

Financial statements 2011

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Agenda

1) **Key events and projects in 2011:**

Several new stores in US and in North-Europe

US online store opened

New printing machine started in Helsinki textile printing factory

2) **Net sales:**

International sales and brand sales grew strongly

Sales in Finland declined slightly

3) **Operating profit:**

Operating profit decreased as expected

The trend in earnings took a noticeable turn for the better and investments in expansion bore fruit during the last quarter of the year

4) **Market outlook and growth targets, and financial guidance**

Year 2012 will be a time for considerable growth and improved profitability

5) **Events after the review period:**

Several Marimekko stores to be opened in China



Key events in 2011

In US Marimekko's own flagship store opened in New York and also six's new Marimekko shop-in-shop's opened in Crate and Barrel home furnishings stores.

Marimekko's online store opened in the US.

Eight new stores opened in North-Europe.

New printing machine started in Helsinki textile printing factory in October.

Marimekko fashion show in Tokyo.

Several product launches during the year.



New York's flagship store

marimekko®



Photo: Neilson Barnard

Marimekko's colours and patterns close to Madison Square Park

marimekko®



**Los Angeles (C&B), one of the six new shop-in-shop's
opened in year 2011**



Summer Dresses >

Featured Products



Marimekko, established in 1951, is a Finnish textile and clothing design company renowned for its original prints and colors.

[UNFOLD THE STORY](#)

US online store



**New Marimekko flagship store, Marikulma, opened
in Helsinki in February 2011**

marimekko®



Photo: Amanda Hestehave

Copenhagen Airport

marimekko®



Photo: Carl Hjelte

Stockholm

marimekko®



Photo: Even Knudsen

First own store in Oslo

marimekko®



**Marimekko opened its second store in London –
as part of the world's first pop-up mall**



Photo: Toni Rosvall

New printing machine started

marimekko®



**Fashion show in Tokyo,
Spring/Summer 2012 clothing collection**



New products

marimekko®



New products

marimekko®

Brand sales showed good growth

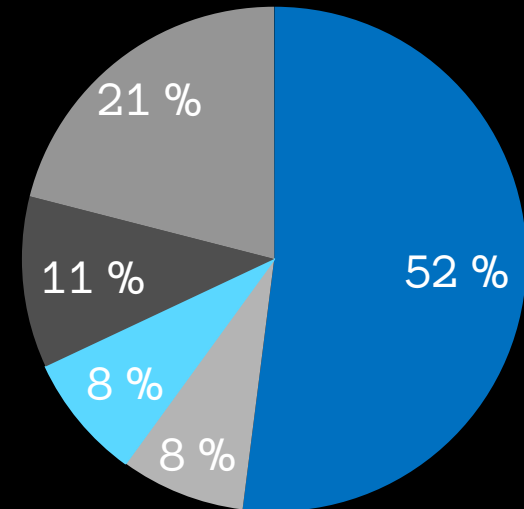
In 2011 brand sales* grew by 13% to EUR 169 million (EUR 150 million).

48% (45%) of the sales came from abroad.

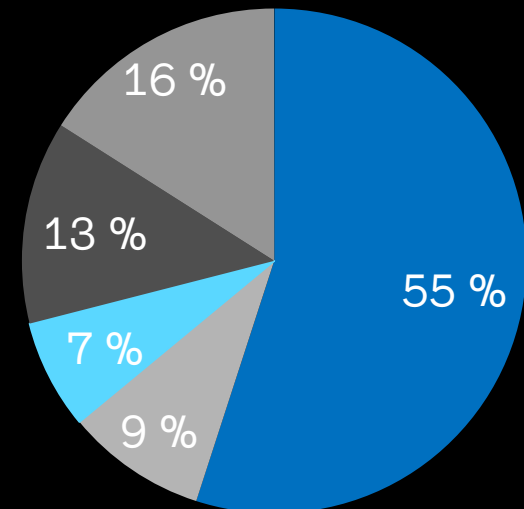
	(EUR 1,000)	2011	2010	Change,%
Finland		88,557	82,477	7,4
Scandinavia		13,139	13,283	-1,1
Central and Southern Europe		13,551	11,338	19,5
North America		18,119	18,902	-4,1
Asia-Pacific		35,191	23,717	48,4
TOTAL		168,557	149,717	12,6

* Estimated sales of Marimekko products at consumer prices. Brand sales are calculated by adding together the company's own retail sales and the estimated retail value of Marimekko products sold by other retailers. The estimate, based on Marimekko's actual wholesale sales to these retailers, is unofficial and does not include VAT. The key figure is not audited.

2011



2010



Growth in net sales was generated by international sales

In 2011, net sales grew by 6% to EUR 77.4 million (EUR 73.3 million).

International sales +26%.

The growth was driven by the Asia-Pacific region where sales rose by 49%. Sales also grew vigorously in Central and Southern Europe as well as North America. The opening of new stores had a positive impact on sales in Scandinavia.

Finland -3%.

The decline was entirely due to changes made in the distribution network in accordance with the company's distribution strategy and a significant decrease in deliveries for promotions.

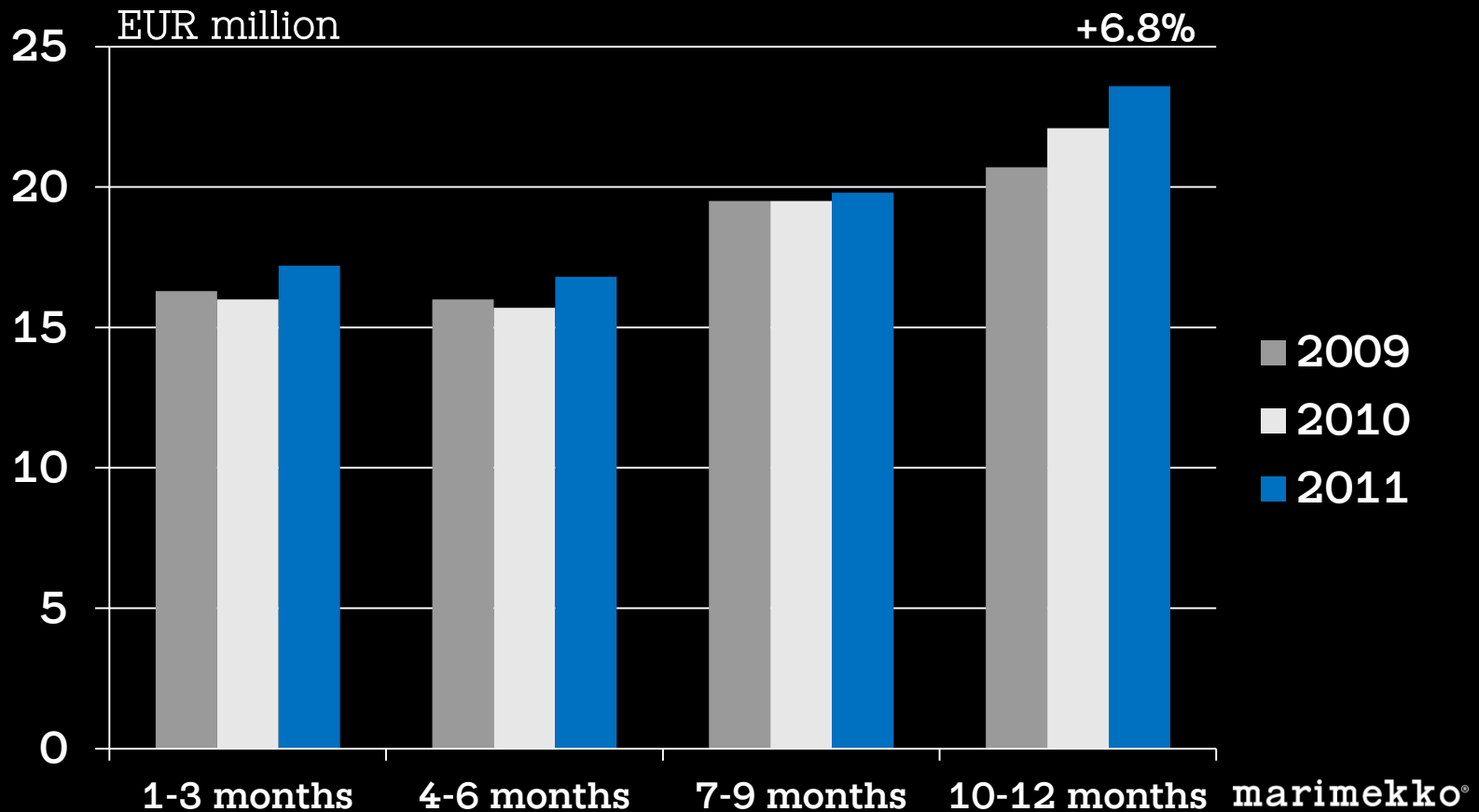
Comparable sales in company-owned retail stores grew by 4%.

Net sales Q4/2011

Net sales grew by 7% to EUR 23.6 million (EUR 22.1 million).

International sales +37%. Sales grew in all market areas. The strongest growth was seen in North America – sales in the New York store which opened during the quarter exceeded expectations.

Finland -4%. Retail sales rose by 20%, while wholesale sales declined by 26%.



Net sales by market area

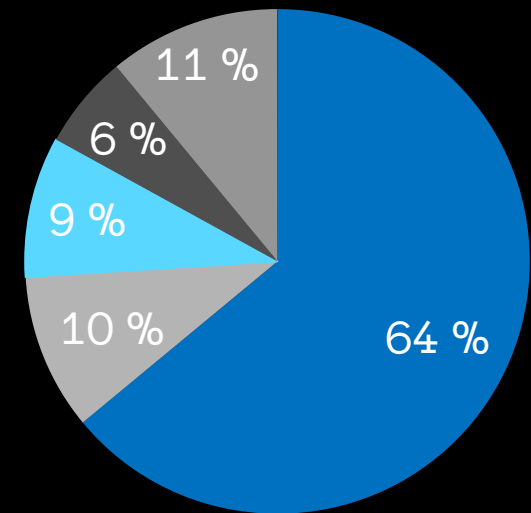
Finland -3%: retail sales in Finland +7%, wholesale sales -16%. New stores boosted the retail sales. Comparable sales in Marimekko's company-owned stores grew by 4%. The decline in wholesale sales was attributable to changes in the distribution network and a decrease in deliveries for promotions.

Sales grew vigorously in the Asia-Pacific region, +49%, and Central and Southern Europe, +27%.

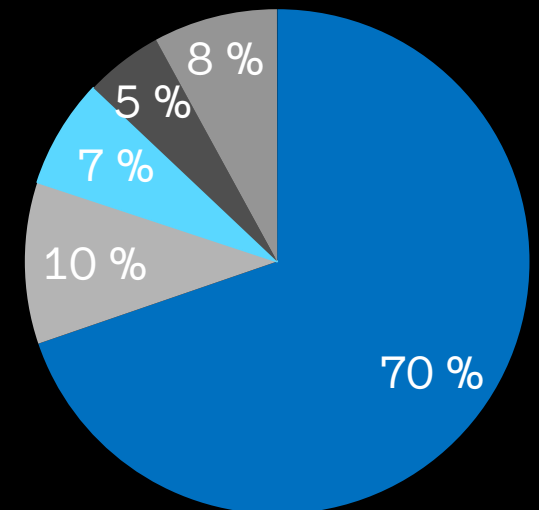
Sales in North America rose by 25% thanks to new flagship store opened in New York in October and seven Marimekko shop-in-shops opened at Crate and Barrel at the end of 2010 and in 2011.

	(EUR 1,000)	2011	2010	Change,%
Finland		49,715	51,277	-3.0
Scandinavia		7,512	7,045	6.6
Central and Southern Europe		6,687	5,248	27.4
North America		5,008	4,020	24.6
Asia-Pacific		8,520	5,707	49.3
TOTAL		77,442	73,297	5.7

2011



2010



Net sales by product line

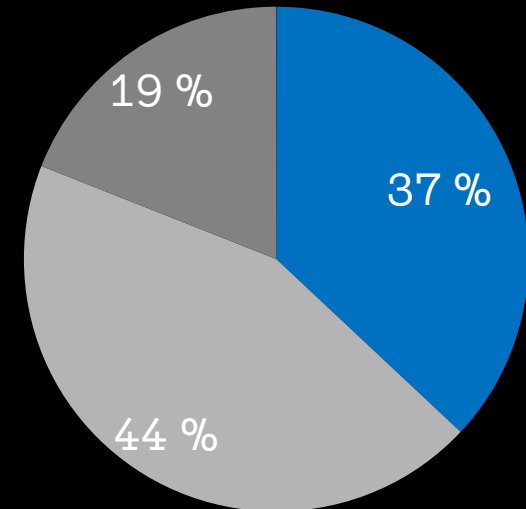
Sales of clothing and bags grew. Sales of interior decoration products were at the same level as in the previous year.

In all product lines international sales grew. The growth was good in the Asia-Pacific region, North America and Central and Southern Europe.

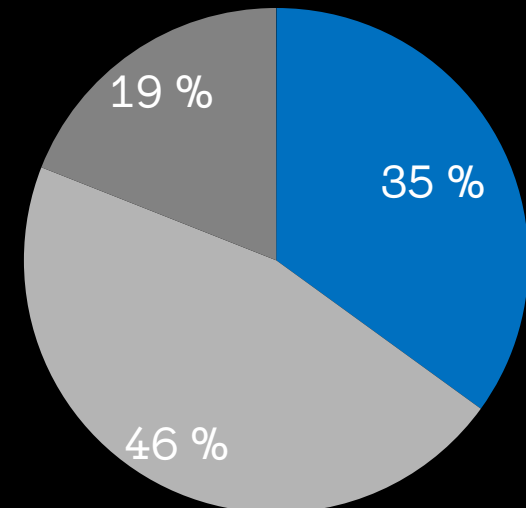
In Finland, sales of clothing and bags grew. Sales of interior decoration products declined due to changes in the distribution network and a decrease in deliveries for promotions.

	(EUR 1,000)	2011	2010	Change,%
Clothing		28,351	25,703	10.3
Interior Decoration		34,003	34,028	-0.1
Bags		15,088	13,566	11.2
TOTAL		77,442	73,297	5.7

2011

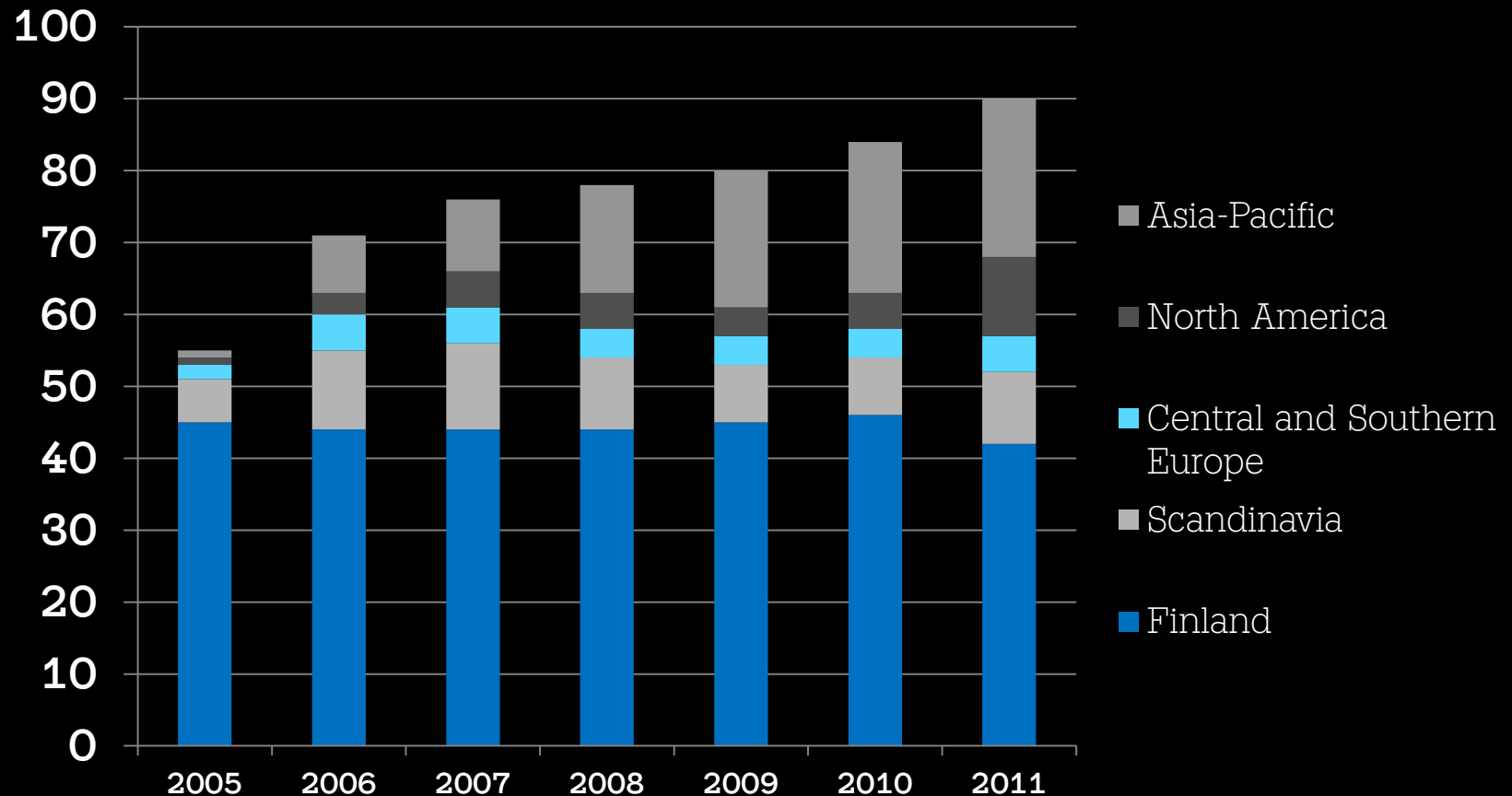


2010



Marimekko stores & shop-in-shops

90 (84) stores & shop-in-shops* at the end of the year 2011.

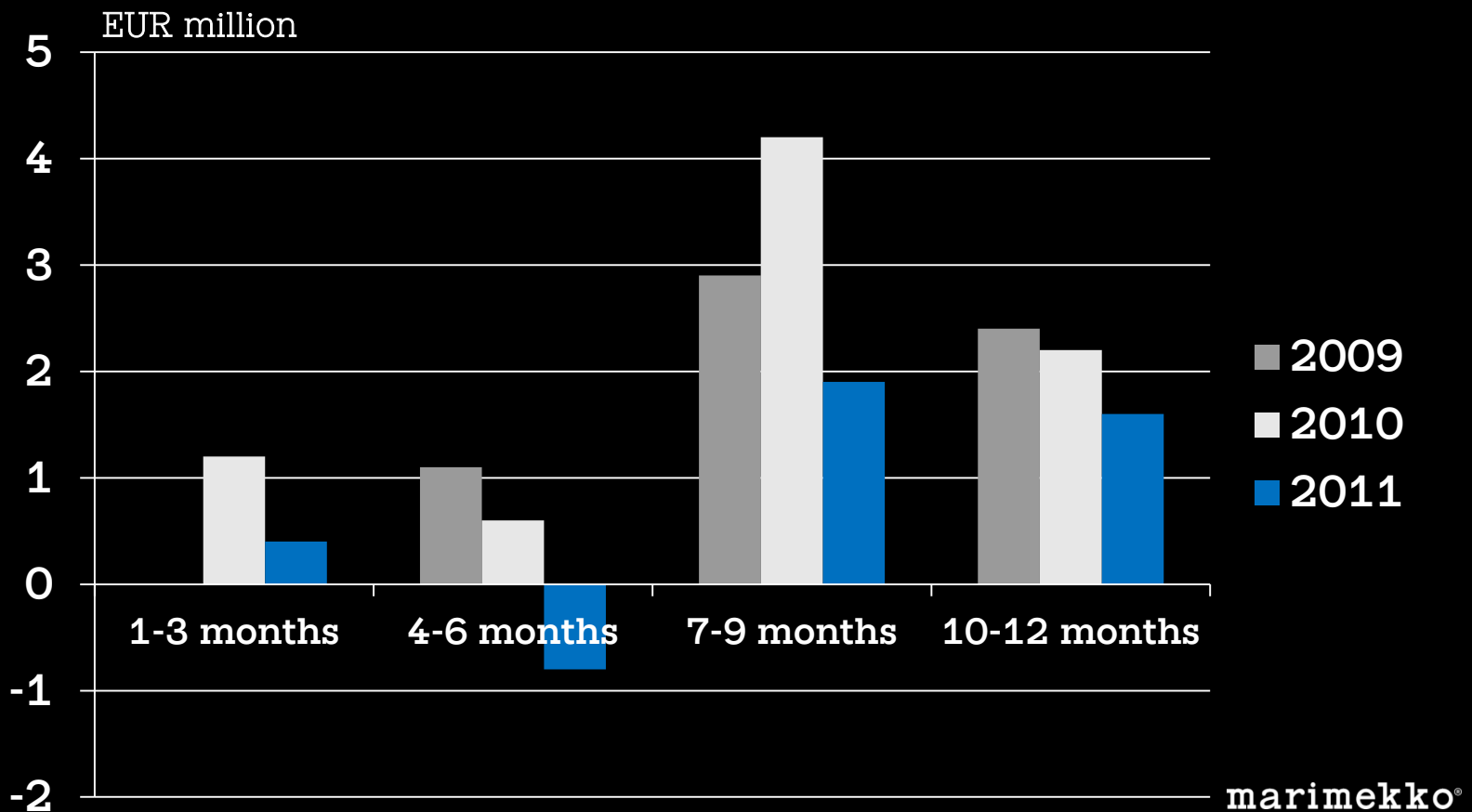


*Includes the company's own retail stores, retailer-owned Marimekko stores (previously "concept stores") and shop-in-shops with an area exceeding 30 m². There were 37 (28) own retail stores. Store changes is discussed in more detail in the Financial Statement Bulletin, reviews by business unit.

Operating profit decreased as expected

Operating profit stood at EUR 3.5 million (EUR 8.2 million) in 2011.

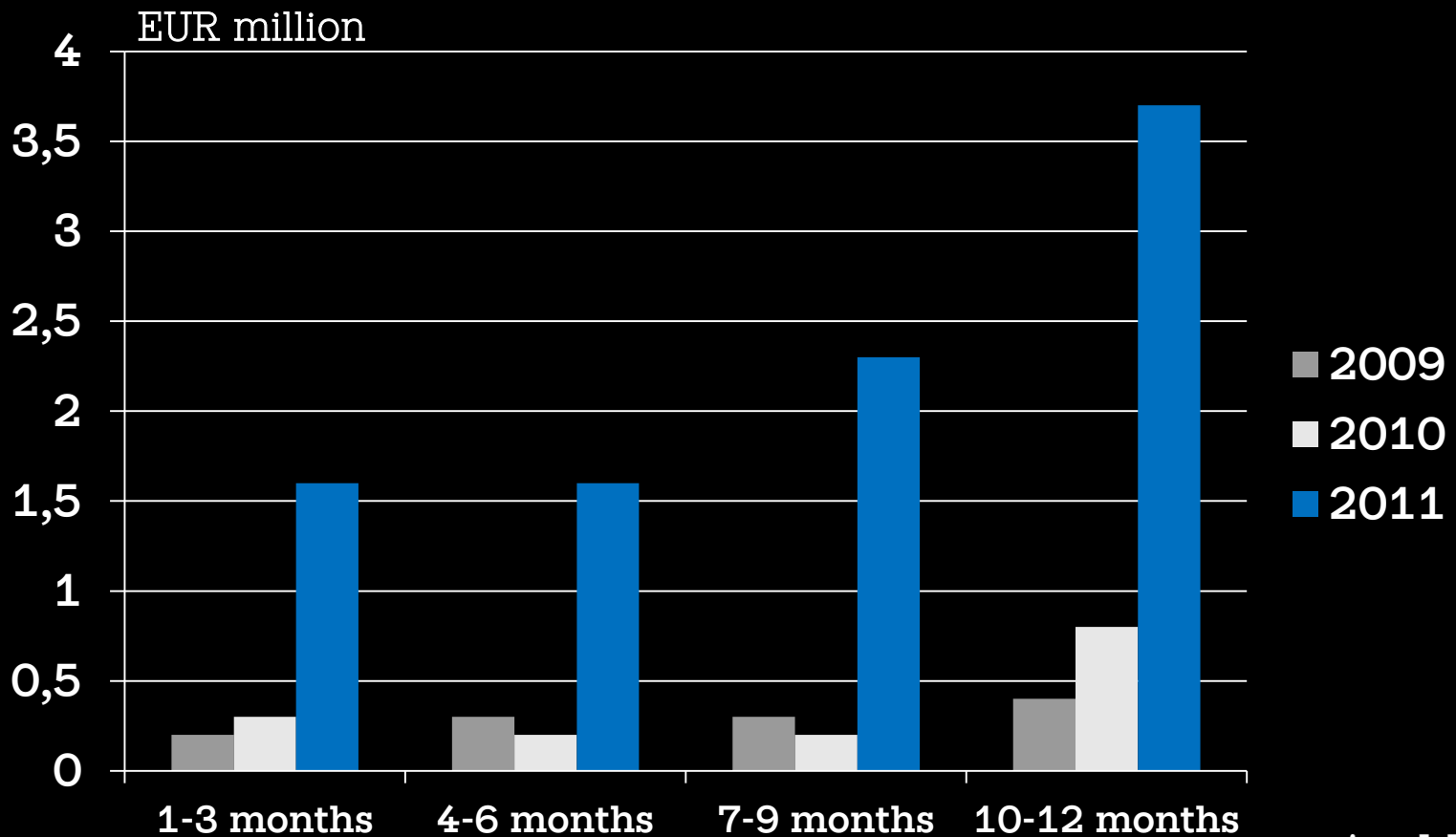
The decline in operating profit was attributable to changes in the distribution network, made in accordance with the company's distribution strategy, and a significant decrease in deliveries for promotions. On the other hand, during 4Q, the earnings took a noticeable turn for the better. The operating profit amounted to EUR 1,6 thousand (EUR 2,2 thousand). The decline in earnings was entirely due to changes made in the distribution network and a significant decrease in deliveries for promotions.



Investments were exceptionally high

In 2011, investments were EUR 9.2 million (EUR 1.5 million) representing 12% (2%) of net sales.

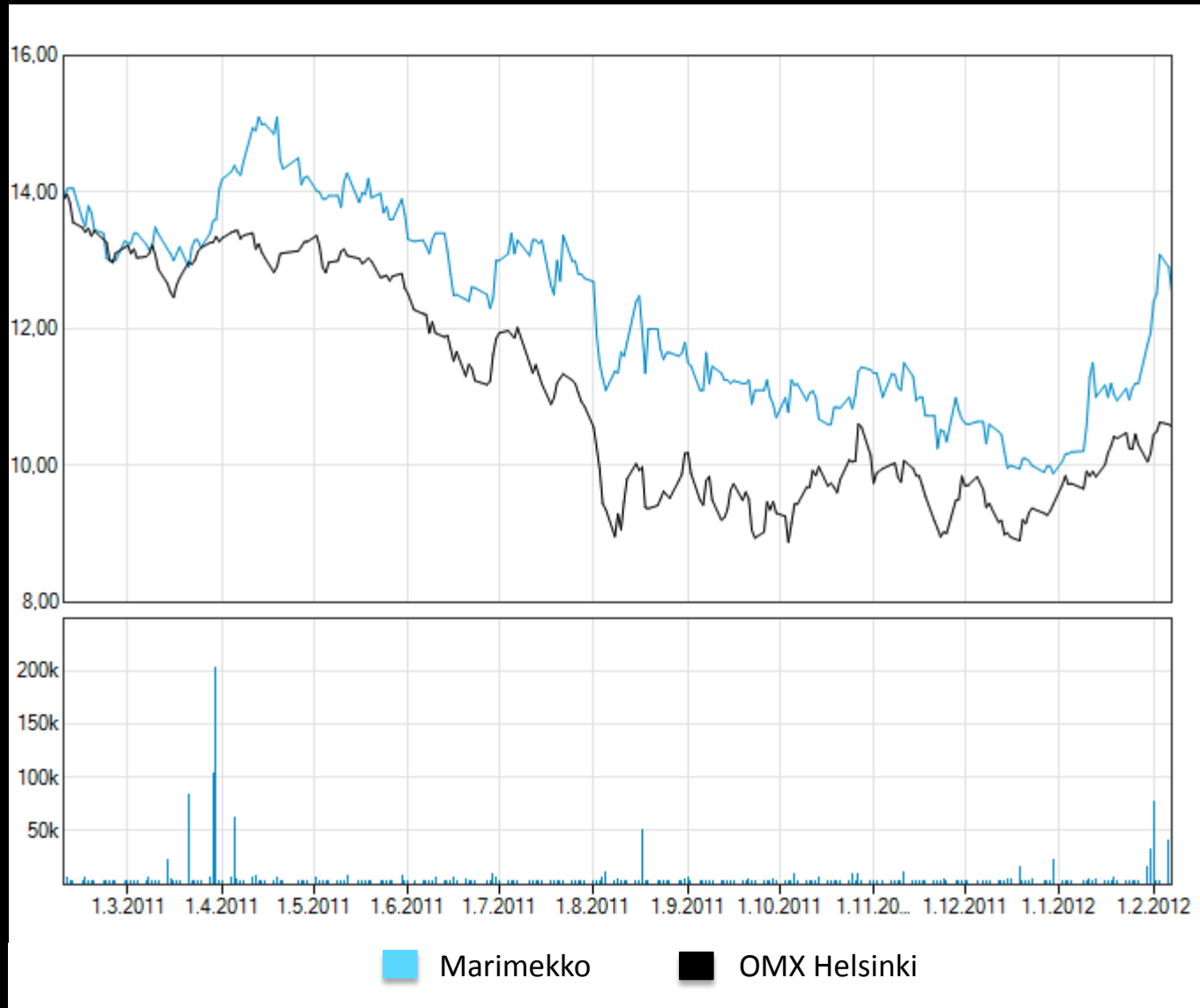
This amount includes investments in a new printing machine and renovations of printing facilities (some EUR 1.5 million), the company's e-commerce project (some EUR 1.0 million), building new store premises and purchasing new furniture, and acquiring and improving information systems.



Key figures

	2011	2010	Change, %
Net sales, EUR 1,000	77,442	73,297	5.7
Operating profit, EUR 1,000	3,528	8,169	-56.8
Profit for the year, EUR 1,000	2,826	6,072	-53.5
Earnings per share, EUR	0.35	0.76	-53.9
Cash flow from operating activities, EUR 1,000	651	4,559	
Return on investment (ROI), %	11.4	25.0	
Equity ratio, %	67.2	78.8	
Brand sales, EUR 1,000	121,149	149,717	12.6

Share price 12 months



Market outlook and growth targets

The negative effects of the structural problems of the international financial markets on general economic trends dampen the outlook for retail sales and make it difficult to predict consumers' purchasing behaviour.

The new stores opened during 2011 and other significant investments in the expansion of the distribution network will generate a substantial sales increase in 2012. In addition, the company aims to open 10 to 20 new stores during 2012, about half of which would be owned by Marimekko.

The planned total investments of the Marimekko Group are estimated as being in excess of EUR 6 million. The majority of investments will be directed at building new store premises and purchasing new furniture.

Financial guidance

The Marimekko Group's net sales are estimated to grow by over 10% in 2012 and operating profit is forecast to at least double.



Events after the review period

Several Marimekko stores to be opened in China with Hong Kong-based Sidefame Ltd.

Aim is to open 15 Marimekko stores in China and Hong Kong by the end of 2016.

The first store will be opened in Hong Kong this year and the next in Shanghai as soon as suitable store premises will be found.

Sidefame was the first to bring Italian fashion brand Prada to Hong Kong.

Sidefame is part of the Fenix Group, and it currently operates 79 stores in China and Hong Kong for different brands, such as Furla, 45R, Anteprima and Atsuro Tayama.



Helsinki is the World Design Capital in 2012

The Marimekko Village of 2012 brings together people and doing, thinking and aesthetics

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