

Marimekko Corporation

INTERIM REPORT

5 November 2009 at 9 a.m.

MARIMEKKO CORPORATION'S INTERIM REPORT, 1 JANUARY - 30 SEPTEMBER 2009

In the January-September period of 2009, the Marimekko Group's net sales fell by 12% to EUR 51.8 million (EUR 59.0 million). Operating profit fell to EUR 3.9 million (EUR 8.1 million). Operating profit without non-recurring items amounted to EUR 4.5 million (EUR 8.1 million). Profit after taxes for the period was EUR 3.0 million (EUR 6.0 million); earnings per share were EUR 0.37 (EUR 0.75). Cash flow from operating activities before financial items and taxes stood at EUR 6.4 million (EUR 5.5 million). The full-year estimate for 2009 is unchanged: net sales are forecast to decrease by about 10% from the year 2008 and operating result is expected to decline distinctly.

	1-9/ 2009	1-9/ 2008	Change, %	1-12/ 2008
Net sales, EUR 1,000	51,754	59,046	-12.3	81,107
Exports and income from international operations, % of net sales	30.1	29.9		27.0
Operating profit, EUR 1,000	3,938	8,111	-51.5	9,956
Operating profit without non-recurring items, EUR 1,000	4,450	8,111	-45.1	9,956
Profit before taxes, EUR 1,000	3,985	8,124	-51.0	9,964
Profit for the period, EUR 1,000	2,962	6,012	-50.7	7,378
Earnings per share, EUR	0.37	0.75	-50.7	0.92
Earnings per share without non-recurring items, EUR	0.44	0.75	-41.3	0.92
Equity per share, EUR	3.74	3.75	-0.3	3.92
Return on equity (ROE), %	12.8	26.9		24.2
Return on investment (ROI), %	17.3	33.8		32.3
Equity ratio, %	77.8	71.8		78.7

Mika Ihamuotila, President and CEO:

"The current year 2009 has been characterised by challenging market conditions. The sharp decline in consumer demand has reduced Marimekko's sales both in Finland and abroad. The situation varies in different markets, but there are no clear signs of improvement on the horizon so far. In these difficult market conditions, positive news comes from Japan where trends have been good; during the period under review, five new Marimekko concept stores were opened in Japan. A new concept store was also opened in Copenhagen in July. After the review period, Marimekko

has opened its refurbished shop in Stockholm and a new one in Tampere, Finland.

During the current year, we have taken action to improve the cost structure and efficiency of operations in order to adjust our operations to reduced demand and slow down the fall in profitability. We have managed to improve the company's cash flow by cutting fixed costs and enhancing the efficiency of working capital management; in the January-September period of 2009, the change in working capital was EUR 1.4 million (EUR -3.6 million) and cash flow from operating activities before financial items and taxes amounted to EUR 6.4 million (EUR 5.5 million). We believe that the reorganisation of operations, enhanced efficiency, and the actions aimed at cutting fixed costs will increase our potential for growth in the coming years.

Despite the difficult operating environment, we are confident that Marimekko is heading in the right direction, and we will continue our long-term investment in product development and internationalisation."

All of Marimekko's stock exchange releases are available on the company's website [www.marimekko.com](http://www.marimekko.com) under Investors/Releases.

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Marimekko's website [www.marimekko.com](http://www.marimekko.com)

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 over 40 countries. Products with Marimekko designs are also manufactured under licence in various countries. In 2008, the company's net sales amounted to EUR 81.1 million. Exports and international operations accounted for 27.0% of the Group's net sales. The Group employs about 400 people. The company's share is quoted on the NASDAQ OMX Helsinki Ltd.

MARIMEKKO CORPORATION'S INTERIM REPORT, 1 JANUARY - 30 SEPTEMBER  
2009

## NET SALES

### July-September

In the July-September period of 2009, the Marimekko Group's net sales fell by 11.0% to EUR 19,492 thousand (EUR 21,913 thousand). In Finland, net sales fell by 10.1% to EUR 14,183 thousand (EUR 15,776 thousand). The difference in relation to the comparison period is partly due to revenues from a one-off promotion in the corresponding period of the previous year. Exports and income from international operations fell by 13.5%, totalling EUR 5,309 thousand (EUR 6,137 thousand).

### January-September

In the January-September period of 2009, the Marimekko Group's net sales fell by 12.3% to EUR 51,754 thousand (EUR 59,046 thousand). Net sales in Finland decreased by 12.7% to EUR 36,173 thousand (EUR 41,413 thousand). Exports and income from international operations fell by 11.6%, totalling EUR 15,581 thousand (EUR 17,633 thousand). Exports and income from international operations accounted for 30.1% (29.9%) of the Group's net sales. 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 in relation to the comparison period was also increased by revenues from individual promotions and one-off income from sales of licensed products in the corresponding period of the previous year.

The breakdown of the Group's net sales by product line was as follows: clothing, 41.1%; interior decoration, 40.6%; and bags, 18.3%. Net sales by market area were: Finland, 69.9%; the other Nordic countries, 10.3%; the rest of Europe, 7.4%; North America, 4.5%; and other countries (Japan and other regions outside Europe and North America), 7.9%.

During the January-September period of 2009, the sales from Marimekko's own retail shops in Finland fell by 1.8% compared with the corresponding period in 2008. Sales to retailers in Finland decreased by 23.6%. The sharp fall in sales from the comparison period was partly due to significant one-off orders for promotions in the first and third quarters of 2008.

## MARKET SITUATION

The recovery of the world economy seems to have begun, but the economic outlook for the near future is still bleak. Retail sales in Finland are forecast to continue to fall during the rest of the year, and employment is expected to decline sharply.

(Confederation of Finnish Industries EK: Economic Review, 9 October 2009). Consumers' confidence in the Finnish economy has

improved, but people feel insecure about their own employment prospects. (Statistics Finland: Consumer Barometer, October 2009). In the January–September period of 2009, the value of retail sales in Finland fell by 3.3% (Statistics Finland: Retail trade quick estimate, September 2009). Retail sales of clothing (excluding sportswear) fell by 2.9% (Textile and Fashion Industries TMA). Sales of womenswear fell by 2.2%, sales of menswear by 5.2%, and sales of childrenswear by 2.5%. Sales of bags declined by 9.2% and sales of home textiles by 8.7%. In the January–August period of 2009, exports of clothing (SITC 84) fell by 16% and imports by 7%; exports of textiles (SITC 65) decreased by 24% and imports by 26% (National Board of Customs, monthly review, August 2009).

## REVIEWS BY BUSINESS UNIT

### Clothing

In the January–September period of 2009, net sales of clothing fell by 9.0% to EUR 21,253 thousand (EUR 23,367 thousand). In Japan, extremely vigorous growth continued. Sales also increased slightly in the market area referred to as “the rest of Europe”. Sales in Finland fell somewhat. In North America and the market area referred to as “the other Nordic countries”, sales declined significantly. Exports and income from international operations accounted for 25.8% of net sales of clothing.

### Interior decoration

Net sales of interior decoration products fell by 15.2% to EUR 21,029 thousand (EUR 24,812 thousand). Good growth continued in Japan. Sales fell sharply in Finland and the other Nordic countries. In North America and the market area referred to as “the rest of Europe”, sales declined slightly. Exports and income from international operations accounted for 33.3% of net sales of interior decoration products.

### Bags

Net sales of bags fell by 12.8% to EUR 9,472 thousand (EUR 10,867 thousand). In Japan and in the market area referred to as “the rest of Europe”, good growth continued. Sales in other export markets and in Finland decreased substantially. Exports and income from international operations accounted for 32.8% of net sales of bags.

### Business-to-business sales

Business-to-business sales fell by 9.2%. The fall was mainly due to substantial deliveries for one-off promotions in the corresponding period in 2008, higher than one-off orders for promotions during this year. The continuing downtrend in the economy during the current year has also significantly reduced purchases by corporate clients.

### Exports and international operations

During the review period, uncertainty about economic conditions continued, consumer demand declined further, and customers were

cautious about making purchases. In the January–September period of 2009, Marimekko's exports and income from international operations fell by 11.6% and totalled EUR 15,581 thousand (EUR 17,633 thousand). Sales trends varied greatly by country. Japan showed vigorous growth, while sales increased slightly in the market area referred to as "the rest of Europe". In other export markets, sales fell. The major countries for exports were Japan, Sweden, the United States, Denmark and Norway.

In the market area referred to as "the other Nordic countries", sales in all product lines decreased considerably. Net sales fell to EUR 5,317 thousand, which was 31.9% less than the previous year (EUR 7,809 thousand). In addition to a decrease in sales volumes, the weakening of the Swedish krona (by about 20%) as well as one-off income generated from sales of licensed products in the second quarter of 2008 contributed to the fall in net sales.

In the market area referred to as "the rest of Europe", net sales rose by 2.0% to EUR 3,843 thousand (EUR 3,767 thousand). Sales of bags showed good growth; clothing sales grew slightly. Sales of interior decoration products fell somewhat.

In North America, net sales fell by 19.7% to EUR 2,309 thousand (EUR 2,877 thousand). Bag and clothing sales declined very sharply; sales of interior decoration products fell slightly.

In the market area referred to as "other countries", net sales rose from the comparison period by 29.3%, totalling EUR 4,112 thousand (EUR 3,180 thousand). The growth was wholly generated by Japan, where sales of clothing, in particular, increased extremely vigorously. The five new Marimekko concept stores that were opened during the review period were the main source of growth. At the end of the period, there were a total of twenty Marimekko concept stores and shop-in-shops in Japan.

## Licensing

Royalty earnings from sales of licensed products fell significantly compared with the corresponding period of the previous year. The fall was entirely due to one-off income from licensing cooperation with H & M Hennes & Mauritz AB, recognised in the second quarter of 2008. During the review period, royalty earnings grew considerably in the United States and somewhat in Finland.

## Production and sourcing

During the January–September period of 2009, the production volume of the Herttoniemi textile printing factory fell by 26%. This was mostly due to the reduction of inventories and collections. After the old printing machine was taken out of use in June, production capacity has diminished and is in full use. Production volumes at the Kitee and Sulkava factories remained at the same level as in the corresponding period of the previous year. Subcontract

manufacture of some products was reduced and their production transferred to the company's own factories during the period.

## EARNINGS

### July-September

In the July-September period of 2009, the Group's operating profit fell by 22.6% on the comparison period, amounting to EUR 2,901 thousand (EUR 3,747 thousand). Operating profit includes a non-recurring cost provision of EUR 512 thousand related to personnel reductions resulting from savings and efficiency actions. The cost provision actually made was lower than announced earlier (EUR 800 thousand), because a larger number than anticipated of the employees dismissed decided to work during the notice period or found other employment within the Group.

Operating profit without non-recurring items stood at EUR 3,413 thousand (EUR 3,747 thousand). In addition to reduced sales, profitability was affected by revenues from one-off promotions in the corresponding quarter of 2008, larger than in the review period. Increased lease expenses from shops also had a negative impact on profitability. On the other hand, as a result of efficiency enhancements and cost saving actions, fixed costs declined from the corresponding period of 2008.

Earnings per share were EUR 0.27 (EUR 0.35).

### January-September

In the January-September period of 2009, the Group's operating profit fell by 51.5% to EUR 3,938 thousand (EUR 8,111 thousand). Operating profit as a percentage of net sales amounted to 7.6% (13.7%). Operating profit includes a non-recurring cost provision of EUR 512 thousand related to personnel reductions resulting from savings and efficiency actions. The cost provision actually made was lower than announced earlier (EUR 800 thousand), because a larger number than anticipated of the employees dismissed decided to work during the notice period or found other employment within the Group.

Operating profit without non-recurring items stood at EUR 4,450 thousand (EUR 8,111 thousand). Operating profit was affected by a sharp fall in sales. The difference in relation to the comparison period was also increased by revenues from individual promotions in the corresponding period of 2008, larger than in the review period, as well as significant one-off income from sales of licensed products. Furthermore, increased lease expenses from shops had a negative impact on profitability. On the other hand, savings of about EUR 300 thousand in fixed costs compared with the corresponding period of 2008 were achieved through efficiency enhancements and cost saving actions.

Marketing expenses for the period totalled EUR 2,217 thousand (EUR 2,561 thousand), representing 4.3% (4.3%) of net sales. The

marketing costs in the period were lower than usual. Full-year marketing expenses are at the same level as in 2008.

The Group's depreciation amounted to EUR 1,031 thousand (EUR 983 thousand), representing 2.0% (1.7%) of net sales. Net financial income totalled EUR 47 thousand (EUR 13 thousand), or 0.1% (0.0%) of net sales.

Profit for the period after taxes fell by 50.7% to EUR 2,962 thousand (EUR 6,012 thousand), representing 5.7% (10.2%) of net sales. Earnings per share were EUR 0.37 (EUR 0.75).

## INVESTMENTS

The Group's gross investments amounted to EUR 782 thousand (EUR 803 thousand), representing 1.5% (1.4%) of net sales. The majority of investments were directed at the refurbishment of shops and the renovation of the Herttoniemi facilities.

## EQUITY RATIO AND FINANCING

The Group's equity ratio was 77.8% at the end of the period (71.8% on 30 September 2008, 78.7% on 31 December 2008). The ratio of interest-bearing liabilities minus financial assets to shareholders' equity (gearing) was -20.3%, while it was -6.2% at the end of the corresponding period in the previous year (-18.8% on 31 December 2008).

At the end of the period, the Group's financial liabilities stood at EUR 0 (EUR 3,820 thousand). The Group's financial assets at the end of the period amounted to EUR 6,091 thousand (EUR 5,704 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 6,723 (5,967) shareholders at the end of the period. Of the shares, 13.6% were registered in a nominee's name and 18.0% were in foreign ownership. At the end of the period, the number of shares owned either directly or indirectly by members of the Board of Directors and the President of the company was 1,090,093, representing 13.6% 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 2009

	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	414,553	5.16
4. Varma Mutual Employment Pension Insurance Company	385,920	4.80
5. Ilmarinen Mutual Pension Insurance Company	265,419	3.30
6. Veritas Pension Insurance Company	220,000	2.74
7. Nordea Nordenfonden	173,506	2.16
8. Sairanen Seppo	71,379	0.89
9. Nacawi Ab	60,300	0.75
10. Foundation for Economic Education	50,000	0.62
11. Mutual Fund Tapiola Finland	50,000	0.62
12. Scanmagnetics Oy	40,000	0.49
13. Nordea Nordic Small Cap Fund	38,904	0.48
14. Haapanala Auvo	33,000	0.41
15. Fromond Elsa	32,200	0.40
Total	3,730,758	46.40
Nominee-registered	1,095,852	13.63
Others	3,213,390	39.97
Total	8,040,000	100.00

## Flaggings

As a result of a transaction made on 8 April 2009, Barclays Capital Securities Limited's share of Marimekko Corporation's share capital and voting rights rose to 6.09%, or 490,00 shares; and then fell to 0.00%, or 0 shares, as a result of a transaction made on 14 April 2009.

Fautor S.P.R.L.'s share of Marimekko Corporation's share capital and voting rights fell to 0.00%, or 0 shares, as a result of a transaction concluded on 18 June 2009. Semerca Investments S.A.'s share of Marimekko Corporation's share capital and voting rights rose to 10.58%, or 850,377 shares, as a result of a transaction concluded on 18 June 2009. According to Marimekko Corporation's knowledge, Semerca Investments S.A. is the parent company of Fautor S.P.R.L.

## 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 1,430,520 Marimekko shares were traded, representing 17.8% of the shares outstanding. The total value of Marimekko's share turnover was EUR 13,194,771. The lowest price of the Marimekko share was EUR 7.50, the highest was EUR 11.44, and the average price was EUR 9.57. At the end of the review period, the final price of the share was EUR 10.37. The company's market capitalisation on 30 September 2009 was EUR 83,374,800 (EUR 95,676,000 on 30 September 2008, EUR 67,134,000 on 31 December 2008).

## PERSONNEL

During the January–September period of 2009, the number of employees averaged 408 (410). At the end of the period, the Group employed 403 (409) people, of whom 16 (16) worked abroad.

## RISK MANAGEMENT AND MAJOR RISKS

Marimekko's risk management policy and the major risks to the company's business operations have been detailed in the 2008 Annual Report and Financial Statements as well as in the interim report for the first quarter of 2009. No changes have taken place in these risk factors during the period under review.

In the near future, the main risks for Marimekko's business are associated with general economic development and the consequent increased uncertainty in the operating environment. In order to manage the risks, business activity monitoring and especially cost management have been enhanced.

## RESEARCH AND DEVELOPMENT

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

## 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. The framework for Marimekko's social responsibility reporting is provided by the G3 guidelines of the Global Reporting Initiative (GRI). Detailed information on environmental issues and their reporting can be found in the 2008 Annual Report.

## MARIMEKKO-OWNED RETAIL SHOP AND SUBSIDIARY IN THE UNITED KINGDOM

The Marimekko store in London was acquired from Skandium Ltd on 1 April 2009. The store's operations are administered by Marimekko UK Ltd, a subsidiary established at the end of March 2009.

## DECISIONS OF THE ANNUAL GENERAL MEETING

Marimekko Corporation's Annual General Meeting, held on 8 April 2009, adopted the company's financial statements for 2008 and discharged the President and members of the Board from liability. The Annual General Meeting approved the Board of Directors' proposal for a dividend payment of EUR 0.55 per share for the 2008 financial year, totalling EUR 4,422,000.00. The dividend payout record date was 15 April 2009, and the dividend payout date 22 April 2009.

The Annual General Meeting confirmed that the company's Board of Directors shall have five (5) members. Ami Hasan, Mika Ihamuotila, Joakim Karske, Pekka Lundmark and Tarja Pääkkönen were re-elected to the Board of Directors. The term of office for the Board runs until the end of the next Annual General Meeting. At its organisation meeting held after the Annual General Meeting, the Board of Directors elected Pekka Lundmark as Chairman and Mika Ihamuotila as Vice Chairman of the Board.

The Annual General Meeting re-elected PricewaterhouseCoopers Oy, Authorised Public Accountants, as the company's regular auditor, with Kim Karhu, Authorised Public Accountant, as chief auditor. It was decided that the auditors' fee would be paid as per invoice.

### Amendment of the Articles of Association

The Annual General Meeting approved the Board of Directors' proposal to amend the Articles 3, 4, 5, 6, 8, 9, 11, 12 and 13 of Marimekko Corporation's Articles of Association. The amendments have been detailed in the Notice of the Annual General Meeting published on 16 March 2009. The Articles of Association approved at the Annual General Meeting are appended to the stock exchange release dated 8 April 2009.

## CHANGES IN COMPANY MANAGEMENT

Ms Malin Groop, Marimekko's Marketing Manager, was appointed as the Group's Marketing Director and member of the Management Group as of 1 August 2009. Ms Marja Korkeela, Head of Group Communications and Investor Relations and member of the Management Group, left the company on 31 August 2009.

## EFFICIENCY ENHANCEMENT AND STATUTORY EMPLOYER-EMPLOYEE NEGOTIATIONS REGARDING OPERATIONS IN FINLAND

On 13 August 2009, Marimekko announced the start of Group-wide statutory employer-employee negotiations regarding possible temporary lay-offs and a permanent reduction in the number of employees in Finland. The maximum number of permanent reductions was not expected to exceed 35 employees. The aim of the negotiations was to adapt the company's cost structure to the rapidly deteriorating market situation and improve the company's ability to develop its operations as well as safeguard the

conditions for the stable development of the company. Annual cost savings of about EUR 1.5 million were being sought by various measures.

## MAJOR EVENTS AFTER THE CLOSE OF THE REVIEW PERIOD

### Completion of statutory employer-employee negotiations

On 7 October 2009, Marimekko announced that its Group-wide statutory employer-employee negotiations concerning the entire Group, begun in August 2009, had been completed. The company stated that reorganisation of functions and rationalisation of operations would result in the elimination of 35 positions. In addition, the company announced that it needed to fill eight new positions; where possible, these positions would be filled by internal transfers. Temporary layoffs have been rejected for the rest of 2009, but certain functions will be prepared for possible lay-offs until 31 May 2010. The personnel cutbacks and other measures to be taken are expected to bring annual cost savings of approximately EUR 1.5 million in total. The annual costs of the new positions are estimated at about EUR 0.4 million. The company announced that, in connection with the personnel reductions, it would make a non-recurring cost provision of EUR 0.8 million for the third quarter of 2009. The cost provision actually made amounted to EUR 0.5 million, because a larger number than anticipated of the employees dismissed decided to work during the notice period or found other employment within the Group.

### Changes in company management

Ms Mervi Metsänen-Kalliovaara, Marimekko's Sales Director and a member of its Management Group left the company on 7 October 2009. As of 7 October 2009, the Marimekko Group's Management Group is composed of Mika Ihamuotila as Chairman, with members Thomas Ekström (finance, control and investor relations), Malin Groop (marketing) Päivi Lonka (international sales), Niina Nenonen (clothing, bags and accessories), Piia Rossi (company-owned retail stores), and Helinä Uotila (production, purchases, and interior decoration).

## OUTLOOK FOR THE REMAINDER OF 2009

Marimekko Corporation operates in a field where economic trends affect its business activities. The majority of the Group's net sales come from Finland. In recent years, however, exports have increasingly been driving Marimekko's net sales growth. A significant part of the growth has been attributable to the acquisition of new customers and the opening of concept stores. In 2008, the Group's earnings and growth in net sales were largely attributable to significant individual promotional deliveries in Finland and one-off income from sales of licensed products.

In the first nine months of 2009, Marimekko's net sales decreased and profit fell considerably due to a sharp decline in demand caused by the economic recession. The difficult market situation

continues with no signs of recovery yet. The downtrend in trade is expected to continue during the rest of the year, and it is still difficult to estimate the trend in consumer demand. Sales trends in Marimekko's own retail shops will have a substantial impact on the Group's net sales and earnings in the final quarter of the year. Deliveries during the last quarter of 2009 will include some one-off items that increase net sales and improve earnings, but the value of these items will be smaller than in 2008. However, the decline in sales is expected to slow towards the end of the year, compared with the corresponding period the year before, as sales already fell considerably both in Finland and abroad in the last quarter of 2008 as a result of the rapid deterioration in market conditions.

The full-year estimate for 2009 is unchanged: net sales are forecast to decrease by about 10% from the year 2008 and operating result is expected to decline distinctly.

Helsinki, 5 November 2009

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 has been prepared in accordance with IAS 34: Interim Financial Reporting and applying the same accounting policy as for the 2008 financial statements. In addition, on 1 January 2009 the Group adopted the following new or amended standards published by the IASB in 2008:

IAS 1 standard (amended)

In accordance with the amended IAS 1 standard, Marimekko Corporation presents both the consolidated and comprehensive consolidated income statements.

IFRS 8

The operational segment reported by the Marimekko Group is the Marimekko business.

## FORMULAS FOR THE KEY FIGURES

Earnings per share (EPS), EUR:

(Profit before extraordinary items - taxes (excl. of taxes on extraordinary items)) / Number of shares (average for the financial period)

Equity per share, EUR:

Shareholders' equity / Number of shares, 30 June

Return on equity (ROE), %:

(Profit before extraordinary items - taxes (excl. of taxes on extraordinary items)) X 100 / Shareholders' equity (average for the financial period)

Return on investment (ROI), %:

(Profit before extraordinary items + interest and other financial expenses) X 100 / (Balance sheet total - non-interest-bearing liabilities (average for the financial period))

Equity ratio, %:

Shareholders' equity X 100 / (Balance sheet total - advances received)

Gearing, %:

Interest-bearing net debt X 100 / Shareholders' equity

## CONSOLIDATED INCOME STATEMENT

(EUR 1,000)	7-9/ 2009	7-9/ 2008	1-9/ 2009	1-9/ 2008	1-12/ 2008
NET SALES	19,492	21,913	51,754	59,046	81,107
Other operating income	4	17	35	41	244
Increase or decrease in inventories of completed and unfinished products	1,163	-528	1,396	2,036	185
Raw materials and consumables	6,695	8,749	19,212	25,500	33,597
Employee benefit expenses	4,349	3,946	13,542	13,154	18,287
Depreciation	334	328	1,031	983	1,324
Other operating expenses	4,054	4,632	12,670	13,375	18,372
OPERATING PROFIT	2,901	3,747	3,938	8,111	9,956
Financial income	7	52	60	153	205
Financial expenses	-7	-53	-13	-140	-197
	0	-1	47	13	8
PROFIT BEFORE TAXES	2,901	3,746	3,985	8,124	9,964
Income taxes	741	971	1,023	2,112	2,586
NET INCOME FOR THE PERIOD	2,160	2,775	2,962	6,012	7,378
Distribution of net income to equity holders of the parent company	2,160	2,775	2,962	6,012	7,378
Basic and diluted earnings per share calculated on the profit attributable to equity holders of the parent company, EUR	0.27	0.35	0.37	0.75	0.92

## COMPREHENSIVE CONSOLIDATED INCOME STATEMENT

(EUR 1,000)	7-9/ 2009	7-9/ 2008	1-9/ 2009	1-9/ 2008	1-12/ 2008
Net income for the period	2,160	2,775	2,962	6,012	7,378
Other comprehensive income					
Change in translation difference	-10	11	-9	14	-5
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	2,150	2,786	2,953	6,026	7,373
Distribution of net income to equity holders of the parent company	2,150	2,786	2,953	6,026	7,373

## CONSOLIDATED BALANCE SHEET

(EUR 1,000)	30.9.2009	30.9.2008	31.12.2008
ASSETS			
NON-CURRENT ASSETS			
Tangible assets	9,739	9,807	9,948
Intangible assets	417	380	458
Available-for-sale financial assets	20	20	20
	10,176	10,207	10,426
CURRENT ASSETS			
Inventories	15,548	18,958	17,286
Trade and other receivables	6,605	7,309	6,109
Current tax assets	268	220	268
Cash and cash equivalents	6,092	5,704	6,112
	28,513	32,191	29,775
ASSETS, TOTAL	38,689	42,398	40,201
SHAREHOLDERS' EQUITY AND LIABILITIES			
EQUITY ATTRIBUTABLE TO EQUITY HOLDERS OF THE PARENT COMPANY			
Share capital	8,040	8,040	8,040
Translation differences	-11	17	-2
Retained earnings	22,044	22,138	23,504
Shareholders' equity, total	30,073	30,195	31,542
NON-CURRENT LIABILITIES			
Deferred tax liabilities	688	712	705
Financial liabilities	-	185	-
	688	897	705
CURRENT LIABILITIES			
Trade and other payables	7,928	7,659	7,751
Current tax liabilities	-	12	18
Financial liabilities	-	3,635	185
	7,928	11,306	7,954
Liabilities, total	8,616	12,203	8,659
SHAREHOLDERS' EQUITY AND LIABILITIES, TOTAL	38,689	42,398	40,201

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/ 2009	1-9/ 2008	1-12/ 2008
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>			
Net profit for the period	2,962	6,012	7,378
Adjustments			
Depreciation according to plan	1,031	983	1,324
Financial income and expenses	-47	-13	-8
Taxes	1,024	2,113	2,586
Cash flow before change in working capital	4,970	9,095	11,280
Change in working capital	1,403	-3,596	-629
Increase (-) / decrease (+) in current non-interest-bearing trade receivables	-486	-1,793	-574
Increase (-) / decrease (+) in inventories	1,737	-677	995
Increase (-) / decrease (+) in current non-interest-bearing liabilities	152	-1,126	-1,050
Cash flow from operating activities before financial items and taxes	6,373	5,499	10,651
Paid interest and payments on other financial expenses	-14	-132	-200
Interest received	94	168	201
Taxes paid	-1,085	-2,101	-2,616
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>	<b>5,368</b>	<b>3,434</b>	<b>8,036</b>
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>			
Investments in tangible and intangible assets	-782	-803	-1,362
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>	<b>-782</b>	<b>-803</b>	<b>-1,362</b>
<b>CASH FLOW FROM FINANCING ACTIVITIES</b>			
Short-term loans drawn	-	4,600	4,600
Short-term loans repaid	-185	-2,100	-5,550
Long-term loans repaid	-	-470	-655
Dividends paid	-4,422	-5,226	-5,226
<b>CASH FLOW FROM FINANCING ACTIVITIES</b>	<b>-4,607</b>	<b>-3,196</b>	<b>-6,831</b>
Change in cash and cash equivalents	-21	-565	-157
Cash and cash equivalents at the beginning of the period	6,112	6,269	6,269
Cash and cash equivalents at the end of the period	6,091	5,704	6,112

## 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. 2008	8,040	3	21,352	29,395
Comprehensive income for the period		14	6,012	6,026
Dividends paid			-5,226	-5,226
Shareholders' equity 30 Sept. 2008	8,040	17	22,138	30,195
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

## KEY INDICATORS

	1-9/ 2009	1-9/ 2008	Change, %	1-12/ 2008
Earnings per share, EUR	0.37	0.75	-50.7	0.92
Equity per share, EUR	3.74	3.75	-0.3	3.92
Share of exports and international operations, % of net sales	30.1	29.9		27.0
Return on equity (ROE), %	12.8	26.9		24.2
Return on investment (ROI), %	17.3	33.8		32.3
Equity ratio, %	77.8	71.8		78.7
Gearing, %	-20.3	-6.2		-18.8
Gross investments, EUR 1,000	782	803	-2.7	1,362
Gross investments, % of net sales	1.5	1.4		1.7
Contingent liabilities, EUR 1,000	16,828	16,843	-0.1	17,861
Average personnel	408	410	-0.5	411
Personnel at the end of the period	403	409	-1.5	414
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/ 2009	7-9/ 2008	Change, %	1-9/ 2009	1-9/ 2008	Change, %	1-12/ 2008
Finland	14,183	15,776	-10.1	36,173	41,413	-12.7	59,175
Other Nordic countries	2,029	2,561	-20.8	5,317	7,809	-31.9	9,423
Rest of Europe	1,374	1,316	4.4	3,843	3,767	2.0	4,700
North America	746	964	-22.6	2,309	2,877	-19.7	3,994
Other countries	1,160	1,296	-10.5	4,112	3,180	29.3	3,815
TOTAL	19,492	21,913	-11.0	51,754	59,046	-12.3	81,107

## NET SALES BY PRODUCT LINE

(EUR 1,000)	7-9/ 2009	7-9/ 2008	Change, %	1-9/ 2009	1-9/ 2008	Change, %	1-12/ 2008
Clothing	7,693	8,016	-4.0	21,253	23,367	-9.0	29,898
Interior decoration	8,091	9,847	-17.8	21,029	24,812	-15.2	37,747
Bags	3,708	4,050	-8.4	9,472	10,867	-12.8	13,462
TOTAL	19,492	21,913	-11.0	51,754	59,046	-12.3	81,107

## SEGMENT INFORMATION

(EUR 1,000)	1-9/2009	1-9/2008	Change, %	1-12/2008
Marimekko business				
Net sales	51,754	59,046	-12.3	81,107
Operating profit	3,938	8,111	-51.5	9,956
Assets	38,689	42,398	-8.7	40,201

## QUARTERLY TREND IN NET SALES AND EARNINGS

(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

(EUR 1,000)	7-9/ 2008	4-6/ 2008	1-3/ 2008	10-12/ 2007
Net sales	21,913	18,539	18,594	22,656
Operating result	3,747	2,540	1,824	3,382
Earnings per share, EUR	0.35	0.23	0.17	0.31