

Marimekko Corporation

INTERIM REPORT

4 November 2010 at 9 a.m.

MARIMEKKO CORPORATION'S INTERIM REPORT, 1 JANUARY - 30 SEPTEMBER 2010

In the January-September period of 2010, the Marimekko Group's net sales fell slightly; operating profit improved clearly. Net sales fell by 1.0% to EUR 51.2 million (EUR 51.8 million). The decrease was partly attributable to an extensive price-led promotion organised in Finland in the first quarter of 2009 to reduce inventories. In addition, in 2009, net sales for the corresponding period included higher revenues from individual promotions than this year. Operating profit increased by 51.9% to EUR 6.0 million (EUR 3.9 million). Profit after taxes for the period was EUR 4.4 million (EUR 3.0 million) and earnings per share were EUR 0.55 (EUR 0.37).

Due to better-than-expected average sales margin and cost development, the company revised its operating profit estimate for 2010 on 25 October 2010. Operating profit is expected to be better than in 2009. Operating profit is also expected to be slightly better than the 2009 operating profit excluding non-recurring items. Operating profit for 2009 included a EUR 0.5 million non-recurring cost related to personnel cuts. The net sales estimate remains unchanged. Net sales for 2010 are expected to be approximately at the same level as in 2009.

	1-9/ 2010	1-9/ 2009	Change, %	1-12/ 2009
Net sales, EUR 1,000	51,223	51,754	-1.0	72,473
Operating profit, EUR 1,000	5,981	3,938	51.9	6,291
Profit before taxes				
EUR 1,000	5,969	3,985	49.8	6,354
Profit for the period,				
EUR 1,000	4,421	2,962	49.3	4,701
Earnings per share, EUR	0.55	0.37		0.59
Equity per share, EUR	4.06	3.74	8.6	3.96
Cash flow from operating				
activities, EUR 1,000	922	5,368		9,941
Return on equity (ROE), %	18.3	12.8		14.8
Return on investment (ROI), %	24.8	17.3		20.1
Equity ratio, %	80.4	77.8		77.7

Mika Ihamuotila, President and CEO:

"The Group's net sales for the January-September period of 2010 were nearly at the level of the comparison period. The trend in Marimekko's profitability during the review period was quite positive, even slightly better than expected. Operating profit improved by 51.9%, reaching EUR 6.0 million. The measures taken in 2009 to enhance operational efficiency and the continuous

development of business operations are bearing fruit. An increase in average sales margin has a major impact on profitability. The rise in sales margin is partly due to the fact that, during the current year, we have carried out fewer price-led promotions than last year. A favourable trend in expenses also contributed to the improvement in profitability. Earnings for the period were boosted by lower operating and marketing expenses compared to the same period the year before. Full-year marketing expenses are expected to be at the same level as in 2009.

The international projects in the USA, Northern Europe and East Asia, announced in August, have progressed according to plan. A Marimekko shop-in-shop in Crate and Barrel's Soho store in New York and South Korea's first Marimekko store, located in Seoul, opened in mid-October. New retail shops of our own will open in Berlin and Malmö in November. Our operations are developing in the right direction, and we are making steady progress in line with our chosen strategy. It should be borne in mind, however, that the investments made especially in developing the product range and in opening new stores and distribution channels depressed earnings in the second and third quarters. These investments will continue to have an impact on the Group's earnings for the remainder of the year. The company's earnings trend is likely to be adversely affected by the investments required for internationalisation, which I feel are justified in the long run, as well as, at least in the shorter term, the steep rise in cotton prices."

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Marimekko, established in 1951, is a leading Finnish textile and clothing design company renowned for its original prints and colours. The company designs and manufactures high-quality clothing, interior decoration textiles, bags, and other accessories. Marimekko products are sold in about 40 countries. Products with Marimekko designs are also manufactured under licence in various countries. In 2009, the company's net sales amounted to EUR 72.5 million, of which international sales

accounted for 27.3%. The Group employs approximately 370 people. The company's share is quoted on NASDAQ OMX Helsinki Ltd.

MARIMEKKO CORPORATION'S INTERIM REPORT, 1 JANUARY - 30 SEPTEMBER 2010

MARKET SITUATION

In early autumn, economic growth accelerated in Finland and the rest of Europe. A strong recovery was seen in the Finnish economy during the summer. Economic growth in the United States has slowed down, which is considered a bad sign. US consumer confidence has at no point risen to the European level; the direction of the country's economic development depends on domestic demand and employment trends. Economic growth also slowed down in Japan. (Confederation of Finnish Industries EK: Economic Review, 17 September 2010) In Finland, retail sales expectations are positive, and sales are anticipated to pick up somewhat towards Christmas. (Confederation of Finnish Industries EK: Business Confidence Indicators, October 2010). From January to September 2010, the value of retail sales in Finland increased by 2.9% (Statistics Finland: Retail trade turnover 2010, September, quick estimate). In the January-August period of 2010, retail sales of clothing (excluding sportswear) grew by 3.2% (Textile and Fashion Industries TMA). Sales of womenswear rose by 2.7%, sales of menswear by 5.6%, and sales of childrenswear by 1.3%. Sales of bags grew by 2.5%. From January to August 2010, exports of clothing (SITC 84) fell by 5% and imports rose by 1%; exports of textiles (SITC 65) decreased by 7%, while imports grew by 16% (National Board of Customs, monthly review, August 2010).

NET SALES

July-September

In the July-September period of 2010, the Marimekko Group's net sales decreased by 0.1% to EUR 19,468 thousand (EUR 19,492 thousand). Sales in Finland fell by 2.5% to EUR 13,828 thousand (EUR 14,183 thousand). The difference in relation to the comparison period is due to revenues from a one-off promotion in the corresponding period of the previous year. International sales increased by 6.2% to EUR 5,640 thousand (EUR 5,309 thousand). The growth was generated by the delivery of initial inventories to two new retailer-owned Marimekko stores.

January-September

In the January-September period of 2010, the Marimekko Group's net sales decreased by 1.0% to EUR 51,223 thousand (EUR 51,754 thousand). Net sales in Finland fell by 2.1% to EUR 35,426 thousand (EUR 36,173 thousand). The decline was partly attributable to an extensive price-led promotion organised in the first quarter of 2009 to reduce inventories. In addition, in 2009, net sales for the corresponding period included higher revenues from individual promotions than this year. International sales

increased by 1.4% to EUR 15,797 thousand (EUR 15,581 thousand). The growth was generated by the delivery of initial inventories to two new retailer-owned Marimekko stores in the third quarter. The share of international sales in the Group's net sales amounted to 30.8% (30.1%).

The breakdown of the Group's net sales by product line was as follows: clothing 39.8%, interior decoration 42.8%, and bags 17.4%. Net sales by market area were: Finland 69.1%, the other Nordic countries 10.4%, the rest of Europe 7.5%, North America 5.0%, and other countries (Japan and other regions outside Europe and North America) 8.0%.

BUSINESS UNIT REVIEWS

Clothing

In the January-September period of 2010, net sales of clothing fell by 4.1% to EUR 20,376 thousand (EUR 21,253 thousand). Sales decreased in Finland and the market area referred to as "the rest of Europe", while other market areas saw growth in sales. International sales accounted for 26.1% of net sales of clothing.

Interior decoration

Net sales of interior decoration products increased by 4.2% to EUR 21,906 thousand (EUR 21,029 thousand). Almost all of the growth came from North America and the market areas referred to as "the rest of Europe" and "other countries". In Finland and the other Nordic countries, sales increased slightly. International sales accounted for 35.4% of net sales of interior decoration products.

Bags

Net sales of bags fell by 5.6% to EUR 8,941 thousand (EUR 9,472 thousand). Sales increased in North America and the market area referred to as "the rest of Europe". In other market areas, sales decreased. International sales accounted for 30.6% of net sales of bags.

Sales in Finland

In the January-September period of 2010, Marimekko's retail sales, i.e. sales by Marimekko's own retail shops in Finland, fell by 3.7%. Domestic wholesale sales decreased by 1.9%. The decline in retail sales was partly due to changes in sales areas in the Helsinki shops. Both retail and wholesale sales in Finland were adversely affected by the extensive price-led promotion organised in the first quarter of 2009 to reduce inventories.

International sales

In the January-September period of 2010, Marimekko's international sales (previously "exports and international operations") increased by 1.4% to EUR 15,797 thousand (EUR 15,581 thousand). The growth was generated by the delivery of initial inventories to two new retailer-owned Marimekko stores in the third quarter. Net

sales in North America rose by 10.3% to EUR 2,546 thousand (EUR 2,309 thousand). Sales in other export markets were at the same level as in the comparison period. In the market area referred to as "the other Nordic countries", net sales amounted to EUR 5,315 thousand (EUR 5,317 thousand), in the rest of Europe to EUR 3,830 thousand (EUR 3,843 thousand), and in the market area referred to as "other countries" to EUR 4,106 thousand (EUR 4,112 thousand). The largest export countries were Japan, Sweden, the United States, Denmark and Norway.

Licensing

Royalty earnings from sales of licensed products increased markedly. The majority of the growth came from the United States and Japan.

Production

During the January-September period of 2010, the output of the Herttoniemi textile printing factory increased by 1.1%. The production volume of the Sulkava factory decreased somewhat compared with the corresponding period of the previous year. The output of the Kitee factory declined substantially as a result of changes to the production structure implemented in 2009.

EARNINGS

July-September

In the July-September period of 2010, the Group's operating profit increased by 43.7% from the comparison period to EUR 4,170 thousand (EUR 2,901 thousand). Earnings per share were EUR 0.38 (EUR 0.27). Operating profit for the corresponding period in 2009 included a EUR 0.5 million non-recurring cost related to personnel cuts. Earnings for the period were boosted by an increase in average sales margin, lower operating expenses and higher royalty income. During the current year, revenues generated from one-off promotions were lower than in the corresponding period of the previous year, which weakened earnings.

January-September

In the January-September period of 2010, the Group's operating profit increased by 51.9% to EUR 5,981 thousand (EUR 3,938 thousand). Operating profit as a percentage of net sales was 11.7% (7.6%). Marketing expenses for the period amounted to EUR 1,882 thousand (EUR 2,217 thousand), representing 3.7% (4.3 %) of the Group's net sales.

Earnings for the period were boosted by an increase in average sales margin as well as the fact that operating and marketing expenses were lower and royalty income was higher than in the comparison period. Full-year marketing expenses are expected to be at the same level as in 2009. Investments in product development and building up the company's international distribution network, on the other hand, weighed down earnings. During the current year, revenues generated from one-off promotions were lower than in the

corresponding period of the previous year, which also weakened earnings.

The Group's depreciation amounted to EUR 1,108 thousand (EUR 1,031 thousand), representing 2.2% (2.0%) of net sales. Net financial expenses totalled EUR 12 thousand (net financial income of EUR 47 thousand), or 0.02% (0.1%) of net sales.

Profit for the period after taxes stood at EUR 4,421 thousand (EUR 2,962 thousand), representing 8.6% (5.7%) of net sales. Earnings per share were EUR 0.55 (EUR 0.37).

INVESTMENTS

The Group's gross investments amounted to EUR 689 thousand (EUR 782 thousand), representing 1.3% (1.5%) of net sales. The majority of investments were directed at acquisitions and updates of information systems.

EQUITY RATIO AND FINANCING

The Group's equity ratio was 80.4% at the end of the period (77.8% on 30 September 2009, 77.7% on 31 December 2009). The ratio of interest-bearing liabilities minus financial assets to shareholders' equity (gearing) was -21.0%, while it was -20.3% at the end of the corresponding period in the previous year (-32.2% on 31 December 2009).

At the end of the period, the Group's financial liabilities stood at EUR 0 (EUR 0). The Group's financial assets at the end of the period amounted to EUR 6,860 thousand (EUR 6,092 thousand).

SHARES AND SHARE PRICE TREND

Share capital

At the end of the period, the company's fully paid-up share capital, as recorded in the Trade Register, amounted to EUR 8,040,000 and the number of shares totalled 8,040,000.

Shareholdings

According to the book-entry register, Marimekko had 6,676 (6,723) shareholders at the end of the period. Of the shares, 14.5% were registered in a nominee's name and 15.8% were in foreign ownership. The number of shares owned either directly or indirectly by members of the Board of Directors and the President of the company was 1,086,440, representing 13.5% of the total share capital and of the votes conferred by the company's shares.

The largest shareholders according to the book-entry register on 30 September 2010

	Number of shares and votes	Percentage of holding and votes
1. Muotitila Ltd	1,045,200	13.00
2. Semerca Investment Ltd	850,377	10.58
3. ODIN Finland	403,218	4.98
4. Varma Mutual Employment Pension Insurance Company	385,920	4.80
5. Nordea Nordic Small Cap Fund	269,204	3.35
6. Ilmarinen Mutual Pension Insurance Company	265,419	3.30
7. Veritas Pension Insurance Company	220,000	2.74
8. Sairanen Seppo	71,379	0.89
9. Mutual Fund Tapiola Finland	58,555	0.73
10. Foundation for Economic Education	50,000	0.62
11. Scanmagnetics Oy	40,000	0.50
12. Fromond Elsa	37,000	0.46
13. Haapanala Auvo	35,000	0.43
14. Westerberg Olof	33,600	0.42
15. Karvonen Eero	27,900	0.34
Total	3,789,772	47.14
Nominee-registered	1,167,358	14.52
Others	3,082,870	38.34
Total	8,040,000	100.00

Flaggings

SEB Asset Management S.A.'s share of Marimekko Corporation's share capital and voting rights rose to 5.13%, or 412,259 shares, as a result of a transaction concluded on 5 February 2010.

SEB Asset Management S.A.'s share of Marimekko Corporation's share capital and voting rights declined to 0.00%, or 0 shares, due to a stock loan on 15 April 2010 and increased back to 5.13%, or 412,259 shares, when the stock loan ended on 28 April 2010.

The combined share of Marimekko Corporation's share capital and voting rights held by organisations controlled by Credit Suisse Group AG rose to 5.60%, or 450,000 shares, as a result of a transaction concluded on 20 April 2010. After the transaction, Credit Suisse Securities (Europe) Ltd owned 400,000 Marimekko shares and Credit Suisse Securities (USA) LLC owned 50,000 shares. The total share of Marimekko Corporation's share capital and voting rights held by the aforementioned organisations controlled by Credit Suisse Group AG decreased to less than 5.00% as a result of a transaction concluded on 23 April 2010.

Authorisations

At the end of the review period, the Board of Directors had no valid authorisations to carry out share issues or issue

convertible bonds or bonds with warrants, or to acquire or surrender Marimekko shares.

Share trading

During the review period, a total of 730,312 Marimekko shares were traded, representing 9.1% of the shares outstanding. The total value of Marimekko's share turnover was EUR 8,129,599. The lowest share price was EUR 10.00, the highest was EUR 13.29 and the average share price during the period was EUR 11.19. At the end of the period, the closing price of the share was EUR 11.28. The company's market capitalisation on 30 September 2010 was EUR 90,691,200 (EUR 83,374,800 on 30 September 2009, EUR 82,812,000 on 31 December 2009).

PERSONNEL

During the January-September period of 2010, the number of employees averaged 372 (408). At the end of the period, the Group employed 378 (403) people, of whom 18 (16) worked abroad.

CHANGES IN THE COMPANY'S MANAGEMENT

Minna Kemell-Kutvonen commenced on 1 July 2010 as Creative Director of all of the Marimekko Group's product lines and a member of the Management Group. Piia Rossi, Director for Marimekko's own retail shops in Finland and member of the Management Group, resigned on 16 August 2010. Päivi Lonka was appointed Sales Director for the Group, responsible for sales and shops, as of 16 August 2010. The appointed persons have also previously held management positions in the company.

RISK MANAGEMENT AND MAJOR RISKS

Marimekko's risk management and key risks related to its business are described in the 2009 Annual Report and Financial Statements Bulletin. No major changes have occurred in the general risk factors since the review presented in the report of the Board of Directors on 2 February 2010. The particular risks in the near future are associated with the development of consumers' purchasing behaviour.

In addition, the company will closely monitor the near-term trend in cotton prices. The risks related to changes in raw material prices are explained in the 2009 Annual Report and Financial Statements Bulletin. A variety of raw materials are used to manufacture Marimekko's products, the most important being cotton. So far, the price increase of cotton has not had an effect on the company's earnings. The risks related to raw material price fluctuations are diminished by taking the fluctuations into account in product pricing. If the price of cotton remains at its present high level or rises further and if the company fails to pass the increased raw material costs on to selling prices, the company's earnings may be affected.

The management and monitoring of change and ensuring sufficient core expertise, as well as monitoring the trend in cotton prices and any action required are emphasised in near term risk management.

RESEARCH AND DEVELOPMENT

Marimekko's product planning and development costs arise from the design of collections. Design costs are recorded in expenses.

THE ENVIRONMENT, HEALTH AND SAFETY

Responsibility for the environment and nature is an integral aspect of Marimekko's business. In environmental matters, the company's business supervision is largely based on legislation and other regulations. Environmental, health and safety issues are reported in the 2009 Annual Report. The framework for reporting is provided by the G3 guidelines of the Global Reporting Initiative (GRI).

DECISIONS OF THE ANNUAL GENERAL MEETING

The decisions of Marimekko Corporation's Annual General Meeting are reported in the stock exchange release dated 15 April 2010 as well as in the interims reports published on 6 May 2010 and 12 August 2010.

MAJOR EVENTS AFTER THE CLOSE OF THE REVIEW PERIOD

Changes in the company's management

After the retirement of Helinä Uotila, Director for Marimekko's production, purchases and interior decoration line, on 1 November 2010, all three of the company's product lines are managed by one Product Director, Niina Nenonen. She was previously in charge of the company's clothing and bags product lines. The organisational changes implemented in 2010 aim to improve consistency in design across the different product lines, enhance efficiency in production and sourcing, and develop product assortment planning to better respond to the needs of different distribution channels. As of 1 November 2010, the Marimekko Group's Management Group comprises Mika Ihamuotila as the Chair and Thomas Ekström (finance and administration), Malin Groop (marketing), Minna Kemell-Kutvonen (design), Päivi Lonka (sales), and Niina Nenonen (product lines).

International projects

On 12 August 2010, Marimekko announced that it will carry out significant international projects during the remainder of 2010.

In the United States, a subsidiary, Marimekko North America LLC, was established in October 2010 to manage and develop the local operations in collaboration with the brand management firm

C2Group. The renowned home furnishings retailer Crate and Barrel opened a Marimekko shop-in-shop in its Soho store in New York in mid-October. Marimekko and Crate and Barrel are also exploring further opportunities for collaboration, including additional US shop-in-shops and ecommerce. Marimekko's long-term goal is to expand the distribution of its products in the United States through high-end department and specialty stores as well as by increasing the number of Marimekko stores.

The first Marimekko concept store in South Korea was opened in Seoul in mid-October. The store is owned by I.D. Look Co., Ltd., a subsidiary of Marimekko's Japanese distributor Look Inc. In November 2010, Marimekko will open its own retail shops in Berlin and Malmö.

OUTLOOK FOR THE REMAINDER OF 2010

Marimekko Corporation operates in a field where economic trends affect its business activities. In the January-September period of 2010, net sales decreased slightly, while operating profit improved clearly. Earnings for the period were boosted by an increase in average sales margin as well as the fact that operating and marketing expenses were lower and royalty income was higher than in the comparison period. Full-year marketing expenses are expected to be at the same level as in 2009. Investments in product development and building up the company's international distribution network, on the other hand, weighed down earnings. During the current year, revenues generated from one-off promotions were lower than in the corresponding period of the previous year, which also weakened earnings

The majority of the Group's net sales are generated in Finland. In recent years, however, international sales have increasingly been driving Marimekko's net sales growth. During 2010, international sales 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. In the second and third quarters, earnings were depressed by additional investments in product development and building up the company's international distribution network. These investments will continue to have an impact on the Group's earnings for the remainder of the year.

The company revised its operating profit estimate for 2010 on 25 October 2010 due to better-than-expected average sales margin and cost development. Operating profit is expected to be better than in 2009. Operating profit is also expected to be slightly better than the 2009 operating profit excluding non-recurring items. Operating profit for 2009 included a EUR 0.5 million non-recurring cost related to personnel cuts.

The net sales estimate provided in the interim review on 12 August 2010 remains unchanged. Net sales for 2010 are expected to be approximately at the same level as in 2009.

Due to the seasonality of Marimekko's business, the major portion of the company's net sales and earnings are traditionally generated during the last two quarters of the year. In the last quarter, a significant share of sales is accounted for by retail sales.

Helsinki, 4 November 2010

MARIMEKKO CORPORATION

Board of Directors

Information presented in the interim report has not been audited.

APPENDICES

Accounting principles

Consolidated income statement and comprehensive consolidated income statement

Consolidated balance sheet

Consolidated cash flow statement

Consolidated statement of changes in shareholders' equity

Key indicators

Consolidated net sales by market area and product line

Segment information

Quarterly trend in net sales and earnings

Accounting principles

This interim report was prepared in accordance with IAS 34:

Interim Financial Reporting. The same accounting principles were applied as in the 2009 financial statements. The new or amended standards and interpretations that have become effective in 2010 and whose contents are presented in the financial statements for 2009 have had no effect on the information in the interim report.

FORMULAS FOR THE KEY FIGURES

Earnings per share (EPS), EUR:

$(\text{Profit before taxes} - \text{income taxes}) / \text{Number of shares (average for the financial period)}$

Equity per share, EUR:

$\text{Shareholders' equity} / \text{Number of shares, 30 September}$

Return on equity (ROE), %:

$(\text{Profit before taxes} - \text{income taxes}) \times 100 / \text{Shareholders' equity (average for the financial period)}$

Return on investment (ROI), %:

$(\text{Profit before taxes} + \text{interest and other financial expenses}) \times 100 / (\text{Balance sheet total} - \text{non-interest-bearing liabilities (average for the financial period)})$

Equity ratio, %

$\text{Shareholders' equity} \times 100 / (\text{Balance sheet total} - \text{advances received})$

Gearing, %:

$\text{Interest-bearing net debt} \times 100 / \text{Shareholders' equity}$

CONSOLIDATED INCOME STATEMENT

(EUR 1,000)	7-9/ 2010	7-9/ 2009	1-9/ 2010	1-9/ 2009	1-12/ 2009
NET SALES	19,468	19,492	51,223	51,754	72,473
Other operating income	3	4	13	35	41
Increase or decrease in inventories of completed and unfinished products	-42	1,163	-1,072	1,396	-2,135
Raw materials and consumables	7,051	6,695	19,860	19,212	26,890
Employee benefit expenses	3,786	4,349	12,459	13,542	18,202
Depreciation	385	334	1,108	1,031	1,394
Other operating expenses	4,121	4,054	12,900	12,670	17,602
OPERATING PROFIT	4,170	2,901	5,981	3,938	6,291
Financial income	3	7	9	60	86
Financial expenses	-40	-7	-21	-13	-23
	-37	0	-12	47	63
PROFIT BEFORE TAXES	4,133	2,901	5,969	3,985	6,354
Income taxes	1,075	741	1,548	1,023	1,653
NET INCOME FOR THE PERIOD	3,058	2,160	4,421	2,962	4,701
Distribution of net income to equity holders of the parent company	3,058	2,160	4,421	2,962	4,701
Basic and diluted earnings per share calculated on the profit attributable to equity holders of the parent company, EUR	0.38	0.27	0.55	0.37	0.59

COMPREHENSIVE CONSOLIDATED INCOME STATEMENT

(EUR 1,000)	7-9/ 2010	7-9/ 2009	1-9/ 2010	1-9/ 2009	1-12/ 2009
Net income for the period	3,058	2,160	4,421	2,962	4,701
Other comprehensive income					
Change in translation difference	-4	-10	-5	-9	4
COMPREHENSIVE INCOME FOR THE PERIOD	3,054	2,150	4,416	2,953	4,705
Distribution of net income to equity holders of the parent company	3,054	2,150	4,416	2,953	4,705

CONSOLIDATED BALANCE SHEET

(EUR 1,000)	30.9.2010	30.9.2009	31.12.2009
ASSETS			
NON-CURRENT ASSETS			
Tangible assets	9,184	9,739	9,805
Intangible assets	619	417	409
Available-for-sale financial assets	12	20	20
	9,815	10,176	10,234
CURRENT ASSETS			
Inventories	16,708	15,548	15,229
Trade and other receivables	7,188	6,605	5,241
Current tax assets	18	268	18
Cash and cash equivalents	6,860	6,092	10,245
	30,774	28,513	30,733
ASSETS, TOTAL	40,589	38,689	40,967
SHAREHOLDERS' EQUITY AND LIABILITIES			
EQUITY ATTRIBUTABLE TO EQUITY HOLDERS OF THE PARENT COMPANY			
Share capital	8,040	8,040	8,040
Translation differences	-3	-11	2
Retained earnings	24,586	22,044	23,783
Shareholders' equity, total	32,623	30,073	31,825
NON-CURRENT LIABILITIES			
Deferred tax liabilities	692	688	683
CURRENT LIABILITIES			
Trade and other payables	7,274	7,928	7,874
Current tax liabilities	-	-	585
	7,274	7,928	8,459
Liabilities, total	7,966	8,616	9,142
SHAREHOLDERS' EQUITY AND LIABILITIES, TOTAL	40,589	38,689	40,967

The Group has no liabilities resulting from derivative contracts, and there are no outstanding guarantees or any other contingent liabilities which have been granted on behalf of the management of the company or its shareholders.

CONSOLIDATED CASH FLOW STATEMENT

(EUR 1,000)	1-9/ 2010	1-9/ 2009	1-12/ 2009
CASH FLOW FROM OPERATING ACTIVITIES			
Net profit for the period	4,421	2,962	4,701
Adjustments			
Depreciation according to plan	1,108	1,031	1,394
Financial income and expenses	12	-47	-63
Taxes	1,548	1,024	1,653
Cash flow before change in working capital	7,089	4,970	7,685
Change in working capital	-3,670	1,403	2,997
Increase (-) / decrease (+) in current non-interest-bearing trade receivables	-1,594	-486	834
Increase (-) / decrease (+) in inventories	-1,479	1,737	2,055
Increase (-) / decrease (+) in current non-interest-bearing liabilities	-597	152	108
Cash flow from operating activities before financial items and taxes	3,419	6,373	10,682
Paid interest and payments on other financial expenses	-21	-14	-24
Interest received	9	94	120
Taxes paid	-2,485	-1,085	-837
CASH FLOW FROM OPERATING ACTIVITIES	922	5,368	9,941
CASH FLOW FROM INVESTING ACTIVITIES			
Investments in tangible and intangible assets	-689	-782	-1,202
CASH FLOW FROM INVESTING ACTIVITIES	-689	-782	-1,202
CASH FLOW FROM FINANCING ACTIVITIES			
Short-term loans repaid	-	-185	-185
Dividends paid	-3,618	-4,422	-4,422
CASH FLOW FROM FINANCING ACTIVITIES	-3,618	-4,607	-4,607
Change in cash and cash equivalents	-3,385	-21	4,133
Cash and cash equivalents at the beginning of the period	10,245	6,112	6,112
Cash and cash equivalents at the end of the period	6,860	6,091	10,245

CONSOLIDATED STATEMENT OF CHANGES IN SHAREHOLDERS' EQUITY

(EUR 1,000)

Equity attributable to equity holders of the parent company

	Share capital	Translation differences	Retained earnings	Shareholders' equity, total
Shareholders' equity 1 Jan. 2009	8,040	-2	23,504	31,542
Comprehensive income for the period		-9	2,962	2,953
Dividends paid			-4,422	-4,422
Shareholders' equity 30 Sept. 2009	8,040	-11	22,044	30,073
Shareholders' equity 1 Jan. 2010	8,040	2	23,783	31,825
Comprehensive income for the period		-5	4,421	4,416
Dividends paid			-3,618	-3,618
Shareholders' equity 30 Sept. 2010	8,040	-3	24,586	32,623

KEY INDICATORS

	1-9/ 2010	1-9/ 2009	Change, %	1-12/ 2009
Earnings per share, EUR	0.55	0.37	48.6	0.59
Equity per share, EUR	4.06	3.74	8.6	3.96
Return on equity (ROE), %	18.3	12.8		14.8
Return on investment (ROI), %	24.8	17.3		20.1
Equity ratio, %	80.4	77.8		77.7
Gearing, %	-21.0	-20.3		-32.2
Gross investments, EUR 1,000	689	782	-11.9	1,202
Gross investments, % of net sales	1.3	1.5		1.7
Contingent liabilities, EUR 1,000	9,142	16,828	-45.7	11,306
Average personnel	372	408	-8.8	400
Personnel at the end of the period	378	403	-6.2	370
Number of shares at the end of the period (1,000)	8,040	8,040		8,040
Number of shares outstanding, average (1,000)	8,040	8,040		8,040

NET SALES BY MARKET AREA

(EUR 1,000)	7-9/ 2010	7-9/ 2009	Change, %	1-9/ 2010	1-9/ 2009	Change, %	1-12/ 2009
Finland	13,828	14,183	-2.5	35,426	36,173	-2.1	52,711
Other Nordic countries	1,881	2,029	-7.3	5,315	5,317	0.0	7,042
Rest of Europe	1,382	1,374	0.6	3,830	3,843	-0.3	4,821
North America	935	746	25.3	2,546	2,309	10.3	3,003
Other countries	1,442	1,160	24.3	4,106	4,112	-0.1	4,896
TOTAL	19,468	19,492	-0.1	51,223	51,754	-1.0	72,473

NET SALES BY PRODUCT LINE

(EUR 1,000)	7-9/ 2010	7-9/ 2009	Change, %	1-9/ 2010	1-9/ 2009	Change, %	1-12/ 2009
Clothing	7,434	7,693	-3.4	20,376	21,253	-4.1	27,466
Interior decoration	8,281	8,091	2.3	21,906	21,029	4.2	32,687
Bags	3,753	3,708	1.2	8,941	9,472	-5.6	12,320
TOTAL	19,468	19,492	-0.1	51,223	51,754	-1.0	72,473

SEGMENT INFORMATION

(EUR 1,000)	1-9/2010	1-9/2009	Change, %	1-12/2009
Marimekko business				
Net sales	51,223	51,754	-1.0	72,473
Operating profit	5,981	3,938	51.9	6,291
Assets	40,569	38,689	4.9	40,967

QUARTERLY TREND IN NET SALES AND EARNINGS

(EUR 1,000)	7-9/ 2010	4-6/ 2010	1-3/ 2010	10-12/ 2009
Net sales	19,468	15,747	16,008	20,719
Operating result	4,170	588	1,223	2,353
Earnings per share, EUR	0.38	0.05	0.12	0.22

(EUR 1,000)	7-9/ 2009	4-6/ 2009	1-3/ 2009	10-12/ 2008
Net sales	19,492	15,999	16,263	22,061
Operating result	2,901	1,058	-21	1,845
Earnings per share, EUR	0.27	0.10	0.00	0.17