

marimekko®

ANNUAL REPORT 2001



marimekko®

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INFORMATION FOR SHAREHOLDERS

Annual General Meeting

Marimekko Corporation's Annual General Meeting will be held on Tuesday, 12 March 2002, from 14:00 onwards at Marimekko Corporation's head office. The address is Puusepäntäkatu 4, 00880 Helsinki.

Shareholders who have registered by 1 March 2002 at the latest in the company's Shareholder Register, which is kept by Finnish Central Securities Depository Ltd, have the right to attend the Annual General Meeting.

Shareholders who wish to attend the Annual General Meeting must notify the company of their intention to do so before 16:00 on Wednesday, 6 March 2002 at the latest, either in writing or by telephone: Marimekko Corporation, Share Register, P.O. Box 107, 00811 Helsinki, Finland, tel. +358 9 758 7238 (Marja Korkeela), email: marja.korkeela@marimekko.fi.

Dividends

The Board of Directors will propose to the Annual General Meeting that the dividend to be paid for the 2001 financial year be EUR 0.50 per share plus an additional dividend of EUR 0.15 per share in honour of the jubilee year, with total dividends amounting to EUR 0.65 per share. The dividend will be paid to shareholders who are registered, on the dividend payout record date of 15 March 2002, in the company's Shareholder Register kept by Finnish Central Securities Depository Ltd. The Board of Directors will propose to the Annual General Meeting that the dividend be paid on 22 March 2002.

Schedule of financial reporting in 2002

Financial statement bulletin for the 2001 financial year	Friday, 25 January
Annual Report 2001	week 9
Interim Report 1 Jan. - 31 March 2002	Tuesday, 7 May
Interim Report 1 Jan. - 30 June 2002	Friday, 23 August
Interim Report 1 Jan. - 30 Sept. 2002	Wednesday, 30 October

Published in Finnish and English.

To order publications, contact:

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Email	info@marimekko.fi

Financial information is also posted on Marimekko Corporation's site: www.marimekko.com

Changes in personal information and addresses

We kindly request shareholders to submit changes of address to the custodian of the book-entry account.

MARIMEKKO

Marimekko's objective is to grow and reap international success as a Finnish textile and clothing design company that has a firm identity. The company is well-poised to achieve its objective thanks to its viable original business concept, the well-defined product concept elaborated around it, the strong Marimekko brand and a corporate culture that fosters creativity and individual responsibility.

Marimekko's business idea is to design, manufacture and market products featuring superior design and quality. Its business operations are divided into three product lines: clothing, interior decoration and accessories. In 2001, the Group's net sales totalled EUR 42.0 million. Exports and income from international operations accounted for 31.1% of the company's net sales. The company had a payroll of 324 at the end of 2001. The company's shares have been listed on the I List of Helsinki Exchanges since 1999.

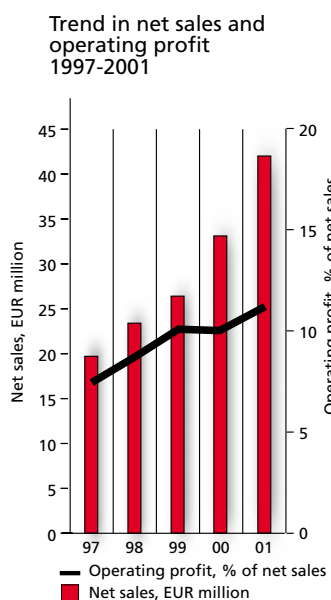
2001 IN BRIEF

- Ⓜ Marimekko's net sales increased by 27.1%
- Ⓜ Growth in net sales by product line:
 - Ⓜ clothing 24.1%
 - Ⓜ interior decoration 35.0%
 - Ⓜ accessories 23.6%
- Ⓜ The company achieved good growth both in Finland and in export markets
 - Ⓜ Marimekko's own shops in Finland increased their sales by 19.8%
 - Ⓜ Sales to retailers in Finland were up 30.3%
 - Ⓜ Exports and income from international operations grew by 38.5%
- Ⓜ Operating profit rose by 45.1%
- Ⓜ Earnings per share improved by 41.2%
- Ⓜ The Board of Directors will propose to the Annual General Meeting that the dividend to be paid for the 2001 financial year be EUR 0.50 per share. In addition, it is proposed that an additional dividend of EUR 0.15 be paid per share in honour of the jubilee year. The proposed total dividends, EUR 0.65 per share, correspond to 56.5% of earnings per share.

	2001	2000	Change, %
Net sales, EUR 1,000	42,003	33,052	27.1
Share of exports and international operations, % of net sales	31.1	28.5	
Operating profit, EUR 1,000	4,720	3,253	45.1
% of net sales	11.2	9.8	
Profit before extraordinary items and taxes, EUR 1,000	4,391	3,097	41.8
Earnings per share, EUR	1.15	0.82	41.2
Dividend per share, EUR	*)0.65	0.50	
Return on investment (ROI), %	23.8	18.5	
Return on equity (ROE), %	21.5	16.7	
Equity ratio, %	58.3	54.3	
Personnel at the end of the financial year	324	306	5.9

*) Proposal by the Board of Directors. Includes an additional dividend of EUR 0.15 in honour of the jubilee year.

The formulas for the key figures are presented on page 32.



PRESIDENT'S REVIEW



In the development of its business operations, Marimekko seeks to sustain controlled and profitable growth consistent with the company's financial and intellectual resources. We have made good progress under our strategy. The company's net sales and operating profit have grown at a steady rate.

Now that Marimekko's 50th jubilee year is past us, we can note with great pleasure that once again we were able to size up our resources accurately. Our success in the year now ended surpassed expectations. The growth of our net sales overshot the forecast by a good margin and the net profit for the period was the company's best thus far.

The jubilee year was of great consequence for Marimekko in many respects. We were privileged to experience just how much Marimekko means to Finns and the extent of the deep-felt feelings and beautiful memories the company has sparked abroad as well. The wide-scale publicity generated by the anniversary strengthened our belief in all of the values underlying Marimekko's operations. Marimekko has retained its position as a vibrant international Finnish brand. The company's unique, emotionally rich history is a valuable resource for its efforts to ensure a bright future.

Marimekko embodies numerous intellectual values; future generations will have to be bold, wise and responsible to foster these values. The seeds of our future operations and the challenges we will face lie in our history. In our constantly changing world, it is difficult to forecast future trends. Marimekko has to choose its road to success on its own. And to thrive, we must

bolster and upgrade our own resources and have the courage to see changes as opportunities for innovation.

The vigorous growth in the financial period now ended led our company to face tough challenges and to uncover issues in which we can develop and improve our operations further. In order to retain our competitiveness and safeguard our profitability, we will have to pay even greater attention to internal efficiency and the proper allocation of resources in the future. In 2001, we inaugurated a new operations control system, and during the present financial year one of our main goals is to harness the business potential this system provides. This year we will also concentrate on the development of our present distribution network and the maintenance of the new customer relationships forged in 2001.

We are well positioned at the beginning of this new financial year. Our brand is strong and the market situation for our products is excellent. During the jubilee year, we made substantial outlays on marketing and we believe that this will also have a favourable effect on the trend in sales during the present financial year. We forecast that growth will remain buoyant in Finland in 2002, albeit somewhat slower than in the previous year. We expect exports to develop at the same rate as last year. Growth in different market areas is, however, to a great extent dependent on trends in the global economy and the economies of each market country.

At Marimekko, success has always hinged upon the uncompromising attitude, diligence and team spirit required in the world of top design. All our designers and Marimekko Corporation's employees have shown their dedication to our joint objectives, and I would like to extend my special thanks to them for their efforts during this eventful and work-filled year. My warmest thanks for encouraging and constructive cooperation also go to our Board of Directors, customers, shareholders and all our partners.

Kirsti Paakkanen

MARIMEKKO'S SUCCESS FACTORS

In its business operations, Marimekko focuses on developing and strengthening its core competence areas. Its business strengths are:

- Ⓢ a viable business idea
- Ⓢ a strong brand
- Ⓢ a well-defined product concept
- Ⓢ a distribution network that supports brand marketing
- Ⓢ enthusiastic and committed employees

A clear-cut strategy to meet tightening competition

In order to ensure the company's competitiveness and profitable growth, Marimekko has chosen as its business strategy:

- Ⓢ design expertise and the high quality of operations as the company's most important success and competitive factor
- Ⓢ upgrading the internal efficiency and flexibility of business operations by utilising its existing technical capabilities and by developing and overhauling operating models
- Ⓢ increasing the visibility and value of the Marimekko brand by improving the present distribution network and seeking new marketing channels
- Ⓢ maintaining an inspiring corporate atmosphere in which the expertise and creativity of each and every employee are valued

Financial objectives set for business operations

Ensuring profitable growth

- Ⓢ Operating profit as a share of net sales 10%
- Ⓢ Return on equity over 15%
- Ⓢ Equity ratio 60%

Generating financial value added on the capital invested into the company by its shareholders

- Ⓢ Dividends from earnings per share at least 50%

Achievement of objectives 1997 - 2001

	1997	1998	1999	2000	2001
Annual growth of net sales, %	10.3	19.0	13.0	25.1	27.1
Operating profit as a share of net sales, %	7.4	8.6	10.0	9.8	11.2
Return on equity (ROE), %	13.5	17.3	18.6	16.7	21.5
Equity ratio, %	69.6	66.7	62.3	54.3	58.3
Dividend per share, EUR	0.07	0.08	0.44	0.50	*)0.65
Dividend per earnings, %	15.4	13.4	59.5	61.0	*)56.5

*) Proposal by the Board of Directors. Includes an additional dividend of EUR 0.15 in honour of the 50th jubilee year.

MARIMEKKO'S BUSINESS OPERATIONS

Net sales by market area and product line

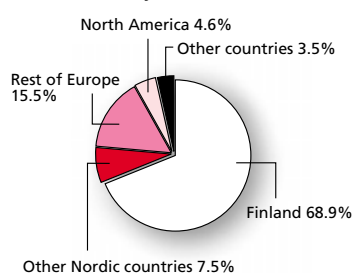
BY MARKET AREA

(EUR 1,000)	2001	2000	Change, %
Finland	28,959	23,638	22.5
Other Nordic countries	3,129	2,954	5.9
Rest of Europe	6,509	4,247	53.3
North America	1,923	1,466	31.2
Other	1,483	747	98.4
TOTAL	42,003	33,052	27.1

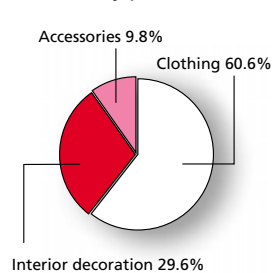
BY PRODUCT LINE

(EUR 1,000)	2001	2000	Change, %
Clothing	25,436	20,496	24.1
Interior decoration	12,434	9,211	35.0
Accessories	4,133	3,345	23.6
TOTAL	42,003	33,052	27.1

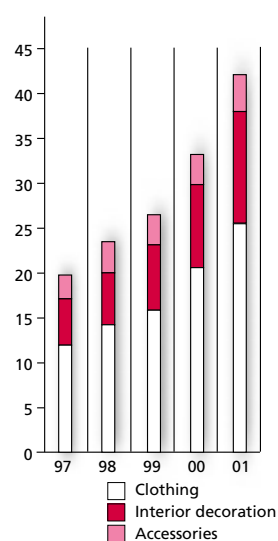
Net sales by market area 2001



Net sales by product line 2001



Trend in net sales by product line 1997-2001, EUR million





CLOTHING

In 2001, retail sales of clothing in Finland grew by 3.4% (Association of Textile and Footwear Importers and Wholesalers). In the period from January to November 2001, exports of clothing increased by 5% and imports by 2% (National Board of Customs, monthly review, November 2001).

Marimekko's sales of clothing have grown steadily in spite of the tighter competition situation in the field and the weak trend in the consumption demand for clothing. In Finland, growth has measured up to expectations, while in exports the sales trend has varied by market area. In 2001, net sales of clothing grew to EUR 25.4 million, representing an increase of 24.1% on the previous year. Sales of clothing in Finland grew as forecast, but exports fell short of expectations. The acquisition carried out in August 2000 contributed to the trend in sales. Sales of Tasaraita cotton jerseys continued to grow vigorously. Collections based on Marimekko's printed textile patterns were also extremely successful, and it appears that they will remain popular, especially among young consumers. In 2001, exports and income from international operations accounted for 35.2% of net sales of clothing. The most important export markets were continental Europe, the Nordic countries, the United States and Japan.

In clothing, Marimekko's strategy is to offer customers a diverse range of outfits for different uses. The clothes represent excellence in design and quality. The collections include clothing for the whole family, both for everyday use and festive occasions. Four sets of collections are unveiled each year, of which the spring and autumn collections are the most extensive.

In step with the internationalisation of the clothing business, the originality of products has become an important competitive factor. Marimekko has traditionally put the accent on individual clothing designs and quality materials that highlight their value. The collections are branded with the designer's name, which has significantly increased market awareness of the collections and designers and brought each designer a growing number of regular customers.

The development of clothing collections focuses on honing the present product concept. Diversity is fostered in the collections and they are kept flexible enough to allow them to be modified. Efforts are made to find new items for every collection, but in such a way that the collection as a whole can still be managed and retains its distinctive character.

The present year's new collections include not only classically stylish business clothing and high-quality wear for everyday and leisure use, but also beautiful festive clothing with a personal touch. Casual sporty outfits are a fresh addition to the collections. The spring's perky new launch is Mika Piirainen's youthwear collection featuring Maija Isola's prints. The range of children's clothing is rounded out by Susanna Tuominen's vibrantly colourful collection for preschoolers.

INTERIOR DECORATION

Consumers' interest in home decoration and renovation held in 2001, and market demand for interior decoration products grew vigorously. Retail sales of home textiles in Finland grew by 4.5% (Association of Textile and Footwear Importers and Wholesalers). In the January-November period of 2001, exports and imports of interior decoration textiles grew by 2% compared with the previous year (National Board of Customs, monthly review, November 2001). It is expected that the demand for interior decoration products will remain good during the present year.

In the 2001 financial year, the excellent success of Marimekko's interior decoration products continued in virtually all of the market areas. Sales increased in all product groups. The greatest growth was seen in sales of bed linen and bathroom textiles. Unikko was by far Marimekko's best-selling pattern, but the other prints, both retro and new, also increased their sales. In 2001, Marimekko's net sales of interior decoration products rose to EUR 12.4 million, up 35.0% on the previous year. Exports and income from international operations accounted for 23.7% of net sales of interior decoration products. In addition to Finland, the most significant market areas in 2001 were the United States, Sweden, Germany, Norway, Denmark and Japan.

The growth in sales of Marimekko's interior decoration products has been realised in line with the strategy. The development of the product line has focused on ready-made products, quality and seeking distribution channels that match the image of the products. In 2001, it was especially positive that young people showed growing interest not only towards ready-made products, but also towards fabrics. During the financial year now ended, the distribution network for interior decoration products expanded, particularly in export markets, and the company landed trendy interior decoration stores as new customers.

In the present year, the market outlook for the interior decoration business and Marimekko's opportunities in this sphere remain good. It is expected that the current trends in interior decoration, which are favourable to Marimekko's patterns, will continue. Marimekko's high visibility in the media in 2001 also served to stimulate awareness of Marimekko and its attractiveness as a strong interior decoration brand.

In 2002, product development of interior decoration products will concentrate on honing the current business strategy. Young people are an increasingly important target group. The existing product range will be developed as is. The spring 2002 collection includes both new designs and a comprehensive selection of textile patterns from past decades. The collection's classics are from the hands of Katsuji Wakisaka, Fujiwo Ishimoto, Maija Isola and Annika Rimala. The new textiles included in the collection are by Katsuji Wakisaka, who worked as a Marimekko designer from 1968 to 76. Young artists also designed new interior decoration products for spring 2002: Anna Danielsson from Sweden, Robert Segal from the United States and Erja Hirvi from Finland.



ACCESSORIES

Marimekko's accessories include bags and other items. The development of the bag line pays heed to individual design, high quality and special features designed for the needs of individual users. In spite of ever-hotter competition in the field, the popularity of Marimekko's bags has not wavered. In 2001, sales of Marimekko's accessories grew strongly both in Finland and in export markets. Net sales rose to EUR 4.1 million, up 23.6% on the previous year; exports increased by over 60%. In 2001, the most important market areas for Marimekko's bags apart from Finland were the other Scandinavian countries, Japan and the United States.

Marimekko's strategy in accessories is to maintain a coherent range of collections that reflect the latest trends in fashion. The objective is to offer consumers bags that are best suited to the needs of each target group. One of the most important focus groups is young people. The basic collection of Marimekko bags comprises its classic models. In addition, the collections include an extensive selection of canvas and nylon bags, backpacks, briefcases, purses and different kinds of toiletry bags, and leather bags.

The bulk of Marimekko's classic bags are made at the company's own factory in Sulkava, Finland. In 2001, the demand for bags rose dramatically, and the share of production accounted for by outsourcing grew.



RETAIL SALES

In 2001, sales by Marimekko's own shops continued to grow apace. In Finland, sales were up 19.8% compared with the previous year. In addition to their excellent sales trend, the success of the stores is apparent in their steadily growing customer volumes.

The company's own network of shops, which shines the spotlight on the Marimekko brand, is its most important marketing and sales channel. In its own stores, the company can set up impressive layouts of its full product range, aim marketing at exactly the right target groups and collect data via direct contact with customers and then make use of this information in all of its business areas.

The success of Marimekko's shops rests on their growing and faithful clientele. For Marimekko, the guiding principle of good customer service is that a customer's very first visit to a store is to give her or him a positive impression and open the doors to a durable customer relationship. To spark customer interest, the shops are decorated in a manner that is visually appealing and fun.

In the development of its own store network, Marimekko concentrates on growth areas where customer flows are expected to increase and whose population structure supports the expansion of the customer base. A product and service concept is tailored for each store on the basis of its location, size and customer structure. The development of the stores is tracked daily in terms of growth in sales and customer volumes.

Marimekko has 25 stores of its own in Finland. In Sweden, Marimekko has its own store in Stockholm and a shop-in-shop in the NK Department Store in Gothenburg.

DOMESTIC WHOLESALE

Marimekko has a comprehensive retailer network in Finland, which serves as a significant sales and marketing channel alongside Marimekko's own shops. Some of the retailers are stores that are fully run under the Marimekko product concept, while some stock selected products only. Products aimed at new target groups and the need to open new sales channels in growth areas have brought Marimekko new retailers every year.

Established and close co-operation has brought success to Marimekko and retailers alike. Domestic wholesale has grown steadily year by year. In 2001, Marimekko's sales to domestic retailers grew by a record-breaking 30.3% compared with the previous year.

Marimekko's strategy in the development of the retailer network is to maintain an active distribution channel that keeps up with the changing trends and supports Marimekko's own chain of shops, thereby increasing the market visibility and value of the Marimekko brand.

Marimekko has about 80 retailers in Finland. The newest store in the network is a full-concept Marimekko shop opened in September 2001 in the Iso Omena shopping centre in Espoo.



EXPORTS AND INTERNATIONAL OPERATIONS

During the 2001 financial year, the trend in Marimekko's exports remained favourable. Growth continued to be steady in the main market areas. Sales also began to recover in markets where growth was previously slower. The extensive attention Marimekko's jubilee year garnered in the international media stimulated interest in Marimekko's products and brought new customers to the company. In 2001, Marimekko's exports and income from international operations grew by 38.5% and amounted to EUR 13 million. Grünstein Product Oy, which was acquired in August 2000 and generates 90% of its net sales from exports, contributed to growth. Exports and income from international operations accounted for 31.1% of the Group's net sales.

Marimekko has subsidiaries in Sweden and Germany. In Sweden, Marimekko has its own retail shop in Stockholm and a shop-in-shop in Gothenburg. Exports to other countries are primarily handled through local agents or importers. Last year, Marimekko had slightly over 700 foreign retailers. The Group's most important export countries in 2001 were Germany, France, Japan, the United States, Russia and Sweden.

In the 2001 financial year, Marimekko's export operations focused on increasing sales in the main market areas, developing the customer structure and distribution network and honing the product concepts offered to these markets.

During the present financial year, exports will continue to rest on a foundation of profitable growth. The company is seeking new markets, but the main focus of operations will be on growth areas where sales have already stabilised. Comprehensive service for key customers will be upgraded and greater efficiency will be imparted to the tracking of the profitability of sales. In marketing and the development of distribution channels, the company is taking steps to find operating models that increase the visibility of the Marimekko brand.

LICENSING

In licensing, Marimekko utilises its design expertise and the high profile of the Marimekko brand. Marimekko products are manufactured under license in Finland, the United States and Japan. Children's clothing, bed linen, bathroom textiles, fabrics for outdoor use and various paper products are manufactured under license in the United States. In Japan, Marimekko has long traditions in the licensed production of bed linen and other home textiles. The licensed products manufactured in Finland comprise paper napkins and tablecloths and glassware. In 2001, royalty earnings from the sale of licensed products contracted slightly compared with the previous year. Sales grew in Finland, while sales were weaker than expected in Japan and the United States.

Marimekko has sought new avenues for expanding its licensing operations into new product areas. Towards the end of 2001, the company started up licensing co-operation in Finland with Nokia Corporation and LogoWorld Oy. The agreement with Nokia pertains to the use of Marimekko's textile designs on Nokia's mobile phone covers. LogoWorld uses Marimekko patterns for the decoration of computer mice and wrist rests. A licensed manufacturing and

distribution agreement for paper products was made in the United States with Paper Products Design U.S. Inc.

The company will continue to follow its chosen strategy in the development of licensing. Efforts will be made to increase sales by launching new collections, engaging in closer co-operation with the present licensed manufacturers and by looking for partnership opportunities in new markets and product areas.



DESIGN

Creative design forms the core of Marimekko's business operations and is its strategic competitive edge. Marimekko's high-quality design made the company successful and its brand known the world over.

Marimekko has systematically upgraded its expertise as the field's leading Finnish design house. Its strategy is to hire talented, original designers. The designers of Marimekko's products are both well-known and lauded artists and young talents who are taking the first steps in their careers. Although designers are given very free hands to unleash their creativity, Marimekko has set clear goals for design work. Design must contribute to the evolution of the Marimekko brand and impart added value to it. Design work has to be carried out in close co-operation with the production, marketing and sales departments to enable the company to reach its business objectives.

Many exhibitions showcasing the works of Marimekko designers over the decades were organised in Finland and abroad in 2001. The most comprehensive and significant of these events was Marimekko's 50th anniversary exhibition, *Henki&Elämä (Spirit&Life)*, at the Museum of Art and Design in Helsinki. The exhibition featured works by 26 artists representing the pinnacle of today's design. The display also included Marimekko products of the future innovated by design students from Finland and from six international schools of art and design. In autumn 2001, an exhibition commemorating Fujiwo Ishimoto's 25th year as a designer was held in Helsinki. In spring 2002, this exhibition is on at the Form/Design Center in Malmö, Sweden.

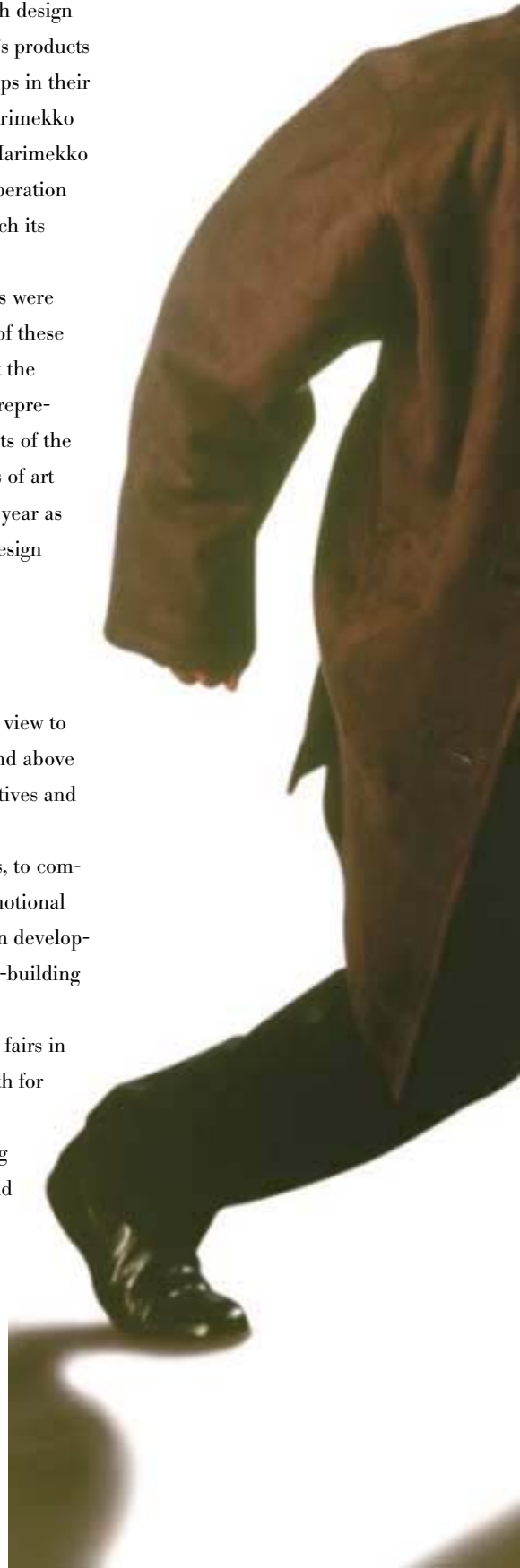
MARKETING

The task of Marimekko's marketing is to support different business functions with a view to not only maintaining a consistent image of Marimekko as a company, its products and above all the Marimekko brand, but also ensuring that the image corresponds to the objectives and values set for the company's business operations.

The premise of marketing is to bring the world of Marimekko close to consumers, to communicate with customers on a one-on-one basis, and create a strong and durable emotional bond linking them to Marimekko. Marimekko's marketing strategy is firmly based on developing the Marimekko brand and increasing its value. Marketing comprises both image-building efforts and sales-orientated marketing.

Each year, Marimekko takes part in all the major fashion and interior decoration fairs in Europe. In Finland, the company arranges numerous marketing and sales events, both for consumers in general and for selected customer groups.

In 2001, marketing focused especially on the exhibitions and sales and marketing events held to commemorate the 50th jubilee year. Groups of visitors from all around the world came and acquainted themselves with Marimekko. The company received extensive visibility in both the Finnish and international media.





PRODUCTION AND SUBCONTRACTING

In 2001, Marimekko's own production plants manufactured slightly under half of the products that were sold. The vigorous growth in sales increased the need for production capacity substantially. The company was able to step up its own production output somewhat, but due to the dramatic rise in demand, the volume of outsourcing had to be raised significantly both in Finland and abroad.

Competition in the field is continuing to heat up, and thus flexible production, warehouse management and the ability to react rapidly to changes in demand have become important competitive factors. The strategy underlying Marimekko's production is to upgrade existing manufacturing operations, increase the outsourcing volume and improve the internal efficiency of operations by overhauling and developing operating methods.

The Group's new operations control system was inaugurated during the 2001 financial year. The system improves the management of the ordering-delivery chain. The development of warehousing operations and deliveries will continue to harness the capabilities of the new system during the present financial year

GRÜNSTEIN PRODUCT OY

In August 2000, Marimekko acquired the shares outstanding in the fashion house Grünstein Product Oy. Grünstein Product designs, manufactures and markets fashionable leather and fur products, outdoor clothing and other branded products representing high quality and design. The company has its own factory in Loviisa, Finland. Its products are marketed in Finland and abroad under their own brands through the company's own distribution network. The company operates as a separate and independent subsidiary in its specialised areas of expertise. Exports account for about 90% of Grünstein Product Oy's aggregate sales. The major export countries in 2001 were Russia, Germany, France, Japan, Switzerland and the United States.

REPORT OF THE BOARD OF DIRECTORS

General overview

Last year, the trend in retail sales in Finland exceeded expectations. The year now ended was also favourable for the textile and clothing industry. In 2001, clothing sales in Finland grew by 3.4% and sales of home textiles by 4.5% (Association of Textile and Footwear Importers and Wholesalers). In the January-November period of 2001, exports of textiles and clothing rose by 5% and imports by 2% (National Board of Customs, monthly review, November 2001).

In the 2001 financial year, Marimekko's business operations measured up to expectations. Sales grew at a faster rate than forecast, and earnings improved significantly. The strong growth of sales in Finland continued apace, and the trend in export markets was also almost in line with forecasts. The marketing outlays on the jubilee year resulted in substantial increases in customer volumes and the demand for products.

Net sales

In 2001, the Marimekko Group's net sales grew by 27.1% to EUR 42,003 thousand (EUR 33,052 thousand). The Group's exports and income from international operations were up 38.5% and accounted for 31.1% of the Group's net sales. In comparable terms, the growth in net sales amounted to 19.0%.

The breakdown of net sales by product line was as follows: clothing, 60.6%, interior decoration products, 29.6%, and accessories, 9.8%. The Group's net sales by market area were: Finland, 68.9%, the other Nordic countries, 7.5%, the rest of Europe, 15.5%, North America, 4.6%, and other countries (regions outside Europe and North America), 3.5%.

Marimekko's own shops in Finland improved their sales by 19.8%. Sales by the company's stores amounted to EUR 20,076 thousand in 2001 (EUR 16,894 thousand). Sales to retailers in Finland were up 30.3%.

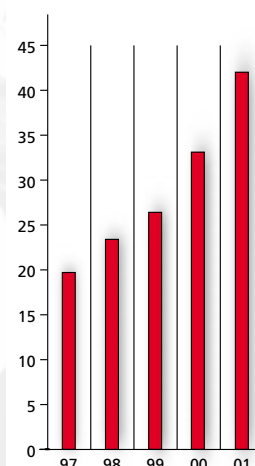
Clothing

Net sales of clothing in 2001 amounted to EUR 25,436 thousand (EUR 20,496 thousand), representing growth of 24.1% on the previous year. The acquisition carried out in August 2000 contributed to the sales trend. Sales of clothing in Finland increased as expected, whereas growth in export markets fell short of expectations. The best increase in exports and income from international operations in this product group was seen in the United States. In the market areas referred to as "other Nordic countries" and "the rest of Europe", sales trends were slower than anticipated. Exports and income from international operations accounted for 35.2% of net sales of clothing.

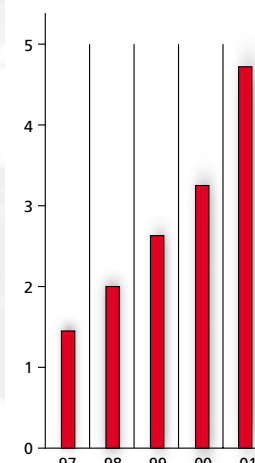
Interior decoration

In 2001, sales of Marimekko's interior decoration products exceeded expectations by a good margin. Net sales of interior decoration products were up 35.0% on the previous year and amounted to EUR 12,434 thousand (EUR 9,211 thousand). Sales of all interior decoration products grew substantially both in Finland and in export markets. Exports and income from international operations accounted for 23.7% of net sales of interior decoration products.

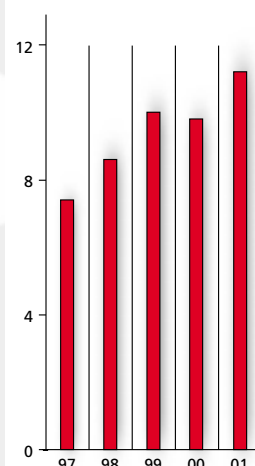
Net sales 1997-2001,
EUR million



Operating profit 1997-2001,
EUR million



Operating profit 1997-2001,
% of net sales



Accessories

Net sales of accessories grew by 23.6% to EUR 4,133 thousand (EUR 3,345 thousand). Sales grew very well both in Finland and in export markets. Exports of accessories increased by over 60% compared with the previous year. Exports and income from international operations accounted for 27.6% of net sales of accessories.

Business gifts and contract sales

Sales of business gifts and contract sales increased by 33.4%. The highest growth, close to 40%, was seen in sales of business gifts.

Exports and international operations

The Group's exports and income from international operations rose by 38.5% and amounted to EUR 13,043 thousand (EUR 9,415 thousand). Part of the growth in exports and international operations was due to Grünstein Product Oy, acquired in August 2000, which racks up over 90% of its net sales from exports. Examined in terms of comparable figures, the growth of exports and international operations, compared with the previous year, was almost in line with forecasts.

In 2001, export functions focused on stepping up sales through the existing distribution network and finding distribution channels best suited for each product group in various market areas. General trends were favourable in the export markets during the financial year. Marimekko's visibility in the international press stimulated interest in the company's products, and new customers were acquired in all product groups. New distribution channels were opened, especially for interior decoration products.

In the market area referred to as "other Nordic countries", the trend in sales was slower than expected. Very strong growth was seen in sales of interior decoration products, while growth in sales of clothing and accessories remained smaller than expected.

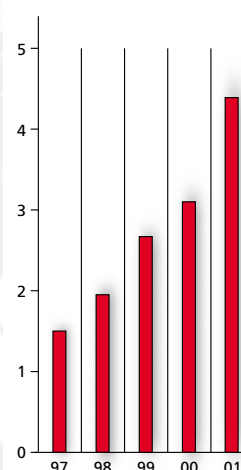
In the rest of Europe, Marimekko's exports and income from international operations were up 53.3% on the previous year. Part of this growth was due to the acquisition of Grünstein Product Oy. In spite of the weaker economic outlook in the euro zone, the growth in Marimekko's overall sales in the rest of Europe almost measured up to expectations. The weakest trends were seen in Germany, where retail sales of textiles and clothing have continued to contract in recent years, and competition in the field has increased strongly, especially when it comes to clothing sales.

Exports and income from international operations registered extremely good growth in North America (31.2%) and the market area referred to as "other countries" (98.4%). The highest sales growth in the United States was seen in clothing and accessories. Sales of all product groups increased buoyantly in other countries, among which Japan is the most significant territory.

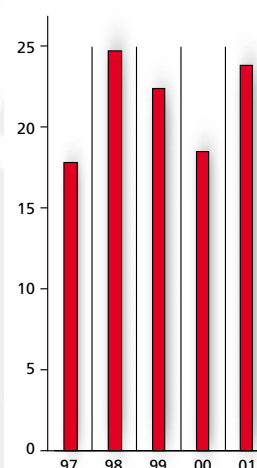
In 2001, royalty earnings from sales of licensed products declined slightly compared with the previous year. Royalty earnings grew in Finland. In Japan, the trend in royalty earnings has been weak for a long time due to the country's economic situation. Likewise, the trend in sales of licensed products in the United States did not measure up to expectations. Royalty earnings in both Japan and the United States fell short of the previous year.

At the end of the financial year 2001, Marimekko started up licensing co-operation in Finland with Nokia Corporation and LogoWorld Oy. The agree-

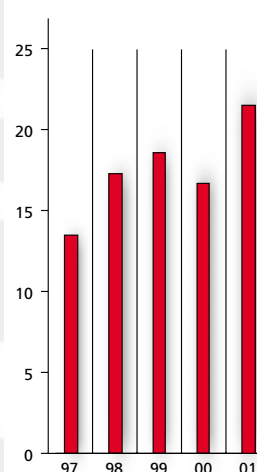
Profit before extraordinary items and taxes 1997-2001, EUR million



Return on investment (ROI) 1997-2001, %



Return on equity (ROE) 1997-2001, %



ment with Nokia pertains to the use of Marimekko's textile designs on Nokia's mobile phone covers. LogoWorld uses Marimekko patterns for the decoration of computer mice and wrist rests. A licensed manufacturing and distribution agreement for paper products was made in the United States with Paper Products Design U.S. Inc. The impact on royalty earnings of the new agreements and the new collections launched in 2001 will become apparent in the 2002 financial year.

Production

Due to the rapid growth in sales, the need for production capacity increased strongly in the case of all product groups in the 2001 financial year. Need for capacity was increased especially by the dramatic growth in sales of products based on Marimekko's printed textile patterns. The company was able to step up its own production capacity slightly. The volume of outsourcing was increased substantially both in Finland and abroad. In spite of the increase in outsourced products, the delivery times of some of the most popular products had to be extended. During the financial year, the company focused on increasing and developing outsourcing. At the end of the financial year, the Group's new operations control system was put into operation.

Earnings

The Marimekko Group's operating profit improved by 45.1% compared with the previous year and amounted to EUR 4,720 thousand (EUR 3,253 thousand). Grünstein Product Oy did not achieve its expected operating profit. The Group's operating profit represented 11.2% of net sales. During the financial year, a total of EUR 2,860 thousand was used on marketing, representing 6.8% of the Group's net sales. Marketing expenses included a significant amount of costs related to the events held to commemorate the company's 50th jubilee year.

The Group's depreciation grew to EUR 867 thousand (EUR 738 thousand) and represented 2.1% of net sales. Net financial expenses amounted to EUR 329 thousand (EUR 156 thousand), or 0.8% of net sales.

The Group's profit before extraordinary items and taxes was up 41.8% and amounted to EUR 4,391 thousand (EUR 3,097 thousand).

Profit for the period after taxes grew by 53.3% to EUR 3,088 thousand (EUR 2,015 thousand). Earnings per share were EUR 1.15 (EUR 0.82).

Investments

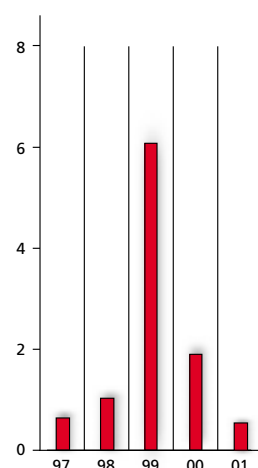
The Group's gross investments amounted to EUR 546 thousand (EUR 1,933 thousand). The largest investments during the financial year were the overhaul of the Group's operations control system, the sales showroom opened in Düsseldorf, Germany, in February 2001, and Marimekko's shop-in-shop in the NK Department Store in Gothenburg, Sweden.

Equity ratio and financing

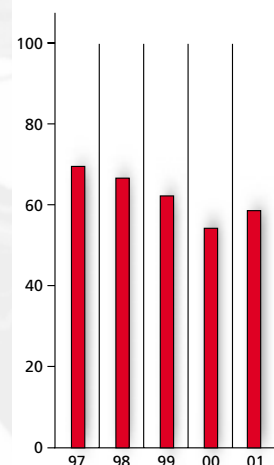
During the financial year, the Group's equity ratio rose to 58.3% (54.3% on 31 Dec. 2000). The ratio of interest-bearing liabilities minus liquid assets to shareholders' equity (gearing) was 25.5% (23.6% on 31 Dec. 2000). At the end of the financial period, the Group's interest-bearing liabilities amounted to EUR 5,238 thousand (EUR 5,953 thousand).

The Group's financing from operations was EUR 3,955 thousand (EUR 2,753 thousand). At the end of the financial year, the Group's liquid assets amounted to EUR 1,351 thousand (EUR 2,765 thousand).

Gross investments
1997-2001, EUR million



Equity ratio
1997-2001, %



Shares and share trend

At the end of the financial year, the company's paid-in share capital, as recorded in the Trade Register, amounted to EUR 5,360,000, consisting of 2,680,000 shares, each having an accounting countervalue of EUR 2.00.

According to the book-entry register, Marimekko Corporation had 1,746 shareholders on 31 December 2001. Of the shares, 0.5% were registered in a nominee's name. The total number of shares owned either directly or indirectly by members of the Board of Directors and the president was 1,364,200, representing 50.9% of the total votes conferred by the company's shares.

During 2001, a total of 381,989 Marimekko shares were traded, representing 14.3% of the shares outstanding. The total value of share turnover was EUR 2,199,547.68. In 2001, the lowest price of the shares was EUR 4.50 and the highest was EUR 7.30.

The average share price was EUR 5.76. At the end of the year, the share price was EUR 7.25. The company's market capitalisation on 28 December 2001 was EUR 19,430,000.

At the end of the report year, the Board of Directors had no valid authorisations to carry out a share issue or issue of convertible bonds or bonds with warrants, or to acquire the company's shares.

Personnel

At the end of the financial year, the Marimekko Group employed 324 (306) people, of whom 9 (8) worked abroad. The average number of employees in 2001 was 317 (274).

Amendments to the Articles of Association

The Annual General Meeting, held on 1 March 2001, resolved to amend sections 5, 11 and 13 of the Articles of Association in accordance with the proposal of the Board of Directors. The amendments to the Articles of Association were recorded in the Trade Register on 7 May 2001.

Dividend payment proposal to the Annual General Meeting

The Board of Directors will propose to the Annual General Meeting that a dividend of EUR 0.50 per share be paid as dividends for the 2001 financial year. It will also be proposed that an additional dividend of EUR 0.15 be paid per share in honour of the company's jubilee year. The proposed total dividends represent 56.5% of earnings per share for the 2001 financial year. On 31 December 2001, the Group's distributable funds amounted to EUR 7,089 thousand and the parent company's distributable funds to EUR 6,612 thousand. In 2000, a dividend of EUR 0.50 per share was paid. The Board will propose 15 March 2002 as the dividend record date and 22 March 2002 as the dividend payout date.

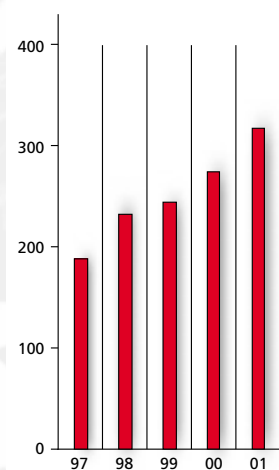
Outlook for 2002

The general economic outlook for the present year remains uncertain, which makes it more difficult to evaluate trends in consumption demand. The Federation of Finnish Textile and Clothing Industries expects that business cycles will weaken somewhat in 2002 (Source: The Federation of Finnish Textile and Clothing Industries, business cycle barometer 3/2001).

On the basis of the general growth trends in the field, it is anticipated that the Marimekko Group's net sales will grow by slightly over 10% in 2002. Sales are expected to increase steadily both in Finland and in export markets.

In 2002, the Group's profitability is expected to remain at a good level.

Average personnel
1997-2001



INFORMATION ON MARIMEKKO'S SHARES

Shares and share capital

Marimekko Corporation was listed on the I List of Helsinki Exchanges in March 1999. The company has one series of shares, each conferring the same voting rights to their holders. The company's shares have been included in the book-entry register since 17 February 1999.

Marimekko Corporation's paid-in share capital, as recorded in the Trade Register, amounts to EUR 5,360,000, consisting of 2,680,000 shares, each having an accounting countervalue of EUR 2.00. According to the Articles of Association, the minimum share capital is EUR 3,000,000 and the maximum share capital is EUR 12,000,000.

Authorisations

The Board of Directors has no valid authorisations to carry out a share issue or issue of convertible bonds or bonds with warrants, or to acquire the company's shares. Marimekko Corporation does not own any Marimekko shares.

Dividends policy

Marimekko aims to pay a regular dividend every year. The dividends to be paid and their amount and the payout

date depend on the company's financial result, financial situation, equity ratio, need for working capital and other factors. Marimekko intends to follow a stable and active dividends policy that by and large reflects the company's earnings trend. Marimekko's goal is to distribute as dividends at least half of earnings per share annually.

The dividend paid for 2000, EUR 0.50 per share, represented 61% of earnings per share in the financial year. The Board of Directors will propose to the Annual General Meeting that the dividend to be paid for the 2001 financial year be EUR 0.50 per share, with an additional dividend of EUR 0.15 per share in honour of the jubilee year. The proposed total dividend, EUR 0.65 per share, represents 56.5% of earnings per share for the financial year.

Shareholders

According to the book-entry register, Marimekko Corporation had 1,746 registered shareholders at the end of the financial year. At the turn of the year, 0.5% of the shares were nominee registered (0.7%).

Breakdown of ownership by owner group, 31 December 2001

	Shareholders		Shares		Votes	
	no.	%	no.	%	no.	%
Private companies	99	5.7	1,578,725	58.9	1,578,725	58.9
Financial institutions and insurance companies	10	0.6	135,240	5.1	135,240	5.1
Public sector entities	2	0.1	10,800	0.4	10,800	0.4
Non-profit bodies	11	0.6	22,810	0.8	22,810	0.8
Households	1,616	92.7	846,695	31.6	846,695	31.6
Foreigners	5	0.3	85,730	3.2	85,730	3.2
TOTAL	1,743	100.0	2,680,000	100.0	2,680,000	100.0

Ownership by size of holding, 31 December 2001

Shares	Shareholders		Shares		Votes	
	no.	%	no.	%	no.	%
1-100	551	31.5	47,670	1.8	47,670	1.8
101 - 1,000	1,025	58.7	448,281	16.7	448,281	16.7
1,001 - 10,000	154	8.8	395,279	14.7	395,279	14.7
10,001 - 100,000	15	0.9	448,770	16.8	448,770	16.8
100,001 - 1,000,000	0	0.0	0	0.0	0	0.0
1,000,001 - 9,999,999	1	0.1	1,340,000	50.0	1,340,000	50.0
TOTAL	1,746	100.0	2,680,000	100.0	2,680,000	100.0

Largest shareholders according to the book-entry register, 31 December 2001

Percentage of holding and votes

1.	Workidea Oy	50.0
2.	Odin Finland Oy	3.1
3.	Turun Seudun Osuuspankki (Turku District Co-operative Bank)	3.1
4.	Danilostock Oy	2.4
5.	Sinkkonen Raija	1.1
6.	Etra Invest Oy	1.1
7.	Piekkola Asko	0.9
8.	Rantanen Heikki	0.8
9.	Finanssi-Sampo Oy	0.8
10.	Moisio Martti	0.6
11.	Scanmagnetics Oy	0.5
12.	Aukia Jaakko	0.5
13.	Parhaatpaikat-Invest Oy	0.5
14.	Turun Urheiluliiton säätiö (Foundation of the Sports Association of Turku)	0.4
15.	Sakri Oy	0.4
	Other	33.8
	Nominee registered	0.5

Management's shareholding

At the end of the financial year, the total number of shares owned either directly or indirectly by members of the Board of Directors and the president was 1,364,200, representing 50.9% of the total votes conferred by the company's shares.

Shareholder agreements

The company has neither made nor is aware of any shareholder agreements concerning the company's shares or other commitments agreeing on the company's ownership or the use of voting rights.

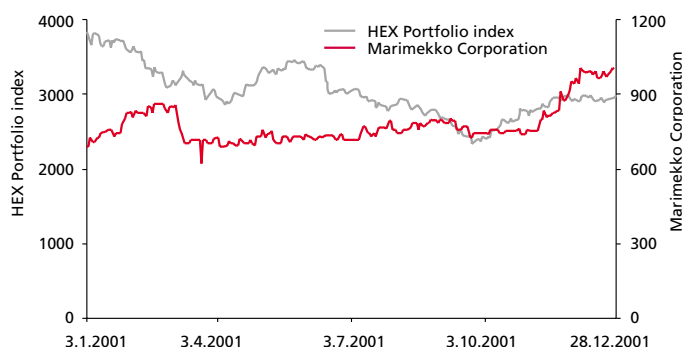
Insider regulations

Marimekko Corporation's insider regulations comply with Helsinki Exchanges' Guidelines for Insiders.

Share price trend and turnover

During 2001, a total of 381,989 Marimekko shares were traded, representing 14.3% of the company's shares outstanding. The total value of Marimekko share turnover was EUR 2,199,547.68. The company's market capitalisation on 28 December 2001 was EUR 19,430,000. On 31 December 2000, the company's market capitalisation was EUR 13,400,000.

At the end of 2001, Marimekko's share price was EUR 7.25. The lowest price during the year was EUR 4.50 and the highest was EUR 7.30. The average share price was EUR 5.76.



Trading code: MMO1V
ISIN code: FI0009007660
Taxable value of
the share in 2001: EUR 5.110 (FIM 30.38)

INCOME STATEMENT

(EUR 1,000)

		Group		Parent company	
		2001	2000	2001	2000
NET SALES	1.	42 003	33 052	36 375	30 201
Increase or decrease in inventories of completed and unfinished products		2 090	120	1 650	416
Other operating income	2.	41	85	41	83
Materials and services	3.	17 114	11 735	16 854	13 020
Personnel expenses	4.	10 166	8 721	5 219	4 808
Depreciation and value adjustments	5.	867	738	450	430
Other operating expenses	6.	11 267	8 810	10 962	9 660
OPERATING PROFIT		4 720	3 253	4 581	2 782
Financial income and expenses	7.	-329	-156	-28	-16
PROFIT BEFORE EXTRAORDINARY ITEMS		4 391	3 097	4 553	2 766
Extraordinary items	8.		-239	-346	-433
PROFIT BEFORE APPROPRIATIONS AND TAXES		4 391	2 858	4 207	2 333
Increase in depreciation difference	9.			-57	-109
Direct taxes	10.	1 303	843	1 229	650
NET PROFIT FOR THE PERIOD		3 088	2 015	2 921	1 574

EUR 1 = FIM 5.94573

INCOME STATEMENT

(FIM 1,000)

		Group		Parent company	
		2001	2000	2001	2000
NET SALES		249 738	196 516	216 274	179 566
Increase or decrease in inventories of completed and unfinished products		12 431	714	9 812	2 474
Other operating income		246	506	246	493
Materials and services		101 758	69 772	100 212	77 412
Personnel expenses		60 447	51 855	31 033	28 589
Depreciation and value adjustments		5 155	4 389	2 677	2 555
Other operating expenses		66 993	52 378	65 175	57 433
OPERATING PROFIT		28 062	19 342	27 235	16 544
Financial income and expenses		-1 956	-926	-165	-95
PROFIT BEFORE EXTRAORDINARY ITEMS		26 106	18 416	27 070	16 449
Extraordinary items			-1 426	-2 055	-2 577
PROFIT BEFORE APPROPRIATIONS AND TAXES		26 106	16 990	25 015	13 872
Increase in depreciation difference				-336	-646
Direct taxes		7 746	5 011	7 311	3 866
NET PROFIT FOR THE PERIOD		18 360	11 979	17 368	9 360

STATEMENT OF CHANGES IN FINANCIAL POSITION

(EUR 1,000)	Group		Parent company	
	2001	2000	2001	2000
CASH FLOW FROM OPERATIONS				
Profit before extraordinary items	4 391	3 097	4 553	2 767
Adjustments:				
Depreciation according to plan	867	738	450	430
Financial income and expenses	329	156	28	15
Cash flow before change in working capital	5 587	3 991	5 031	3 212
Change in working capital:				
Increase (-) / decrease (+) in non-interest-bearing current sales receivables	-1 025	-2 636	-1 376	-33
Increase (-) / decrease (+) in inventories	-2 320	-2 457	-2 052	-849
Increase (-) / decrease (+) in non-interest-bearing current liabilities	272	1 527	607	151
Cash flow from operations before financial items and taxes	2 514	425	2 210	2 481
Paid interest and payments on other operational financial expenses	-397	-182	-279	-168
Dividends received from operations			100	20
Interest received from operations	54	73	143	158
Direct taxes paid	-907	-1 214	-873	-1 105
Cash flow before extraordinary items	1 264	-898	1 301	1 386
Cash from from extraordinary items (net)		-46	-357	-239
CASH FLOW FROM OPERATIONS	1 264	-944	944	1 147
CASH FLOW FROM INVESTMENTS				
Investments in tangible and intangible assets	-623	-1 274	-440	-2 268
CASH FLOW FROM INVESTMENTS	-623	-1 274	-440	-2 268
CASH FLOW FROM FINANCING				
Rights issue				
Short-term loans drawn down	1 682	311	1 682	
Short-term loans repaid	-1 682	-311	-1 682	
Long-term loans drawn down		2 586		1 345
Long-term loans repaid	-715	-394	-705	-387
Dividends paid and other distribution of profit	-1 340	-1 179	-1 340	-1 179
CASH FLOW FROM FINANCING	-2 055	1 013	-2 045	-221
Increase (+) / decrease (-) in financial assets	-1 414	-1 205	-1 541	-1 342
Financial assets at the beginning of the financial period	2 765	3 970	2 505	3 847
Financial assets at the end of the financial period	1 351	2 765	964	2 505

EUR 1 = FIM 5.94573

BALANCE SHEET

(EUR 1,000)

		Group		Parent company	
		2001	2000	2001	2000
ASSETS					
FIXED ASSETS					
Intangible assets	11.	2 001	1 937	698	600
Consolidated goodwill	11.1	428	545		
Tangible assets	11.2	5 699	5 966	1 507	1 691
Investments	11.3, 12.	58	58	4 545	4 545
		<u>8 186</u>	<u>8 506</u>	<u>6 750</u>	<u>6 836</u>
CURRENT ASSETS					
Inventories	13.	11 175	8 855	9 032	6 981
Current receivables	14.	5 407	4 704	6 486	5 156
Cash in hand and at banks		1 351	2 765	964	2 505
		<u>17 933</u>	<u>16 324</u>	<u>16 482</u>	<u>14 642</u>
ASSETS, TOTAL		<u>26 119</u>	<u>24 830</u>	<u>23 232</u>	<u>21 478</u>

EUR 1 = FIM 5.94573

BALANCE SHEET

(FIM 1,000)

		Group		Parent company	
		2001	2000	2001	2000
ASSETS					
FIXED ASSETS					
Intangible assets		11 894	11 520	4 150	3 570
Consolidated goodwill		2 546	3 241		
Tangible assets		33 885	35 470	8 962	10 056
Investments		342	342	27 023	27 023
		<u>48 667</u>	<u>50 573</u>	<u>40 135</u>	<u>40 649</u>
CURRENT ASSETS					
Inventories		66 445	52 648	53 703	41 506
Current receivables		32 149	27 975	38 564	30 655
Cash in hand and at banks		8 033	16 439	5 731	14 896
		<u>106 627</u>	<u>97 062</u>	<u>97 998</u>	<u>87 057</u>
ASSETS, TOTAL		<u>155 294</u>	<u>147 635</u>	<u>138 133</u>	<u>127 706</u>

BALANCE SHEET

(EUR 1,000)

		Group		Parent company	
		2001	2000	2001	2000
LIABILITIES					
SHAREHOLDERS' EQUITY					
	15.				
Share capital		5 360	5 360	5 360	5 360
Share premium fund		1 353	1 353	1 353	1 353
Reserve fund		782	782	782	782
Retained earnings		4 656	3 982	3 690	3 456
Profit for the period		3 088	2 015	2 921	1 574
Shareholders' equity, total		<u>15 239</u>	<u>13 492</u>	<u>14 106</u>	<u>12 525</u>
ACCUMULATED APPROPRIATIONS	16.			655	598
CREDITORS					
	17.				
Imputed tax liabilities	17.1		230		
Non-current liabilities	17.2	3 990	4 814	3 361	4 064
Current liabilities	17.3	<u>6 890</u>	<u>6 294</u>	<u>5 110</u>	<u>4 291</u>
Creditors, total		<u>10 880</u>	<u>11 338</u>	<u>8 471</u>	<u>8 355</u>
LIABILITIES, TOTAL		<u>26 119</u>	<u>24 830</u>	<u>23 232</u>	<u>21 478</u>

EUR 1 = FIM 5.94573

BALANCE SHEET

(FIM 1,000)

		Group		Parent company	
		2001	2000	2001	2000
LIABILITIES					
SHAREHOLDERS' EQUITY					
Share capital		31 869	31 869	31 869	31 869
Share premium fund		8 046	8 046	8 046	8 046
Reserve fund		4 650	4 650	4 650	4 650
Retained earnings		27 686	23 675	21 942	20 549
Profit for the period		18 360	11 979	17 368	9 360
Shareholders' equity, total		<u>90 611</u>	<u>80 219</u>	<u>83 875</u>	<u>74 474</u>
ACCUMULATED APPROPRIATIONS				3 892	3 556
CREDITORS					
Imputed tax liabilities			1 367		
Non-current liabilities		23 724	28 625	19 982	24 164
Current liabilities		<u>40 959</u>	<u>37 424</u>	<u>30 384</u>	<u>25 512</u>
Creditors, total		<u>64 683</u>	<u>67 416</u>	<u>50 366</u>	<u>49 676</u>
LIABILITIES, TOTAL		<u>155 294</u>	<u>147 635</u>	<u>138 133</u>	<u>127 706</u>

NOTES TO THE FINANCIAL STATEMENTS

ACCOUNTING POLICY

Marimekko Corporation's financial statements and consolidated financial statements have been prepared in accordance with the legislation and regulations that are in force in Finland. The Marimekko Group's financial statements have been drawn up in Finnish markka amounts and converted to euros using a fixed conversion rate. The financial statements of foreign subsidiaries have been arranged to correspond with the Finnish Accounting Act. The financial period of all Group companies is the calendar year.

Extent of the consolidated financial statements

The consolidated financial statements comprise the parent company Marimekko Corporation together with those Finnish and foreign subsidiaries in which Marimekko Corporation holds either directly or indirectly over 50% of the votes conferred by the shares at the end of the financial year. The subsidiaries included in the consolidated financial statements and the parent company's holding are listed in section 12 of the notes to the financial statements.

Consolidation policy

The consolidated financial statements are based on the separate financial statements of the Group companies and have been prepared using the acquisition cost method.

Intra-Group share ownership, internal transactions, internal margins included in inventories, intercompany receivables and liabilities, and internal distribution of profit have been eliminated.

The income statements of foreign subsidiaries have been converted using the average exchange rate for the financial period and the balance sheets have been translated into Finnish markka amounts at the exchange rate on the date of closing. Differences arising from translation and translation differences in shareholders' equity are recorded under retained earnings.

Fixed assets and depreciation

Fixed assets are recorded in the balance sheet at the original acquisition cost less depreciation according to plan. Depreciation according to plan has been calculated using straight-line depreciation on the estimated economic life of the fixed assets.

Periods for depreciation:

Intangible rights	10 years
Other long-term expenditure	5-10 years
Goodwill on consolidation	5 years
Buildings and structures	40 years
Machinery and equipment	3-10 years

Inventories

Inventories are presented in accordance with the FIFO principle at the acquisition cost or at the lower replacement cost or the probable market price. The value of inventories does not include any share of fixed purchasing and manufacturing costs.

Pension commitments

The pension security of the employees of the Group's Finnish companies has been arranged as statutory employment pension through a pension insurance company. Foreign subsidiaries have handled the retirement plans of their employees in accordance with local legislation.

Items denominated in foreign currency

The foreign-currency-denominated receivables and liabilities of the Group's Finnish companies have been converted to euro amounts using the average exchange rates quoted on the closing date.

Leasing

Operational leasing payments are treated as rental expenditures.

Appropriations

On the basis of local legislation and accounting practice, companies in Finland and Sweden can, in their separate financial statements, record in appropriations the depreciation difference and the change in voluntary reserves, which are items that mainly have an effect on taxation. The consolidated income statement and balance sheet are presented without appropriations. In the consolidated financial statements, the depreciation difference is divided between shareholders' equity and the imputed tax liability.

Taxes

Recorded as the Group's direct taxes are direct income taxes, the change in the imputed tax liability and the change in the imputed tax credit calculated from the results of Group companies. The imputed tax credit is recorded only if it is likely to materialise. In the case of the Finnish companies, the imputed tax liability on appropriations is calculated using a 29% tax base. In the balance sheet, the imputed tax liability is deducted from the imputed tax credit.

NOTES TO THE INCOME STATEMENT

	Group		Parent company	
	2001	2000	2001	2000
(EUR 1,000)				
1. NET SALES BY MARKET AREA AND PRODUCT LINE				
By market area				
Finland	28 959	23 638	28 441	23 288
Other Nordic countries	3 129	2 954	2 742	2 354
Rest of Europe	6 509	4 247	2 428	2 385
North America	1 923	1 466	1 751	1 485
Other	1 483	747	1 013	689
	<u>42 003</u>	<u>33 052</u>	<u>36 375</u>	<u>30 201</u>
By product line				
Clothing	25 436	20 496	19 965	17 814
Interior decoration	12 434	9 211	12 313	9 128
Accessories	4 133	3 345	4 097	3 259
	<u>42 003</u>	<u>33 052</u>	<u>36 375</u>	<u>30 201</u>
2. OTHER OPERATING INCOME				
Rental income	40	65	40	65
Capital gains from sales of fixed assets	1	3	1	1
Other		17		17
Total	<u>41</u>	<u>85</u>	<u>41</u>	<u>83</u>
3. MATERIALS AND SERVICES				
Materials and supplies				
Purchases during the financial period	12 913	9 913	10 801	8 857
Change in inventories	-252	-860	-397	-399
Total	<u>12 661</u>	<u>9 053</u>	<u>10 404</u>	<u>8 458</u>
External services	4 453	2 682	6 450	4 562
Total	<u>17 114</u>	<u>11 735</u>	<u>16 854</u>	<u>13 020</u>
4. PERSONNEL EXPENSES				
Salaries, wages and bonuses	8 227	7 020	4 228	3 888
Pension and pension insurance payments	1 348	1 145	693	634
Other personnel expenses	591	556	298	286
Total	<u>10 166</u>	<u>8 721</u>	<u>5 219</u>	<u>4 808</u>
Salaries and bonuses for management				
Members of the Board of Directors and presidents	320	294	103	103
Average personnel				
Salaried employees	177	160	140	130
Workers	140	114		
Total	<u>317</u>	<u>274</u>	<u>140</u>	<u>130</u>
5. DEPRECIATION AND VALUE ADJUSTMENTS				
Intangible assets				
Intangible rights	17	17	17	17
Consolidated goodwill	117	39		
Other capitalised expenditure	225	216	135	136
Total	<u>359</u>	<u>272</u>	<u>152</u>	<u>153</u>
Tangible assets				
Buildings and structures	137	138		
Machinery and equipment	371	328	298	277
Total	<u>508</u>	<u>466</u>	<u>298</u>	<u>277</u>
Total	<u>867</u>	<u>738</u>	<u>450</u>	<u>430</u>

NOTES TO THE INCOME STATEMENT

	Group		Parent company	
	2001	2000	2001	2000
(EUR 1,000)				
6. OTHER OPERATING EXPENSES				
Rents	2 194	2 056	2 394	2 262
Marketing	2 860	2 030	2 088	1 864
Other expenses	6 213	4 724	6 480	5 534
Total	<u>11 267</u>	<u>8 810</u>	<u>10 962</u>	<u>9 660</u>
7. FINANCIAL INCOME AND EXPENSES				
Dividend income				
From Group companies			99	20
From others			1	
Total			<u>100</u>	<u>20</u>
Other interest and financial income				
From Group companies			93	92
From others	51	71	47	70
Total	<u>51</u>	<u>71</u>	<u>140</u>	<u>162</u>
Interest income and other financial income, total	51	71	240	182
Interest expenses and other financial expenses				
For Group companies			2	23
For others	380	227	266	175
Total	<u>380</u>	<u>227</u>	<u>268</u>	<u>198</u>
Financial income and expenses, total	<u>-329</u>	<u>-156</u>	<u>-28</u>	<u>-16</u>
Financial income and expenses include gains/losses on exchange rate differences (net)				
From Group companies				-22
From others	-8	6	3	6
Total	<u>-8</u>	<u>6</u>	<u>3</u>	<u>-16</u>
8. EXTRAORDINARY ITEMS				
Extraordinary expenses				
Value adjustments of the receivables of Marimekko AB and Marimekko GmbH			-346	-194
Pension liability		-239		-239
Total		<u>-239</u>	<u>-346</u>	<u>-433</u>
9. APPROPRIATIONS				
Change in depreciation difference			57	109
10. DIRECT TAXES				
Income taxes for the present year	1 274	789	1 209	650
Income taxes for previous years	20		20	
Change in the imputed tax liability	38	61		
Change in the imputed tax credit	-9	-7		
Total	<u>1 303</u>	<u>843</u>	<u>1 229</u>	<u>650</u>
Taxes on extraordinary items		-69	-100	-126

NOTES TO THE BALANCE SHEET

(EUR 1,000)	Group		Parent company	
	2001	2000	2001	2000
11. FIXED ASSETS				
11.1 Intangible assets				
Intangible rights				
Acquisition cost, 1 Jan.	1 092	1 080	194	173
Increases +	19	21	19	21
Decreases -		-9		
Acquisition cost, 31 Dec.	1 111	1 092	213	194
Accumulated depreciation, 1 Jan.	143	123	101	84
Depreciation during financial period	17	21	17	17
Accumulated depreciation, 31 Dec.	160	144	118	101
Book value, 31 Dec.	951	948	95	93
Consolidated goodwill				
Acquisition cost, 1 Jan.	584			
Increases +		584		
Acquisition cost, 31 Dec.	584	584		
Accumulated depreciation, 1 Jan.	39			
Depreciation during financial period	117	39		
Accumulated depreciation, 31 Dec.	156	39		
Book value, 31 Dec.	428	545		
Other capitalised expenditure				
Acquisition cost, 1 Jan.	2 429	2 187	1 730	1 572
Increases +	286	242	231	158
Acquisition cost, 31 Dec.	2 715	2 429	1 961	1 730
Accumulated depreciation, 1 Jan.	1 440	1 223	1 223	1 087
Depreciation during financial period	225	217	135	136
Accumulated depreciation, 31 Dec.	1 665	1 440	1 358	1 223
Book value, 31 Dec.	1 050	989	603	507
Intangible assets, total	2 429	2 482	698	600
11.2 Tangible assets				
Land and water				
Acquisition cost, 1 Jan.	54	19		
Increases +		35		
Acquisition cost, 31 Dec.	54	54		
Book value, 31 Dec.	54	54		
Buildings and structures				
Acquisition cost, 1 Jan.	4 121	4 047		
Increases +	31	74		
Acquisition cost, 31 Dec.	4 152	4 121		
Accumulated depreciation, 1 Jan.	282	144		
Depreciation during financial period	137	138		
Accumulated depreciation, 31 Dec.	419	282		
Book value, 31 Dec.	3 733	3 839		
Machinery and equipment				
Acquisition cost, 1 Jan.	3 952	3 485	3 337	3 130
Increases +	224	471	127	208
Decreases -	-1	-4		-1
Acquisition cost, 31 Dec.	4 175	3 952	3 464	3 337
Accumulated depreciation, 1 Jan.	1 892	1 569	1 659	1 384
Depreciation during financial period	371	323	298	275
Accumulated depreciation, 31 Dec.	2 263	1 892	1 957	1 659
Book value, 31 Dec.	1 912	2 060	1 507	1 678

NOTES TO THE BALANCE SHEET

(EUR 1,000)

	Group		Parent company	
	2001	2000	2001	2000
Book value of production machinery and equipment, 31 Dec.	321	328	83	69
Advance payments and incomplete projects				
Acquisition cost, 1 Jan.	13	73	13	73
Increases +		49		49
Decreases -	-13	-109	-13	-109
Book value, 31 Dec.	0	13	0	13
Tangible assets, total	<u>5 699</u>	<u>5 966</u>	<u>1 507</u>	<u>1 691</u>

11.3 Investments

Shares in Group companies				
Acquisition cost, 1 Jan.			4 717	2 700
Increases +				2 017
Acquisition cost, 31 Dec.			4 717	4 717
Accumulated depreciation, 31 Dec.			218	218
Book value, 31 Dec.			4 499	4 499
Other shares and participations				
Acquisition cost, 1 Jan.	129	120	117	117
Increases +		9		
Acquisition cost, 31 Dec.	129	129	117	117
Accumulated depreciation, 31 Dec.	71	71	71	71
Book value, 31 Dec.	58	58	46	46
Investments, total	<u>58</u>	<u>58</u>	<u>4 545</u>	<u>4 545</u>

12. INVESTMENTS

Group companies Company and domicile	Group's holding, %	Parent company's holding, %
Decembre Oy, Helsinki, Finland	100	100
Grünstein Product Oy, Loviisa, Finland	100	100
Keskinäinen Kiinteistö Oy Marikko, Helsinki, Finland	100	100
Marimekko AB, Stockholm, Sweden	100	100
Marimekko GmbH, Frankfurt am Main, Germany	100	100
Marimekko International Oy, Helsinki, Finland	100	100
Marimekko Kitee Oy, Kitee, Finland	100	100
Marimekko Tuotanto Oy, Helsinki, Finland	100	100

13. INVENTORIES

Raw materials and consumables	3 615	3 434	2 611	2 214
Incomplete products	137	94	41	16
Finished products/goods	7 251	5 159	6 208	4 583
Advance payments	172	168	172	168
Total	<u>11 175</u>	<u>8 855</u>	<u>9 032</u>	<u>6 981</u>

(EUR 1,000)	Group		Parent company	
	2001	2000	2001	2000
14. CURRENT RECEIVABLES				
Sales receivables	4 385	3 390	2 554	1 987
Receivables from Group companies:				
Sales receivables			841	815
Loan receivables			2 624	1 911
Prepaid expenses and accrued income				33
Total			3 465	2 759
Other receivables	18	29	8	5
Prepaid expenses and accrued income	1 004	1 285	459	405
Total	5 407	4 704	6 486	5 156
Prepaid expenses and accrued income				
Interest receivables	1	4		4
Royalty receivables	255	210	255	210
Social security contribution insurance	35		18	
Tax assets		43		43
Imputed tax credit	607	616		
Transfer from imputed tax liability	-268			
Other prepaid expenses and accrued income	374	412	186	148
Total	1 004	1 285	459	405
15. SHAREHOLDERS' EQUITY				
Share capital, 1 Jan.	5 360	5 360	5 360	5 360
Share capital, 31 Dec.	5 360	5 360	5 360	5 360
Share premium fund, 1 Jan.	1 353	1 353	1 353	1 353
Share premium fund, 31 Dec.	1 353	1 353	1 353	1 353
Reserve fund, 1 Jan.	782	782	782	782
Reserve fund, 31 Dec.	782	782	782	782
Retained earnings, 1 Jan.	5 996	5 158	5 030	4 635
Dividend payout	-1 340	-1 179	-1 340	-1 179
Translation difference +/-				
Other change +/-		3		
Retained earnings, 31 Dec.	4 656	3 982	3 690	3 456
Net profit for the period	3 088	2 015	2 921	1 574
SHAREHOLDERS' EQUITY, TOTAL	15 239	13 492	14 106	12 525
Share of accumulated appropriations recorded in shareholders' equity	656	564		
Distributable funds in shareholders' equity	7 089	5 433	6 611	5 030

NOTES TO THE BALANCE SHEET

(EUR 1,000)

	Group		Parent company	
	2001	2000	2001	2000
16. ACCUMULATED APPROPRIATIONS				
Accumulated depreciation difference				
Intangible rights	3	2	3	2
Other capitalised expenditure	69	22	68	22
Buildings and structures	219	156		
Machinery and equipment	633	614	584	574
Total	924	794	655	598
Imputed tax liability	268	230	190	173
Share recorded in shareholders' equity	656	564		

The imputed tax liability of the Finnish companies has been calculated using a 29% tax base. The imputed tax liability of foreign subsidiaries has been calculated using the local tax base.

17. LIABILITIES

Interest-bearing liabilities

Non-current	3 990	4 814	3 361	4 064
Current	1 248	1 138	653	655
Total	5 238	5 952	4 014	4 719

Non-interest-bearing liabilities

Non-current		230		
Current	5 642	5 156	4 457	3 636
Total	5 642	5 386	4 457	3 636

17.1 Imputed tax liability

From appropriations	268	230		
Transferred to imputed tax credit	268			
Total	0	230		

17.2 Non-current liabilities

Loans from financial institutions	629	750		
Pension loans	3 361	4 064	3 361	4 064
Total	3 990	4 814	3 361	4 064

Non-current liabilities include debts that fall due more than five years from now.

Loans from financial institutions	201	303		
Pension loans	1 036	1 454	1 036	1 454
Total	1 237	1 757	1 036	1 454

17.3 Current liabilities

Loans from financial institutions	595	483		
Pension loans	653	655	653	655
Advances received		8		4
Trade payables	1 730	1 702	1 181	833
Debts to Group companies				
Trade payables			865	761
Other current liabilities			42	42
Accrued liabilities and deferred income			21	27
Total			928	830
Other current liabilities	1 606	1 534	922	834
Accrued liabilities and deferred income	2 306	1 912	1 426	1 135
Total	6 890	6 294	5 110	4 291

(EUR 1,000)	Group		Parent company	
	2001	2000	2001	2000
Accrued liabilities and deferred income				
Interest	56	73	41	52
Annual holiday pay, with social security contributions	1 280	1 003	618	469
Periodised wages and salaries	159	126	71	73
Taxes	479	179	462	148
Other accrued liabilities and deferred income	332	531	234	393
Total	<u>2 306</u>	<u>1 912</u>	<u>1 426</u>	<u>1 135</u>

18. GUARANTEES, CONTINGENT LIABILITIES AND OTHER COMMITMENTS

For own liabilities

Pledges given	9	29	9	9
Guarantees	440	424	295	273
Corresponding commitments	449	453	303	281

Corporate mortgage and mortgaged

promissory notes	5 214	5 214	1 514	1 514
Corresponding pension loan	4 014	4 719	4 014	4 719

Corporate mortgage and mortgaged

promissory notes	1 598	1 598		
Corresponding loans from financial institutions	1 224	1 234		

For the liabilities of the Group company

Pledges given				21
Guarantees			802	808

Other liabilities and commitments

Leasing liabilities

Payments due in the following financial year	208	165	193	146
Payments due later	434	283	409	260
Total	<u>642</u>	<u>448</u>	<u>602</u>	<u>406</u>

The Group has no liabilities resulting from derivative contracts and there are no outstanding guarantees or any other contingent liabilities which have been granted on behalf of the management of the company or its shareholders.

EUR 1 = FIM 5.94573

FORMULAS FOR THE KEY FIGURES

Operating profit from Marimekko's operations:	1997-1998: the Marimekko Group's operating profit + the parent company Workidea Oy's operating profit, 1999-2001: the Marimekko Group's operating profit
Return on equity (ROE), %:	$\frac{\text{Profit before extraordinary items - taxes (excl. of taxes on extraordinary items)}}{\text{Shareholders' equity (average for the financial year)}} \times 100$
Return on investment (ROI), %	$\frac{\text{Profit before extraordinary items + interest and other financial expenses}}{\text{Balance sheet total - non-interest-bearing liabilities (average for the financial year)}} \times 100$
Equity ratio, %:	$\frac{\text{Shareholders' equity}}{\text{Balance sheet total - advances received}} \times 100$
Earnings per share (EPS), EUR:	$\frac{\text{Profit before extraordinary items - taxes (excl. of taxes on extraordinary items)}}{\text{Number of shares (average for the financial period)}}$
Equity per share, EUR:	$\frac{\text{Shareholders' equity}}{\text{Number of shares, 31 December}}$
Dividend per share, EUR:	$\frac{\text{Dividend paid for the financial year}}{\text{Number of shares, 31 December}}$
Dividend per profit, %:	$\frac{\text{Dividend paid for the financial year}}{\text{Profit (as in the key figure for earnings per share)}} \times 100$
Effective dividend yield, %:	$\frac{\text{Dividend per share}}{\text{Adjusted share price, 31 December}} \times 100$
P/E ratio, P/E:	$\frac{\text{Adjusted share price, 31 December}}{\text{Earnings per share (EPS)}}$
Interest-bearing net debt:	Interest-bearing liabilities – cash in hand and at banks – interest-bearing loan receivables
Net gearing:	$\frac{\text{Interest-bearing net debt}}{\text{Shareholders' equity}} \times 100$

QUARTERLY TRENDS 2000-2001

	2000				2001			
	I	II	III	IV	I	II	III	IV
	Jan.-Mar.	Jan.-June	Jan.-Sept.	Jan.-Dec.	Jan.-Mar.	Jan.-June	Jan.-Sept.	Jan.-Dec.
Net sales, EUR 1,000	6,523	13,400	22,776	33,052	7,759	17,806	29,402	42,003
Operating profit as a share of net sales, %	0.1	5.6	9.3	9.8	-3.5	4.8	9.3	11.2
Profit before extraordinary items and taxes, EUR 1,000	16	730	2,052	3,097	-344	741	2,473	4,391
Net profit, EUR 1,000	11	522	1,454	2,015	-241	526	1,723	3,088
Earnings per share (EPS), EUR	0.00	0.19	0.54	0.82	-0.09	0.20	0.64	1.15
Equity per share, EUR	4.29	4.48	4.83	5.03	4.45	4.73	5.19	5.69

FIVE-YEAR REVIEW

	1997	1998	1999	2000	2001
Net sales, EUR 1,000	19,684	23,380	26,412	33,052	42,003
Change in net sales, %	10.3	19.0	13.0	25.1	27.1
Operating profit, EUR 1,000 ¹⁾	1,442	2,002	2,629	3,253	4,720
% of net sales	7.4	8.6	10.0	9.8	11.2
Financial income and expenses, EUR 1,000	49	-62	45	-156	-329
Profit before extraordinary items and taxes, EUR 1,000 ²⁾	1,491	1,940	2,674	3,097	4,391
% of net sales	7.6	8.3	10.1	9.8	10.4
Taxes, EUR 1,000 ³⁾	398	560	747	843	1,303
Profit after taxes, EUR 1,000	1,093	1,380	1,932	2,015	3,088
Balance sheet total, EUR 1,000	11,432	12,035	20,307	24,830	26,119
Interest-bearing liabilities, EUR 1,000	582	246	3,761	5,952	5,238
Shareholders' equity and reserves, EUR 1,000	7,962	8,024	12,653	13,492	15,239
Return on equity (ROE), %	13.5	17.3	18.6	16.7	21.5
Return on investment (ROI), %	17.8	24.7	22.4	18.5	23.8
Equity ratio, %	69.6	66.7	62.3	54.3	58.3
Gross investments, EUR 1,000	609	1,049	6,082	1,933	546
Average personnel	188	232	244	274	317
Personnel at the end of the financial year	222	238	254	306	324

¹⁾ 1997-1998: the Marimekko Group's operating profit + Workidea Oy's operating profit

²⁾ 1997-1998: profit from Marimekko's operations = the Marimekko Group's profit before extraordinary items, reserves and taxes + Workidea Oy's operating profit

³⁾ Taxes paid during the financial period and the change in the imputed deferred tax liability in 1997-2001

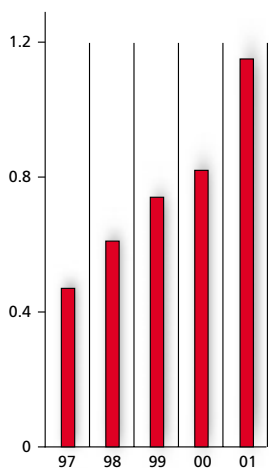
KEY FIGURES

	1997	1998	1999	2000	2001
Earnings per share (EPS), EUR ¹⁾	0.47	0.61	0.74	0.82	1.15
Equity per share, EUR	3.49	3.52	4.72	5.03	5.69
Dividend per share, EUR	0.07	0.08	0.44	0.50	*)0.65
Dividend per profit, %	15.4	13.4	59.5	61.0	*)56.5
Effective dividend yield, %			8.6	10.0	9.0
P/E ratio			6.9	6.1	6.3
Average number of shares, adjusted for share issues, 1,000	2,280	2,280	2,602	2,680	2,680
Number of shares at the end of the financial period, adjusted for share issues, 1,000	2,280	2,280	2,680	2,680	2,680

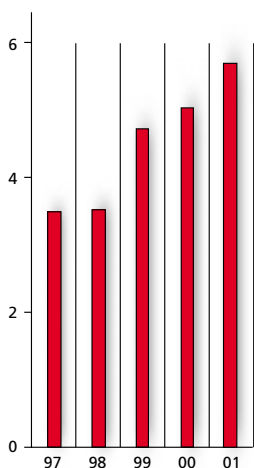
¹⁾ 1997-1998: from earnings from Marimekko operations

*) Proposal by the Board of Directors. Includes an additional dividend of EUR 0.15 in honour of the 50th jubilee year.

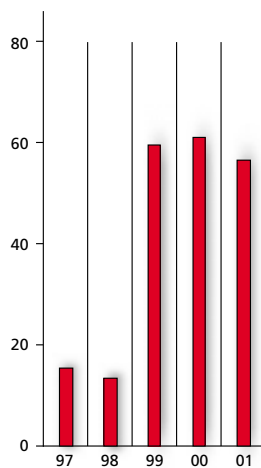
Earnings/share
1997-2001, EUR



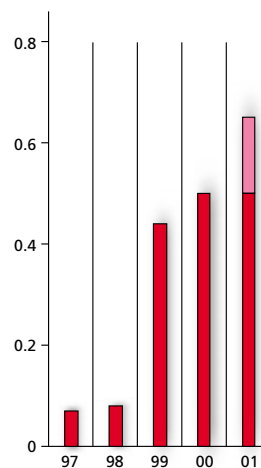
Equity/share
1997-2001, EUR



Dividend/profit
1997-2001, %



Dividend/share
1997-2001, EUR



THE BOARD OF DIRECTORS' PROPOSAL FOR THE DISTRIBUTION OF PROFIT

The Group's distributable funds on 31 December 2001 amounted to EUR 7,088,668.

Marimekko Corporation's distributable funds on 31 December 2001 amounted to EUR 6,611,565.65, of which the profit for the financial period accounts for EUR 2,921,127.46.

The Board of Directors will propose to the Annual General Meeting that a dividend of EUR 0.50 per share be paid for the financial year, plus an additional dividend of EUR 0.15 per share in honour of the 50th jubilee year, to a total of EUR 1,742,000, and that the rest be retained as earnings.

Helsinki, 25 January 2002

Kari Miettinen Matti Kavetvuo Kirsti Paakkanen
President & CEO

AUDITOR'S REPORT

To the shareholders of Marimekko Corporation

I have audited the accounting, the financial statements and the corporate governance of Marimekko Corporation for the 2001 financial year. The financial statements, which include the report of the Board of Directors, consolidated and parent company income statements, balance sheets and notes to the financial statements, have been prepared by the Board of Directors and the President. Based on the audit, I express an opinion on these financial statements and on the corporate governance.

I have conducted the audit in accordance with Finnish Auditing Standards. Those standards require that I perform the audit to obtain reasonable assurance as to whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. The purpose of the audit of corporate governance is to examine that the Board of Directors and the President have legally complied with the rules of the Companies Act.

In my opinion, the financial statements have been prepared in accordance with the Accounting Act and other rules and regulations governing the preparation of financial statements. The financial statements give a true and fair view, as defined in the Accounting Act, of both the consolidated and parent company's result of operations as well as of the financial position. The financial statements with the consolidated financial statements can be adopted and the members of the Board of Directors and the President of the parent company can be discharged from liability for the period audited by me. The proposal by the Board of Directors regarding the distribution of retained earnings is in compliance with the Companies Act.

Helsinki, 1 February 2002

Anneli Lindroos
Authorised Public Accountant

ADMINISTRATION AND AUDITORS

Board of directors

Kari Miettinen, born 1951
B.Sc. (Econ.),
Authorised Public Accountant
Chairman of the Board since 1991
Term of office 2001

Matti Kavetvuo, born 1944
M.Sc. (Eng.), B.Sc. (Econ.)
Member since 1997
Term of office 2001

Kirsti Paakkanen
President
Marimekko Corporation's
president since 1991
Member since 1991
Term of office 2001

Auditors

Anneli Lindroos,
Authorised Public Accountant,
regular auditor

Matti Hartikainen,
Authorised Public Accountant,
deputy auditor

Management group, 1 January 2002

Chairman:

Kirsti Paakkanen, President
Employed by the company since 1991

Members:

Raija Anjala, finance and
administration
Employed by the company since 1999

Ursula Ilmes, exports
Employed by the company since 1998

Riitta Koljonen, product information
Employed by the company since 1986

Marja Korkeela, corporate
communications and investor relations
Employed by the company since 1999

Sirpa Loukamo, product development
Employed by the company since 1973

Merja Puntila, domestic wholesale
Employed by the company since 1970

Piia Rossi, retail sales
Employed by the company since 1988

Ritva Schoultz, personnel affairs
Employed by the company since 1982

Helinä Uotila, production
Employed by the company since 1972

STOCK EXCHANGE RELEASES IN 2001

26 Jan. *Financial results for the financial period 1 January to 31 December 2000*

Net sales grew by 25% to EUR 33 million (EUR 26 million). Exports and income from international operations were up 40%. Operating profit grew by 24% to EUR 3.3 million (EUR 2.6 million). Profit before extraordinary items and taxes was EUR 3.1 million (EUR 2.7 million). Adjusted earnings per share were EUR 0.82 (EUR 0.74). The Board of Directors proposed to the Annual General Meeting that a dividend of EUR 0.50 per share be paid for the financial year, corresponding to 61% of earnings per share.

1 March *Marimekko Corporation's Annual General Meeting*

The Annual General Meeting approved the Board of Directors' proposed dividend of EUR 0.50 per share. The meeting resolved that the Board of Directors consists of three (3) members. Mr. Kari Miettinen, B.Sc. (Econ.), Authorised Public Accountant, Mr. Matti Kavetvuo, M.Sc. (Eng.), B.Sc. (Econ.), and Mrs. Kirsti Paakkanen, President, were re-elected as members of the Board of Directors. The Board of Directors elected Mr. Kari Miettinen as its chairman. The Annual General Meeting resolved to amend sections 5, 11 and 13 of the Articles of Association in line with the proposal by the Board of Directors.

10 May *Interim Report 1 Jan.– 31 March 2001*

Net sales grew by 19% to EUR 7.8 million during the review period (EUR 6.5 million). The Group's operating result was EUR -273 thousand (EUR 9 thousand). Result before extraordinary items and taxes was EUR -344 thousand (EUR 16 thousand).

24 Aug. *Interim Report 1 Jan. – 30 June 2001*

Net sales grew by 33% to EUR 18 million during the review period (EUR 13 million). The Group's operating profit improved by 14% to EUR 863 thousand (EUR 756 thousand). Earnings per share improved to EUR 0.20.

7 Nov. *Interim Report 1 Jan. – 30 Sept. 2001*

Net sales grew by 29% to EUR 29 million (EUR 23 million). The Group's operating profit improved by 29% to EUR 2,740 thousand (EUR 2,125 thousand). Earnings per share increased by 19% compared with the previous year and came in at EUR 0.64 (EUR 0.54).

18 Dec. *Schedule of Marimekko's financial reporting in 2002*

ADDRESSES

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MARIMEKKO STORES

Finland

Helsinki:

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Pohjoisesplanadi 2, 00130 Helsinki, tel. +358 9 622 2317
Forum Shopping Mall, Mannerheimintie 20, 00100 Helsinki, tel. +358 9 694 1498
Hakaniemi Market Hall, 00530 Helsinki, tel. +358 9 753 6549
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Factory shop, Kirvesmiehenkatu 7, 00880 Helsinki, tel. +358 9 758 7244

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Kyyjärvi:

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Tampere:

Koskikeskus Shopping Mall, 33100 Tampere, tel. +358 3 223 7627
Aleksanterinkatu 25, 33100 Tampere, tel. +358 3 222 9909

Sokos Department Store, Hämeenkatu 21, 33200 Tampere, tel. +358 10 765 2262

Turku:

Aurakatu 10, 20100 Turku, tel. +358 2 274 0900
Kristiinankatu 9, 20100 Turku, tel. +358 2 274 0915

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Virrat:

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AGENTS AND IMPORTERS

Austria

Stoffe & So
Jägerhausgasse 9, 2340 Mödling
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Fax +43 2236 864777
Email: s.ehrhardt@stoffeundso.at
Agent: interior textiles, bags

Denmark

Match Interiør
Hovedgaden 69, 8220 Brabrand
Denmark
Tel. +45 86 26 16 11
Fax +45 86 26 16 31
Email: bs@match-interieur.dk
Agent: clothing, bags, interior textiles

Japan

Chelsea International, Inc.
1-28-3, Higashi-Nakano, Nakano-ku
Tokyo 164-0003
Japan
Tel. +81 3 3364 4136
Fax +81 3 3364 4138
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Importer: interior fabrics

M-aalto Corporation
Suzuki Honten Bldg. 2F
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Tokyo 104-0061
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Tel. +81 3 3541 1022
Fax +81 3 3541 1711
Email: fujinami@m-aalto.co.jp
Importer: clothing, bags

The Netherlands

Bineke de Vries Agenturen
Westereems 11, 8602 CR Sneek
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Tel. +31 515 430670
Fax +31 515 430735
Email: bineke@euronet.nl
Agent: clothing, bags, interior textiles

Norway

Artinteriør A/S
Box 57, Skøyen
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Tel. +47 22 51 61 50
Fax +47 22 52 31 45
Email: artinterior.mod.design@artinterior.no
Agent: clothing, bags, interior textiles

Spain

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Fax +34 93 783 79 40
Email: broilinsl@cecot.es
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Fax +41 61 2610696
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Agent: clothing, bags, interior textiles

U.K.

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Fax +44 20 74864164
Email: skandium@skandium.com
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Fax +358 9 3507 2162
Email: sales@logowww.com
Computer mice and wrist rests

Nokia Mobile Phones
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Tel. +358 7180 08000
Fax +358 7180 42400
Email: juha.murtopuro@nokia.com
Mobile phone covers

Suomen Kerta Oy
Runeberginkatu 25
48200 Kotka, Finland
Tel. +358 5 350 4400
Fax +358 5 350 4450
Email: riitta.lindeberg@suomenkerta.fi
Paper tablecloths and napkins

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Nihonbashi, Chuo-ku
Tokyo 103-0006, Japan
Tel. +81 3 3664 3972
Fax +81 3 3664 8193
Bed linen, home textiles

USA

Crate & Barrel
1250 Techny Road
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USA
Tel. +1 847 2722888
Fax +1 847 2723607
Towels, table linen

DelGreco Textiles, Inc.
232 East 59th Street, Ground Floor
New York, N.Y. 10022
USA
Tel. +1 212 6885310
Fax +1 212 6885207
Fabrics for outdoor use

Paper Products Design U.S. Inc.
60 Galli Drive, Suite 1
Novato, CA 94949
USA
Tel. +1 415 8831888
Fax +1 415 8831999
Paper products

Revman Industries, Inc.
1211 Avenue of the Americas
30th Floor
New York, N.Y. 10036, USA
Tel. +1 212 2780300
Fax +1 212 8408446
Bed linen, bathroom textiles

Sweet Potatoes, Inc.
2390 Fourth Street
Berkeley, CA 94710-2402
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Fax +1 510 9824651
Children's clothing

Representative in the United States

Donna Gorman, Inc.
1115 Weed Street
New Canaan, CT 06840
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Tel. +1 203 9723685
Fax +1 203 9723281
Email: gormandw@optonline.net

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