

The background of the page is a dark blue color with a large, abstract, organic shape in a light cream color. This shape is composed of several rounded, overlapping forms that resemble the Marimekko logo's signature pattern. The text is positioned in the lower-left and lower-right areas of the page.

marimekko

Half-year Financial Report 1-6/2024

Marimekko Corporation, Half-year Financial Report, 15 August 2024 at 8.00 a.m.

Marimekko's net sales continued to grow in the second quarter, operating profit slightly behind the comparison period but cumulative operating profit improved

The second quarter in brief

- Marimekko's net sales increased by 8 percent and totaled EUR 43.7 million (40.3). Net sales were boosted in particular by the growth of wholesale sales in Finland and Scandinavia as well as increased retail sales in Finland.
- Net sales in Finland grew by 11 percent. Domestic wholesale sales grew mainly as a result of non-recurring promotional deliveries. Retail sales in Finland increased by 5 percent. International sales grew by 6 percent as, in addition to Scandinavian wholesale sales, retail sales grew in all market areas.
- Operating profit was EUR 6.1 million (6.6). Comparable operating profit was slightly behind the strong comparison period and totaled EUR 6.4 million (6.8) equaling to 14.6 percent of net sales (16.8).
- Higher fixed costs and weakened relative sales margin decreased operating profit in the second quarter of the year. On the other hand, increased net sales had a positive impact on operating profit.

January–June in brief

- Company's net sales grew by 8 percent and amounted to EUR 81.3 million (75.6). Net sales were boosted by increased wholesale and retail sales in Finland as well as growth in international sales.
- Net sales in Finland increased by 9 percent due to, in particular, non-recurring promotional deliveries in wholesale sales and favorable development of retail sales. International sales grew by 6 percent bolstered by the wholesale sales in the Asia-Pacific region.
- Operating profit improved to EUR 11.2 million (10.4) and comparable operating profit to EUR 11.6 million (10.6) equaling to 14.2 percent of net sales (14.0).
- Operating profit was boosted especially by increased net sales. On the other hand, an increase in fixed costs had a weakening impact on operating profit.

Financial guidance for 2024

The Marimekko Group's net sales for 2024 are expected to grow from the previous year (2023: EUR 174.1 million). Comparable operating profit margin is estimated to be approximately some 16–19 percent (2023: 18.4 percent). Development of consumer confidence and purchasing power, particularly in Finland, global supply chain disruptions and the general inflation development cause volatility to the outlook for 2024.

Uncertainties related to the development of net sales and result are described in more detail in the Major risks and factors of uncertainty section of this Half-year Financial Report.

KEY FIGURES

| (EUR million) | 4-6/ 2024 | 4-6/ 2023 | Change, % | 1-6/ 2024 | 1-6/ 2023 | Change, % | 1-12/ 2023 |
|---------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| Net sales | 43.7 | 40.3 | 8 | 81.3 | 75.6 | 8 | 174.1 |
| International sales | 19.1 | 18.1 | 6 | 37.4 | 35.4 | 6 | 75.2 |
| % of net sales | 44 | 45 | | 46 | 47 | | 43 |
| EBITDA | 8.5 | 8.8 | -4 | 15.8 | 15.0 | 6 | 40.6 |
| Comparable EBITDA | 8.7 | 9.0 | -4 | 16.2 | 15.2 | 7 | 41.2 |
| Operating profit | 6.1 | 6.6 | -7 | 11.2 | 10.4 | 8 | 31.4 |
| Operating profit margin, % | 14.0 | 16.4 | | 13.8 | 13.8 | | 18.0 |
| Comparable operating profit | 6.4 | 6.8 | -6 | 11.6 | 10.6 | 9 | 32.0 |
| Comparable operating profit margin, % | 14.6 | 16.8 | | 14.2 | 14.0 | | 18.4 |
| Result for the period | 4.7 | 4.8 | 0 | 8.6 | 7.2 | 20 | 23.6 |
| Earnings per share, EUR | 0.12 | 0.12 | 0 | 0.21 | 0.18 | 20 | 0.58 |
| Comparable earnings per share, EUR | 0.12 | 0.12 | 1 | 0.22 | 0.18 | 22 | 0.59 |
| Cash flow from operating activities | 11.0 | 5.0 | 122 | 10.3 | 2.9 | | 29.4 |
| Gross investments | 0.7 | 0.5 | 47 | 1.2 | 0.7 | 72 | 2.0 |
| Return on capital employed (ROCE), % | | | | 38.5 | 34.4 | | 33.0 |
| Equity ratio, % | | | | 53.2 | 47.4 | | 54.1 |
| Gearing, % | | | | 6.8 | 32.7 | | -6.3 |
| Net debt / EBITDA (rolling 12 months) | | | | 0.10 | 0.43 | | -0.10 |
| Personnel at the end of the period | | | | 490 | 484 | 1 | 468 |
| outside Finland | | | | 76 | 69 | 10 | 83 |
| Brand sales ¹ | 90.7 | 104.0 | -13 | 190.5 | 188.5 | 1 | 376.7 |
| outside Finland | 59.9 | 76.8 | -22 | 133.6 | 136.8 | -2 | 249.0 |
| proportion of international sales, % | 66 | 74 | | 70 | 73 | | 66 |
| Number of stores | | | | 166 | 157 | 6 | 167 |

The change percentages in the table were calculated on exact figures before the amounts were rounded to millions of euros. The figure for comparable earnings per share takes account of similar items as comparable operating profit; tax effect included. Reconciliation of alternative key figures to IFRS and management's discretion regarding items affecting comparability are presented in the table section of this Half-year Financial Report.

¹ Brand sales are given as an alternative non-IFRS key figure, representing the reach of the Marimekko brand through different distribution channels. An unofficial estimate of sales of Marimekko products at consumer prices, brand sales are calculated by adding together the company's own retail net sales and the estimated retail value of Marimekko products sold by other retailers. The estimated retail value is based on the company's realized wholesale sales and licensing income. Brand sales do not include VAT, and the key figure is not audited. Some licensees provide exact retail figures, in which case these figures are used in reporting brand sales. For other licensing agreements, Marimekko's own retail coefficients for different markets are used. Licensing income is reported as brand sales when licensed products are sold.

TIINA ALAHUHTA-KASKO

President and CEO

“Marimekko's net sales and operating profit grew during the first six months of the year. Impressive events and brand collaborations around the world increase our brand awareness and support our international growth strategy.



Marimekko's net sales in the second quarter of 2024 increased by eight percent and amounted to EUR 43.7 million (40.3). Net sales were boosted especially by the growth of wholesale sales in Finland and Scandinavia, as well as increased retail sales in Finland. Marimekko's retail sales grew in all market areas. In the important domestic market of Finland, we achieved a growth of five percent in retail sales despite the continued challenging market situation. Wholesale sales in Finland were strengthened by non-recurring promotional deliveries which, unlike in the comparison year, mainly took place in the first half of the year. Total net sales in Finland grew by 11 percent, while international net sales increased by six percent.

Our comparable operating profit for April–June amounted to EUR 6.4 million (6.8), representing 14.6 percent of net sales (16.8). Higher fixed costs and a lower relative sales margin decreased operating profit in the second quarter of the year. Our fixed costs were increased by, for example, planned investments in brand marketing to celebrate the 60th anniversary of the Unikko print. Cash flow from operating activities increased significantly and our financial position remained strong.

In January–June, our net sales increased by eight percent and totaled EUR 81.3 million (75.6). Our comparable operating profit for the first six months of the year improved by nine percent and amounted to EUR 11.6 million (10.6), representing 14.2 percent of net sales (14.0).

In May, our second limited-edition brand collaboration collection of the year with the global Japanese apparel retailer UNIQLO arrived in stores. Around the world widely available collaboration collections play a significant role in introducing new customers to Marimekko. In the second quarter, we also launched local brand collaborations with the Blue Bottle Coffee specialty coffee brand in Japan and the Heytea chain, focusing on new tea beverages, in China, and announced a silver jewelry collection created in partnership with the Finnish company Kalevala Jewelry. The collection will celebrate the Unikko print design and become available in the fall. These types of local brand collaborations deepen our relationship with the Marimekko community in different countries and help us build our brand awareness in a more targeted manner in the Asian markets, for example.

The store network in Asia also developed further during the second quarter. During the first months of the year, Marimekko changed its loose-franchise partner responsible for the Taiwanese market to Imaginex, a leading partner in the region. As a result of the change in partner, the store network in Taiwan will be fully revamped in 2024. In the second quarter,

three Marimekko stores were opened in Taipei and one in Tainan. In Singapore, a partner-operated Marimekko webstore and another online platform were opened. In addition, the store network in Japan grew by one Marimekko store and six pop-up stores delighted customers across the country.

The 60th anniversary of the Unikko print design showed strongly in our main markets in the second quarter. In April, the iconic print was celebrated at Milan Design Week at the Bar Unikko pop-up café, which garnered one of the highest earned visibilities of the design week's events. In May, the traditional Marimekko Day fashion shows held in Esplanade Park in Helsinki drew large crowds of friends of our brand to enjoy summer fashion in the spring sunshine. To mark the special anniversary, this year the popular event also travelled to Shanghai as well as to Tokyo, where we invited our community to an open fashion show for the first time. Our public fashion shows reflect our inclusive approach to design and showcase values important to Marimekko: a sense of community, equality and inclusion. The anniversary of Unikko, our most internationally renowned print design, provides us with an exceptional opportunity to expand our customer base through brand marketing and bring color and joy to our community around the world in various surprising ways.

I want to take this opportunity to extend my warmest thanks to all of Marimekko's personnel and our partners for their excellent work in the first half of the year. Our continued profitable growth in spite of the prolonged weaker general market situation speaks to the desirability of our brand and the strong competitiveness of our company. We are in a good position to continue our determined efforts to scale up the global Marimekko phenomenon."

Operating environment

The following outlook information is based on materials published by the Confederation of Finnish Industries EK and Statistics Finland.

The world economy outlook has remained largely unchanged. The world economy is estimated to grow 3.2 percent in 2024, but the growth rate will vary clearly between markets. Growth in the Euro area in 2024 is expected to be only 0.9 percent. Inflation development and potentially lower interest rates remain central factors in the global economy.

The economic outlook for Finland continues to be weak, despite the estimates regarding the current situation slightly improving. The expectations of companies for the future development of the economy have also increased somewhat. The confidence indicator for retail trade continued to decline during the summer and is both clearly below the long-term average and lower than in other EU countries on average. Retail sales have decreased, and sales expectations for the coming months have weakened. Consumer confidence has strengthened slightly but remains clearly below the long-term average. Estimates concerning the current state of personal finances as well as that of Finland's economy are at a low level. Expectations for the future of personal finances and Finland's economy are also muted. Estimates concerning inflation and expectations for its future development continue to be at a fairly high level.

(Confederation of Finnish Industries EK: Business Tendency Survey, July 2024; Confidence Indicators, July 2024. Statistics Finland: Consumer Confidence, July 2024.)

The working-day-adjusted turnover of Finnish retail trade increased by 0.3 percent in June compared to the previous year and the volume of sales increased by 0.1 percent. The cumulative working-day-adjusted turnover of retail trade in the January-June period decreased by 1.0 percent and the volume of sales decreased by 1.1 percent. (Statistics Finland: Turnover of Trade, retail trade flash estimate, June 2024.)

Net sales

Net sales in the second quarter

In the April–June period of 2024, Marimekko’s net sales increased by 8 percent and totaled EUR 43,669 thousand (40,311). Net sales were boosted in particular by the growth of wholesale sales in Finland and Scandinavia as well as increased retail sales in Finland. In total, net sales in Finland grew by 11 percent and international sales by 6 percent.

Marimekko’s omnichannel retail sales grew in all market areas. In total, retail sales increased by 9 percent in the second quarter. Wholesale sales grew globally by 12 percent. Licensing income was significantly lower than in the comparison period.

While the general market situation in Finland continued to be challenging and the business environment highly tactical, Marimekko’s net sales in Finland increased by 11 percent and amounted to EUR 24,541 thousand (22,191). Domestic wholesale sales grew by 30 percent, mainly as a result of non-recurring promotional deliveries. The strong appeal of the Marimekko brand is demonstrated by the 5 percent growth of the Finnish retail sales in a difficult market situation. Comparable retail sales, which excludes new or significantly renewed stores in both the review and comparison periods, increased by 3 percent.

In the company’s second-biggest market, the Asia-Pacific region, net sales increased by 2 percent to EUR 8,893 thousand (8,759) with especially retail sales developing positively. Licensing income was significantly lower than in the comparison period. Wholesale sales in the region were negatively impacted by timing differences between quarters and increased by 1 percent. In Japan, the most significant country to Marimekko in this region, wholesale sales decreased by 1 percent as some of the wholesale deliveries in the second quarter of 2024 were transferred already to the first quarter of the year. Retail sales in the Asia-Pacific region increased by 37 percent.

Net sales in the January–June period

In the January–June period of 2024, Marimekko’s net sales increased by 8 percent and amounted to EUR 81,347 thousand (75,598). Net sales were boosted by the growth of wholesale and retail sales in Finland as well as an increase in the international sales, bolstered by the wholesale sales in the Asia-Pacific region. On the other hand, net sales were negatively impacted by a decrease in wholesale sales in the EMEA region. During the first six months, Marimekko’s omnichannel retail sales in total grew by 7 percent and wholesale sales by 8 percent. Licensing income increased by 9 percent compared to the same period the year before. In total, net sales in Finland grew by 9 percent and international sales by 6 percent.

Net sales in Finland increased by 9 percent and totaled EUR 43,976 thousand (40,193). Wholesale sales in Finland increased by 23 percent as the non-recurring promotional deliveries, unlike in the comparison year, mainly took place in the first half of the year. On the other hand, domestic wholesale sales were weakened by some of the wholesale deliveries in the first quarter of 2024 being already realized in the fourth quarter of 2023. Retail sales grew by 4 percent and comparable retail sales by 2 percent.

In the Asia-Pacific region, net sales in the January–June period grew by 11 percent to EUR 19,135 thousand (17,175). Wholesale sales, in particular, increased but retail sales and licensing income also developed well. Wholesale sales in the market area increased by 9 percent and in Japan by 2 percent. Retail sales in the Asia-Pacific region increased by 14 percent and licensing income by 40 percent.

NET SALES BY MARKET AREA

| (EUR 1,000) | 4-6/ 2024 | 4-6/ 2023 | Change, % | 1-6/ 2024 | 1-6/ 2023 | Change, % | 1-12/ 2023 |
|---------------------|----------------------|--------------|--------------|----------------------|--------------|--------------|---------------|
| Finland | 24,541 | 22,191 | 11 | 43,976 | 40,193 | 9 | 98,914 |
| International sales | 19,128 | 18,120 | 6 | 37,371 | 35,404 | 6 | 75,191 |
| Scandinavia | 4,379 | 3,016 | 45 | 7,415 | 6,472 | 15 | 15,557 |
| EMEA | 3,382 | 3,755 | -10 | 5,826 | 7,546 | -23 | 14,645 |
| North America | 2,474 | 2,590 | -4 | 4,995 | 4,211 | 19 | 9,575 |
| Asia-Pacific | 8,893 | 8,759 | 2 | 19,135 | 17,175 | 11 | 35,415 |
| Total | 43,669 | 40,311 | 8 | 81,347 | 75,598 | 8 | 174,105 |

All figures in the table have been individually rounded to thousands of euros, so there may be rounding differences in the totals. A more comprehensive table with breakdown into retail sales, wholesale sales and licensing income by market area can be found in the table section of this Half-year Financial Report.

Financial result

In the April–June period of 2024, the Group’s operating profit decreased by 7 percent from the strong comparison period and amounted to EUR 6,130 thousand (6,602). Operating profit included EUR 225 thousand (176) from items affecting comparability. Comparable operating profit was EUR 6,355 thousand (6,778). Higher fixed costs and weakened relative sales margin decreased operating profit in the second quarter of the year. On the other hand, increased net sales had a positive impact on operating profit.

Fixed costs in the second quarter of the year grew due to increased marketing and personnel expenses. Marketing expenses grew, for instance, due to the planned investments in the 60th anniversary of the Unikko print. The increase in personnel expenses compared to the same period a year ago was partly impacted by general pay increases in different markets. Relative sales margin was weakened by significantly lower licensing income as well as higher discounts than in the comparison period. In addition, an increase in logistics costs lowered relative sales margin.

The Group’s cumulative operating profit improved by 8 percent and totaled to EUR 11,195 thousand (10,404). Operating profit in the January–June period included EUR 359 thousand (207) from items affecting comparability. Comparable operating profit was EUR 11,554 thousand (10,611). Operating profit was boosted especially by increased net sales. On the other hand, an increase in fixed costs had a weakening impact on operating profit.

Fixed costs in the first six months grew due to increased personnel and marketing expenses. The increases compared to the same period a year ago were, in particular, due to general pay increases in different markets and Marimekko’s marketing investments in the 60th anniversary of the Unikko print, among others. Relative sales margin in the January–June period was on par with the comparison period. Relative sales margin was negatively affected by the higher logistic costs and discounts. On the other hand, relative sales margin was boosted by margins per product remaining at a good level as well as increased licensing income compared to the same period a year ago.

Marketing expenses in the January–June period of 2024 were EUR 5,056 thousand (3,947), or 6 percent of the Group’s net sales (5).

The Group’s depreciation amounted to EUR 4,654 thousand (4,551), representing 6 percent of net sales (6).

In the January–June period of 2024, operating profit margin was 13.8 percent (13.8) and comparable operating profit margin was 14.2 percent (14.0). In the second quarter of the year, operating profit margin was 14.0 percent (16.4) and comparable operating profit margin was 14.6 percent (16.8).

Net financial items in the period under review totaled EUR -154 thousand (-1,367), or 0 percent of net sales (2). Financial items include exchange rate differences amounting to EUR 173 thousand (-750), of which EUR 207 thousand (-672) were unrealized. The impact of lease liabilities on interest expenses was EUR -538 thousand (-493).

The Group’s result before taxes in the January–June period of 2024 was EUR 11,041 thousand (9,038). Net result for the period was EUR 8,634 thousand (7,177) and earnings per share were EUR 0.21 (0.18).

Balance sheet

The consolidated balance sheet total as at 30 June 2024 was EUR 113,660 thousand (105,495). Equity was EUR 59,534 thousand (49,165), or EUR 1.47 per share (1.21).

Non-current assets at the end of the period stood at EUR 36,220 thousand (35,132). Lease liabilities amounted to EUR 30,741 thousand (30,900). Marimekko did not have financial liabilities at the end of the review period (EUR 1,321 thousand). In addition, the Group had unused committed credit lines of EUR 32,572 thousand (31,244).

At the end of June, net working capital was EUR 27,342 thousand (30,104). Inventories were EUR 31,935 thousand (36,742).

Cash flow and financing

In the April–June period of 2024, cash flow from operating activities was EUR 11,032 thousand (4,975), or EUR 0.27 per share (0.12). Timing of current non-interest-bearing trade receivables as well as a decrease in inventories improved cash flow from operating activities. Cash flow before cash flow from financing activities was EUR 10,285 thousand (4,467).

In the January–June period of 2024, cash flow from operating activities was EUR 10,307 thousand (2,945), or EUR 0.25 per share (0.07). Timing of current non-interest-bearing trade receivables as well as increased operating result improved cash flow from operating activities. Cash flow before cash flow from financing activities was EUR 9,100 thousand (2,242).

The Group’s cash and cash equivalents at the end of the review period amounted to EUR 26,712 thousand (16,150). Dividends paid in the review period totaled EUR 15,011 thousand (13,794). Return on capital employed (ROCE) was at an excellent level, 38.5 percent (34.4). Unlike in the comparison period, Marimekko had no interest-bearing credit facilities drawn down in the January–June period of 2024 (EUR 1,288 thousand). The Group had unused committed credit lines of EUR 32,572 thousand (31,244), including short-term revolving credit facilities, which include covenants, totaling EUR 16,000 thousand.

The Group's equity ratio at the end of June 2024 was 53.2 percent (47.4). Gearing was 6.8 percent (32.7). The ratio of net debt to 12-month rolling EBITDA was 0.10 (0.43), i.e. well below the company's long-term goal, with the goal being a maximum of 2.

Investments

The Group's gross investments in the January–June period of 2024 were EUR 1,207 thousand (703), or 1 percent of net sales (1). The investments were mainly devoted to digital development and revamping of the store network. New lease agreements included in balance sheet (IFRS 16) are not included in gross investments in the review or comparison period.

Store network

Omnichannel retail sales, operated by the company itself or its partners, represents the core of Marimekko's distribution strategy. It is complemented with select, and increasingly online, retailers to gain scale and access to new customers. Even in the digitalized business, physical stores play an important role not only as a distribution channel but also as the hearts of brand culture, supporting, in addition, sales online and in other channels.

Good store locations that cater to its target audience are essential for Marimekko. The operations and efficiency of the store network are continuously assessed and developed. During the second quarter of 2024, three new Marimekko stores were opened in Taipei and one in Tainan. During the first months of the year, Marimekko changed its loose-franchise partner responsible for Taiwanese market. As a result of the partner change, the Taiwanese store network will be fully revamped in 2024. In addition, a former pop-up store in Minami, Japan, became a permanent Marimekko store and six pop-up stores around the country delighted customers. A store in Hangzhou was closed. In Helsinki, the store at Itäkeskus was reopened fully revamped and bigger than earlier. At the end of June, there were a total of 166 Marimekko stores and shop-in-shops worldwide. The stores' net sales in each market are primarily generated from sales to local customers, although sales to tourists make up a significant portion of the sales at certain central stores, especially during the holiday seasons.

E-commerce plays an important role in Marimekko's omnichannel retail. Online sales grew in the second quarter. During the second quarter, a partner-operated Marimekko webstore and another online platform were opened in Singapore. The company's own and partner-operated Marimekko webstores serve customers in 38 countries. In addition, Marimekko also has distribution through other online channels.

Digital service solutions are constantly increasing the integration of e-commerce and in-store retailing. For this reason, Marimekko reports its own e-commerce net sales as part of retail sales and sales through other online channels as part of wholesale sales. In order to accelerate its long-term international growth, Marimekko continues to invest in its digital and omnichannel business.

STORES AND SHOP-IN-SHOPS

| | 30.6.2024 | 30.6.2023 | 31.12.2023 |
|---------------|------------------|------------|------------|
| Finland | 66 | 66 | 66 |
| Scandinavia | 8 | 7 | 8 |
| EMEA | 1 | 1 | 1 |
| North America | 3 | 3 | 3 |
| Asia-Pacific | 88 | 80 | 89 |
| Total | 166 | 157 | 167 |

A more comprehensive table with breakdown into the company's own retail stores, retailer-owned Marimekko stores and shop-in-shops can be found in the table section of this Half-year Financial Report.

Personnel

In the January–June period of 2024, the number of employees, expressed as full-time equivalents, averaged 457 (456). At the end of the period, the Group had 490 (484) employees, of whom 76 (69) worked outside Finland. The number of employees working outside Finland was broken down as follows: Scandinavia 32 (24), North America 16 (15) and the Asia-Pacific region 28 (30). The personnel at company-owned stores, expressed as full-time equivalents, totaled 241 (236) at the end of the period.

Resolutions of the Annual General Meeting

The resolutions of Marimekko Corporation's Annual General Meeting 2024 have been reported in the stock exchange release of 16 April 2024 and in the Interim Report of 15 May 2024.

Shares and shareholders

Share capital and number of shares

At the end of the period under review, 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 totaled 40,649,170.

Shareholdings

According to the book-entry register, Marimekko had 38,218 shareholders (39,118) at the end of June 2024. Of the shares, 14.82 percent (12.56) were owned by nominee-registered or non-Finnish holders.

On 30 June 2024, Marimekko Corporation held 77,790 of its own shares, corresponding to approximately 0.19 percent of the total number of the company's shares. Marimekko shares held by the company carry no voting rights and no entitlement to dividends.

Monthly updated information on the largest shareholders can be found on the company's website at company.marimekko.com under Investors/Share information/Shareholders.

Share trading and the company's market capitalization

In the January–June period of 2024, a total of 3,812,064 Marimekko shares (5,951,441) were traded on Nasdaq Helsinki, representing 9.38 percent (14.64) of the shares outstanding. The

total value of the share turnover in the period under review was EUR 50,083,690 (55,309,051). The lowest price of the share was EUR 10.82 (8.56), the highest was EUR 16.02 (9.94) and the average price was EUR 13.14 (9.29). At the end of June, the closing price of the share was EUR 14.26 (9.09).

The company's market capitalization on 30 June 2024 was EUR 578,547,879, excluding the Marimekko shares held by the company (368,793,844).

Authorizations

The Annual General Meeting on 13 April 2023 authorized the Board of Directors to decide on the acquisition of a maximum of 200,000 of the company's own shares in one or more instalments. The maximum number of shares represents approximately 0.5 percent of the total number of the company's shares. The shares would be acquired with funds from the company's non-restricted equity, which means that the acquisition would reduce funds available for distribution. The shares would be acquired otherwise than in proportion to the shareholdings of the shareholders through public trading on Nasdaq Helsinki Ltd at the market price prevailing at the time of acquisition and in accordance with the rules and regulations of Nasdaq Helsinki Ltd. The shares would be acquired to be used as a part of the company's incentive system, to be transferred for other purposes or to be cancelled. The Board of Directors is authorized to decide on all of the other terms and conditions of the acquisition of the shares. The authorization was not used during the period under review, and it ended on 16 April 2024.

In addition, the AGM on 13 April 2023 authorized the Board of Directors to decide on the issuance of new shares and the transfer of the company's own shares in one or more instalments. The total number of shares to be issued or transferred pursuant to the authorization may not exceed 250,000 new or the company's own shares. The number of shares represents approximately 0.6 percent of the total number of the company's shares. The authorization was not used during the period under review, and it ended on 16 April 2024.

The Annual General Meeting on 16 April 2024 authorized the Board of Directors to decide on the acquisition of a maximum of 150,000 of the company's own shares in one or more instalments. The maximum number of shares represents approximately 0.4 percent of the total number of the company's shares. The shares would be acquired with funds from the company's non-restricted equity, which means that the acquisition would reduce funds available for distribution. The shares would be acquired otherwise than in proportion to the shareholdings of the shareholders through public trading on Nasdaq Helsinki Ltd at the market price prevailing at the time of acquisition and in accordance with the rules and regulations of Nasdaq Helsinki Ltd. The shares would be acquired to be used as a part of the company's incentive system, to be transferred for other purposes or to be cancelled. The Board of Directors is authorized to decide on all of the other terms and conditions of the acquisition of the shares. The authorization was not used during the period under review. The authorization is valid until 16 October 2025.

Furthermore, the AGM on 16 April 2024 authorized the Board of Directors to decide on the issuance of new shares and the transfer of the company's own shares in one or more instalments. The total number of shares to be issued or transferred pursuant to the authorization may not exceed 200,000 new or the company's own shares. The number of shares represents approximately 0.5 percent of the total number of the company's shares. Pursuant to the authorization, the Board may decide on a directed share issue in deviation from the shareholders' pre-emptive rights for a weighty financial reason, such as the company's incentive system, personnel share issue, developing the company's capital structure, using the shares as consideration in possible company acquisitions or carrying out other business

transactions. The share issue may be subject to a charge or free. A directed share issue can be free of charge only if there is a particularly weighty financial reason for the company and taking into account the interests of all of the company's shareholders. The subscription price of the new shares and the amount paid for the company's own shares would be recorded in the company's reserve for invested non-restricted equity. The Board of Directors is authorized to decide on all of the other terms and conditions of the share issue. The authorization was not used during the period under review. The authorization is valid until 16 October 2025.

During the review period, the Board of Directors had no valid authorizations to issue convertible bonds or bonds with warrants.

Major risks and factors of uncertainty

Marimekko's business exposes the company to various risks. The risks and uncertainties presented below have the potential to substantially weaken Marimekko's business conditions, sales, financial results and position. Marimekko's risk management practices are described in the Corporate Governance Statement.

The economic and political operating environment

The uncertainties related to the general development of the global economy, such as the risk of an economic recession, and geopolitical tensions influence consumer confidence, purchasing power and behavior in all of Marimekko's market areas. Declining consumer confidence and purchasing power may have a significant unfavorable impact on Marimekko's sales and profitability. This risk is emphasized in Finland and Japan, which are the company's biggest single countries for business.

Geopolitical tensions can also affect Marimekko's procurement and logistics chains and operating possibilities in certain countries. Geopolitical tensions may lead to military action, trade disputes, economic sanctions as well as export and import restrictions that can affect the reliability and efficiency of the company's value chain. Pandemics and epidemics may also have a negative impact on Marimekko's sales, profitability and cash flow as well as the reliability and efficiency of the company's supply chain.

Sudden market movements, development of inflation, changes in the price development of production factors, exchange rates (particularly the US dollar) and taxation, as well as rising interest rates may affect Marimekko's financial position.

Marimekko is also exposed to labor market disputes, and strikes and other labor market disturbances may have a negative impact on the company's business.

Marimekko continuously monitors the development of the economic and political operating environment, takes various scenarios into account in the management of the company's business, and adapts its operations as necessary. The company's strong balance sheet and stable financial position introduce flexibility also in exceptional circumstances. Risks are also mitigated by striving for diverse geographical presence throughout the value chain.

The retail environment, customers and partners

The company's growth in the longer term is based, in particular, on omnichannel retail: on increasing e-commerce, on partner-led retail in Asia, as well as on enhancing the sales per square meter of existing stores in the company's main market areas. In addition, the company expands its distribution through physical and digital wholesale channels appropriate for the

Marimekko brand. The Asia-Pacific region is Marimekko's second-biggest market, and especially Asia plays an important role in the company's international growth.

The importance of omnichannel business in the retail trade has been emphasized over the past years. International e-commerce has increased the options available to consumers and the significance of big e-commerce operators. The digitization of retail and weak macroeconomic situation has deepened the financial difficulties for some wholesale customers in the fashion and design sector. Structural changes in the retail environment may have an impact on Marimekko's distribution channel decisions, the prioritization of different distribution channels, sales and profitability. The structural changes can also lead to the creation of new revenue models. Risks related to the sales structure may have an impact on the company's financial position. Maintaining competitiveness in a rapidly changing operating environment being revolutionized by digitization demands agility, efficiency, flexibility and the constant re-evaluation of operations from the company.

Major partnership choices, partnering contracts and other collaboration agreements involve considerable risks. Store lease agreements in Finland and abroad also contain risks. With the company's internationalization and the growing interest in its brand, risks related to gray exports may increase, which may have an impact on the company's sales and profitability. In addition, risks related to changes in the company's cost structure as well as the liquidity of customers and partners may also have an impact on the company's financial position.

Other significant risks include risks related to changes in the company's design, product assortment and product distribution and pricing. Increased inflation creates pressure to raise prices while the uncertainties in the global economy and the operating environment may affect consumers' purchasing power and behavior negatively. Fast reactivity and competitive pricing are crucial in a tactical operating environment. The company's ability to design, develop and commercialize new products that meet consumers' expectations while ensuring the effectivity and quick reactions in the production, sourcing and logistics as well as active work towards sustainability has an impact on the company's sales and profitability.

Supply chain

The risks related to Marimekko's supply chain are associated especially with production, procurement and logistics processes and their reliability, flexibility and efficiency, sustainability, fluctuations in the prices of raw materials and other factors of production as well as the availability and price of logistics. For example, geopolitical tensions, cyber security incidents and possible epidemics and pandemics as well as other uncertainties in the global economy may cause even significant disruptions in production and logistics chains that may have a negative impact on the company's sales, profitability and cash flow. In addition, fires, natural disasters and machine breakdowns can cause damages to supplier's factories, Marimekko's own textile printing factory or the operations of the logistics chain. Overall, it is of utmost importance to safeguard the operational reliability of the company's own printing factory in all circumstances. The availability of biogas, among others, is critical to the operations of the company's own printing factory. The company has a business interruption insurance for assets and business operations that covers insured risks of damage in line with the terms and conditions of the insurance.

Higher costs of raw materials, energy and other factors of production may affect Marimekko's sales and profitability. Early commitment to product orders from supplier partners, which is typical of the industry, means that changes in costs affect the company with a delay. These early commitments have partly been further emphasized by the exceptional situations, such as the Russian invasion of Ukraine, undermining the company's ability to optimize product orders

and respond to rapid changes in demand and consumer behavior, which also increases risks related to inventory management.

In addition to supply chain disruptions and even earlier commitment to product orders, risks related to inventory and product flow management increase as product distribution is expanded and operations are diversified, which may have a weakening impact on the company's sales, cash flow as well as on relative profitability. Substantial non-recurring wholesale promotions can also increase risks related to procurement, transport and inventory management, especially in exceptional circumstances. Any delays or disturbances in supply, or fluctuations in the quality of products, may have a harmful impact on business, also on substantial non-recurring wholesale promotions.

Marimekko works actively to ensure functioning production and logistics chains, to avoid delays, to mitigate the negative impacts of generally increased costs, and to enhance inventory management.

Sustainability

Enhancing sustainability is increasingly important for competitiveness in Marimekko's industry, which can have an impact on the company's sales and profitability. Versatile investments are required for the enhancement. Risks and opportunities with regard to Marimekko's sustainability work and targets include, for example, changes in consumer behavior and in the company's product portfolio weightings, growing expectations as well as new tools for transparency in the value chain, continuously evolving best practices in the industry as well as increasing regulation that may affect, for example, the company's products, communications and the value chain more broadly. The company's ability to anticipate changes, react to them and actively advance its sustainability targets throughout the value chain plays a key role with regard to the company's competitiveness.

Marimekko primarily uses supplier partners to manufacture its products. Global supply chains in the fashion and design business are complex, which despite active sustainability work, makes it challenging for companies to ensure the sustainability of the entire value chain. The sustainability elements of manufacturing are of growing significance to customers, in particular the social aspects (e.g. human rights, working conditions and remuneration) and environmental aspects (e.g. production methods and raw materials and chemicals used) related to the supply chain, as well as transparent communications on these issues in compliance with continuously increasing legislation. These sustainability topics apply to Marimekko's sourcing and the company's own production as well as to licensed products. Marimekko can reduce the environmental impacts and increase transparency in its upstream value chain through material choices, among others. Therefore, the company is committed to increasing the share of, e.g., less emission-intense and water consuming materials, such as certified organic and recycled cotton, in its products and packaging.

Marimekko's continuous sustainability work as well as compliance with responsible business practices and legislation are important in maintaining the trust of customers and other stakeholders; any failures or errors in these areas will involve reputation, financial liability and business risks.

The environment and climate change

Climate change increases the likelihood of extreme weather phenomena and natural disasters, such as floods, forest fires, wildfires and storms. Extreme weather phenomena and natural disasters pose a risk to the operational reliability and efficiency of Marimekko's value chain.

Climate change-related heatwaves, drought, water shortages, soil depletion and other changes may, in turn, affect the availability and price of the raw materials used in Marimekko's products, such as cotton. Extreme weather phenomena and natural disasters may also affect the availability of products if they cause damage to the company's suppliers' factories, the company's own textile printing factory or hamper the logistics chains. In addition, Marimekko has stores and offices in areas in which extreme weather phenomena or natural disasters may occur, and if they damage stores or offices or cause momentary changes in consumer behavior, it may result in lost sales as well as expenses.

Risks related to climate change are managed by, for example, diversifying the material selection in use, increasing the share of materials with lower emission intensity and water consumption in Marimekko's collections and exploring new material and production method innovations. Marimekko's insurance program covers insured risks of damage in line with the terms and conditions of the insurance.

Compliance

Compliance with the applicable legislation, regulations and ethical business practices, as well as product safety and quality, are essential for Marimekko. Potential allegations, failures or mistakes can lead to, for example, reputation and business damages for the company, fines, claims for damages, or criminal charges. Internationalization increases the regulations applicable to the company's operations and elevates the risk of potential allegations, failures and mistakes. Risks are prevented by focusing on sustainability and compliance work as well as by ensuring product safety and continuous quality control.

Intellectual property rights

Intellectual property rights play a vital role in the company's success, and the company's ability to manage and protect these rights may have an impact on the company's business, value and reputation. Agreements with freelance designers and fees paid to designers based on these agreements are also an essential part of the management of intellectual property rights. As the company grows and internationalizes, the risks related to intellectual property rights, in particular to its most renowned prints, may increase.

Information security risks

There are risks associated with information system reliability, dependability and compatibility. With digitization, internationalization and Russia's war, cybercrime and cyber attacks as well as various other risks related to cybersecurity and personal data protection have also increased. DoS attacks, malfunctions in data communications or, for example, in the company's own online store, and system changes may disrupt business or result in lost sales. Personal data breaches can lead to claims for damages, fines and reputation risks. Marimekko manages risks with the systematic management and development of cybersecurity. In addition, the company has a cybersecurity insurance program.

Personnel and competence

Potential epidemics or pandemics may increase risks related to taking care of the health and safety of employees and securing sufficient workforce in cases of sickness.

As Marimekko is a small company, risks related to securing the necessary talent for international growth as well as risks related to key personnel can be significant. Marimekko's competence development efforts include, for example, training of personnel, succession planning and performance management. These measures support a performance-oriented, diverse and inclusive culture.

Market outlook and growth targets for 2024

The uncertainties related to the development of the global economy, such as geopolitical tensions and their impact on the general economic situation, and general cost inflation influence consumer confidence, purchasing power and behavior and, as a result, can have an impact on Marimekko's business in 2024, especially in the important domestic market of Finland. Different exceptional situations may cause even significant disruptions in production and logistics chains, and may thus have a negative impact on the company's sales, profitability and cash flow.

Finland, Marimekko's important domestic market, traditionally represents about half of the company's net sales. Sales in Finland in 2024 are impacted by the weak general economy and low consumer confidence as well as the development of purchasing power and behavior. The tactical operating environment also has an impact on the business. The timing between quarters of the non-recurring promotional deliveries in Finnish wholesale sales and their size typically vary on an annual basis. In 2024, the non-recurring promotional deliveries in wholesale sales are expected to be significantly lower than in the comparable year and weighted clearly in the first half of the year. Despite the weak market situation, net sales in Finland are expected to be approximately at the level of the previous year.

International sales are estimated to grow in 2024. In the strategy period 2023–2027, Marimekko will focus on Asia as the most important geographical area for international growth. In 2024, net sales in the Asia-Pacific region, Marimekko's second-largest market, are expected to increase. Japan is clearly the most significant country in this region to Marimekko and already has a very comprehensive network of Marimekko stores. All brick-and-mortar Marimekko stores and most online stores in Asia are partner-owned. In 2024, the aim is to open approximately 10–15 new Marimekko stores and shop-in-shops, and most of the planned openings will be in Asia.

Licensing income in 2024 is forecasted to be approximately at the previous year's record level.

Because of the seasonal nature of Marimekko's business, the major portion of the company's euro-denominated net sales and operating result are traditionally generated during the second half of the year.

Marimekko develops its business with a long-term view and aims to scale its profitable growth in the upcoming years. In 2024, fixed costs are expected to be up on the previous year. The general cost inflation continues to also affect Marimekko in 2024. Personnel expenses are impacted, for example, by general pay increases in different markets. In 2024, Marimekko is celebrating the 60th anniversary of the Unikko pattern, which provides the company with a unique opportunity to grow international awareness through, for example, various events around the world. Marketing expenses are expected to increase (2023: EUR 9.5 million).

Early commitments to product orders from supplier partners, typical of the industry but partly further emphasized by the exceptional situations, undermine the company's ability to optimize product orders and respond to rapid changes in demand and consumer behavior, which also increases risks related to sales, inventory management and relative profitability. The domestic non-recurring wholesale promotional deliveries also raise inventory risks. In addition, risk of delays in production and logistic chains is higher than usual and if realized, these kinds of delays can have an impact on the company's sales and profitability. Marimekko works actively to ensure functioning production and logistics chains, to avoid delays, to mitigate the negative impacts of generally increased costs, and to enhance inventory management.

Marimekko is closely monitoring the general economic situation, the development of consumer confidence and purchasing power and the impacts of different exceptional situations, and the company will adjust its operations and plans according to the circumstances.

Financial guidance for 2024

The Marimekko Group's net sales for 2024 are expected to grow from the previous year (2023: EUR 174.1 million). Comparable operating profit margin is estimated to be approximately some 16–19 percent (2023: 18.4 percent). Development of consumer confidence and purchasing power, particularly in Finland, global supply chain disruptions and the general inflation development cause volatility to the outlook for 2024.

Uncertainties related to the development of net sales and result are described in more detail in the Major risks and factors of uncertainty section of this Half-year Financial Report.

Financial calendar for 2024

Marimekko's interim report for January–September will be issued on Wednesday, 6 November 2024 at 8.00 a.m.

Marimekko will organize a Capital Markets Day for investors, analysts and financial media in Helsinki on Wednesday, 11 September 2024. During the event, Marimekko's President and CEO Tiina Alahuhta-Kasko together with other members of top management will elaborate on the progress of Marimekko's SCALE strategy for years 2023–2027. They will focus, in particular, on describing the most important growth drivers in the different market areas and their role in the company's growth strategy. In addition, the management will discuss the enablers of international growth. Institutional investors, financial analysts and media representatives are welcome to join the physical event at Marimekko House in Helsinki. The event can also be followed through a live webcast. More information can be found on the company webcast: <https://company.marimekko.com/investors/capital-markets-day/>.

Helsinki, 14 August 2024

Marimekko Corporation
Board of Directors

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CONSOLIDATED INCOME STATEMENT

| (EUR 1,000) | 4-6/2024 | 4-6/2023 | 1-6/2024 | 1-6/2023 | 1-12/2023 |
|---|---------------|----------|---------------|----------|-----------|
| NET SALES | 43,669 | 40,311 | 81,347 | 75,598 | 174,105 |
| Other operating income | 32 | 31 | 84 | 56 | 91 |
| Changes in inventories of finished goods and work in progress | 1,018 | 3,412 | 2,880 | 2,862 | -4,489 |
| Raw materials and consumables | -18,324 | -18,042 | -34,267 | -31,486 | -63,190 |
| Employee benefit expenses | -9,242 | -8,706 | -17,762 | -16,480 | -33,512 |
| Depreciation and impairment | -2,329 | -2,230 | -4,654 | -4,551 | -9,180 |
| Other operating expenses | -8,694 | -8,173 | -16,434 | -15,595 | -32,425 |
| OPERATING PROFIT | 6,130 | 6,602 | 11,195 | 10,404 | 31,400 |
| Financial income | 243 | -157 | 643 | 96 | 393 |
| Financial expenses | -189 | -377 | -798 | -1,463 | -2,056 |
| | 54 | -535 | -154 | -1,367 | -1,663 |
| RESULT BEFORE TAXES | 6,184 | 6,067 | 11,041 | 9,038 | 29,737 |
| Income taxes | -1,436 | -1,311 | -2,407 | -1,861 | -6,137 |
| NET RESULT FOR THE PERIOD | 4,748 | 4,756 | 8,634 | 7,177 | 23,601 |
| Distribution of net result to equity holders of the parent company | 4,748 | 4,756 | 8,634 | 7,177 | 23,601 |
| Basic and diluted earnings per share calculated on the result attributable to equity holders of the parent company, EUR | 0.12 | 0.12 | 0.21 | 0.18 | 0.58 |

COMPREHENSIVE CONSOLIDATED INCOME STATEMENT

| (EUR 1,000) | 4-6/2024 | 4-6/2023 | 1-6/2024 | 1-6/2023 | 1-12/2023 |
|--|--------------|----------|--------------|----------|-----------|
| NET RESULT FOR THE PERIOD | 4,748 | 4,756 | 8,634 | 7,177 | 23,601 |
| Items that could be reclassified to profit or loss at a future point in time | | | | | |
| Change in translation difference | -68 | 64 | -82 | 140 | 90 |
| COMPREHENSIVE RESULT FOR THE PERIOD | 4,681 | 4,820 | 8,552 | 7,317 | 23,691 |
| Distribution of the result to equity holders of the parent company | 4,681 | 4,820 | 8,552 | 7,317 | 23,691 |

CONSOLIDATED BALANCE SHEET

| (EUR 1,000) | 30.6.2024 | 30.6.2023 | 31.12.2023 |
|-----------------------------|----------------|-----------|------------|
| ASSETS | | | |
| NON-CURRENT ASSETS | | | |
| Intangible assets | 1,080 | 238 | 453 |
| Tangible assets | 33,394 | 33,423 | 35,100 |
| Other financial assets | 632 | 519 | 595 |
| Deferred tax assets | 1,114 | 951 | 1,110 |
| | 36,220 | 35,132 | 37,259 |
| CURRENT ASSETS | | | |
| Inventories | 31,935 | 36,742 | 29,268 |
| Trade and other receivables | 17,831 | 16,347 | 19,688 |
| Current tax assets | 962 | 1,126 | - |
| Cash and cash equivalents | 26,712 | 16,150 | 37,044 |
| | 77,440 | 70,364 | 85,999 |
| ASSETS, TOTAL | 113,660 | 105,495 | 123,258 |

CONSOLIDATED BALANCE SHEET

| (EUR 1,000) | 30.6.2024 | 30.6.2023 | 31.12.2023 |
|--|----------------|----------------|----------------|
| SHAREHOLDERS' EQUITY AND LIABILITIES | | | |
| EQUITY ATTRIBUTABLE TO EQUITY HOLDERS OF THE PARENT COMPANY | | | |
| Share capital | 8,040 | 8,040 | 8,040 |
| Reserve for invested non-restricted equity | 1,228 | 1,228 | 1,228 |
| Treasury shares | -541 | -541 | -541 |
| Translation differences | -114 | 18 | -32 |
| Retained earnings | 50,921 | 40,419 | 57,043 |
| Shareholders' equity, total | 59,534 | 49,165 | 65,738 |
| NON-CURRENT LIABILITIES | | | |
| Lease liabilities | 23,303 | 24,661 | 24,984 |
| | 23,303 | 24,661 | 24,984 |
| CURRENT LIABILITIES | | | |
| Trade and other payables | 23,385 | 24,110 | 24,599 |
| Current tax liabilities | - | - | 12 |
| Lease liabilities | 7,438 | 6,239 | 7,309 |
| Financial liabilities | - | 1,321 | 615 |
| | 30,823 | 31,670 | 32,536 |
| Liabilities, total | 54,127 | 56,331 | 57,520 |
| SHAREHOLDERS' EQUITY AND LIABILITIES, TOTAL | 113,660 | 105,495 | 123,258 |

CONSOLIDATED CASH FLOW STATEMENT

| (EUR 1,000) | 1-6/2024 | 1-6/2023 | 1-12/2023 |
|---|---------------|----------|-----------|
| CASH FLOW FROM OPERATING ACTIVITIES | | | |
| Net result for the period | 8,634 | 7,177 | 23,601 |
| Adjustments | | | |
| Depreciation and impairments | 4,654 | 4,551 | 9,180 |
| Financial income and expenses | 154 | 1,367 | 1,663 |
| Taxes | 2,407 | 1,861 | 6,137 |
| Share-based payments | 255 | 217 | 417 |
| Cash flow before change in working capital | 16,104 | 15,172 | 40,997 |
| Change in working capital | | | |
| Increase (-) / decrease (+) in current non-interest-bearing trade receivables | 1,788 | -4,253 | -7,690 |
| Increase (-) / decrease (+) in inventories | -2,641 | -3,041 | 4,449 |
| Increase (+) / decrease (-) in current non-interest-bearing liabilities | -1,175 | -628 | -101 |
| Cash flow from operating activities before financial items and taxes | 14,075 | 7,250 | 37,655 |
| Paid interest and payments on other financial expenses | | | |
| | -736 | -759 | -1,532 |
| Interest received and payments on other financial income | | | |
| | 345 | 78 | 223 |
| Taxes paid | | | |
| | -3,377 | -3,624 | -6,919 |
| CASH FLOW FROM OPERATING ACTIVITIES | 10,307 | 2,945 | 29,427 |

CONSOLIDATED CASH FLOW STATEMENT

| (EUR 1,000) | 1-6/2024 | 1-6/2023 | 1-12/2023 |
|--|----------------|----------------|----------------|
| CASH FLOW FROM INVESTING ACTIVITIES | | | |
| Investments in tangible and intangible assets | -1,207 | -703 | -2,025 |
| CASH FLOW FROM INVESTING ACTIVITIES | -1,207 | -703 | -2,025 |
| CASH FLOW FROM FINANCING ACTIVITIES | | | |
| Short-term loans drawn | - | 152 | 149 |
| Short-term loans repaid | -619 | -881 | -1,562 |
| Payments of lease liabilities | -3,927 | -3,587 | -7,381 |
| Dividends paid | -15,011 | -13,794 | -13,794 |
| CASH FLOW FROM FINANCING ACTIVITIES | -19,557 | -18,110 | -22,588 |
| Change in cash and cash equivalents | -10,457 | -15,868 | 4,814 |
| Cash and cash equivalents at the beginning of the period | 37,044 | 32,711 | 32,711 |
| Effects of exchange rate fluctuations | 125 | -693 | -482 |
| Cash and cash equivalents at the end of the period | 26,712 | 16,150 | 37,044 |

In addition, Marimekko has unused committed credit lines of EUR 32,572 thousand (31,244).

CONSOLIDATED STATEMENT OF CHANGES IN SHAREHOLDERS' EQUITY

(EUR 1,000)

Equity attributable to equity holders of the parent company

| | Share capital | Reserve for invested non-restricted equity | Treasury shares | Translation differences | Retained earnings | Shareholders' equity, total |
|---|---------------|--|-----------------|-------------------------|-------------------|-----------------------------|
| Shareholders' equity, 1 Jan. 2023 | 8,040 | 1,228 | -541 | -122 | 46,820 | 55,425 |
| Comprehensive result | | | | | | |
| Net result for the period | | | | | 7,177 | 7,177 |
| Translation differences | | | | 140 | | 140 |
| Total comprehensive result for the period | | | | 140 | 7,177 | 7,317 |
| Transactions with owners | | | | | | |
| Dividends paid | | | | | -13,794 | -13,794 |
| Share-based payments | | | | | 217 | 217 |
| Shareholders' equity, 30 June 2023 | 8,040 | 1,228 | -541 | 18 | 40,419 | 49,165 |
| Shareholders' equity, 1 Jan. 2024 | 8,040 | 1,228 | -541 | -32 | 57,043 | 65,738 |
| Comprehensive result | | | | | | |
| Net result for the period | | | | | 8,634 | 8,634 |
| Translation differences | | | | -82 | | -82 |
| Total comprehensive result for the period | | | | -82 | 8,634 | 8,552 |
| Transactions with owners | | | | | | |
| Dividends paid | | | | | -15,011 | -15,011 |
| Share-based payments | | | | | 255 | 255 |
| Shareholders' equity, 30 June 2024 | 8,040 | 1,228 | -541 | -114 | 50,921 | 59,534 |

ACCOUNTING PRINCIPLES

This half-year financial report was prepared in compliance with IAS 34. Marimekko has applied the same accounting principles in this report as were applied in its 2023 financial statements.

The half-year financial report 2024 is unaudited. The full-year 2023 figures are based on the audited financial statements for 2023. There may be differences in totals due to rounding to the nearest thousand euros.

Marimekko uses alternative measures (APM) and follows the related guidelines given by ESMA. Such key figures are, for example, comparable operating profit, comparable operating profit margin (%), comparable EBITDA and comparable earnings per share (EPS). The items affecting comparability are presented separately in a reconciliation of alternative key figures. The Group's management exercises its discretion when making decisions regarding the classification of the items affecting comparability. These items include, for example, restructuring costs, expenses related to ending employment contracts as well as exceptional and unexpected events. Brand sales is also presented as an alternative key figure, representing the reach of the Marimekko brand through different distribution channels.

INTANGIBLE AND TANGIBLE ASSETS

| (EUR 1,000) | Intangible assets | Tangible assets | | |
|--|----------------------|------------------------|--------------|---------------|
| | | Right-of-use assets | Other | Total |
| Acquisition cost, 1 Jan. 2023 | 9,887 | 72,094 | 26,412 | 98,507 |
| Translation differences | -69 | -705 | -205 | -909 |
| Increases | 298 | 2,826 | 650 | 3,476 |
| Decreases | -269 | -18 | -1,380 | -1,398 |
| Transfers between categories | -238 | - | - | - |
| Acquisition cost, 30 June 2023 | 9,610 | 74,198 | 25,478 | 99,676 |
| Accumulated depreciation, 1 Jan. 2023 | 9,600 | 41,479 | 22,467 | 63,946 |
| Translation differences | -69 | -546 | -198 | -745 |
| Accumulated depreciation of decreases | -269 | -10 | -1,380 | -1,390 |
| Depreciation during the period | 110 | 4,082 | 359 | 4,441 |
| Accumulated depreciation, 30 June 2023 | 9,372 | 45,005 | 21,248 | 66,253 |
| Book value, 30 June 2023 | 238 | 29,193 | 4,230 | 33,423 |
| Acquisition cost, 1 Jan. 2024 | 9,968 | 79,482 | 26,506 | 105,988 |
| Translation differences | -26 | 283 | 137 | 421 |
| Increases | 2,693 | 2,322 | 530 | 2,852 |
| Transfers between categories | -2,016 | - | - | - |
| Acquisition cost, 30 June 2024 | 10,619 | 82,088 | 27,173 | 109,260 |
| Accumulated depreciation, 1 Jan. 2024 | 9,515 | 49,245 | 21,642 | 70,888 |
| Translation differences | -26 | 239 | 136 | 375 |
| Depreciation during the period | 51 | 4,141 | 462 | 4,603 |
| Accumulated depreciation, 30 June 2024 | 9,539 | 53,625 | 22,241 | 75,866 |
| Book value, 30 June 2024 | 1,080 | 28,462 | 4,932 | 33,394 |

NET SALES BY MARKET AREA

| (EUR 1,000) | 4-6/ 2024 | 4-6/ 2023 | Change, % | 1-6/ 2024 | 1-6/ 2023 | Change, % | 1-12/ 2023 |
|-----------------------------------|---------------|--------------|--------------|---------------|--------------|--------------|---------------|
| Finland | 24,541 | 22,191 | 11 | 43,976 | 40,193 | 9 | 98,914 |
| Retail sales | 17,791 | 16,996 | 5 | 29,354 | 28,302 | 4 | 66,627 |
| Wholesale sales | 6,699 | 5,158 | 30 | 14,538 | 11,820 | 23 | 32,133 |
| Licensing income | 52 | 36 | 43 | 84 | 72 | 17 | 154 |
| Scandinavia | 4,379 | 3,016 | 45 | 7,415 | 6,472 | 15 | 15,557 |
| Retail sales | 1,307 | 1,030 | 27 | 2,396 | 1,957 | 22 | 4,386 |
| Wholesale sales | 3,022 | 1,985 | 52 | 4,969 | 4,440 | 12 | 11,096 |
| Licensing income | 50 | - | | 50 | 75 | -33 | 75 |
| EMEA | 3,382 | 3,755 | -10 | 5,826 | 7,546 | -23 | 14,645 |
| Retail sales | 788 | 675 | 17 | 1,551 | 1,412 | 10 | 3,008 |
| Wholesale sales | 2,493 | 2,680 | -7 | 3,965 | 5,530 | -28 | 10,802 |
| Licensing income | 101 | 400 | -75 | 310 | 604 | -49 | 834 |
| North America | 2,474 | 2,590 | -4 | 4,995 | 4,211 | 19 | 9,575 |
| Retail sales | 1,281 | 1,015 | 26 | 2,333 | 1,849 | 26 | 4,523 |
| Wholesale sales | 1,133 | 1,493 | -24 | 2,354 | 2,139 | 10 | 4,688 |
| Licensing income | 60 | 82 | -27 | 308 | 223 | 38 | 365 |
| Asia-Pacific | 8,893 | 8,759 | 2 | 19,135 | 17,175 | 11 | 35,415 |
| Retail sales | 2,023 | 1,476 | 37 | 3,508 | 3,068 | 14 | 6,775 |
| Wholesale sales | 6,399 | 6,353 | 1 | 14,283 | 13,149 | 9 | 26,883 |
| Licensing income | 471 | 930 | -49 | 1,344 | 958 | 40 | 1,758 |
| International sales, total | 19,128 | 18,120 | 6 | 37,371 | 35,404 | 6 | 75,191 |
| Retail sales | 5,398 | 4,195 | 29 | 9,788 | 8,286 | 18 | 18,691 |
| Wholesale sales | 13,047 | 12,512 | 4 | 25,571 | 25,258 | 1 | 53,469 |
| Licensing income | 683 | 1,413 | -52 | 2,012 | 1,860 | 8 | 3,031 |
| Total | 43,669 | 40,311 | 8 | 81,347 | 75,598 | 8 | 174,105 |
| Retail sales | 23,189 | 21,191 | 9 | 39,141 | 36,588 | 7 | 85,318 |
| Wholesale sales | 19,746 | 17,670 | 12 | 40,110 | 37,078 | 8 | 85,602 |
| Licensing income | 734 | 1,449 | -49 | 2,096 | 1,931 | 9 | 3,186 |

Wholesale net sales are recognized according to the geographical location of the wholesale customer.

NET SALES BY PRODUCT LINE

| (EUR 1,000) | 4-6/2024 | 4-6/2023 | Change, % | 1-6/2024 | 1-6/2023 | Change, % | 1-12/2023 |
|----------------------|---------------|----------|-----------|---------------|----------|-----------|-----------|
| Fashion | 14,255 | 14,628 | -3 | 26,903 | 26,019 | 3 | 55,171 |
| Home | 20,050 | 15,267 | 31 | 36,699 | 30,490 | 20 | 77,475 |
| Bags and accessories | 9,364 | 10,416 | -10 | 17,746 | 19,089 | -7 | 41,460 |
| Total | 43,669 | 40,311 | 8 | 81,347 | 75,598 | 8 | 174,105 |

Other information

GROUP KEY FIGURES

| | 1-6/2024 | 1-6/2023 | Change, % | 1-12/2023 |
|---|-------------------|------------|-----------|------------|
| Earnings per share, EUR | 0.21 | 0.18 | 20 | 0.58 |
| Equity per share, EUR | 1.47 | 1.21 | 21 | 1.62 |
| Return on equity (ROE), % | 46.1 | 43.6 | | 39.0 |
| Return on capital employed (ROCE), % | 38.5 | 34.4 | | 33.0 |
| Equity ratio, % | 53.2 | 47.4 | | 54.1 |
| Gearing, % | 6.8 | 32.7 | | -6.3 |
| Gross investments, EUR 1,000 | 1,207 | 703 | 72 | 2,033 |
| Gross investments, % of net sales | 1.5 | 0.9 | | 1.2 |
| Contingent liabilities, EUR 1,000 | 944 | 787 | 20 | 739 |
| Average personnel | 457 | 456 | 0 | 462 |
| Personnel at the end of the period | 490 | 484 | 1 | 468 |
| Number of shares outstanding at the end of the period | 40,571,380 | 40,571,380 | | 40,571,380 |
| Average number of shares outstanding | 40,571,380 | 40,571,380 | | 40,571,380 |

RECONCILIATION OF ALTERNATIVE KEY FIGURES TO IFRS

| (EUR 1,000) | 4-6/2024 | 4-6/2023 | 1-6/2024 | 1-6/2023 | 1-12/2023 |
|---|----------|----------|----------|----------|-----------|
| Items affecting comparability | | | | | |
| Employee benefit expenses | -225 | -176 | -359 | -207 | -631 |
| Items affecting comparability in operating profit | -225 | -176 | -359 | -207 | -631 |
| EBITDA | | | | | |
| Employee benefit expenses | 225 | 176 | 359 | 207 | 631 |
| Comparable EBITDA | 8,683 | 9,009 | 16,209 | 15,162 | 41,211 |
| Operating profit | | | | | |
| Employee benefit expenses | 225 | 176 | 359 | 207 | 631 |
| Comparable operating profit | 6,355 | 6,778 | 11,554 | 10,611 | 32,031 |
| Net sales | | | | | |
| Operating profit margin, % | 14.0 | 16.4 | 13.8 | 13.8 | 18.0 |
| Comparable operating profit margin, % | 14.6 | 16.8 | 14.2 | 14.0 | 18.4 |

Items affecting comparability are exceptional transactions that are not related to the company's regular business operations. The Group's management exercises its discretion when making decisions regarding the classification of items affecting comparability.

QUARTERLY TREND IN NET SALES AND EARNINGS

| (EUR 1,000) | 4-6/2024 | 1-3/2024 | 10-12/2023 | 7-9/2023 |
|-------------------------|-----------------|----------|------------|----------|
| Net sales | 43,669 | 37,678 | 50,624 | 47,884 |
| Operating profit | 6,130 | 5,065 | 8,069 | 12,927 |
| Earnings per share, EUR | 0.12 | 0.10 | 0.15 | 0.25 |

| (EUR 1,000) | 4-6/2023 | 1-3/2023 | 10-12/2022 | 7-9/2022 |
|-------------------------|----------|----------|------------|----------|
| Net sales | 40,311 | 35,287 | 48,413 | 44,077 |
| Operating profit | 6,602 | 3,802 | 6,799 | 11,118 |
| Earnings per share, EUR | 0.12 | 0.06 | 0.10 | 0.22 |

STORES AND SHOP-IN-SHOPS

| | 30.6.2024 | 30.6.2023 | 31.12.2023 |
|------------------------------|------------|-----------|------------|
| Finland | 66 | 66 | 66 |
| Company-owned stores | 25 | 26 | 25 |
| Company-owned outlet stores | 14 | 13 | 14 |
| Retailer-owned stores | 12 | 12 | 12 |
| Retailer-owned shop-in-shops | 15 | 15 | 15 |
| Scandinavia | 8 | 7 | 8 |
| Company-owned stores | 5 | 4 | 5 |
| Company-owned outlet stores | - | - | - |
| Retailer-owned stores | - | - | - |
| Retailer-owned shop-in-shops | 3 | 3 | 3 |
| EMEA | 1 | 1 | 1 |
| Company-owned stores | - | - | - |
| Company-owned outlet stores | - | - | - |
| Retailer-owned stores | - | - | - |
| Retailer-owned shop-in-shops | 1 | 1 | 1 |
| North America | 3 | 3 | 3 |
| Company-owned stores | 1 | 1 | 1 |
| Company-owned outlet stores | 1 | 1 | 1 |
| Retailer-owned stores | 1 | 1 | 1 |
| Retailer-owned shop-in-shops | - | - | - |
| Asia-Pacific | 88 | 80 | 89 |
| Company-owned stores | 3 | 3 | 3 |
| Company-owned outlet stores | - | - | - |
| Retailer-owned stores | 76 | 65 | 74 |
| Retailer-owned shop-in-shops | 9 | 12 | 12 |
| Total | 166 | 157 | 167 |
| Company-owned stores | 34 | 34 | 34 |
| Company-owned outlet stores | 15 | 14 | 15 |
| Retailer-owned stores | 89 | 78 | 87 |
| Retailer-owned shop-in-shops | 28 | 31 | 31 |

Includes the company's own retail stores, retailer-owned Marimekko stores and shop-in-shops with an area exceeding 30 sqm. The company's own retail stores numbered 49 at the end of June 2024 (48).

FORMULAS FOR KEY FIGURES

Comparable EBITDA, EUR:

Operating result - depreciation - impairments - items affecting comparability

Comparable operating result, EUR:

Operating result - items affecting comparability in operating result

Comparable operating result margin, %:

(Operating result - items affecting comparability in operating result) x 100 / Net sales

Earnings per share (EPS), EUR:

(Profit before taxes - income taxes) / Adjusted number of shares (average for the period under review)

Comparable earnings per share (EPS), EUR:

(Comparable profit before taxes - income taxes on comparable profit) / Adjusted number of shares (average for the period under review)

Equity per share, EUR:

Shareholders' equity / Number of shares, 30 June

Return on equity (ROE), %:

Rolling 12 months (Profit before taxes - income taxes) x 100 / Shareholders' equity (average)

Return on capital employed (ROCE), %:

Rolling 12 months (Profit before taxes + interest and other financial expenses) x 100 / Balance sheet total - non-interest-bearing liabilities (average)

Equity ratio, %:

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

Gearing, %:

Interest-bearing net debt x 100 / Shareholders' equity

Net working capital, EUR:

Inventories + trade and other receivables + current tax assets - tax liabilities - current provisions - trade and other payables

Net debt / EBITDA:

Interest-bearing net debt / Comparable rolling 12-month EBITDA