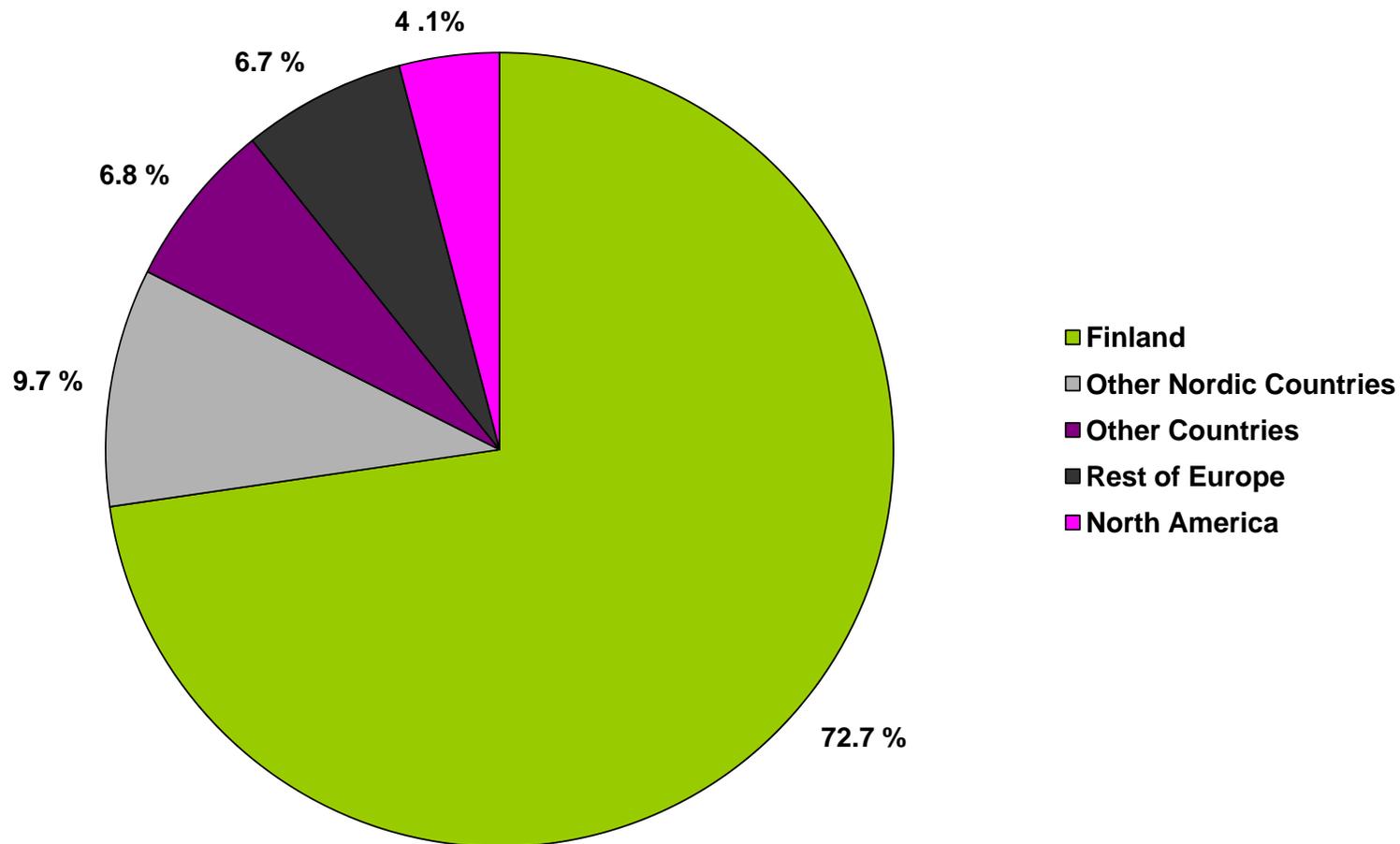
NET SALES OCTOBER-DECEMBER 2009

- Group's net sales fell by 6.1% to EUR 20.7 million (EUR 22.1 million).
 - In Finland, net sales declined by 6.9% to EUR 16.5 million (EUR 17.8 million).
 - Exports and income from international operations fell by 2.7% totalling EUR 4.2 million (EUR 4.3 million).
 - Deliveries for promotions were at the level of previous year.
 - The six new concept stores that opened during the year increased foreign wholesale sales for the period.

NET SALES BY MARKET AREA 2009

(EUR 1,000)	2009	2008	Change %
Finland	52,711	59,175	-10.9
Other Nordic countries	7,042	9,423	-25.3
Rest of Europe	4,821	4,700	2.6
North America	3,003	3,994	-24.8
Other countries	4,896	3,815	28.3
TOTAL	72,473	81,107	-10.7

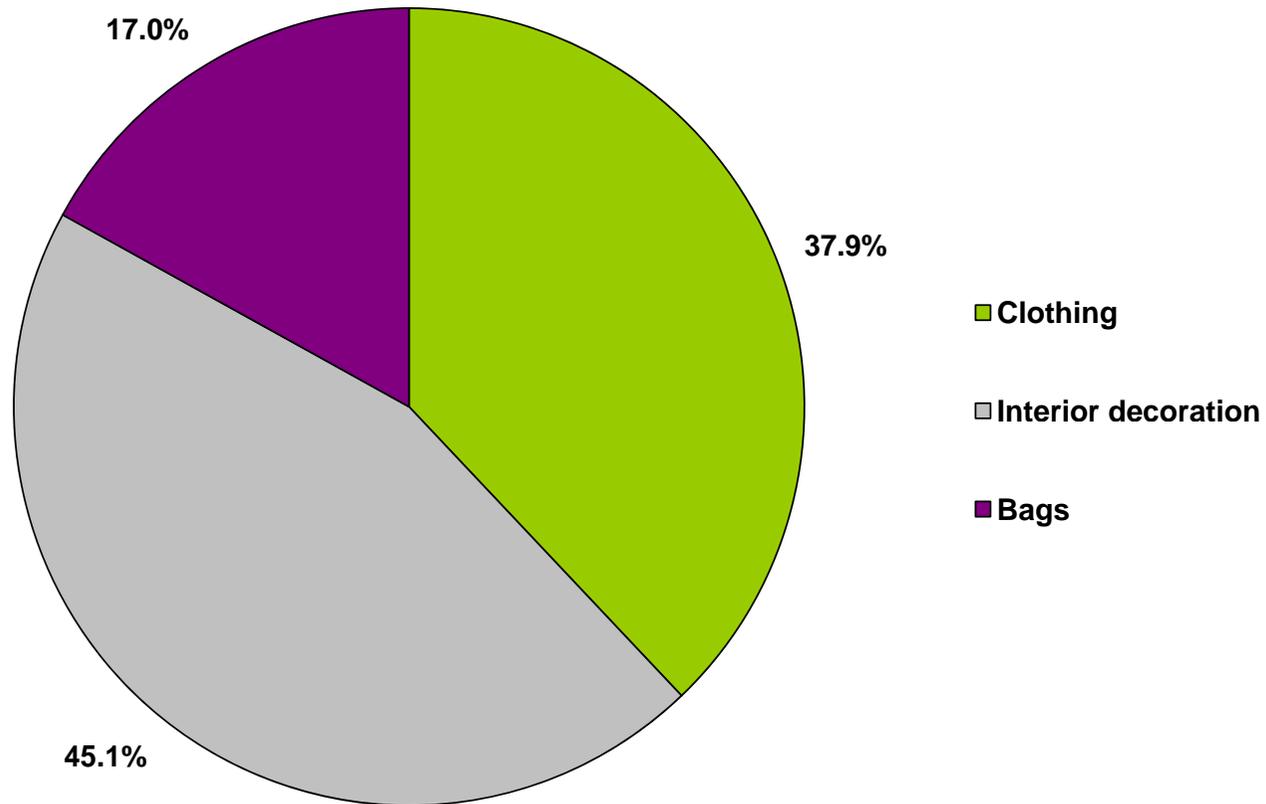
NET SALES BY MARKET AREA 2009



NET SALES BY PRODUCT LINE 2009

(EUR 1,000)	2009	2008	Change %
Clothing	27,466	29,898	-8.1
Interior decoration	32,687	37,747	-13.4
Bags	12,320	13,462	-8.5
TOTAL	72,473	81,107	-10.7

NET SALES BY PRODUCT LINE 2009



EARNINGS 2009

- The Group's operating profit fell to EUR 6.3 million (EUR 10.0 million).
- Operating profit as a percentage of net sales amounted to 8.7% (12.3%).
- Operating profit includes a non-recurring expense of EUR 512 thousand related to personnel reductions resulting from savings and efficiency actions.
- Operating profit without non-recurring expense stood at EUR 6.8 million (EUR 10.0 million).
- Profit after taxes decreased by 36.3% to EUR 4.7 million (EUR 7.4 million).
- Earnings per share were EUR 0.59 (EUR 0.92).
- Operating profit was decreased by a sharp decline in sales. The difference to the comparison period was also increased by significant income from sales of licensed products in the previous year and the fact that revenues from individual promotions were larger in 2008 than in the year under review.
- Increased lease expenses from shops had a negative impact on profitability. On the other hand savings of about EUR 600 thousand in fixed costs were achieved through efficiency enhancements and various saving actions.

EARNINGS

OCTOBER-DECEMBER 2009

- Group's operating profit grew by 27.5% on the comparison period, amounting to EUR 2.4 million (EUR 1.8 million).
 - Revenues from promotions were at the same level as in previous year.
 - As a result of efficiency enhancement actions and various savings measures, costs declined from the corresponding period of 2008.
 - Earnings were also improved due to the fact that, in the last quarter of 2008, the rapid decline in market conditions was already visible as a sharp fall in sales in Finland and abroad.
 - Earnings per share were EUR 0.22 (EUR 0.17).

NEW CONCEPT STORES

- In 2009, six new Marimekko concept stores opened, of which five in Japan
 - Matsuyama, February
 - Niigata, February
 - Kokura, March
 - Tokyo (Jiyugaoka), July
 - Tokyo (Ginza), September
- In Copenhagen a new concept store was opened in July. It is located in the Copenhagen's premier shopping district, where several clothing and interior decoration shops are concentrated. The store strengthens Marimekko's presence in Nordic capitals.

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Tokyo (Ginza)



Copenhagen

REFURBISHED RETAIL STORES

- Marimekko opened its refurbished and expanded retail shop in Stockholm, Sweden in October. The store, situated in its original location in Stockholm's popular shopping district, showcase Marimekko design more extensively.
- In October, a new Marimekko retail shop opened in a very central location in Tampere, Finland.
- The light and colourful shop interiors, based on Marimekko's new store concept, reflect the company's philosophy of everyday beauty and happiness and a positive attitude to life.



Stockholm



Tampere

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Marimekko's tableware renew, according to the company's design strategy In Good Company -tableware combines the company's design and pattern expertise.



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The production and distribution of wallpaper collection made in collaboration with the Italian company Sirpi S.p.A has started well.



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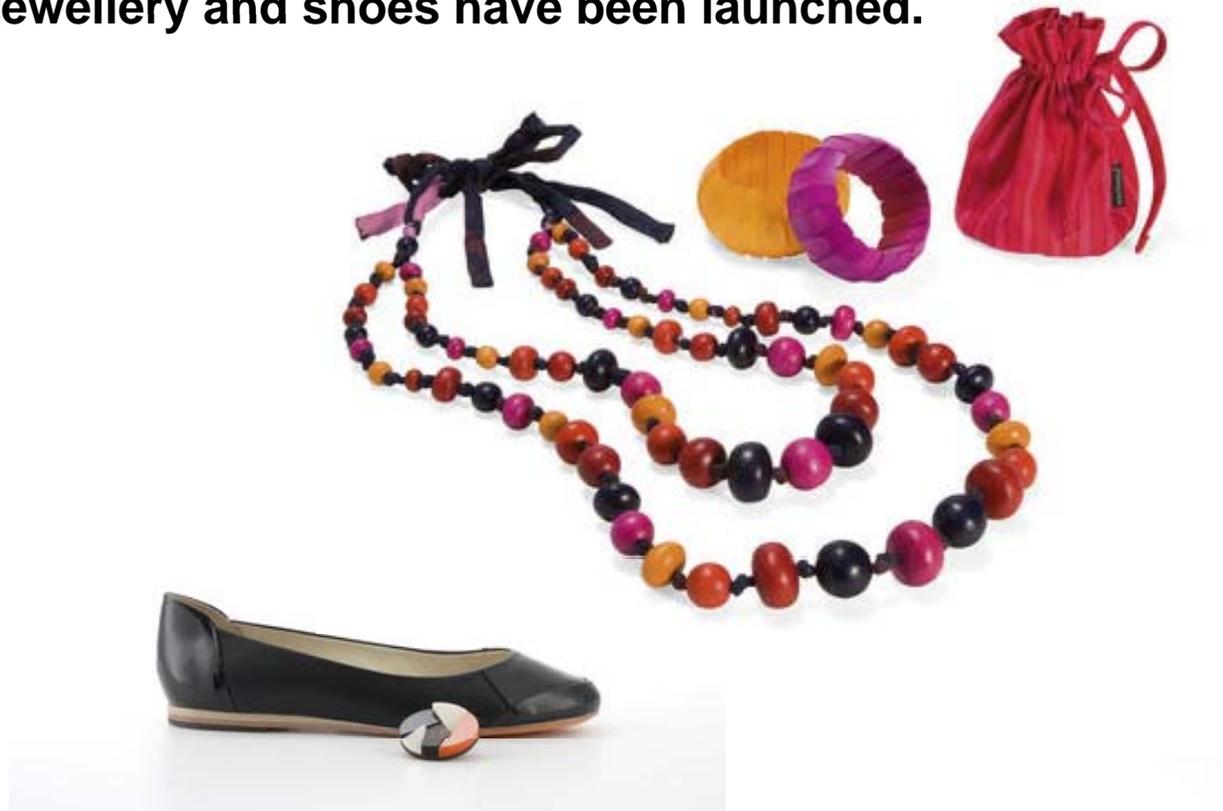
Back to roots is the theme for Spring/Summer 2010 collection.

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1-12/2009, 3.2.2010

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New accessories, such as jewellery and shoes have been launched.



1-12/2009, 3.2.2010

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Spring 2010 will see the launch of new acrylic Lumme-containers, designed by Mikko Laakkonen, the young Finnish designer of the year. The development of innovative product desing will continue during 2010.

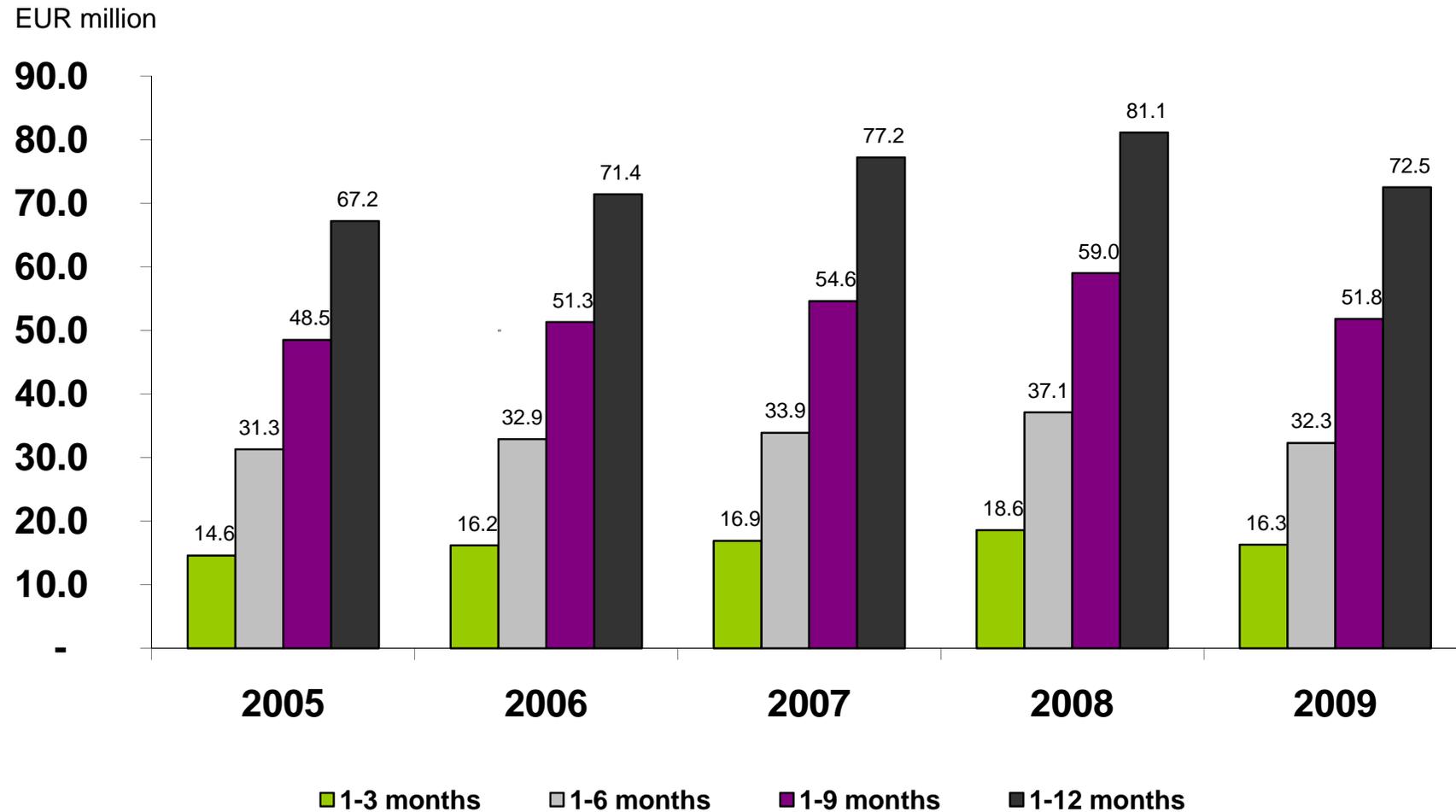
OUTLOOK FOR 2010

- Marimekko Corporation operates in a field where economic trends affect its business activities. In the last quarter of 2009, some positive signs were visible in the trend in Marimekko's sales. However, challenging market conditions are anticipated to continue in 2010.
- The majority of the Group's net sales are generated in Finland. In recent years, however, exports have increasingly been driving Marimekko's net sales growth. In 2009, a clearly positive sales trend was seen only in Japan, where a significant part of growth was based on new concept store openings. In 2010, Marimekko's exports are estimated to grow slightly.
- In 2009, the Group's net sales and earnings included significant revenues generated from individual promotions. In 2010, similar revenues that increase net sales and improve earnings are estimated to be lower.
- The Marimekko Group's net sales and operating profit for 2010 are expected to be approximately at the same level as in 2009.

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NET SALES



NET SALES - CLOTHING

- **Net sales of clothing decreased by 8.1%** to EUR 27.5 million (EUR 29.9 million). Exports and income from international operations accounted for 23.1% of net sales of clothing.
 - Japan showed vigorous growth.
 - Sales increased slightly in the market area referred to as "the rest of Europe".
 - In Finland sales fell somewhat.
 - Sales decreased notably in North America and in the market area referred to as "the other Nordic countries", where the fall was partly attributable to the significant income from sales of licensed products that was recognised in the second quarter of 2008.

NET SALES – INTERIOR DECORATION

- **Net sales of interior decoration products fell by 13.4% to EUR 32.7 million (EUR 37.7 million).** Exports and international operations accounted for 29.5% of net sales of interior decoration products.
 - Sales in Japan grew.
 - Other export markets and Finland registered a decline in sales. In Finland, the decrease was partly due to the fact that revenues from individual promotions were larger in 2008 than in the year under review.

NET SALES - BAGS

- **Net sales of bags fell by 8.5 %** to EUR 12.3 million (EUR 13.5 million). Exports and income from international operations accounted for 30.7% of net sale of bags.
 - Sales grew well in Japan and the market area referred to as "the rest of Europe".
 - In North America and in the market area referred to as "the other Nordic countries" sales declined substantially.
 - Sales in Finland fell somewhat; the decrease was almost entirely attributable to income from a significant promotion in 2008.

LICENSING

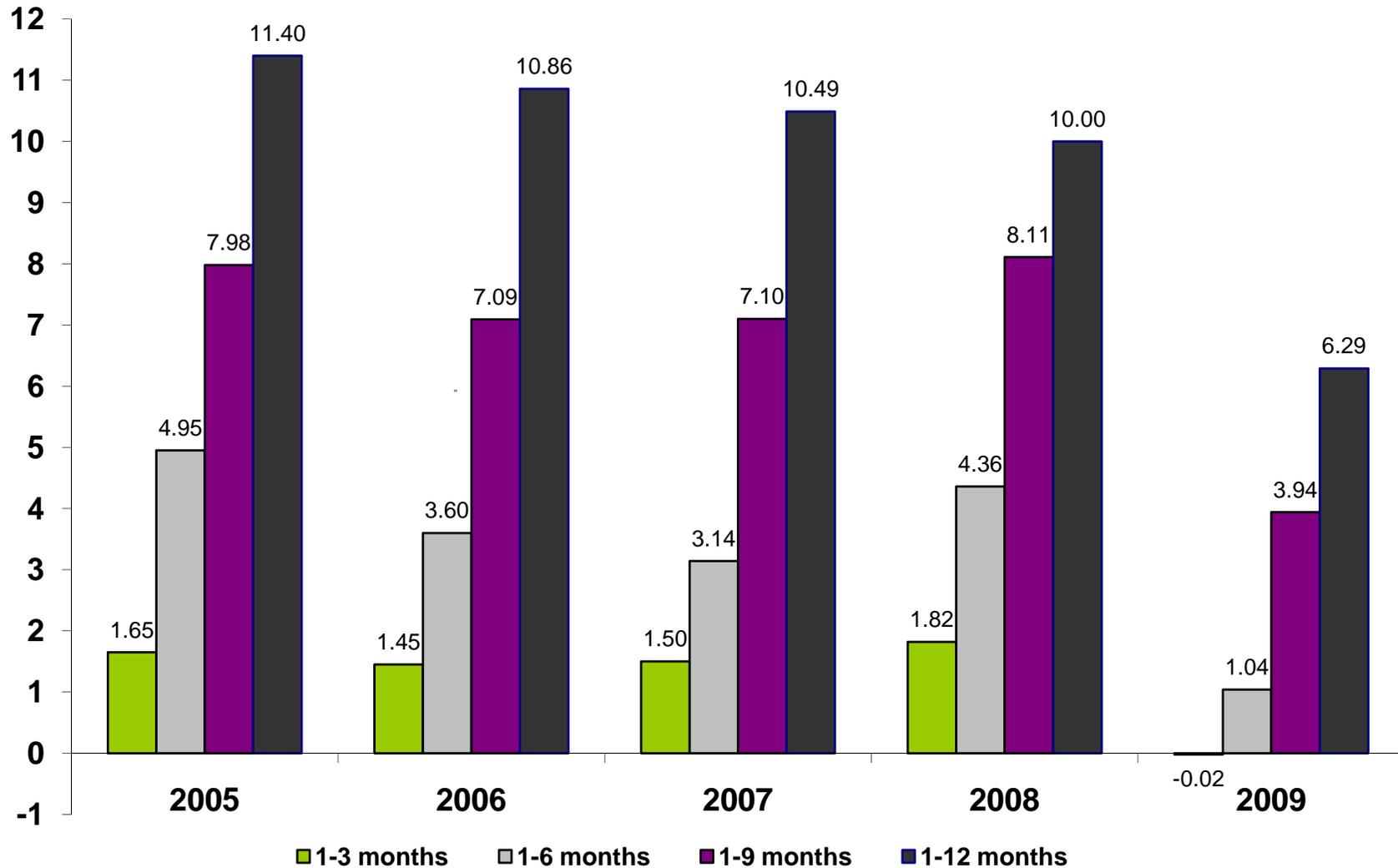
- Royalty earnings from sales of licensed products fell considerably during 2009. The fall was mainly due to significant income from licensing cooperation with H & M Hennes & Mauritz AB, recognised in the second quarter of 2008.
- Royalty earnings grew somewhat in Finland and fell slightly in the United States.

PRODUCTION AND SOURCING

- The output of the Herttoniemi textile printing factory decreased by 21% in 2009. This was due to the reduction of inventories and a decrease in sales.
- After the old printing machine was taken out of use in June, production capacity diminished and was in full use.
- To ensure employment, subcontract manufacture of some products was reduced and their production transferred to the Kitee and Sulkava factories.
- The changes to the production structure and the personnel reductions implemented during the last quarter of the year improved the competitiveness of Marimekko's own production units and the profitability of operations.
- In 2009, the production volume of the Sulkava factory was at the same level as in the previous year; the output of the Kitee factory fell slightly.

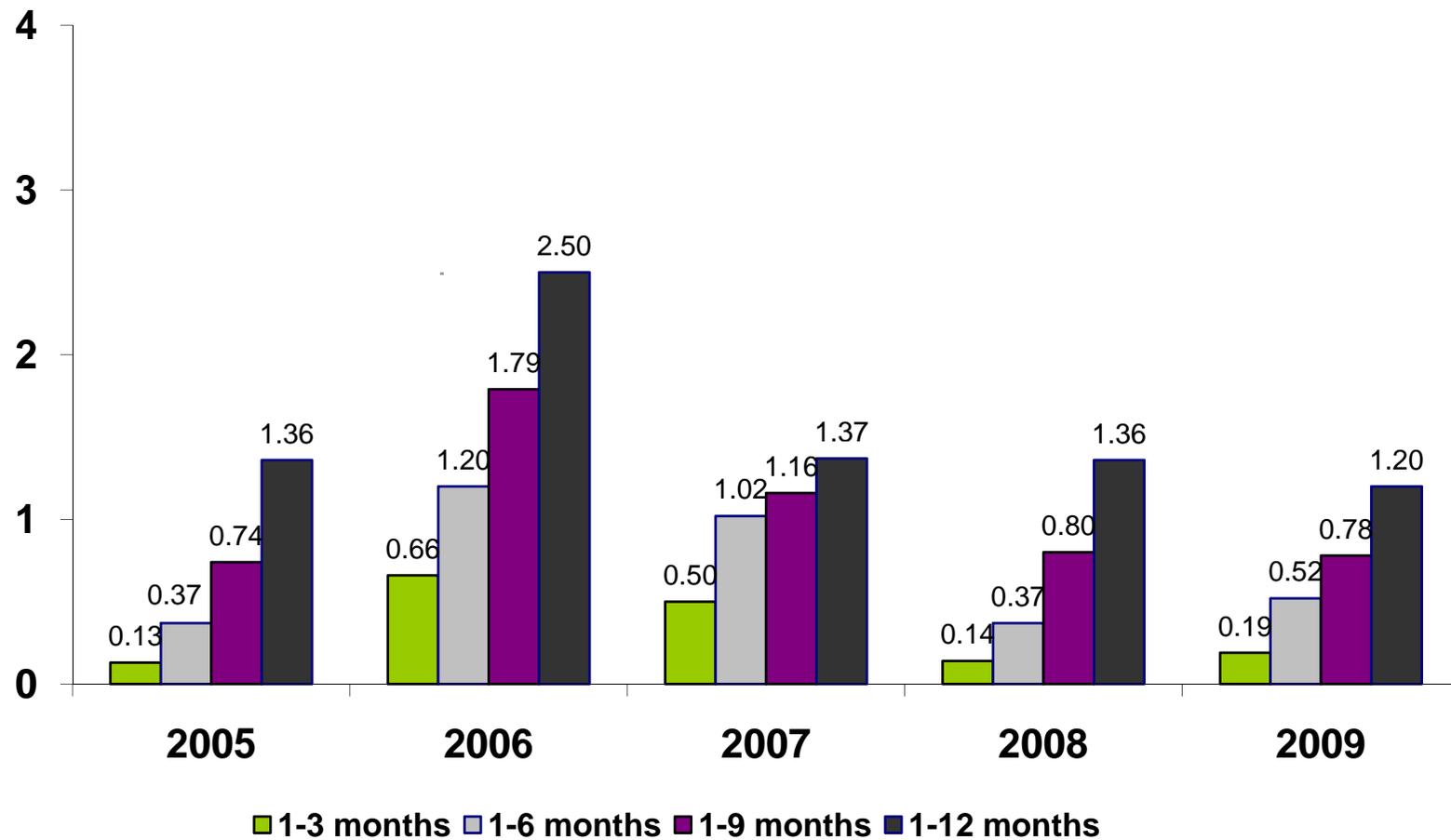
OPERATING RESULT

EUR, million

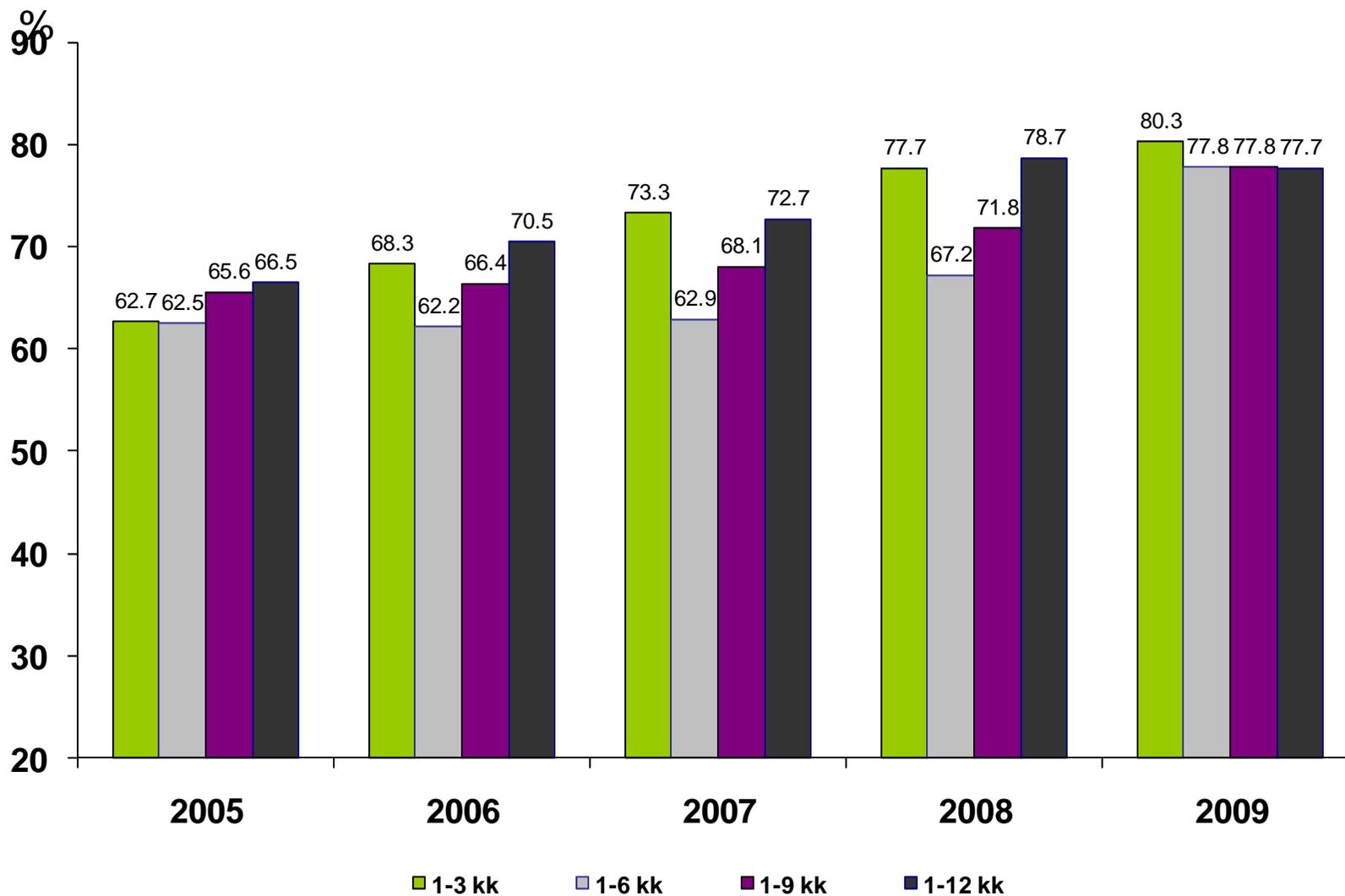


GROSS INVESTMENTS

EUR million



EQUITY RATIO



KEY FIGURES

	2009	2008	Change, %
Earning per share EUR	0.59	0.92	-35.9
Equity per share EUR	3.96	3.92	1.0
Share of exports and international operations, % net sales	27.3	27.0	
Return on equity (ROE), %	14.8	24.2	
Return on investment (ROI), %	20.1	32.3	
Equity ratio, %	77.7	78.8	
Nettovelkaantumisaste (gearing), %	-32.2	-18.8	
Gross investments, EUR 1,000	1,202	1,362	-11.8
Gross investments, % net sales	1.7	1.7	
Contigent liabilities EUR 1,000	11,819	17,861	-33.8
Average personnel	400	411	-2.7
Personnel at the end of the period	370	414	-10.6