

Marimekko Corporation

INTERIM REPORT

12 August 2010 at 9.00 a.m.

MARIMEKKO CORPORATION'S INTERIM REPORT, 1 JANUARY – 30 JUNE 2010

In the January-June period of 2010, the Marimekko Group's net sales fell slightly; operating profit improved markedly. Net sales fell by 1.6% to EUR 31.8 million (EUR 32.3 million). Operating profit increased to EUR 1.8 million (EUR 1.0 million). Profit after taxes for the period was EUR 1.4 million (EUR 0.8 million) and earnings per share were EUR 0.17 (EUR 0.10). 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.

	1-6/ 2010	1-6/ 2009	Change, %	1-12/ 2009
Net sales, EUR 1,000	31,755	32,262	-1.6	72,473
Operating profit, EUR 1,000	1,811	1,037	74.6	6,291
Profit before taxes, EUR 1,000	1,836	1,084	69.4	6,354
Profit for the period, EUR 1,000	1,363	802	70.0	4,701
Earnings per share, EUR	0.17	0.10		0.59
Equity per share, EUR	3.68	3.47	6.1	3.96
Cash flow from operating activities, EUR 1,000	-964	1,274		9,941
Return on equity (ROE), %	8.9	5.4		14.8
Return on investment (ROI), %	11.8	7.3		20.1
Equity ratio, %	78.9	77.8		77.7

Mika Ihamuotila, President and CEO:

"The trend in Marimekko's profitability in the first half of the year was quite positive. Operating profit improved by 74.6%, reaching EUR 1.8 million. I am pleased to note that the measures taken in 2009 to enhance operational efficiency and the continuous efforts to improve our business operations are proving effective. The Group's net sales fell by 1.6%. This decrease was primarily attributable to an extensive price-led promotion organised in Finland in the first quarter of 2009 to reduce inventories. There were signs of a pick-up in sales in the retailer-owned concept stores in Finland.

I have great confidence in the development of Marimekko's business and so we are going to invest more and more in creating the necessary preconditions for future growth. Our focus will be on developing the product selection and opening new stores and distribution channels in the United States, Northern Europe and East Asia. The effect of these investments is reflected in the second quarter results, and they will continue to have an impact on the Group's earnings for the remainder of the year."

2010 calendar

Marimekko Corporation's interim report for the January-September period of 2010 will be published on Thursday 4 November 2010 at 9 a.m.

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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 about 370 people. The company's share is quoted on NASDAQ OMX Helsinki Ltd.

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

MARKET SITUATION

During the first half of the year, the Finnish economy has rebounded to a level approaching long-term averages and recovery is expected to continue through the rest of the year. The global economy is also expected to recover in the short term. The situation in the retail sector has improved in the early part of the summer, but is still weaker than normal. (Confederation of Finnish Industries EK: Business Tendency Survey, August 2010) From January to June 2010, the value of retail sales in Finland rose by 1.9% (Statistics Finland: Retail trade turnover 2010, June, quick estimate). In the January-May period of 2010, retail sales of clothing (excluding sportswear) grew by 3.3% (Textile and Fashion Industries TMA). Sales of womenswear rose by 1.8%, sales of menswear by 6.4%, and sales of childrenswear by 3.9%. Sales of bags decreased by 0.4%. From January to May 2010, exports and imports of clothing (SITC 84) both fell by 5%; exports of textiles (SITC 65) declined by 11%, while imports increased by 9% (National Board of Customs, monthly review, May 2010).

NET SALES

April-June

In the April-June period of 2010, the Marimekko Group's net sales fell by 1.6% to EUR 15,747 thousand (EUR 15,999 thousand). The decrease was attributable to a decline in international sales; these fell by 11.2% to EUR 4,334 thousand (EUR 4,883 thousand). Net sales in Finland increased by 2.7% to EUR 11,413 thousand (EUR 11,116 thousand).

January-June

In the January-June period of 2010, the Marimekko Group's net sales decreased by 1.6% to EUR 31,755 thousand (EUR 32,262 thousand). Net sales in Finland fell by 1.8% to EUR 21,598 thousand (EUR 21,990 thousand). The decline was primarily attributable to an extensive price-led promotion organised in the first quarter of 2009 to reduce inventories. International sales decreased by 1.1% to EUR 10,157 thousand (EUR 10,272 thousand), which represented 32.0% (31.8%) of the Group's net sales.

The breakdown of the Group's net sales by product line was as follows: clothing 40.8%, interior decoration 42.9%, and bags 16.3%. Net sales by market area were: Finland 68.0%, the other Nordic countries 10.8%, the rest of Europe 7.7%, North America 5.1%, and other countries (Japan and other regions outside Europe and North America) 8.4%.

REVIEWS BY BUSINESS UNIT

Clothing

In the January-June period of 2010, net sales of clothing fell by 4.6% to EUR 12,942 thousand (EUR 13,560 thousand). In Finland and the market area referred to as "the rest of Europe", sales decreased slightly. Sales in other markets grew somewhat. International sales accounted for 26.4% of net sales of clothing.

Interior decoration

Net sales of interior decoration products increased by 5.3% to EUR 13,625 thousand (EUR 12,938 thousand). Sales growth was encouraging in the market area referred to as "the rest of Europe"; sales also increased somewhat in Finland, the other Nordic countries and North America. Sales in Japan declined slightly. International sales accounted for 37.1% of net sales of interior decoration products.

Bags

Net sales of bags fell by 10.0% to EUR 5,188 thousand (EUR 5,764 thousand). Sales declined in all market areas. International sales accounted for 32.5% of net sales of bags.

Sales in Finland

In the January-June period of 2010, Marimekko's retail sales, i.e. sales by Marimekko's own retail shops in Finland, declined by 5.7%. Domestic wholesale sales increased by 3.0%. 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-June period of 2010, Marimekko's international sales (previously "exports and international operations") decreased by 1.1% to EUR 10,157 thousand (EUR 10,272 thousand). In the market area referred to as "the other Nordic countries", net sales were up 4.4% on the comparison period, totalling EUR 3,434 thousand (EUR 3,288 thousand). The rise in the value of the Swedish krona contributed to the increase in net sales. Sales in North America increased by 3.1% to EUR 1,611 thousand (EUR 1,563 thousand). In the market area referred to as "other countries", net sales fell by 9.8% from the previous year to EUR 2,664 thousand (EUR 2,952 thousand). The decline was due to the opening of new concept stores and the deliveries of their initial inventories in the first quarter of 2009 as well as a decrease in sales of bags in the second quarter of the current year. In the market area referred to as "the rest of Europe", net sales were down 0.9% to EUR 2,448 thousand (EUR 2,469 thousand).

Licensing

Royalty earnings from sales of licensed products increased significantly during the period.

Production

In the January-June period of 2010, the output of the Herttoniemi textile printing factory increased by 14%. 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

April-June

In the April-June period of 2010, the Group's operating profit declined by 44.4% from the comparison period to EUR 588 thousand (EUR 1,058 thousand). Earnings per share were EUR 0.05 (EUR 0.10). The difference in relation to the comparison period is attributable to investments in product development and building up the company's international distribution network.

January-June

In the January-June period of 2010, the Group's operating profit increased by 74.6% to EUR 1,811 thousand (EUR 1,037 thousand). Operating profit as a percentage of net sales was 5.7% (3.2%). Marketing expenses for the period amounted to EUR 1,365 thousand (EUR 1,724 thousand), representing 4.3% (5.3%) of the Group's net sales.

Earnings for the period were boosted by an increase in average sales margins and lower marketing expenses compared to the same period in the previous year. Full-year marketing expenses are expected to be at the same level as in 2009. Measures implemented in 2009 to improve operational efficiency also had a positive effect on earnings. Investments in product development and building up the company's international distribution network, on the other hand, weighed down earnings.

The Group's depreciation amounted to EUR 723 thousand (EUR 697 thousand), representing 2.3% (2.2%) of net sales. Net financial income totalled EUR 25 thousand (EUR 47 thousand), or 0.1% (0.1%) of net sales.

Profit for the period after taxes stood at EUR 1,363 thousand (EUR 802 thousand), representing 4.3% (2.5%) of net sales. Earnings per share were EUR 0.17 (EUR 0.10).

INVESTMENTS

The Group's gross investments amounted to EUR 523 thousand (EUR 521 thousand), representing 1.6% (1.6%) of net sales. The majority of investments were directed at acquisitions and updates of computer software.

EQUITY RATIO AND FINANCING

The Group's equity ratio was 78.9% at the end of the period (77.8% on 30 June 2009, 77.7% on 31 December 2009). The ratio of interest-bearing liabilities minus financial assets to shareholders' equity (gearing) was -17.4%, while it was -8.1% 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 5,139 thousand (EUR 2,258 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 6,749 (6,729) shareholders at the end of the period. Of the shares, 14.0% were registered in a nominee's name and 15.9% 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 June 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	403,468	5.02
4. Varma Mutual Employment Pension Insurance Company	385,920	4.80
5. Nordea Nordic Small Cap Fund	268,594	3.34
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	3,792,412	47.17
Nominee-registered	1,128,776	14.04
Others	3,118,812	38.79
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 total 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 held 400,000 Marimekko shares and Credit Suisse Securities (USA) LLC held 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 621,663 Marimekko shares were traded, representing 7.7% of the shares outstanding. The total value of Marimekko's share turnover was EUR 6,907,002. The lowest price of the Marimekko share was EUR 10.00, the highest was EUR 13.29, and the average price was EUR 11.17. At the end of the period, the final price of the share was EUR 11.26. The company's market capitalisation on 30 June 2010 was EUR 90,530,400 (EUR 77,184,000 on 30 June 2009, EUR 82,812,000 on 31 December 2009).

PERSONNEL

During the January-June period of 2010, the number of employees averaged 372 (410). At the end of the period, the Group employed 375 (409) people, of whom 18 (16) worked abroad.

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 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. The management and monitoring of change and ensuring sufficient core expertise are emphasised in 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

Marimekko Corporation's Annual General Meeting, held on 15 April 2010, adopted the company's financial statements for 2009 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 0.45 per share for the 2009 financial year, totalling EUR 3,618,000.00. The dividend payout record date was 20 April 2010, and the dividend payout date 27 April 2010.

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 Board is chaired by Pekka Lundmark and vice-chaired by Mika Ihamuotila. The term of office for the Board runs until the end of the next Annual General Meeting.

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

Amendment of the Articles of Association

The Annual General Meeting approved the Board of Directors' proposal for amendment of Article 9 of Marimekko Corporation's Articles of Association. The amendment was detailed in the Notice of the Annual General Meeting published on 17 March 2010.

MAJOR EVENTS AFTER THE CLOSE OF THE REVIEW PERIOD

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, has announced her resignation from the company as of 16 August 2010. Päivi Lonka has been appointed Sales Director and will assume responsibility for all Marimekko Corporation's wholesale and retail sales operations as of 16 August 2010. With Helinä Uotila, Director for Marimekko's production, purchases and interior decoration line, retiring on 1 November 2010, all three product lines of the company will be brought under one Product Director, Niina Nenonen. All of the appointed persons have also previously held management positions in the company. The organisational changes 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.

From 16 August 2010 onwards, the Marimekko Group's Management Group will comprise Mika Ihamuotila as the Chair and Thomas Ekström (finance and administration), Malin Groop (marketing), Minna Kemell-Kutvonen (design), Päivi Lonka (sales), Niina Nenonen (clothing, bags and accessories), and Helinä Uotila (production, purchasing and interior decoration).

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 half of 2010, while earnings improved noticeably. Nevertheless, 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 in product development and building up the company's 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.

Helsinki, 12 August 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:

$$\frac{\text{Profit before extraordinary items - taxes (excl. of taxes on extraordinary items)}}{\text{Number of shares (average for the financial period)}}$$

Equity per share, EUR:

$$\frac{\text{Shareholders' equity}}{\text{Number of shares, 30 June}}$$

Return on equity (ROE), %:

$$\frac{\text{Profit before extraordinary items - taxes (excl. of taxes on extraordinary items)} \times 100}{\text{Shareholders' equity (average for the financial period)}}$$

Return on investment (ROI), %:

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

Equity ratio, %

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

Gearing, %:

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

CONSOLIDATED INCOME STATEMENT

(EUR 1,000)	4-6/ 2010	4-6/ 2009	1-6/ 2010	1-6/ 2009	1-12/ 2009
NET SALES	15,747	15,999	31,755	32,262	72,473
Other operating income	3	8	10	31	41
Increase or decrease in inventories of completed and unfinished products	487	427	-1,030	233	-2,135
Raw materials and consumables	5,319	5,708	12,809	12,517	26,890
Employee benefit expenses	4,457	4,658	8,673	9,193	18,202
Depreciation	366	347	723	697	1,394
Other operating expenses	4,533	3,809	8,779	8,616	17,602
OPERATING PROFIT	588	1,058	1,811	1,037	6,291
Financial income	8	29	6	53	86
Financial expenses	7	-16	19	-6	-23
	15	13	25	47	63
PROFIT BEFORE TAXES	603	1,071	1,836	1,084	6,354
Income taxes	168	282	473	282	1,653
NET INCOME FOR THE PERIOD	435	789	1,363	802	4,701
Distribution of net income to equity holders of the parent company	435	789	1,363	802	4,701
Basic and diluted earnings per share calculated on the profit attributable to equity holders of the parent company, EUR	0.05	0.10	0.17	0.10	0.59

COMPREHENSIVE CONSOLIDATED INCOME STATEMENT

(EUR 1,000)	4-6/ 2010	4-6/ 2009	1-6/ 2010	1-6/ 2009	1-12/ 2009
Net income for the period	435	789	1,363	802	4,701
Other comprehensive income					
Change in translation difference	1	1	-1	1	4
COMPREHENSIVE INCOME FOR THE PERIOD	436	790	1,362	803	4,705
Distribution of net income to equity holders of the parent company	436	790	1,362	803	4,705

CONSOLIDATED BALANCE SHEET

(EUR 1,000)	30.6.2010	30.6.2009	31.12.2009
ASSETS			
NON-CURRENT ASSETS			
Tangible assets	9,450	9,807	9,805
Intangible assets	564	423	409
Available-for-sale financial assets	20	20	20
	10,034	10,250	10,234
CURRENT ASSETS			
Inventories	16,125	16,716	15,229
Trade and other receivables	6,196	6,397	5,241
Current tax assets	18	268	18
Cash and cash equivalents	5,139	2,258	10,245
	27,478	25,639	30,733
ASSETS, TOTAL	37,512	35,889	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	1	-1	2
Retained earnings	21,528	19,884	23,783
Shareholders' equity, total	29,569	27,923	31,825
NON-CURRENT LIABILITIES			
Deferred tax liabilities	694	703	683
CURRENT LIABILITIES			
Trade and other payables	7,249	7,263	7,874
Current tax liabilities	-	-	585
	7,249	7,263	8,459
Liabilities, total	7,943	7,966	9,142
SHAREHOLDERS' EQUITY AND LIABILITIES, TOTAL	37,512	35,889	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)	1-6/ 2010	1-6/ 2009	1-12/ 2009
CASH FLOW FROM OPERATING ACTIVITIES			
Net profit for the period	1,363	802	4,701
Adjustments			
Depreciation according to plan	723	697	1,394
Financial income and expenses	-25	-47	-63
Taxes	473	282	1,653
Cash flow before change in working capital	2,534	1,734	7,685
Change in working capital	-1,661	833	2,997
Increase (-) / decrease (+) in current non-interest-bearing trade receivables	-150	752	834
Increase (-) / decrease (+) in inventories	-896	570	2,055
Increase (-) / decrease (+) in current non-interest-bearing liabilities	-615	-489	108
Cash flow from operating activities before financial items and taxes	873	2,567	10,682
Paid interest and payments on other financial expenses	19	-7	-24
Interest received	-4	62	120
Taxes paid	-1,852	-1,348	-837
CASH FLOW FROM OPERATING ACTIVITIES	-964	1,274	9,941
CASH FLOW FROM INVESTING ACTIVITIES			
Investments in tangible and intangible assets	-523	-521	-1,202
CASH FLOW FROM INVESTING ACTIVITIES	-523	-521	-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	-5,106	-3,854	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	5,139	2,258	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		1	802	803
Dividends paid			-4,422	-4,422
Shareholders' equity 30 June 2009	8,040	-1	19,884	27,923
Shareholders' equity 1 Jan. 2010	8,040	2	23,783	31,825
Comprehensive income for the period		-1	1,363	1,362
Dividends paid			-3,618	-3,618
Shareholders' equity 30 June 2010	8,040	1	21,528	29,569

KEY INDICATORS

	1-6/ 2010	1-6/ 2009	Change, %	1-12/ 2009
Earnings per share, EUR	0.17	0.10	70.0	0.59
Equity per share, EUR	3.68	3.47	6.1	3.96
Return on equity (ROE), %	8.9	5.4		14.8
Return on investment (ROI), %	11.8	7.3		20.1
Equity ratio, %	78.9	77.8		77.7
Gearing, %	-17.4	-8.1		-32.2
Gross investments, EUR 1,000	523	521	0.4	1,202
Gross investments, % of net sales	1.6	1.6		1.7
Contingent liabilities, EUR 1,000	9,974	17,444	-42.8	11,306
Average personnel	372	410	-9.3	400
Personnel at the end of the period	375	409	-8.3	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)	4-6/ 2010	4-6/ 2009	Change, %	1-6/ 2010	1-6/ 2009	Change, %	1-12/ 2009
Finland	11,413	11,116	2.7	21,598	21,990	-1.8	52,711
Other Nordic countries	1,448	1,590	-8.9	3,434	3,288	4.4	7,042
Rest of Europe	1,005	1,167	-13.9	2,448	2,469	-0.9	4,821
North America	879	841	4.5	1,611	1,563	3.1	3,003
Other countries	1,002	1,285	-22.0	2,664	2,952	-9.8	4,896
TOTAL	15,747	15,999	-1.6	31,755	32,262	-1.6	72,473

NET SALES BY PRODUCT LINE

(EUR 1,000)	4-6/ 2010	4-6/ 2009	Change, %	1-6/ 2010	1-6/ 2009	Change, %	1-12/ 2009
Clothing	5,726	6,482	-11.7	12,942	13,560	-4.6	27,466
Interior decoration	7,336	6,753	8.6	13,625	12,938	5.3	32,687
Bags	2,685	2,764	-2.9	5,188	5,764	-10.0	12,320
TOTAL	15,747	15,999	-1.6	31,755	32,262	-1.6	72,473

SEGMENT INFORMATION

(EUR 1,000)	1-6/2010	1-6/2009	Change, %	1-12/2009
Marimekko business				
Net sales	31,755	32,262	-1.6	72,473
Operating profit	1,811	1,037	74.6	6,291
Assets	37,512	35,889	4.5	40,967

QUARTERLY TREND IN NET SALES AND EARNINGS

(EUR 1,000)	4-6/ 2010	1-3/ 2010	10-12/ 2009	7-9/ 2009
Net sales	15,747	16,008	20,719	19,492
Operating result	588	1,223	2,353	2,901
Earnings per share, EUR	0.05	0.12	0.22	0.27
(EUR 1,000)	4-6/ 2009	1-3/ 2009	10-12/ 2008	7-9/ 2008
Net sales	15,999	16,263	22,061	21,913
Operating result	1,058	-21	1,845	3,747
Earnings per share, EUR	0.10	0.00	0.17	0.35