

A stylized illustration of a garden scene. The background is light blue. In the foreground, there are several large yellow flowers with green centers and stems. A large white flower is prominent in the center. A small figure of a person is visible within the white flower. To the right, there is a silhouette of a dog and a blue chair. In the background, there is a building with a balcony and a tree.

marimekko®

INTERIM REPORT 1-3/2010

JANUARY-MARCH 2010

Mika Ihamuotila, President and CEO:

”Development in the first quarter was encouraging. The slight fall in our net sales was attributable to an extensive price-led promotion organised in the comparison period in Finland to reduce inventories. Average sales margin improved, and the measures taken in 2009 to enhance operational efficiency proved effective. Consequently, the operating result for the first quarter of 2010 improved noticeably from the previous year, albeit this was partly due to the fact that marketing costs for the period were substantially lower than the year before. Wholesale sales in Finland showed a positive trend. Some signs of recovery were also evident abroad; in the market areas referred to as “the other Nordic countries” and “the rest of Europe”, sales grew well.

We expect market conditions to remain relatively challenging during the remainder of the year. Nevertheless, we will continue our long-term investment in product development and building our international distribution network. Many of our new products, such as the glassware launched in Milan in April, have had a warm reception. I am pleased that we have found a more consistent operating model that will underpin the Marimekko brand in different distribution channels. We are now ready to take even bolder steps on the road to international growth.”

JANUARY-MARCH 2010

- In the January-March period of 2010, the Marimekko Group's net sales fell by 2% to EUR 16.0 million (EUR 16.3 million).
- Operating result improved markedly and increased to EUR 1.2 million (EUR -0.02 million).
- Profit after taxes for the period was EUR 0.9 million (EUR 0.01 million) and earnings per share were EUR 0.12 (EUR 0.00).
- The full-year estimate for 2010 remains unchanged: the Group's net sales and operating profit are expected to be approximately at the same level as in 2009.

MARKET SITUATION

- The recovery of Finland's economy has continued sluggishly, but confidence in the Finnish economy has not diminished.
- The overall economic outlook is positive compared to the current poor situation.
- The recovery speed of Europe's economy has been slower than in the United States or Japan, not to mention the rest of Asia.

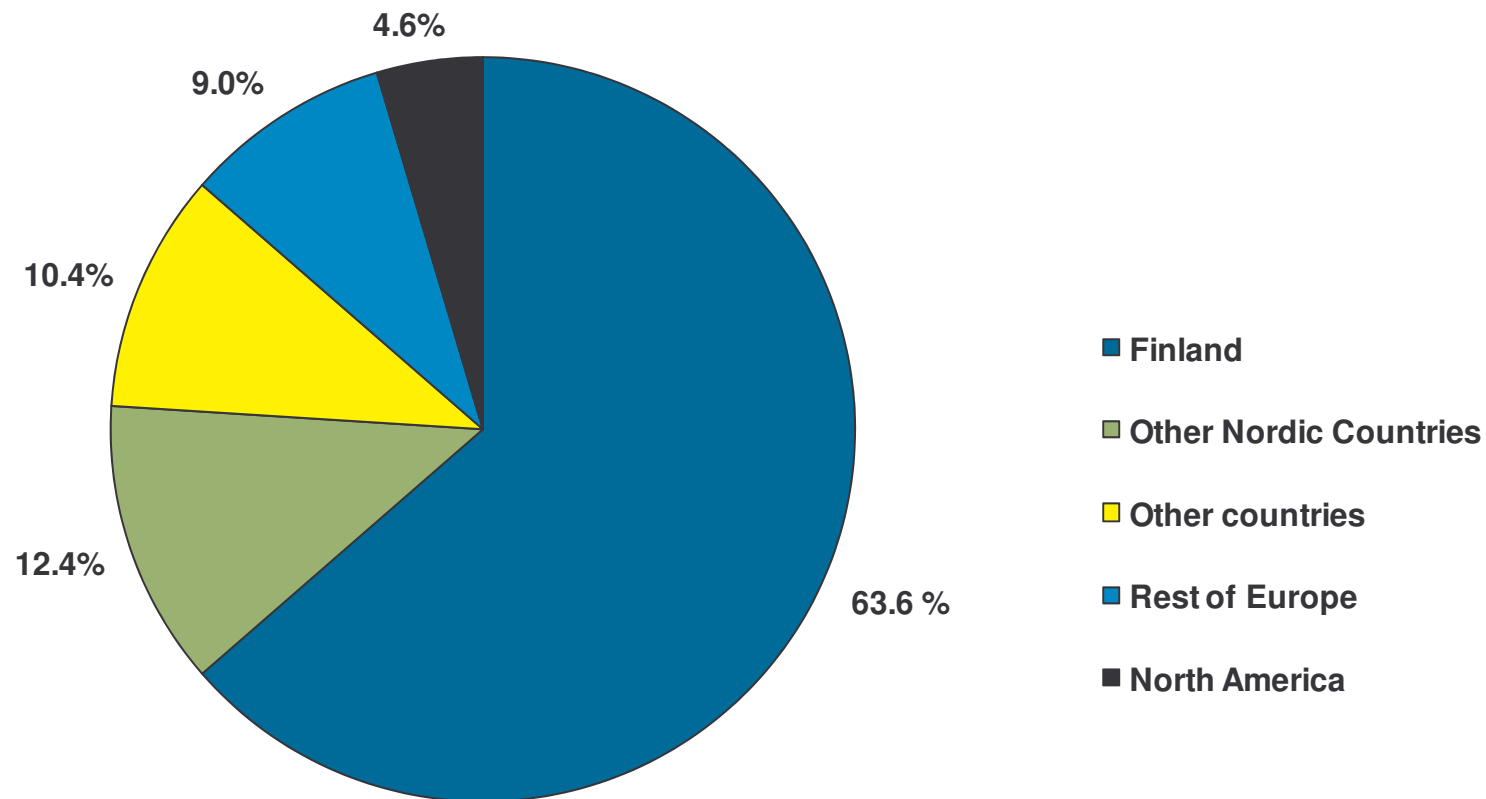
NET SALES 1-3/2010

- In the January-March period of 2010, the Group's net sales decreased by 1.6% to EUR 16.0 million (EUR 16.3 million).
- **In Finland**, net sales fell by 6.3% to EUR 10.2 million (EUR 10.9 million).
 - Retail sales declined by 15.1%.
 - Wholesale sales increased by 4.9%.
- The decrease was attributable to an extensive price-led promotion organised in the comparison period in Finland to reduce inventories.
- **International sales** (previously “exports and international operations”) increased by 8.1% to EUR 5.8 million (EUR 5.4 million).

NET SALES BY MARKET AREA

(EUR 1,000)	1-3 /2010	1-3/2009	Change, %	1-12/2009
Finland	10,185	10,874	-6.3	52,711
Other Nordic Countries	1,986	1,698	17.0	7,042
Rest of Europe	1,443	1,302	10.8	4,821
North America	732	722	1.4	3,003
Other countries	1,662	1,667	-0.3	4,896
TOTAL	16,008	16,263	-1.6	72,473

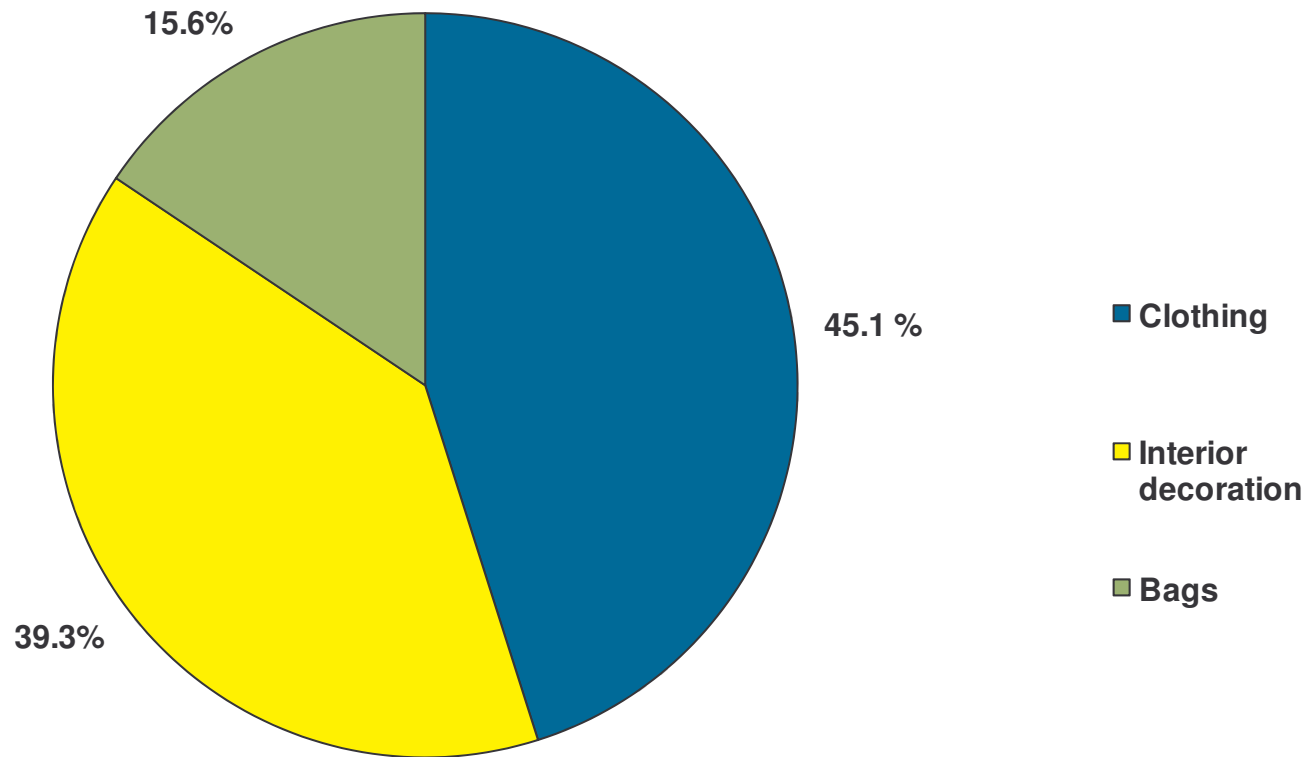
NET SALES BY MARKET AREA 1-3/2010



NET SALES BY PRODUCT LINE

(EUR 1,000)	1-3/2010	1-3/2009	Change, %	1-12/2009
Clothing	7,216	7,078	1.9	27,466
Interior decoration	6,289	6,185	1.7	32,687
Bags	2,503	3,000	-16.6	12,320
TOTAL	16,008	16,263	-1.6	72,473

NET SALES BY PRODUCT LINE 1-3/2010



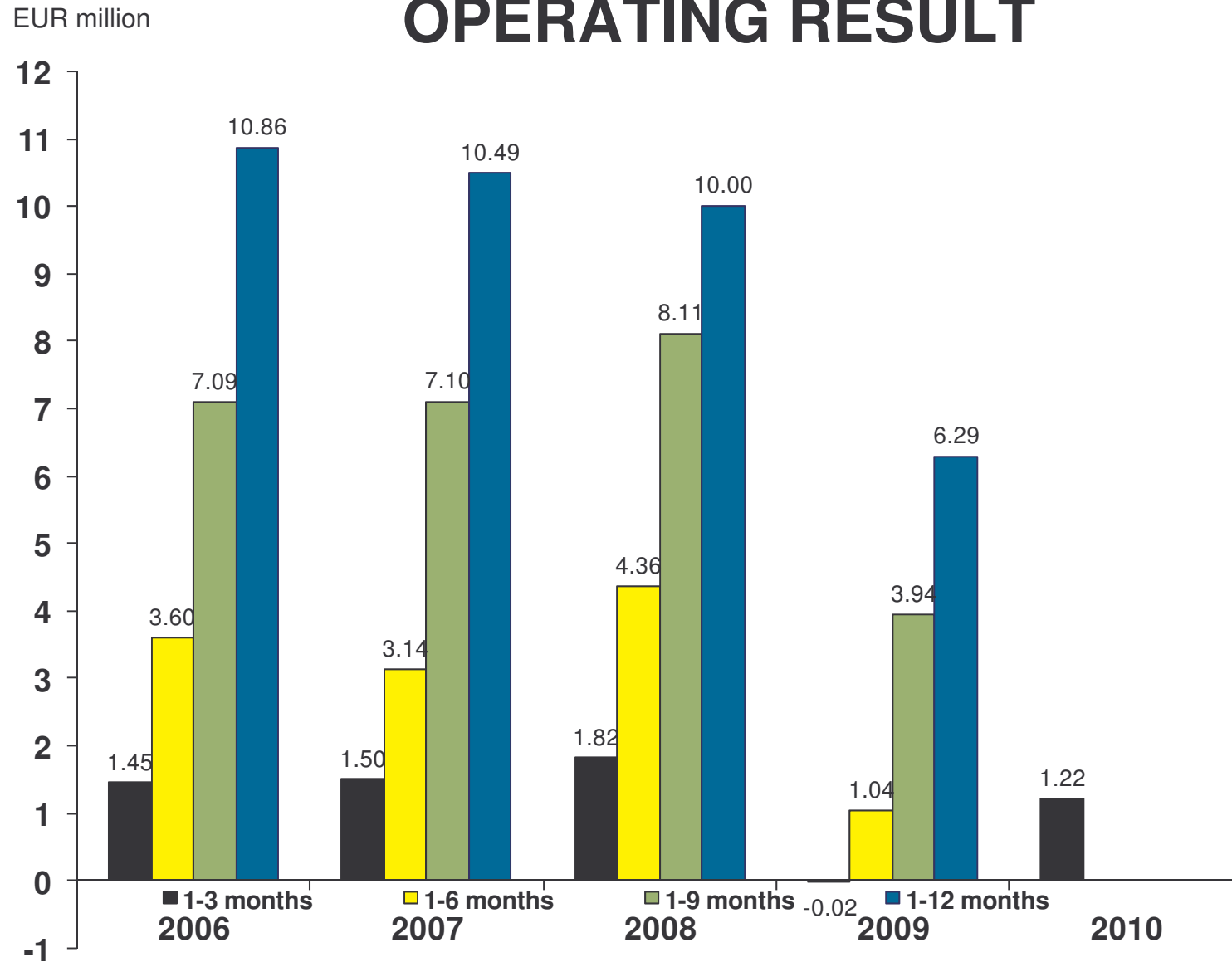
EARNINGS 1-3/2010

- The Group's operating result increased to EUR 1.2 million (EUR -21 thousand).
- Operating result as a percentage of net sales was 7.6% (-0.1%).
- Marketing expenses for the period amounted to EUR 0.7 million (EUR 1.1 million), representing 4.2% (6.8%) of the Group's net sales.
- Profit for the period after taxes stood at EUR 0.9 million (EUR 13 thousand), representing 5.8% (0.1%) of net sales.
- Earnings per share were EUR 0.12 (EUR 0.00).
- Earnings for the period were improved by an increase in average sales margin as well as a reduction in fixed costs, achieved through operational efficiency enhancements.
- The fact that marketing costs for the period were approximately EUR 400 thousand lower than the year before also contributed to the increase in earnings. Full-year marketing expenses will be at the same level as in 2009.

OUTLOOK FOR THE REMAINDER OF 2010

- Marimekko Corporation operates in a field where economic trends affect its business activities.
- Net sales declined slightly in the first quarter of 2010, while earnings improved noticeably. Market conditions are expected to remain relatively challenging in the rest of the year.
- 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. During the current year, Marimekko's exports are estimated to grow slightly.
- In 2009, the Group's net sales and earnings included significant revenues generated from individual promotions. This year, similar revenues that increase net sales and improve earnings are estimated to be lower. Furthermore, earnings will be burdened by additional investments that the company has decided to focus on developing its international distribution network.
- The full-year estimate for 2010 remains unchanged: the Group's net sales and operating profit are expected to be approximately at the same level as in 2009.

OPERATING RESULT



NET SALES - CLOTHING 1-3/2010

- **Net sales of clothing increased by 1.9%** to EUR 7.2 million (EUR 7.1 million). International sales accounted for 33.5% of net sales of clothing.
 - Sales in Finland decreased slightly.
 - Sales abroad rose in all markets except North America.
 - In Japan, clothing sales grew vigorously.

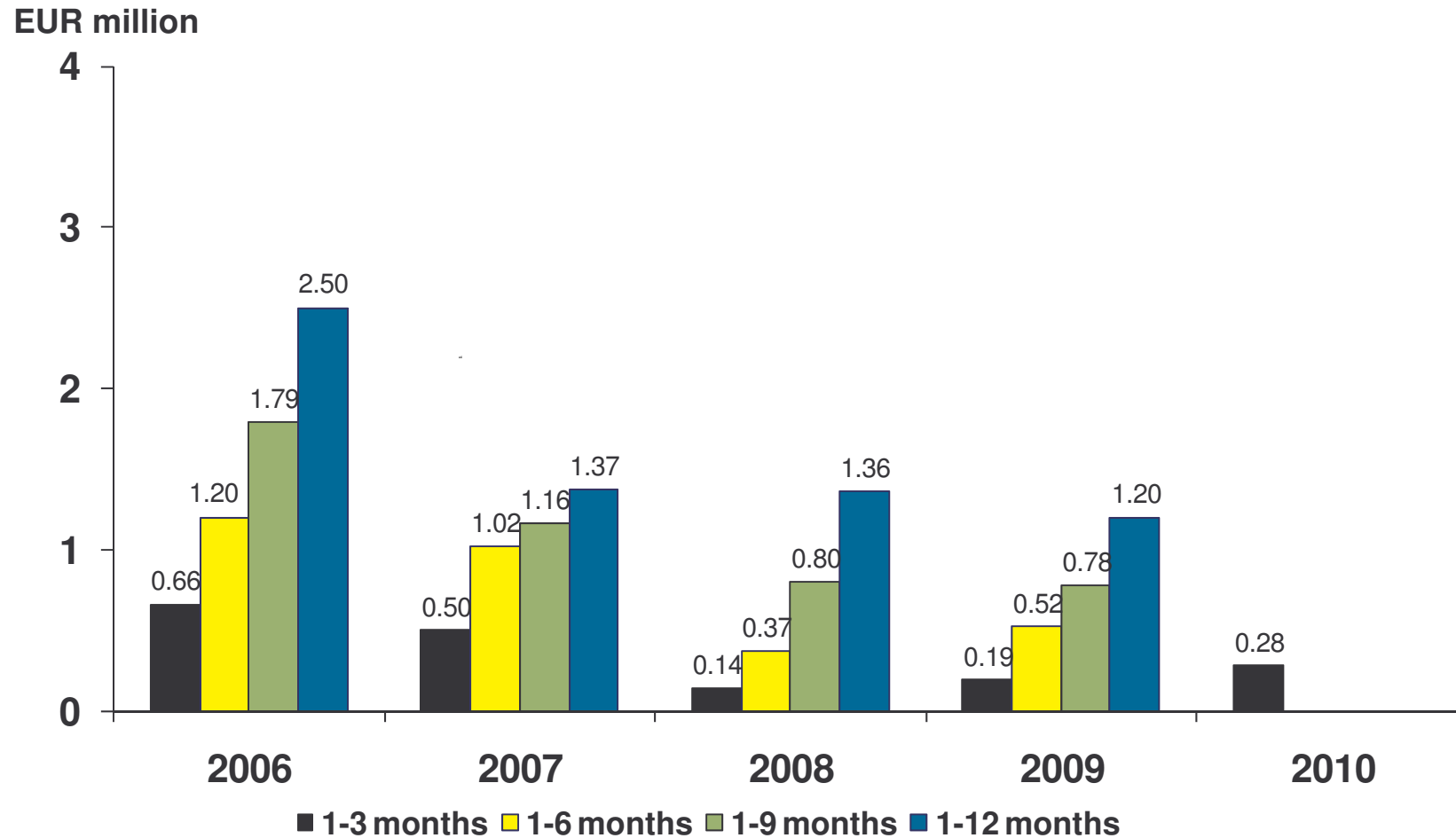
NET SALES – INTERIOR DECORATION 1-3/2010

- **Net sales of interior decoration products increased by 1.7%** to EUR 6.3 million (EUR 6.2 million). International sales accounted for 37.8% of net sales of interior decoration products.
 - Sales in Finland decreased slightly.
 - Sales grew well in North America and the market areas referred to as “the rest of Europe” and “the other Nordic countries”.
 - Sales in Japan also declined somewhat; the fall was largely due to the opening of new concept stores and the deliveries of their initial inventories in the corresponding period of the previous year.

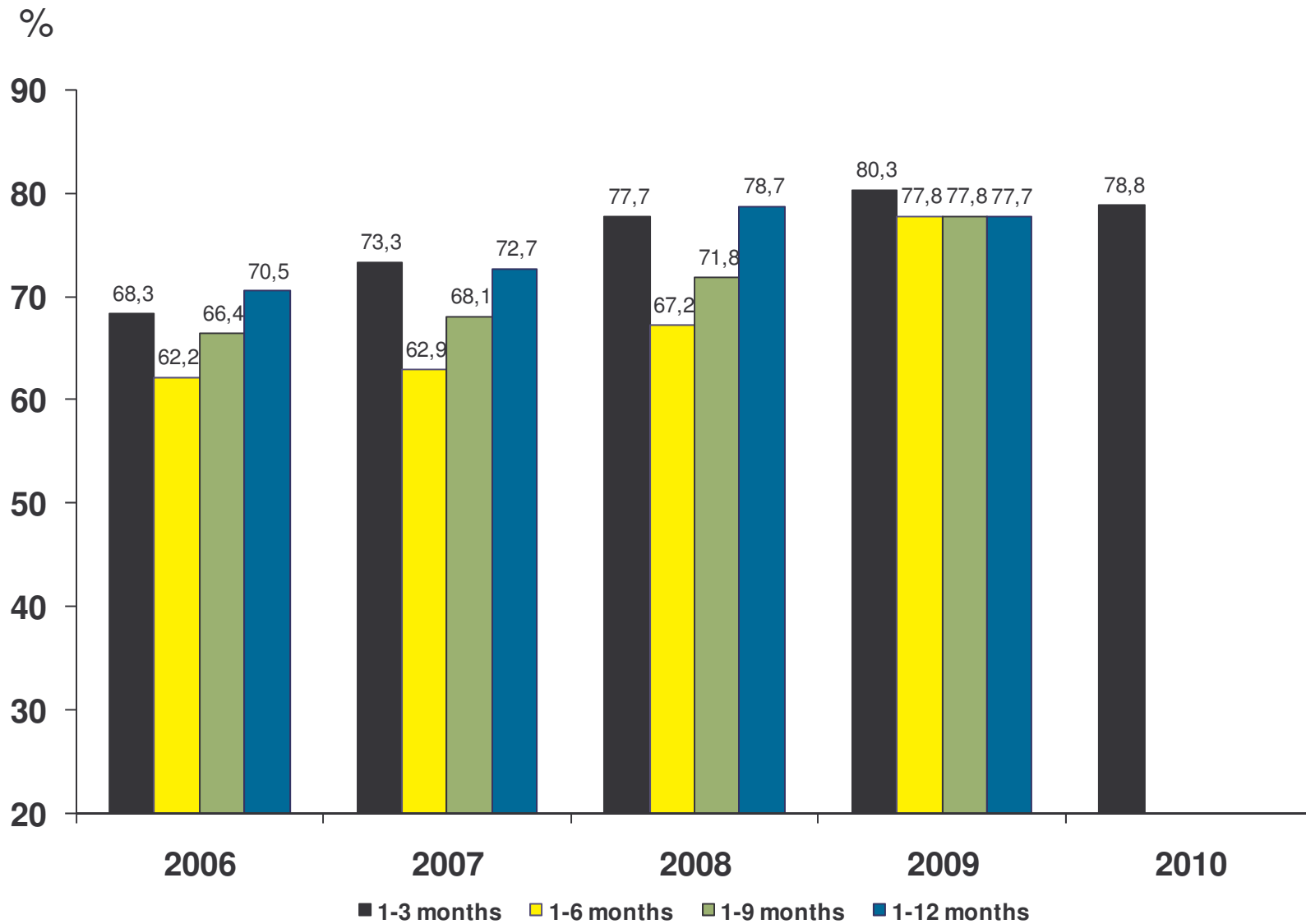
NET SALES – BAGS 1-3/2010

- **Net sales of bags fell by 16.6%** to EUR 2.5 million (EUR 3.0 million). International sales accounted for 41.3% of net sales of bags.
 - Sales declined in all market areas.

GROSS INVESTMENTS



EQUITY RATIO



KEY INDICATORS

	1-3/2010	1-3/2009	Change , %	1-12/2009
Earning per share, EUR	0.12	0.00		0.59
Equity per share, EUR	4.07	3.92	3.8	3.96
Return on equity (ROE), %	11.5	0.17		14.8
Return on investment (ROI), %	15.1	0.03		20.1
Equity ratio, %	78.7	80.3		77.7
Gearing, %	-24.5	-16.8		-32.2
Gross investments, EUR 1,000	275	188		1,202
Gross investments, % of net sales	1.7	1.2		1.7
Contingent liabilities, EUR 1,000	10,645	18,056	-41.0	11,306
Average personnel	371	411	-9.7	400
Personnel at the end of the period	370	407	-9.2	370