

Annual General Meeting of 8 April 2020

Answers to the questions asked at the meeting

1. When will you next review the possible dividend payout?

Marimekko's management and Board of Directors closely follow how the coronavirus pandemic evolves. As the situation is changing rapidly, it is not possible at the moment to give any precise estimate of the impacts of the pandemic on business. The Board will review the possible dividend payout as soon as the company can make a more reliable estimate of the impacts of the coronavirus pandemic on its business.

2. How does collaboration with giant retail chains such as Target and Uniqlo support sustainable development?

Sustainability matters play a very important role for us at Marimekko, and this also applies to the selection of our collaboration partners. Sustainability for us means respecting people and the environment in everything we do. Our value "fairness to everyone and everything" crystallizes our sustainability thinking. We also expect our partners to operate in line with our values. Both Uniqlo and Target share Marimekko's aim to make everyday life better.

3. Are there some concrete key figures/metrics on which remuneration under the incentive plan is based?

According to the company's remuneration policy, the criteria for the long-term incentive plan shall be at least partly based on strategic metrics focusing on share price performance, i.e. total shareholder return. The Board of Directors can also link any of such rewards besides the company's share price performance to other financial or strategic targets. The measurable criteria for the short-term incentives are also based on financial and operational metrics describing growth, profitability and possibly other strategic priorities separately determined by the Board. In the current incentive plan, the possible bonus is based on the total yield on the company's shares, including dividends.

4. What is the maximum amount of the long-term incentives?

The Board of Directors sets a maximum limit for the earning opportunity under the long-term incentive plan within the framework of the company's remuneration policy. Under the company's current long-term incentive plan, the annual maximum earning opportunity equals the approximate value of annual gross salary.