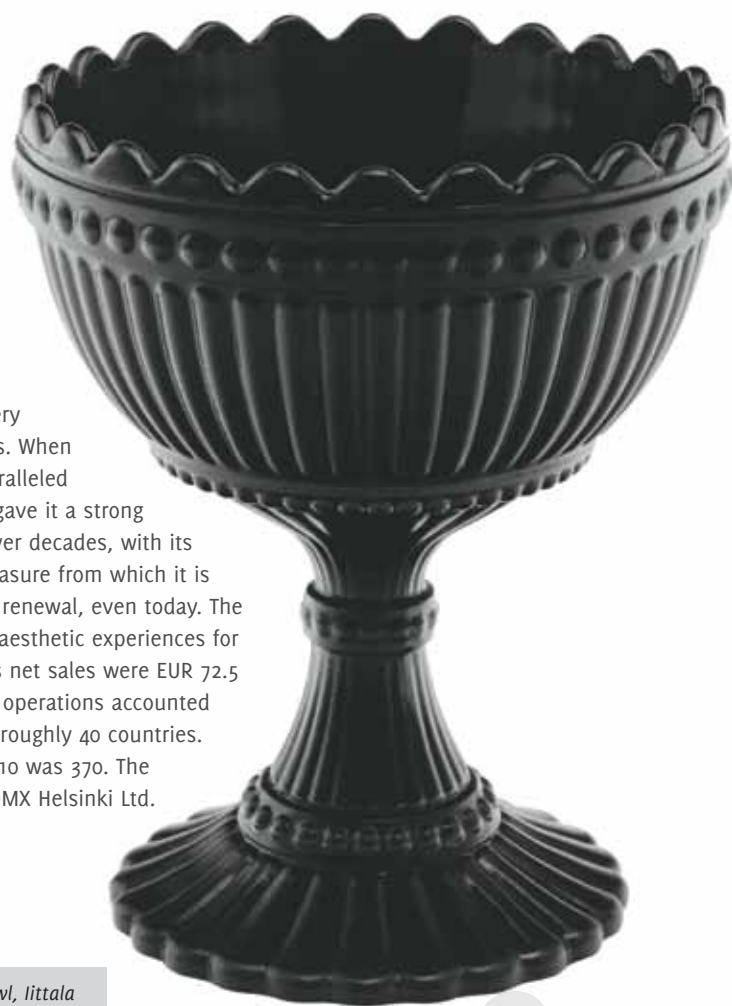


marimekko®

Annual Report 2010

Timeless Beauty for Everyday Life

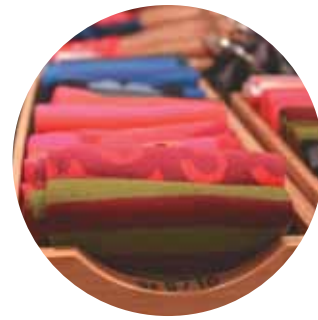
Marimekko is a Finnish textile and clothing design company. The core of its business is the design and manufacture of timeless and individual, practical and beautiful consumer goods. The array of Marimekko design embraces household products ranging from furnishing fabrics to tableware as well as clothing, bags, jewellery and other accessories for people of all ages. When Marimekko was founded in 1951, the unparalleled patterns and colours of its printed fabrics gave it a strong and unique identity. A heritage acquired over decades, with its values and legends, is an inexhaustible treasure from which it is good to draw courage and the strength for renewal, even today. The meaning of Marimekko design is to create aesthetic experiences for every moment in life. In 2010, Marimekko's net sales were EUR 72.5 million, of which exports and international operations accounted for 27.3%. Marimekko products are sold in roughly 40 countries. The number of employees at the end of 2010 was 370. The company's shares are quoted on NASDAQ OMX Helsinki Ltd.



Maribowl, Iittala

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Highlights of 2010

It was an exceptionally challenging year in the sector as well as for Marimekko. A sharp downturn in consumer demand cut into the company's sales, both in Finland and abroad. A positive exception to the market trend was Japan, where sales grew, boosted by new concept stores. In 2009, the Marimekko Group's net sales declined by 10.7% and were EUR 72.5 million (2008: EUR 81.1 million). Operating profit fell to EUR 6.3 million (EUR 10.0 million). Operating profit net of nonrecurring items was EUR 6.8 million (EUR 10.0 million). The after-tax profit for the year was EUR 4.7 million (EUR 7.4 million) and earnings per share were EUR 0.59 (EUR 0.92).

During the year, functions were reorganised and operations were adjusted to lower demand. The company's financial position is strong: cash flow from operating activities in 2010 was EUR 9.9 million (EUR 8.0 million) and the equity ratio was 77.7% (78.7%). During the final quarter of the year, operating profit improved markedly on the previous year. The Board of Directors will propose to the Annual General Meeting that a dividend of EUR 0.45 (EUR 0.55) per share be paid for 2010.

In spite of the difficult market conditions prevailing in 2009, the company was taken forwards with determination along the path set out by the long-term strategy. The development of concepts related to products, retail stores and distribution, which was launched in 2008, was continued. Collections were augmented with new product categories and individual products combining in-house product design with

Marimekko's famously strong patterns in accordance with the design strategy. During the year, the distribution network was expanded; in geographical terms, the main thrust was on regions where the Marimekko brand was already known. Six new Marimekko concept stores were opened abroad: five in Japan and one in Copenhagen, Denmark. In the United Kingdom, a subsidiary was established, Marimekko UK Ltd, to manage the operations of the Marimekko shop in London after it became owned by the company in April. The shops in Stockholm, Sweden, and at Helsinki-Vantaa airport were remodelled and expanded, and one of the two shops in Tampere, Finland, moved to new premises.

MARIMEKKO

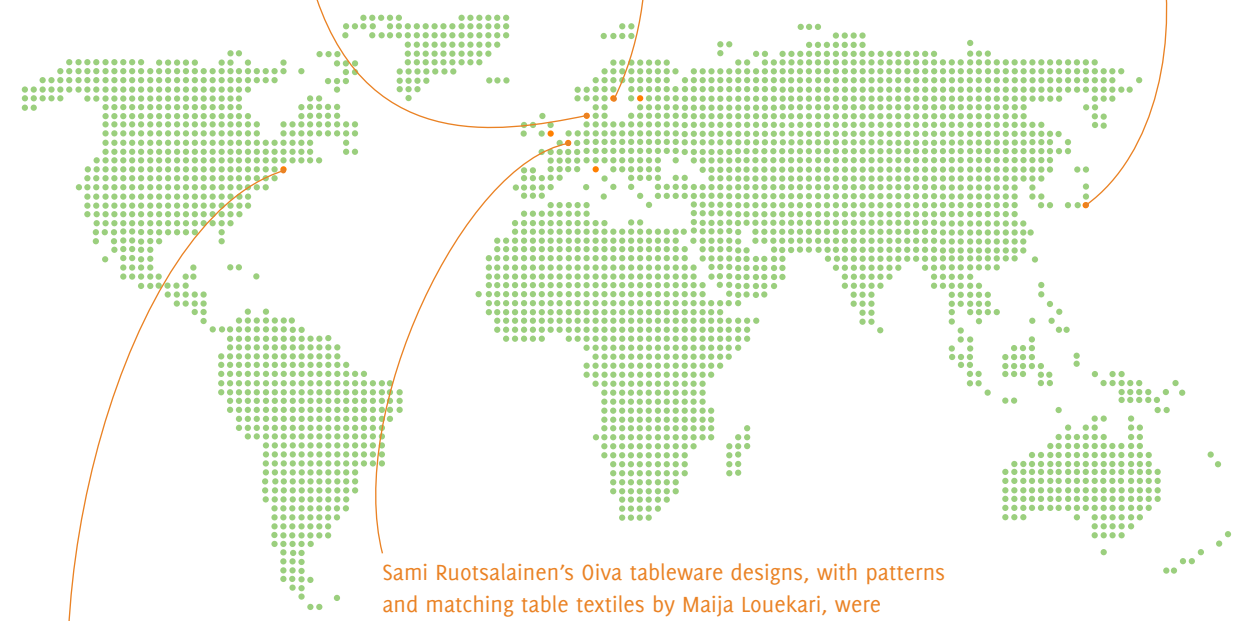
Design company established in 1951.

- Three product lines: clothing, interior decoration, bags.
- Three manufacturing plants in Finland: a textile printing factory, a sewing factory and a bag factory.
- A total of 81 Marimekko stores in Finland and abroad, including 26 company owned shops.
- Subsidiaries in Frankfurt (Germany), London (UK), and Stockholm (Sweden).
- Net sales of EUR 72.5 million.
- Personnel of 370.

The world tour since 2003 of the Marimekko: Fabrics, Fashion, Architecture retrospective, organised by the Design Museum in Helsinki, was staged during the year in Borås, Ljubljana and Madrid. Another touring exhibition, Design Forum Finland's Cool Dozen+, put Marimekko's fabrics on display in Rome and Izmir, Turkey.

The Japanese cult brand Comme des Garçons put together a sales exhibition of Marimekko products in the Seibu department stores in the Tokyo districts of Ginza and Shibuya. The exhibition was on from the end of November until Christmas.

Marimekko's clothing collections for autumn and winter 2009/10 were unveiled at fashion shows in January and February in Helsinki and at the Gallery International Fashion Fair in Copenhagen.



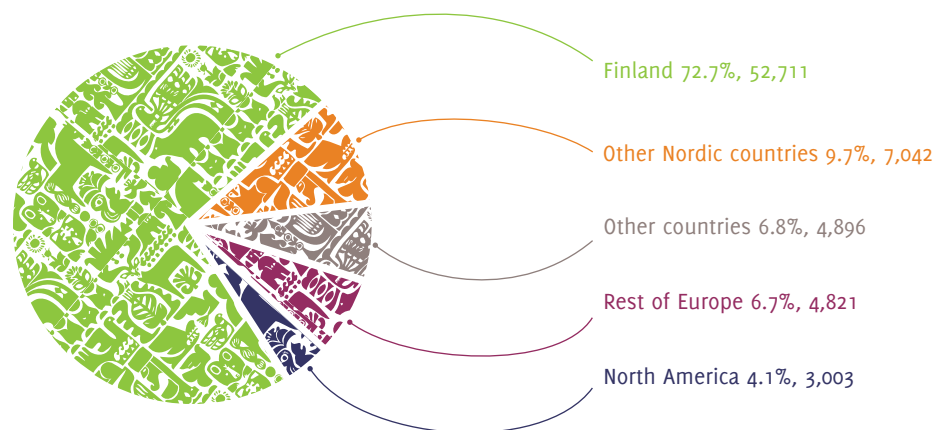
Sami Ruotsalainen's Oiva tableware designs, with patterns and matching table textiles by Maija Louekari, were featured by many major newspapers and magazines around the world after the international launch of the range at the Maison & Objet fair in Paris in September.

In Cambridge, USA, the arrival was celebrated of Marimekko in the American market 50 years before. Design Research (D/R), which operated 1953–78, began importing and retailing Marimekko's clothing and fabrics in 1959, in honour of which former D/R employees assembled a colourful retrospective in D/R's old glasshouse, featuring the very latest Marimekko design along with classic fabrics and vintage dresses.

A total of six new concept stores opened abroad: five in different parts of Japan and one in Copenhagen, Denmark. The concept store in London became owned by Marimekko and a subsidiary was started in the UK. Marimekko's shop in Stockholm reopened in October after refurbishments and expansion.

Key Figures of 2010

Net sales by market area (% , EUR 1,000)



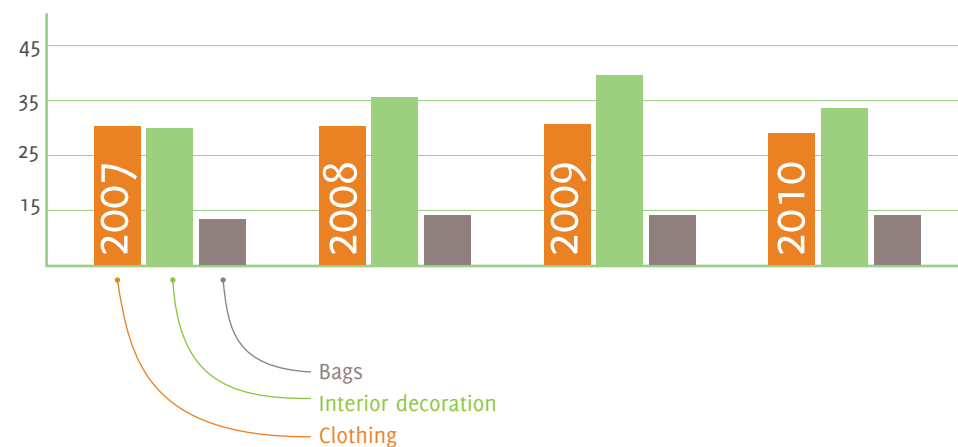
Net sales by market area (% , EUR 1,000)

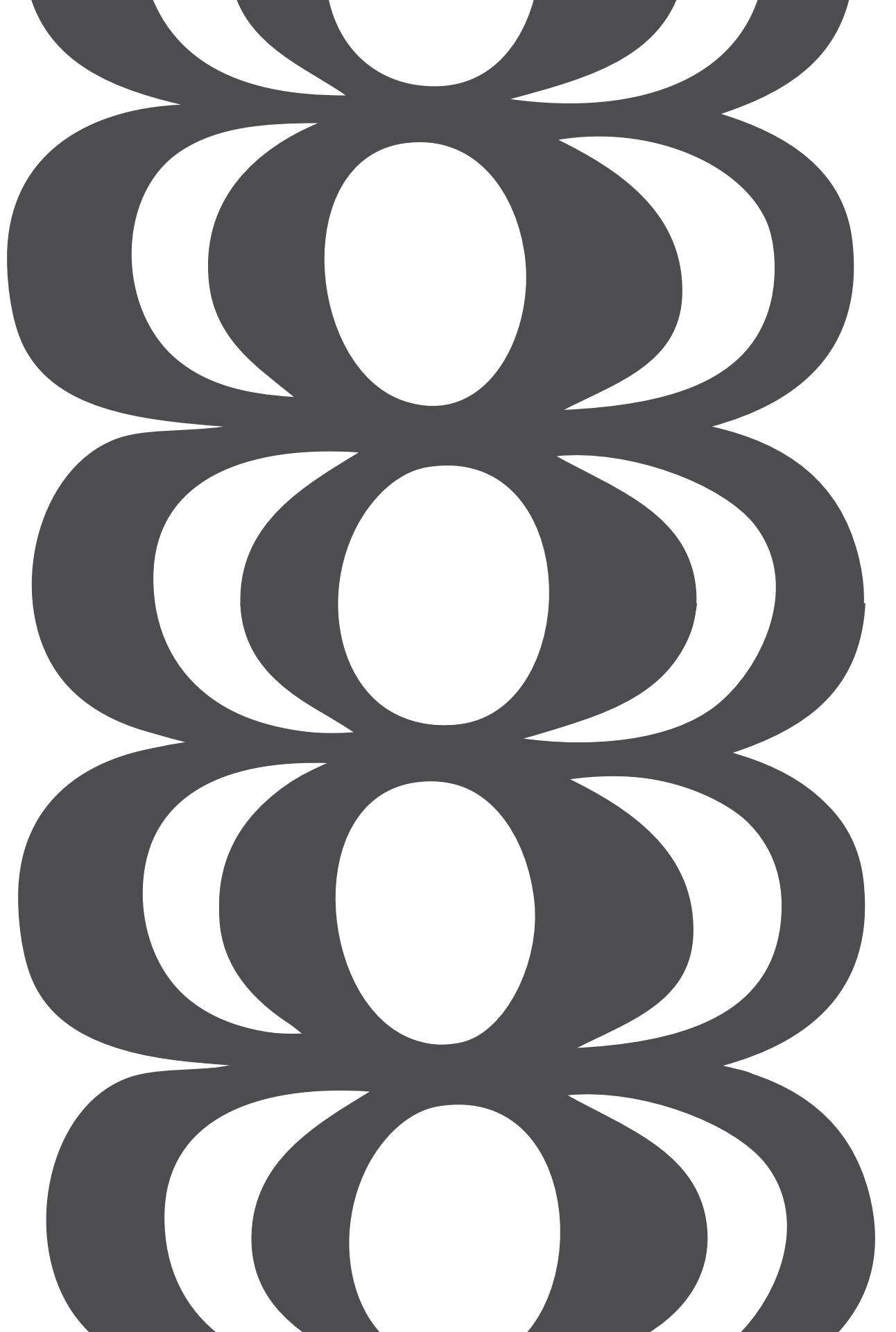
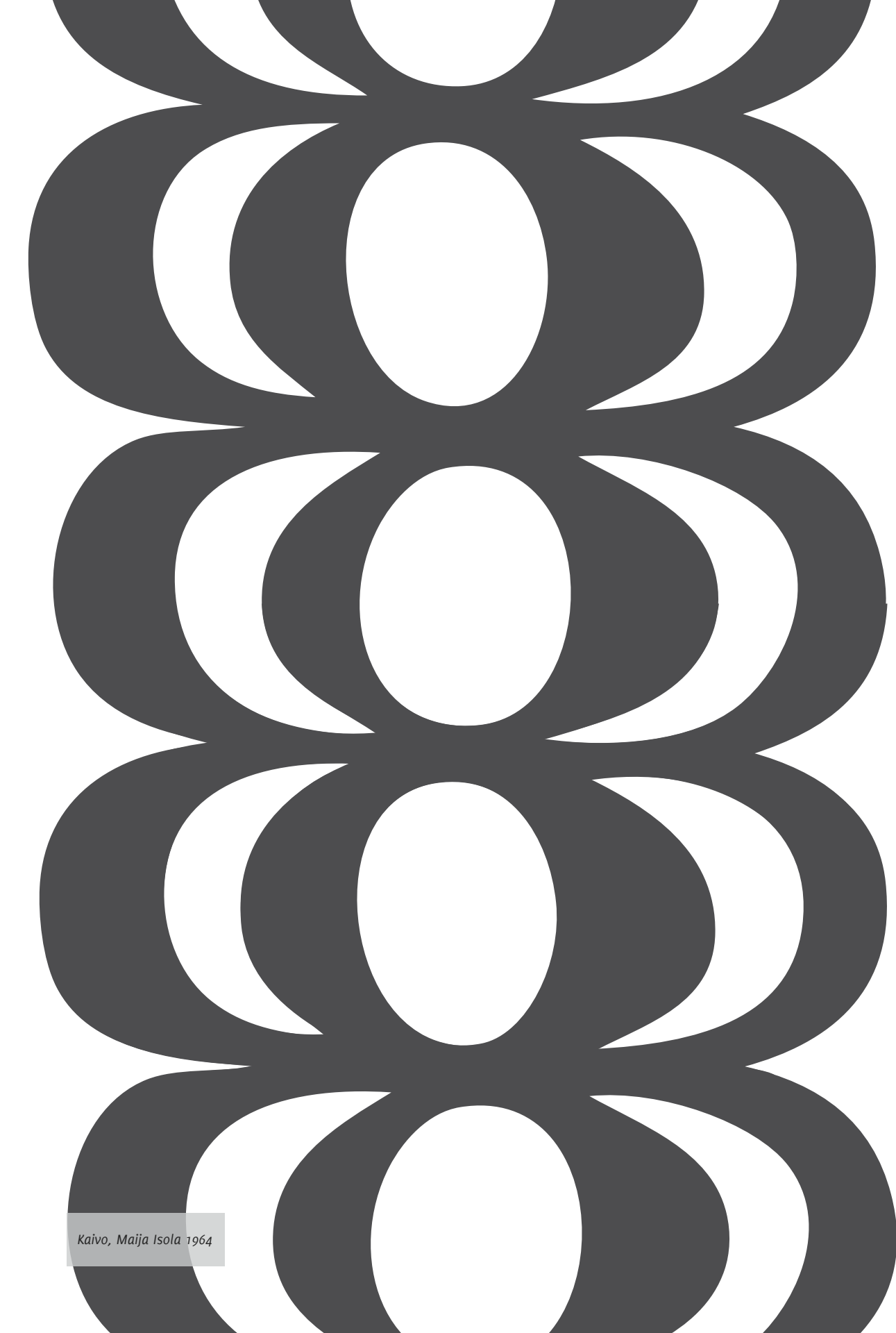


Key figures	2010	2009	Change, %
Net sales, EUR 1,000	72,473	81,107	-10.7
Operating profit, EUR 1,000	6,291	9,956	-36.8
% of net sales	8.7	12.3	
Operating profit net of non-recurring items, EUR 1,000	6,803	9,956	-31.7
Profit before taxes, EUR 1,000	6,354	9,964	-36.2
% of net sales	8.8	12.3	
Net profit for the financial year, EUR 1,000	4,701	7,378	-36.3
% of net sales	6.5	9.1	
Earnings per share, EUR	0.59	0.92	-35.9
Equity per share, EUR	3.96	3.92	1.0
Dividend per share, EUR	*) 0.45	0.55	
Return on equity (ROE), %	14.8	24.2	
Return on investment (ROI), %	20.1	32.3	
Equity ratio, %	77.7	78.7	
Share of exports and international operations, % of net sales	27.3	27.0	
Personnel at year-end	370	414	-10.6

*) Proposal by the Board of Directors.

Trend in net sales by product line (EUR million)





Kaivo, Maija Isola 1964

From the CEO

“Marimekko is not about trendy fashion, with a few minor exceptions. We make lasting and timeless products. Timelessness may, however, occasionally come into fashion by chance, like now.”

These wise words of Marimekko’s founder Armi Ratia from 1978 came to mind in October, when I was in Cambridge, USA, to open a large Marimekko gala. In the windows of the venue, an exhibition staged in a grand glasshouse, were Marimekko’s vintage clothes and fabrics from different decades. People of all ages constantly gathered around the windows, asking where they could buy this or that dress or fabric. In other words, what was on show was undeniably genuine Marimekko design, lasting and timeless products, ones which were most obviously also still fashionable.

Now that I have been in charge of Marimekko for two years, our goal has become even stronger and clearer. With the inspiration of our unique, bold and colourful design heritage, we create products to which people become attached and which will have a special meaning for their owners. Not everyone will like us, nor is it necessary that they should. But, fortunately, there is a growing band of independent spirits who want to express their personalities without regard for the latest

trends and luxury brands that reflect success. I firmly believe that more and more consumers are letting their values and identities show through choices about how they dress or decorate their homes. This is the group of people to whom we want to offer love and appreciation that lasts year after year.

When people talk about sustainable development and responsibility, they often focus exclusively on various aspects of manufacturing, such as the recycling of materials, energy consumption, and working conditions. These are definitely all extremely important perspectives from the viewpoint of responsible production – for Marimekko as for other companies – but good design is also important. Good design is long-lasting. Durability is a key measure of a product’s ecological acceptability. It is easy to become attached to a well designed product; it is not cast aside the moment fashions change. It is products like this that we at Marimekko seek to make.

In order to be able to produce lasting happiness, Marimekko, a stock exchange listed company, naturally has to generate the best financial performance possible. I would describe the financial performance in 2010 with the term defensive victory. Our net sales fell by roughly 11%, and the net profit declined markedly, but our cash flow improved by about a quarter. In very difficult market conditions, we took the company determinedly in the direction we have chosen. We launched a number of entirely new products – tableware, wallpaper, jewellery – which received a very warm welcome. We also concentrated on quality issues and improved the fit of clothes, among other things. In accordance with our



strategy, new concept stores were opened in Japan and in Copenhagen, Europe.

Unfortunately, we also had to go through a hard period of reducing the number of personnel when we decided to rationalise our operations in all business areas. Against this backdrop, we succeeded in achieving a passable financial performance and making an investment in the future. I would like to express my warmest thanks to each and every Marimekko employee for toughing out this difficult year admirably, giving more of themselves than I could reasonably expect.

Marimekko is now a sound company. We have embarked on the year 2010 in a good financial position: we have a strong cash flow and a high equity ratio. The awareness achieved by our brand over the decades and our distinctive design afford us a solid foundation for our work on which it is good to build. Marimekko is known to most professionals in the field worldwide. Our original design and our business philosophy are of broad-based interest, and we are constantly being written about in prestigious international magazines. In the years ahead, we will build an even stronger network of Marimekko retail stores to enable us to introduce our unique world to new consumers in the best possible way.

A strong network of stores is also a prerequisite for the long-term building of the brand’s pricing strengths. As a small company, our strategy is to advance step by step, targeting our resources on areas in which the interest in our design idiom and our brand is strongest. In 2010, our geographical regions of emphasis are Scandinavia, Japan and the United States. We are also looking at some entirely new market areas in Asia, for example.

We will continue to invest in product development and the commercialisation of our design to boost the profitability of retailing – both for our own shops and for our dealers. I am convinced that the transformation in consumers’ values in the way I have outlined above will be no short lived phenomenon in fashion but rather will be rooted in our behaviour for a long time. It is therefore even more important than before that the products we now design continue to look beautiful and fulfil their function for years to come, yielding people much joy in life and warm memories along the way.

MIKA IHAMUOTILA



Tuuli shop, Seattle WA

Vision, Goals and Strategy

Our vision is to be the world's most prestigious pattern designer and one of the most fascinating design brands.

M

arimekko's strengths are the uniqueness and inherent interest of the brand, the diversity of the patterns, and the originality of the design idiom. Marimekko's strategic goal is to grow and succeed in the international arena as a Finnish design company

that has a strong identity. In business development, there is a focus on controlled organic growth in Finland and selected export markets. The geographical areas of emphasis are the regions in which the Marimekko brand is already known. The key markets in 2010 are Scandinavia, Japan and the United States. We are also looking at some entirely new market areas in Asia, for example. Every effort is made to boost the brand's value through the long-term development of product, store and distribution concepts. Another aim is to maintain good solvency and liquidity in all market conditions.



"Hetkiä - Moments", Maija Louekari 2003

Report of the Board of Directors

In 2010, the Marimekko Group's net sales fell by 11% to EUR 72.5 million (EUR 81.1 million). Operating profit fell by 37% to EUR 6.3 million (EUR 10.0 million). Operating profit without non-recurring items amounted to EUR 6.8 million (EUR 10.0 million). Profit after taxes for the financial year decreased by 36% to EUR 4.7 million (EUR 7.4 million). Earnings per share were EUR 0.59 (EUR 0.92). The Board of

Directors will propose to the Annual General Meeting that a dividend of EUR 0.45 per share be paid for 2010. The Marimekko Group's net sales and operating profit for 2011 are expected to be approximately at the same level as they were in 2010.

MARKET SITUATION

The first signs of a change in the world economy were seen towards the end of 2010. In Finland, the outlook for the whole economy was still cautious, but an end to the downtrend and an upward turn in retail sales were visible (Confederation of Finnish Industries EK: Business Tendency Survey, November 2010, and Economic Review, 21 January 2010). Consumers' confidence in the Finnish economy was stronger than average in January, but people still felt insecure about their own employment prospects (Statistics Finland: Consumer Report of the Board of Directors Barometer, January 2010). In 2010, the value of retail sales in Finland fell by 2.6% (Statistics Finland: Retail trade quick estimate, December 2010). From January to November 2010, retail sales of clothing

(excluding sportswear) fell by 2.6% (Textile and Fashion Industries TMA). Sales of womenswear fell by 1.8%, sales of menswear by 5.0%, and sales of childrenswear by 1.2%. Sales of bags decreased by 10.0%. In the January to November period of 2010, exports of clothing (SITC 84) fell by 17% and imports by 10%; exports of textiles (SITC 65) declined by 24% and imports by 23% (National Board of Customs, monthly review, November 2010).

NET SALES

In 2010, the Marimekko Group's net sales decreased by 10.7% to EUR 72.5 million (EUR 81.1 million). Net sales in Finland fell by 10.9% to EUR 52.7 million (EUR 59.2 million). Exports and income from international operations declined by 9.9%, totalling EUR 19.8 million (EUR 21.9 million). Exports and income from international operations accounted for 27.3% (27.0%) 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 to the comparison period was also increased by income from sales of licensed products and revenues from individual promotions that were larger in 2009 than in the year under review. The six new concept stores that opened during the year increased wholesale sales abroad. The breakdown of the Group's net sales by product line was as follows: clothing 37.9%, interior decoration 45.1%, and bags 17.0%. Net sales by market area were: Finland 72.7%, the other Nordic countries

9.7%, the rest of Europe 6.7%, North America 4.1%, and other countries (Japan and other regions outside Europe and North America) 6.8%. In 2010, sales by Marimekko's own retail shops in Finland fell by 1.4% compared with 2009. Sales to retailers in Finland declined by 13.9%; the decrease was partly attributable to significant deliveries for promotions in 2009, larger than orders for promotions during the year under review.



Bags:

Net sales of bags fell by 8.5% to EUR 12.3 million (EUR 13.5 million). Sales grew well in Japan and the market area referred to as "the rest of Europe". In North America and the market area referred to as "other Nordic countries", sales declined substantially. Sales in Finland fell somewhat; the decrease was almost entirely attributable to income from a significant promotion in 2009. Exports and income from international operations accounted for 30.7% of net sales of bags.

REVIEWS BY BUSINESS UNIT

Clothing:

In 2010, net sales of clothing decreased by 8.1% to EUR 27.5 million (EUR 29.9 million). Japan showed vigorous growth, and sales also increased slightly in the market area referred to as "the rest of Europe". In Finland, sales fell somewhat. Sales decreased notably in North America and in the market area referred to as "other Nordic countries", where the fall was partly attributable to the significant income from sales of licensed products that was recognised in the second quarter of 2009. Exports and income from international operations accounted for 23.1% of net sales of clothing.



Interior decoration:

Net sales of interior decoration products fell by 13.4% to EUR 32.7 million (EUR 37.7 million). Sales in Japan grew, while other export markets and Finland registered a decline in sales. In Finland, the decrease was partly due to the fact that revenues from individual promotions were larger in 2009 than in the year under review. Exports and income from international operations accounted for 29.5% of net sales of interior decoration products.

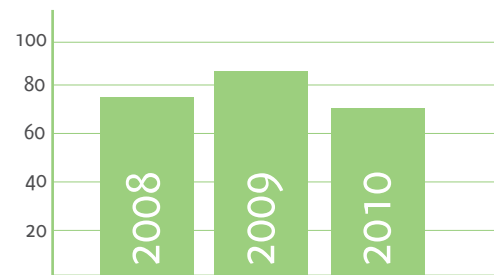


Business-to-business sales:

Business-to-business sales fell by 51.2%. The decrease was partly due to significant deliveries for promotions in 2009, larger than orders for promotions during the year under review. In addition, the poor economic conditions in 2010 significantly reduced purchases by corporate customers.

Exports and international operations: Uncertain economic conditions prevailed in 2010. Consumer demand decreased, and customers were cautious about making purchases. A slight recovery was perceptible towards the end of the year, but the hoped-for turn for the better was not realised. In 2010, Marimekko's exports and income from international operations decreased by 9.9%, totalling EUR 19.8 million (EUR 21.9 million). Sales trends varied greatly by country. Japan showed vigorous growth, and sales increased slightly in the market area referred to as "the rest of Europe".

In other export markets, sales fell markedly. The major countries for exports were Japan, Sweden, the United States, Denmark and Germany. In the market area referred to as "other Nordic countries", sales of all product lines decreased considerably. Net sales

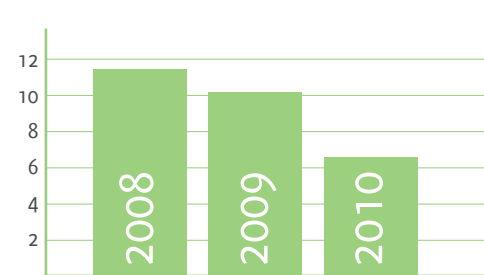
Net sales (EUR million)

fell to EUR 7.0 million, which was 25.3% less than the previous year (EUR 9.4 million). In addition to a decrease in sales volumes, the weakening of the Swedish krona (by about 20%) as well as significant income generated from sales of licensed products in the second quarter of 2009 contributed to the fall in net sales. In the market area referred to as "the rest of Europe", net sales rose by 2.6% to EUR 4.8 million (EUR 4.7 million). Sales of bags showed good growth; clothing sales grew slightly. Sales of interior decoration products fell somewhat. The growth in net sales was attributable to the transfer of the Marimekko shop in London to Marimekko's ownership.

In North America, net sales fell by 24.8% to EUR 3.0 million (EUR 4.0 million). 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 by 28.3% to EUR 4.9 million (EUR 3.8 million). The growth was generated by Japan, mainly by the five new concept stores opened during the year. Sales of clothing and bags, in particular, grew extremely vigorously. At the end of the year, there were a total of twenty Marimekko concept stores and shop-in-shops in Japan.

Licensing:

Royalty earnings from sales of licensed products fell considerably during 2010. The fall was mainly due to significant income from licensing cooperation with H & M Hennes & Mauritz AB, recognised in the second quarter of 2009. Royalty earnings grew somewhat in Finland and fell slightly in the United States.

Operating profit (EUR million)**Production and sourcing:**

The output of the Herttoniemi textile printing factory decreased by 21% in 2010. This was due to the reduction of inventories and a decrease in sales. After the old printing machine was taken out of use in June, production capacity diminished and was in full use. In 2010, the production volume of the Sulkava factory was at the same level as in the previous year; the output of the Kitee factory fell slightly. To ensure employment, subcontract manufacture of some products was reduced and their production transferred to the Kitee and Sulkava factories. The changes to the production structure and the personnel reductions implemented during the last quarter of the year improved the competitiveness of Marimekko's own production units and the profitability of the factory operations.

EARNINGS

In 2010, the Group's operating profit fell by 36.8% to EUR 6.3 million (EUR 10.0 million). Operating profit as a percentage of net sales amounted to 8.7% (12.3%). Operating profit includes a non-recurring expense of EUR 0.5 million related to personnel reductions resulting from savings and efficiency actions. Operating profit without non-recurring items stood at EUR 6.8 million (EUR 10.0 million).

Operating profit was decreased by a sharp decline in sales. The difference to the comparison period was also increased by significant income from sales of licensed products in the previous year and the fact that

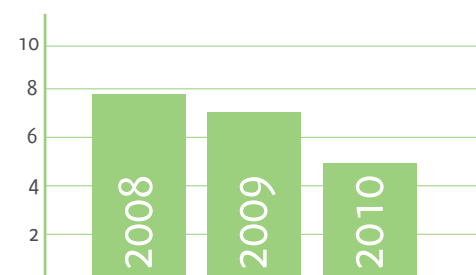
revenues from individual promotions were larger in 2009 than in the year under review. Furthermore, increased lease expenses from shops had a negative impact on profitability. On the other hand, savings of about EUR 0.6 million in fixed costs were achieved through efficiency enhancements and various savings actions.

The Group's marketing expenses for the year totalled EUR 3.1 million (EUR 3.4 million), representing 4.3% (4.2%) of net sales. The Group's depreciation amounted to EUR 1.4 million (EUR 1.3 million), representing 1.9% (1.6%) of net sales. Net financial income totalled EUR 63 thousand (EUR 8 thousand), or 0.1% (0.0%) of net sales. Profit after taxes for the financial year decreased by 36.3% to EUR 4.7 million (EUR 7.4 million), representing 6.5% (9.1%) of net sales. Earnings per share were EUR 0.59 (EUR 0.92).

The Group's per-share key figures and other key financial figures for the last three years, including the formulas for the figures, are presented under Key figures of the Group on pages 85-86.

EQUITY RATIO AND FINANCING

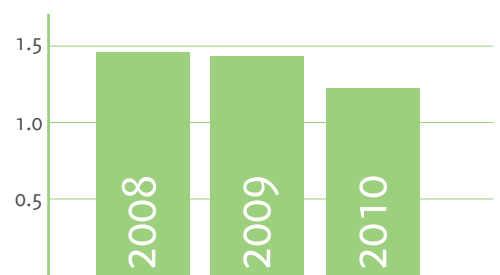
The Group's equity ratio was 77.7% at the end of the period (78.7% on 31 December 2009). The ratio of interest-bearing liabilities minus financial assets to shareholders' equity (gearing) was -32.2%, while it was -18.8% at the end of the previous year. At the end of 2010, the Group's financial liabilities stood at EUR 0 (EUR 0.2 million). The Group's financial assets at the end of the financial year amounted to EUR 10.2 million (EUR 6.1 million).

Profit after taxes (EUR million)**INVESTMENTS**

The Group's gross investments amounted to EUR 1.2 million (EUR 1.4 million), representing 1.7% (1.7%) of net sales. The majority of investments were directed at the refurbishment of shops and the renovation of the Herttoniemi facilities.

STRATEGIC DIRECTION

The company's long-term strategy is unchanged. The goal is to develop Marimekko as an increasingly international brand based on pattern and colour design. The company also intends to develop new products and product categories that support the brand image and promote the building of a profitable, scalable sales concept. Marimekko's objective is to maintain the company's strong market position in Finland and continue its controlled growth abroad. The distribution network will be expanded primarily by increasing the number of concept stores and shop-in-shops. The geographical areas of emphasis are the regions in which the Marimekko brand is already known. Operational efficiency will be improved along with systematic working and coordination in all business areas. There are no changes to the Group's financial objectives: annual growth in net sales, above 10%; percentage of operating profit of net sales, 10%; return on equity, above 15%; equity ratio, 60%; and percentage of earnings per share allocated to dividends, at least 50%.

Gross investments (EUR million)

Consolidated Income Statement

(EUR 1,000)	1 Jan – 31 Dec 2010	1 Jan – 31 Dec 2009
NET SALES	72,473	81,107
Other operating income	41	244
Increase or decrease in inventories of completed and unfinished products	2,135	185
Raw materials and consumables	26,890	33,597
Employee benefit expenses	18,202	18,287
Depreciation	1,394	1,324
Other operating expenses	17,602	18,372
OPERATING PROFIT	6,291	9,956
Financial income	86	205
Financial expenses	-23	-197
	63	8
PROFIT BEFORE TAXES	6,354	9,964
Income taxes	1,653	2,586
NET PROFIT FOR THE PERIOD	4,701	7,378
Distribution of net income to equity holders of the parent company	4,701	7,378
Basic and diluted earnings per share calculated on the profit attributable to equity holders of the parent company, EUR	0.59	0.92
COMPREHENSIVE CONSOLIDATED INCOME STATEMENT	1 Jan–31 Dec 2010	1 Jan–31 Dec 2009
Net income for the period	4,701	7,378
Other comprehensive income		
Change in translation difference	4	-5
COMPREHENSIVE INCOME FOR THE PERIOD	4,705	7,373
Distribution of net income to equity holders of the parent company	4,705	7,373

Consolidated Balance Sheet

(EUR 1,000)	31 Dec 2010	31 Dec 2009
ASSETS		
NON-CURRENT ASSETS		
Tangible assets	9,805	9,948
Intangible assets	409	458
Available-for-sale financial assets	20	20
	10,234	10,426
CURRENT ASSETS		
Inventories	15,229	17,286
Trade and other receivables	5,241	6,109
Current tax assets	18	268
Cash and cash equivalents	10,245	6,112
	30,733	29,775
ASSETS, TOTAL	40,967	40,201

Consolidated balance sheet, cont.

(EUR 1,000)	31 Dec 2010	31 Dec 2009
SHAREHOLDERS' EQUITY AND LIABILITIES		
EQUITY ATTRIBUTABLE TO EQUITY HOLDERS OF THE PARENT COMPANY		
Share capital	8,040	8,040
Translation differences	2	-2
Retained earnings	23,783	23,504
Shareholders' equity, total	31,825	31,542
NON-CURRENT LIABILITIES		
Deferred tax liabilities	683	705
	683	705
CURRENT LIABILITIES		
Trade and other payables	7,874	7,751
Current tax liabilities	585	18
Financial liabilities		185
	8,459	7,954
Liabilities, total	9,142	8,659
SHAREHOLDERS' EQUITY AND LIABILITIES, TOTAL	40,967	40,201

Consolidated Cash Flow Statement

(EUR 1,000)	2009	2010
CASH FLOW FROM OPERATING ACTIVITIES		
Net profit for the period	4,701	7,378
Adjustments		
Depreciation according to plan	1,394	1,324
Financial income and expenses	-63	-8
Taxes	1,653	2,586
Cash flow before change in working capital	7,685	11,280
Change in working capital		
Decrease (+) / increase (-) in current non-interest-bearing trade receivables	834	-574
Decrease (+) / increase (-) in inventories	2,055	995
Decrease (+) / increase (-) in current non-interest-bearing liabilities	108	-1,050
Cash flow from operating activities before financial items and taxes	10,682	10,651
Paid interest and payments on other financial expenses	-24	-200
Interest received	120	201
Taxes paid	-837	-2,616
CASH FLOW FROM OPERATING ACTIVITIES	9,941	8,036

Consolidated cash flow statement, cont.

(EUR 1,000)	2009	2010
CASH FLOW FROM INVESTING ACTIVITIES		
Investments in tangible and intangible assets	-1,202	-1,362
CASH FLOW FROM INVESTING ACTIVITIES	-1,202	-1,362
CASH FLOW FROM FINANCING ACTIVITIES		
Short-term loans drawn		4,600
Short-term loans repaid		-5,550
Long-term loans repaid	-185	-655
Dividends paid	-4,422	-5,226
CASH FLOW FROM FINANCING ACTIVITIES	-4,607	-6,831
Change in cash and cash equivalents	4,133	-157
Cash and cash equivalents at the beginning of the period	6,112	6,269
Cash and cash equivalents at the end of the period	10,245	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. 2009	8,040	3	21,352	29,395
Comprehensive income for the period	-5	7	378	7,373
Dividends paid	-5	226	-5	226
Shareholders' equity				
31 Dec. 2009	8,040	-2	23,504	31,542
Shareholders' equity				
1 Jan. 2010	8,040	-2	23,504	31,542
Comprehensive income for the period		4	4,701	4,705
Dividends paid			-4,422	-4,422
Shareholders' equity				
31 Dec. 2010	8,040	2	23,783	31,825

Notes to the Financial Statements

GROUP PROFILE

Marimekko Corporation is a Finnish clothing and textile company. Marimekko Corporation and its subsidiaries form a Group that designs, manufactures and markets clothing, interior decoration products and bags.

Marimekko Corporation's shares are quoted on NASDAQ OMX Helsinki Ltd. The company is domiciled in Helsinki, and its registered address is Puusepänkatu 4, 00880 Helsinki, Finland. The financial year of all Group companies is the calendar year.

Copies of the consolidated financial statements are available at www.marimekko.com and the head office of the Group's parent company at Puusepänkatu 4, 00880 Helsinki, Finland.

Marimekko Corporation's Board of Directors approved these financial statements for publication at its meeting on 2 February 2010. According to the Finnish Companies Act, shareholders have the right to accept or reject the financial statements at the Annual General Meeting held after the publication. The Annual General Meeting may also amend the financial statements.

ACCOUNTING POLICY APPLIED IN THE CONSOLIDATED FINANCIAL STATEMENTS

Accounting policy

The financial statements have been prepared in accordance with the International Financial Reporting Standards (IFRS), complying with the IAS and IFRS standards as well as the SIC and IFRIC interpretations in

force as at 31 December 2009. In the Finnish Accounting Act and the provisions laid down pursuant to the Act, International Financial Reporting Standards refer to the standards approved for use in the EU in accordance with the procedures laid down in IAS Regulation (EC) 1606/2002 of the European Parliament, and the interpretations of these standards. The notes to the consolidated financial statements also comply with Finnish accounting and company legislation.

The financial statements have been prepared at historical cost with the exception of available-for-sale investments in financial assets, which are measured at fair value. Financial statement information is presented in thousands of euros.

Accounting estimates and judgments

The preparation of financial statements in accordance with IFRS calls for the management to use estimates and assumptions. These estimates and assumptions mainly affect the value of tangible and intangible assets in the balance sheet and depreciation according to plan in the income statement through the determination of the useful economic life of asset items, and credit loss items and income taxes in the income statement. The final amount of the income taxes which will be confirmed after the close of the financial year may differ from the preliminary estimate in the income statement. The Group's management must also make judgments when selecting the accounting policy applied for the financial statements and its application and make estimates for provisions (including provisions for credit loss). The actual figures may deviate from these estimates.

Principles of consolidation

Marimekko's consolidated financial statements include the accounts of the parent company Marimekko Corporation and its subsidiaries. Subsidiaries are companies in which the Group has the right to determine the financial and operating principles of the undertaking or business operations, usually by virtue of a shareholding that entitles to more than half of the voting rights. Intra-Group share ownership has been eliminated using the acquisition cost method. Acquired subsidiaries are consolidated in the Group's financial statements as of the date on which the Group acquired a controlling interest and divested subsidiaries until the date when such control ceases. Intra-Group business transactions, intra-Group profit margins related to inventories and fixed assets, intra-Group receivables and liabilities and intra-Group distribution of profit have been eliminated.

Associates are entities over which the Group exercises significant influence. As a rule, significant influence occurs when the Group holds more than 20% of the voting rights or otherwise exerts significant influence but no control. The Marimekko Group does not have any associates.

Joint ventures are entities where the Group exercises joint control with other parties based on an agreement. The Group's holdings in joint ventures are consolidated proportionately item by item. The consolidated financial statements include the Group's share of the joint ventures' assets, liabilities, income and expenses. At the end of the financial year, the Group had no joint ventures.

Translation of items denominated in foreign currency

The results and financial position of Group units are measured in the currency used in the primary business environment of the unit in question (functional currency). The consolidated financial statements are presented in euros, the functional and presentation currency of the parent company.

Transactions in foreign currencies are recognised in the functional currency at the exchange rates on the date of transaction. The foreign-currency denominated receivables and liabilities of the parent company and Finnish subsidiaries have been converted to euro amounts using the exchange rates quoted by the European Central Bank on the closing date.

The foreign currency denominated receivables and liabilities of foreign subsidiaries have been converted at the exchange rate of the country in question on the closing date. Foreign exchange differences in business operations are booked in the corresponding income statement accounts above operating profit and foreign exchange differences on financial items in financial income and expenses.

The foreign-currency-denominated income statements of subsidiaries are converted to euro amounts using the average exchange rate for the financial year and the balance sheets at the average rate on the closing date. Differences arising from translation and translation differences in shareholders' equity are recorded as a separate item in shareholders' equity.

Operating profit

IAS 1 Presentation of Financial Statements does not contain a definition of operating profit. The Group has defined this concept as follows: operating profit is the net amount of net sales and other operating income less the purchase expenses adjusted with the expenses incurred due to the increase or decrease in inventories or completed and unfinished products and production for own use, employee benefit expenses, possible impairment loss and other operating expenses. Any income statement items other than the above are presented below the operating profit. Foreign exchange differences and changes in the fair value of derivatives are included in the operating profit, provided they are attributable to items related to business operations. Otherwise they are recognised in financial items.

Revenue recognition

Sales of products are recognised as income when the significant risks and rewards incident to the ownership of goods have been transferred to the buyer. The Group then relinquishes oversight and control of the product. Mainly, this is the moment when the goods are handed over to the customer as set forth in the agreed delivery clause. The revenue recognition of licensing and royalty income is handled in accordance with the clauses of the agreement between Marimekko and the licensee. The clauses mainly provide for royalties payable to Marimekko for sales of products covered by the agreement, based either on a percentage rate or the number of items.



Kanteleen kutsu, Sanna Annukka 2010

Board of Directors

Pekka Lundmark, born 1963

Chairman of the Board

M.Sc. (Eng.)

Principal occupation: President and CEO of Konecranes Plc, 2005 – present

Primary work experience and key positions of trust:

Managing Director of Hackman Group, 2002–2004;

Managing Partner of Startup factory, 2000–2002; several

executive positions in Nokia Corporation in Finland,

Denmark and the United States, 1990–2000; Vice Chairman

of the Board of The Federation of Finnish Technology

Industries 2009 – present

Mika Ihamuotila, born 1964

Vice Chairman of the Board

Ph.D. (Econ.)

Principal occupation: President and CEO of Marimekko Corporation, 2008 – present

Primary work experience and key positions of trust:

President and CEO of Sampo Bank plc, 2001 – 2007;

President and CEO of Mandatum Bank Plc, 2000 – 2001;

Executive Director of Mandatum Bank Plc, 1998 – 2000;

Partner of Mandatum & Co Ltd, 1994 – 1998; visiting

scholar of Yale University (USA), 1992 – 1993; Member of

the Board of Elisa Corporation, 2003 – 2005 and Deputy

Chairman of the Board, 2006 – 2007

Ami Hasan, born 1956

Secondary school graduate

Principal occupation:

Chairman of the Board of advertising agency Hasan &

Partners Finland Oy, 1997 – present

Primary work experience and key positions of trust:

founder and Managing Director of advertising agency

Hasan & Partners Finland Oy, 1991 – 1997; Member of

the Board of Marketing Clinic Ltd; Member of the Board

of Kiasma Museum of Contemporary Art Foundation;

permanent member of the jury for Cresta International

Advertising Awards Board of Directors and management

Joakim Karske, born 1963

MA

Principal occupation: Head of Design Strategy & Portfolio,

Nokia Corporation, 2006 – present

Primary work experience and key positions of trust:

designer at Volvo Group in Spain, 2001 – 2004, as well as

in Sweden and the Netherlands, 1995 – 1998; designer

at DaimlerChrysler Advanced Design Centre in Japan,

1999–2001; designer at Mercedes-Benz sports car studio

in Germany, 1998 – 1999

Tarja Pääkkönen, born 1962

Ph.D. (Eng., Business Strategies), M.Sc. (Tech.)

Principal occupation: Senior Vice President and Member

of the Executive Board of Itella Corporation,

2005 – present

Primary work experience and key positions of trust:

several executive positions in Nokia Corporation,

1995 – 2004, including Director of Business Unit of

Nokia Multimedia, Strategy Director and member of

the Management Group of Nokia Mobile Phones, as

well as Director of Technology Unit's Global Services;

Management Consultant of Kienbaum GmbH (Germany),

1991 – 1995; Managing Director of Futum Oy, 1987 – 1991;

Management Group

As of 7 October 2010

CHAIRMAN

Mika Ihamuotila, born 1964

President and CEO

Employed by the company since 2007

MEMBERS

Thomas Ekström, born 1967

Finance, administration and investor relations

Employed by the company since 2006

Malin Groop, born 1972

Brand and marketing communications

Employed by the company since 2009

Päivi Lonka, born 1962

International sales and licensing

Employed by the company since 2004

Niina Nenonen, born 1965

Clothing, bags and accessories

Employed by the company since 2008

Piia Rossi, born 1963

Company-owned retail shops in Finland

Employed by the company since 1988

Helinä Uotila, born 1946

Production, purchases, interior decoration

Employed by the company since 1972

More detailed background information on Board members and members of the Management Group as well as up-to-date information on their shareholdings in Marimekko Corporation are provided on the company's website under Marimekko Corporation / Administration & Auditors.

CREATIVE DIRECTORS

Minna Kemell-Kutvonen, born 1969

Interior decoration

Employed by the company since 1992

Virva Launo, born 1977

Clothing, bags and accessories

Employed by the company since 2008

