

## SUMMARY

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# Board of directors and control bodies of the Parent Company 



## Organisation chart



## Brands portfolio



## Headquarters

## GRUPPO AEFFE

Via Delle Querce, 51
San Giovanni in Marignano (RN)
47842 - Italy

## MOSCHINO

Via San Gregorio, 28
20124 - Milan
Italy

## POLLINI

Via Erbosa $\mathrm{I}^{\circ}$ tratto, 92
Gatteo (FC)
47043 - Italy

## VELMAR

Via Delle Robinie, 43
San Giovanni in Marignano (RN)
47842 - Italy


## Showrooms

## AEFFE MILAN

(FERRETTI - GAULTIER)
Via Donizetti, 48
20122 - Milan Italy

## POLLINI MILAN

Via Donizetti, 48

$$
20122 \text { - Milan }
$$

Italy

## AEFFE LONDON

(FERRETTI)
205-206 Sloane Street
SW1X9QX - London UK

## AEFFE PARIS

> (GRUPPO)

6, Rue Caffarelli

## 75003 - Paris

France

## AEFFE NEW YORK

(GRUPPO)
30 West 56th Street
10019 - New York
USA

## MOSCHINO MILAN

Via San Gregorio, 28
20124 - Milan
Italy

## MOSCHINO LONDON

28-29 Conduit Street
W1R 9TA - London
UK

## MOSCHINO JAPAN

Shin-Nogizaka Bldg. 5F
1-15-14, Minami Aoyama Minato-ku 107-0062 - Tokyo Japan

## MOSCHINO HONG KONG

21/F Dorset House, Taikoo Place
979 King's Road
Hong Kong


## Main flagshipstore locations under direct management

ALBERTA FERRETTI
Milan
Rome
Capri
Paris
Lille
London
New York
Los Angeles

POLLINI
Milan
Bologna
Rome
Florence
Venice
Bolzano
Ravenna
Varese
Verona

MOSCHINO
Milan
Rome
Capri
Paris
London
Berlin
New York
Osaka
Hong Kong
Kuala Lumpur
Singapore
Taipei
Fukuoka City
Tokyo
Kobe City
Kyoto
Nagoya
Seoul
Pusan
Kaoshiung

SPAZIO A
Florence
Venice


## Main economic-financial data

|  |  | 9 M | 9 M |
| :--- | :--- | ---: | ---: |
| Total revenues | (Values in millions of EUR) | 2008 |  |
| Gross operating margin (EBITDA) | (Values in millions of EUR) | 241.1 |  |
| Net operating profit (EBIT) | (Values in millions of EUR) | 36.3 | 180.0 |
| Profit before taxes | (Values in millions of EUR) | -5.9 |  |
| Net profit for the Group | (Values in millions of EUR) | -13.8 |  |
| Basic earnings per share | (Values in units of EUR) | 24.4 | -16.8 |
| Cash Flow (net profit + depreciation) | (Values in millions of EUR) | -12.7 | -11.7 |
| Cash Flow/Total revenues | Ratio | 0.119 | -0.115 |


|  |  | 31 December $2007$ | 30 September $2008$ | 31 December 2008 | 30 September $2009$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Net capital invested | (Values in millions of EUR) | 233.1 | 267.2 | 262.8 | 274.8 |
| Net financial indebtedness | (Values in millions of EUR) | 38.5 | 62.6 | 66.8 | 94.2 |
| Group net equity | (Values in millions of EUR) | 164.8 | 172.1 | 165.0 | 152.0 |
| Group net equity per share | (Values in units of EUR) | 1.5 | 1.6 | 1.5 | 1.4 |
| Current assets/Current liabilities | Ratio | 1.6 | 2.1 | 1.9 | 2.5 |
| Current assets less invent./Current liabilities (ACID Test) | Ratio | 0.8 | 1.1 | 1.0 | 1.3 |
| Net financial indebtedness/Net equity | Ratio | 0.2 | 0.3 | 0.3 | 0.5 |

## Financial statements

Income statement at 30 September


## Income statement for the third quarter

| (Values in units of EUR) Notes | III Q | \% on | III Q | \% on | Change | \% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2009 | revenues | 2008 | revenues |  |  |
| REVENUES FROM SALES AND SERVICES (1) | 64,540,988 | 100.0\% | 92,172,193 | 100.0\% - | 27,631,205 | -30.0\% |
| Other revenues and income | 1,665,263 | 2.6\% | 1,858,187 | 2.0\% | -192,924 | -10.4\% |
| TOTAL REVENUES | 66,206,251 | 102.6\% | 94,030,380 | 102.0\% - | 27,824,129 | -29.6\% |
| Changes in inventory of work in process, semi-finished, finished goods | -7,391,591 | -11.5\% | -8,223,625 | -8.9\% | 832,034 | -10.1\% |
| Costs of raw materials, cons. and goods for resale | -14,550,483 | -22.5\% | -19,584,154 | -21.2\% | 5,033,671 | -25.7\% |
| Costs of services | -20,283,085 | -31.4\% | -27,966,733 | -30.3\% | 7,683,648 | -27.5\% |
| Costs for use of third parties assets | -5,050,825 | -7.8\% | -5,222,376 | -5.7\% | 171,551 | -3.3\% |
| Labour costs | -15,957,357 | -24.7\% | -16,912,769 | -18.3\% | 955,412 | -5.6\% |
| Other operating expenses | -1,646,729 | -2.6\% | -711,289 | -0.8\% | -935,440 | 131.5\% |
| Total Operating Costs | -64,880,070 | -100.5\% | -78,620,946 | -85.3\% | 13,740,876 | -17.5\% |
| GROSS OPERATING MARGIN (EBITDA) (2) | 1,326,181 | 2.1\% | 15,409,434 | 16.7\% - | 14,083,253 | -91.4\% |
| Amortisation of intangible fixed assets | -907,505 | -1.4\% | -912,367 | -1.0\% | 4,862 | -0.5\% |
| Depreciation of tangible fixed assets | -1,777,562 | -2.8\% | -1,691,004 | -1.8\% | -86,558 | 5.1\% |
| Revaluations (write-downs) | , | 0.0\% | -240,533 | -0.3\% | 240,533 | -100.0\% |
| Total Amortisation and write-downs | -2,685,067 | -4.2\% | -2,843,904 | -3.1\% | 158,837 | -5.6\% |
| NET OPERATING PROFIT (EBIT) | 1,358,886 | -2.1\% | 12,565,530 | 13.6\% - | 13,924,416 | -110.8\% |
| Financial income | 84,590 | 0.1\% | 335,826 | 0.4\% | -251,236 | -74.8\% |
| Financial expenses | -1,285,615 | -2.0\% | -1,181,680 | -1.3\% | -103,935 | 8.8\% |
| Total Financial Income (expenses) | -1,201,025 | -1.9\% | -845,854 | -0.9\% | -355,171 | 42.0\% |
| PROFIT BEFORE TAXES | 2,559,911 | -4.0\% | 11,719,676 | 12.7\% - | 14,279,587 | -121.8\% |
| Current income taxes | -641,215 | -1.0\% | -4,773,337 | -5.2\% | 4,132,122 | -86.6\% |
| Deferred income (expenses) taxes | 1,012,857 | 1.6\% | 1,277,513 | 1.4\% | -264,656 | -20.7\% |
| Total Income Taxes | 371,642 | 0.6\% | -3,495,824 | -3.8\% | 3,867,466 | -110.6\% |
| NET PROFIT | 2,188,269 | -3.4\% | 8,223,852 | 8.9\% - | 10,412,121 | -126.6\% |
| (Profit) loss attributable to minority shareholders | 479,051 | 0.7\% | -1,462,004 | -1.6\% | 1,941,055 | -132.8\% |
| NET PROFIT FOR THE GROUP | 1,709,218 | -2.6\% | 6,761,848 | 7.3\% - | 8,471,066 | -125.3\% |

## Reclassified balance sheet

| (Values in units of EUR) | Notes | 30 September | 31 December |
| :---: | :---: | :---: | :---: |
|  |  | 2009 | 2008 |
| Trade receivables |  | 41,931,111 | 43,230,057 |
| Stocks and inventories |  | 68,845,087 | 77,433,665 |
| Trade payables | - | 37,813,718 | 63,004,051 |
| Operating net working capital | (4) | 72,962,480 | 57,659,671 |
| Other short term receivables |  | 25,337,110 | 28,899,717 |
| Tax receivables |  | 5,961,786 | 8,102,477 |
| Other short term liabilities | - | 16,758,295 | 16,907,509 |
| Tax payables | - | 3,239,707 | 4,288,323 |
| Net working capital |  | 84,263,374 | 73,466,033 |
| Tangible fixed assets |  | 77,093,158 | 78,465,485 |
| Intangible fixed assets |  | 166,811,834 | 169,174,912 |
| Equity investments |  | 27,840 | 27,840 |
| Other fixed assets |  | 2,493,593 | 2,665,776 |
| Fixed assets | (5) | 246,426,425 | 250,334,013 |
| Post employment benefits | - | 9,935,408 | 10,341,812 |
| Provisions | - | 1,053,358 | 1,744,209 |
| Assets available for sale |  | 1,686,885 | 1,636,885 |
| Long term not financial liabilities | - | 14,241,401 | 14,405,694 |
| Deferred tax assets |  | 12,055,275 | 8,356,878 |
| Deferred tax liabilities | - | 44,403,853 | 44,486,859 |
| NET CAPITAL INVESTED |  | 274,797,939 | 262,815,235 |
| Share capital |  | 25,371,407 | 25,766,795 |
| Other reserves |  | 125,632,141 | 121,342,633 |
| Profits/(Losses) carried-forward |  | 12,749,350 | 10,236,020 |
| Profits/(Losses) of the period | - | 11,743,588 | 7,675,504 |
| Group interest in shareholders' equity |  | 152,009,310 | 165,020,952 |
| Minority interests in shareholders' equity |  | 28,613,017 | 30,990,377 |
| Total shareholders' equity | (6) | 180,622,327 | 196,011,329 |
| Cash | - | 7,107,674 | 7,705,842 |
| Long term financial liabilities |  | 24,226,546 | 17,528,201 |
| Short term financial liabilities |  | 77,056,740 | 56,981,547 |
| NET FINANCIAL POSITION | (7) | 94,175,612 | 66,803,906 |
| SHAREHOLDERS' EQUITY AND NET FINANCIAL INDEBTEDNESS |  | 274,797,939 | 262,815,235 |

Cash flow

| (Values in thousands of EUR) | Notes | 9 M | 9 M |
| :---: | :---: | :---: | :---: |
|  |  | 2009 | 2008 |
| OPENING BALANCE |  | 7,706 | 14,525 |
| Profit before taxes |  | -16,810 | 24,249 |
| Amortisation |  | 7,864 | 7,890 |
| Accrual (+) / availment (-) of long term provisions and post employment benefits |  | -1,097 | -473 |
| Paid income taxes |  | -2,140 | -9,419 |
| Financial income (-) and financial charges (+) |  | 3,041 | 4,185 |
| Change in operating assets and liabilities |  | -9,914 | -29,926 |
| CASH FLOW (ABSORBED) / GENERATED BY OPERATING ACTIVITY |  | -19,056 | -3,494 |
| Increase (-) / decrease (+) in intangible fixed assets |  | -351 | -2,642 |
| Increase (-) / decrease (+) in tangible fixed assets |  | -3,778 | -8,651 |
| Investments (-) / disinvestments (+) |  | 0 | -282 |
| Change in assets avaiable for sale |  | -50 | 0 |
| CASH FLOW (ABSORBED) / GENERATED BY INVESTING ACTIVITY |  | -4,179 | -11,575 |
| Other variations in reserves and profits carried-forward of shareholders'equity |  | -558 | -3,218 |
| Dividends paid |  | -710 | -2,148 |
| Proceeds (+) / repayment (-) of financial payments |  | 26,774 | 23,577 |
| Increase (-) / decrease (+) in long term financial receivables |  | 172 | 514 |
| Financial income (+) and financial charges (-) |  | -3,041 | -4,185 |
| CASH FLOW (ABSORBED) / GENERATED BY FINANCING ACTIVITY |  | 22,637 | 14,540 |
| CLOSING BALANCE |  | 7,108 | 13,996 |

## Changes in shareholders' equity

| (Values in thousands of EUR) |  |  | Other reserves | Fair Value reserve | $\begin{aligned} & 0 \\ & \stackrel{3}{0} \\ & 0 \\ & 0 \\ & \sim \\ & \vdots \\ & \hline \end{aligned}$ |  | Earnings reserve | Translation reserve | Cash flow hedge reserve |  |  | Total shareholders' equity |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| BALANCES AT 31 December 2007 | 26,841 | 75,308 | 28,204 | 7,901 | 11,459 | 679 | 15,321 | 949 | - | 164,764 | 29,863 | 194,627 |
| Changes in equity for the first 9 M of 2008 |  |  |  |  |  |  |  |  |  |  |  |  |
| Allocation of 31 December 2007 profit |  |  | 3,591 |  |  | 11,729 | -15,321 |  |  |  |  |  |
| Dividends paid |  |  |  |  |  | 2,148 |  |  |  | - 2,148 |  | 2,148 |
| Treasury stock (buyback)/sale | 517 | 2,491 |  |  |  |  |  |  |  | - 3,008 |  | 3,008 |
| Total comprehensive income/(loss) at 30/09/08 |  |  |  |  |  |  | 12,739 | 242 |  | 12,497 | 2,599 | 15,096 |
| Other changes |  |  |  |  |  | 25 |  |  |  | 25 | 25 |  |
| BALANCES AT 30 September 2008 | 26,324 | 72,817 | 31,795 | 7,901 | 11,459 | 10,236 | 12,739 | - 1,191 | - | 172,080 | 32,487 | 204,567 |


| (Values in thousands of EUR) |  | Share premium reserve | $\begin{aligned} & 』 \\ & \stackrel{0}{0} \\ & \vdots \\ & 0 \\ & \vdots \\ & \vdots \\ & \pm \\ & 0 \end{aligned}$ | Fair Value reserve | $\begin{aligned} & 0 \\ & \vdots \\ & 0 \\ & 0 \\ & 0 \\ & \sim \\ & \vdots \end{aligned}$ | Profits (Losses) carried- forward |  |  | 0 <br> $\vdots$ <br> 0 <br> 0 <br> $\vdots$ <br> 0 <br> 0 <br> 0 <br> 0 <br> $\vdots$ <br> 3 <br> 0 <br> 0 |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| BALANCES AT 31 December 2008 | 25,767 | 71,796 | 31,795 | 7,901 | 11,459 | 10,236 | 7,676 | - 1,269 | 340 | 165,021 | 30,990 | 196,011 |
| Changes in equity for the first 9 M of 2009 |  |  |  |  |  |  |  |  |  |  |  |  |
| Allocation of 31 December 2008 profit |  |  | 4,453 |  |  | 3,223 | - 7,676 |  |  |  |  |  |
| Dividends paid |  |  |  |  |  | 710 |  |  |  | - 710 |  | 710 |
| Treasury stock (buy-back)/ sale | 396 | 556 |  |  |  |  |  |  |  | 952 | - | - 952 |
| Total comprehensive income/(loss) at 30/09/09 |  |  |  |  |  |  | - 11,744 | 51 | 340 | - 11,353 | 2,377 | 13,730 |
| Other changes |  |  | 3 |  |  |  |  |  |  | 3 |  | 3 |
| BALANCES AT 30 September 2009 | 25,371 | 71,240 | 36,251 | 7,901 | 11,459 | 12,749 | -11,744 | - 1,218 |  | 152,009 | 28,613 | 180,622 |

## Interim management report

The revenues from sales and services generated in the first nine months of 2009 amount to EUR 175,689 thousand compared to EUR 236,762 thousand of the first nine months of 2008, showing a reduction of $25.8 \%$ $(-26.6 \%$ at constant exchange rates and excluding the effect of the termination of the Narciso Rodriguez licence).

In the first nine months of 2009 EBITDA is negative for EUR 5,906 thousand, down compared with EUR 36,325 thousand positive of the first nine months of 2008.

The Group's balance sheet at 30 September 2009 shows a shareholders' equity of EUR 180,622 thousand and an increase in net financial indebtedness from EUR 66,804 thousand at 31 December 2008 to EUR 94,176 thousand at 30 September 2009. Such increase is mainly due to the economic result of the first nine months, to the investments realised in the period (EUR 4,179 thousand), to the distribution of dividends (EUR 710 thousand) and to the purchase of treasury shares (EUR 952 thousand).

Operating net working capital amounts to EUR 72,962 thousand ( $31 \%$ of LTM sales) compared with EUR 57,660 thousand at 31 December 2008 (19.5\% of sales).

Capex realised in the period are mainly related to maintenance capex and expenses for stores' refurbishment.

## Explanatory notes

## Income statement

## 1. Revenues from sales and services

## Nine months 2009 vs 2008

In the first nine months of 2009, revenues from sales and services are equal to EUR 175,689 thousand with a decrease of $25.8 \%$ ( $-26.6 \%$ at constant exchange rates and excluding the effect of the Narciso Rodriguez licence) compared with EUR 236,762 thousand in the first nine months of 2008.

The following table details the revenues by geographical area for the first nine months of 2009 and 2008.

| (Values in thousands of EUR) | $\begin{array}{r} 9 \mathrm{M} \\ 2009 \\ \hline \end{array}$ | 9 M |  |  | Change |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | \% | 2008 | \% | $\Delta$ | \% |
| Italy | 72,538 | 41.3\% | 92,864 | 39.2\% | -20,326 | -21.9\% |
| Europe (Italy and Russia excluded) | 38,943 | 22.2\% | 51,674 | 21.8\% | -12,731 | -24.6\% |
| Russia | 11,573 | 6.6\% | 22,101 | 9.3\% | -10,528 | -47.6\% |
| United States | 13,763 | 7.8\% | 20,222 | 8.5\% | -6,459 | -31.9\% |
| Japan | 13,270 | 7.6\% | 14,123 | 6.0\% | -853 | -6.0\% |
| Rest of the World | 25,602 | 14.5\% | 35,778 | 15.2\% | -10,176 | -28.4\% |
| Total | 175,689 | 100.0\% | 236,762 | 100.0\% | 61,073 | -25.8\% |

In the first nine months of 2009 sales in Italy decrease by $21.9 \%$ to EUR 72,538 thousand, contributing to $41.3 \%$ of consolidated sales.

Sales in Europe decrease by $24.6 \%$ ( $-23.6 \%$ at constant exchange rates and excluding the effect of the Narciso Rodriguez collections), contributing to $22.2 \%$ of consolidated sales, while the Russian market records sales equal to EUR 11,573 thousand, contributing to $6.6 \%$ of consolidated sales, with a contraction of $47.6 \%$ (the decrease remains unchanged at constant exchange rates and excluding the effect of the Narciso Rodriguez collections). Sales in the United States are equal to EUR 13,763 thousand, contributing to $7.8 \%$ of consolidated sales, with a decrease of $31.9 \%(-35.1 \%$ at constant exchange rates and excluding the effect of the Narciso Rodriguez collections). In Japan sales decrease by $6.0 \%$ ( $-19.0 \%$ at constant exchange rates and excluding the effect of the Narciso Rodriguez collections) to EUR 13,270 thousand, contributing to $7.6 \%$ of consolidated sales.

In the Rest of the World, sales are equal to EUR 25,602 thousand with a decrease of $28.4 \%(-29.1 \%$ at constant exchange rates and excluding the effect of the Narciso Rodriguez collections) and a contribution of $14.5 \%$ of consolidated sales.

The following table details the revenues by brand for the first nine months of 2009 and 2008.

| (Values in thousands of EUR) | 9 M |  | 9 M |  | Change |
| :--- | ---: | ---: | ---: | ---: | ---: |
|  | 2009 | $\%$ | 2008 | $\%$ | $\Delta$ |
| Alberta Ferretti | 38,622 | $22.0 \%$ | 51,726 | $21.8 \%$ | $-13,104$ |
| Moschino | 92,623 | $52.7 \%$ | 110,970 | $46.9 \%$ | $-25.3 \%$ |
| Pollini | 25,619 | $14.6 \%$ | 42,696 | $18.0 \%$ | $-18,347$ |
| J.P.Gaultier | 12,500 | $7.1 \%$ | $-16.5 \%$ |  |  |
| Other | 6,325 | $3.6 \%$ | 11,344 | $4.5 \%$ | $-40.0 \%$ |
| Total | $\mathbf{1 7 5 , 6 8 9}$ | $\mathbf{1 0 0 . 0 \%}$ | $\mathbf{2 3 6 , 7 6 2}$ | $\mathbf{1 0 0 . 0 \%}$ | $-7,526$ |

In the first nine months of 2009, Alberta Ferretti brand decreases by $25.3 \%(-25.5 \%$ at constant exchange rates), generating $22 \%$ of consolidated sales.

In the same period, Moschino brand sales decrease by $16.5 \%$ ( $-18.8 \%$ at constant exchange rates) contributing to $52.7 \%$ of consolidated sales.

Pollini brand decreases by $40 \%$ ( $-40.1 \%$ at constant exchange rates), generating $14.6 \%$ of consolidated sales, while brand under licence JP Gaultier decreases by $37.6 \%$ ( $-38.6 \%$ at constant exchange rates) contributing to 7.1\% of consolidated sales.

The other brands sales decrease by $44.2 \%$ ( $-36.6 \%$ at constant exchange rates and excluding Narciso Rodriguez collections) contributing to $3.6 \%$ of consolidated sales.

The following table details the revenues by distribution channel for the first nine months of 2009 and 2008.

| (Values in thousands of EUR) | 9 M |  | 9 M |  | Change |
| :--- | ---: | ---: | ---: | ---: | ---: |
|  | 2009 | $\%$ | 2008 | $\%$ | $\Delta$ |
| Wholesale | 117,351 | $66.8 \%$ | 172,021 | $72.7 \%$ | $-54,670$ |
| Retail | 44,870 | $25.5 \%$ | 49,113 | $20.7 \%$ | $-31.8 \%$ |
| Royalties | 13,468 | $7.7 \%$ | 15,628 | $6.6 \%$ | $-4,243$ |
| Total | $\mathbf{1 7 5 , 6 8 9}$ | $\mathbf{1 0 0 . 0 \%}$ | $\mathbf{2 3 6 , 7 6 2}$ | $\mathbf{1 0 0 . 0 \%}$ | $-2,160$ |

By distribution channel in the first nine months of 2009, wholesale sales decrease by $31.8 \%$ ( $-32.4 \%$ at constant exchange rates and excluding the effect of Narciso Rodriguez collections) contributing to $66.8 \%$ of consolidated sales.

Sales of our directly-operated stores (retail channel) amount to EUR 44,870 thousand with a decrease of 8.6\% ( $-10.3 \%$ at constant exchange rates and excluding the effect of Narciso Rodriguez collections) contributing to $25.5 \%$ of consolidated sales.

Royalty income is $13.8 \%$ lower than in the corresponding period of the previous year, representing $7.7 \%$ of consolidated sales.

The following table details the revenues by own brand and brand under license for the first nine months of 2009 and 2008.

| (Values in thousands of EUR) | 9 M |  | 9 M |  | Change |
| :--- | ---: | ---: | ---: | ---: | ---: |
|  | 2009 | $\%$ | 2008 | $\%$ | $\Delta$ |
| Own brands | 156,986 | $89.4 \%$ | 205,652 | $86.9 \%$ | $-48,666$ |
| Brands under license | 18,703 | $10.6 \%$ | 31,110 | $13.1 \%$ | $-23.7 \%$ |
| Total | $\mathbf{1 7 5 , 6 8 9}$ | $\mathbf{1 0 0 . 0 \%}$ | $\mathbf{2 3 6 , 7 6 2}$ | $\mathbf{1 0 0 . 0 \%}$ | $-12,407$ |

Revenues generated by own brands decrease in absolute value by EUR 48,666 thousand, - $23.7 \%$ compared with the previous year, with an incidence on total revenues which increases from $86.9 \%$ in the first nine months of 2008 to $89.4 \%$ in the first nine months of 2009.

Excluding the effect of Narciso Rodriguez collections revenues generated by brands under license decrease by $37 \%$.

## Third quarter 2009 vs 2008

In the third quarter of 2009, revenues from sales and services are equal to EUR 64,541 thousand with a decrease of $30 \%$ compared with EUR 92,172 thousand in the third quarter of 2008.
The following table details the revenues by geographical area for the third quarter of 2009 and 2008.

| (Values in thousands of EUR) | $\begin{array}{r} \text { III Q } \\ 2009 \\ \hline \end{array}$ | III Q |  |  | Change |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | \% | 2008 | \% | $\Delta$ | \% |
| Italy | 26,134 | 40.5\% | 35,618 | 38.6\% | -9,484 | -26.6\% |
| Europe (Italy and Russia excluded) | 15,171 | 23.5\% | 21,315 | 23.1\% | -6,144 | -28.8\% |
| Russia | 4,226 | 6.5\% | 8,483 | 9.2\% | -4,257 | -50.2\% |
| United States | 4,682 | 7.3\% | 6,990 | 7.6\% | -2,308 | -33.0\% |
| Japan | 5,107 | 7.9\% | 5,421 | 5.9\% | -314 | -5.8\% |
| Rest of the World | 9,221 | 14.3\% | 14,345 | 15.6\% | -5,124 | -35.7\% |
| Total | 64,541 | 100.0\% | 92,172 | 100.0\% | 27,631 | -30.0\% |

In the third quarter of 2009 sales in Italy decrease by $26.6 \%$ to EUR 26,134 thousand, contributing to $40.5 \%$ of consolidated sales.

Sales in Europe decrease by $28.8 \%$ contributing to $23.5 \%$ of consolidated sales, while the Russian market records sales equal to EUR 4,226 thousand, contributing to $6.5 \%$ of consolidated sales, with a contraction of $50.2 \%$. Sales in the United States are equal to EUR 4,682 thousand, contributing to $7.3 \%$ of consolidated sales, with a decrease of $33 \%$. In Japan sales decrease by $5.8 \%$ to EUR 5,107 thousand, contributing to $7.9 \%$ of consolidated sales.

In the Rest of the World, sales are equal to EUR 9,221 thousand with a decrease of $35.7 \%$ and a contribution of $14.3 \%$ of consolidated sales.

The following table details the revenues by brand for the third quarter of 2009 and 2008.

| (Values in thousands of EUR) | $\begin{array}{r} \text { III Q } \\ 2009 \\ \hline \end{array}$ | III Q |  |  | Change |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | \% | 2008 | \% | $\Delta$ | \% |
| Alberta Ferretti | 15,705 | 24.3\% | 20,897 | 22.7\% | -5,192 | -24.8\% |
| Moschino | 33,880 | 52.5\% | 40,236 | 43.7\% | -6,356 | -15.8\% |
| Pollini | 8,787 | 13.6\% | 17,767 | 19.3\% | -8,980 | -50.5\% |
| J.P.Gaultier | 4,789 | 7.4\% | 10,128 | 11.0\% | -5,339 | -52.7\% |
| Other | 1,380 | 2.2\% | 3,144 | 3.3\% | -1,764 | -56.1\% |
| Total | 64,541 | 100.0\% | 92,172 | 100.0\% - | 27,631 | -30.0\% |

In the third quarter of 2009, Alberta Ferretti brand decreases by $24.8 \%$ generating $24.3 \%$ of consolidated sales.

In the same period, Moschino brand sales decrease by $15.8 \%$ contributing to $52.5 \%$ of consolidated sales.
Pollini brand decreases by $50.5 \%$ generating $13.6 \%$ of consolidated sales, while brand under licence JP Gaultier decreases by $52.7 \%$ contributing to $7.4 \%$ of consolidated sales.

The other brands sales decrease by $56.1 \%$ contributing to $2.2 \%$ of consolidated sales.

The following table details the revenues by distribution channel for the third quarter of 2009 and 2008.

| (Values in thousands of EUR) | III Q | III Q |  |  | Change |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2009 | \% | 2008 | \% | $\Delta$ | \% |
| Wholesale | 44,124 | 68.4\% | 69,316 | 75.2\% | -25,192 | -36.3\% |
| Retail | 16,067 | 24.9\% | 16,933 | 18.4\% | -866 | -5.1\% |
| Royalties | 4,350 | 6.7\% | 5,923 | 6.4\% | -1,573 | -26.6\% |
| Total | 64,541 | 100.0\% | 92,172 | 100.0\% | 27,631 | -30.0\% |

By distribution channel in the third quarter of 2009, wholesale sales decrease by $36.3 \%$ contributing to $68.4 \%$ of consolidated sales.

Sales of our directly-operated stores (retail channel) amount to EUR 16,067 thousand with a decrease of 5.1\% contributing to $24.9 \%$ of consolidated sales.

Royalty income is $26.6 \%$ lower than in the corresponding period of the previous year, representing $6.7 \%$ of consolidated sales.

The following table details the revenues by own brand and brand under license for the third quarter of 2009 and 2008.

| (Values in thousands of EUR) | III Q |  | III Q |  | Change |
| :--- | ---: | ---: | ---: | ---: | ---: |
|  | 2009 | $\%$ | 2008 | $\%$ | $\Delta$ |
| Own brands | 58,377 | $90.4 \%$ | 78,913 | $85.6 \%$ | $-20,536$ |
| Brands under license | 6,164 | $9.6 \%$ | 13,259 | $\mathbf{1 4 . 4 \%}$ | $-26.0 \%$ |
| Total | $\mathbf{6 4 , 5 4 1}$ | $\mathbf{1 0 0 . 0 \%}$ | $\mathbf{9 2 , 1 7 2}$ | $\mathbf{1 0 0 . 0 \%}$ | $-7,095$ |

Revenues generated by own brands decrease in absolute value by EUR 20,536 thousand, with an incidence on total revenues which increases from $85.6 \%$ in the third quarter of 2008 to $90.4 \%$ in the third quarter of 2009. Revenues generated by brands under license decrease in absolute value by EUR 7,095 thousand.

## 2. Gross Operating Margin (EBITDA)

## Nine months 2009 vs 2008

In the first nine months of 2009 consolidated EBITDA is negative for EUR 5,906 thousand, down compared to EUR 36,325 thousand positive of the first nine months of 2008.

The significant decrease in profitability is substantially related to the following factors. Firstly, to the decrease in revenues from sales and services and the consequence higher incidence of fixed costs; secondly, to the promotional activities in terms of discounts to support customers; finally, to the lower contribution to Group's profitability registered in the retail channel which continued to suffer from the contraction in consumer demand.

## Third quarter 2009 vs 2008

In the third quarter of 2009 consolidated EBITDA is EUR 1,326 thousand, down $91.4 \%$ compared to EUR 15,409 thousand in the third quarter of 2008, with a $2.1 \%$ margin on sales.

## 3. Net profit for the Group

Nine months 2009 vs 2008
In the first nine months of 2009 Group records a net loss of EUR 11,744 thousand, compared to a net profit of EUR 12,739 thousand in the first nine months of 2008.

Third quarter 2009 vs 2008
In the third quarter of 2009 Group records a net loss of EUR 1,709 thousand, compared to a net profit of EUR 6,762 thousand in the third quarter of 2008.

## Segment information

## Economic performance by Divisions

At international level, the Group is divided into two main business sectors:
(i) Prêt-à porter Division;
(ii) Footwear and leather goods Division.

Nine months 2009 vs 2008
The following tables indicate the main economic data for the first nine months of 2009 and 2008 of the Prêtà porter and Footwear and leather goods Divisions.

| (Values in thousand of EUR) 9M 2009 | Prêt-à porter Division | Footwear and leather goods Division | Elimination of intercompany transactions | Total |
| :---: | :---: | :---: | :---: | :---: |
| SECTOR REVENUES | 143,734 | 41,234 | -9,279 | 175,689 |
| Intercompany revenues | -2,078 | -7,201 | 9,279 | - |
| Revenues with third parties | 141,656 | 34,033 | - | 175,689 |
| Gross operating margin (EBITDA) | -74 | -5,832 | - | -5,906 |
| Amortisation | -6,235 | -1,628 | - | -7,863 |
| Other non monetary items: |  |  |  |  |
| Write-downs | - | - |  | - |
| Net operating profit (EBIT) | -6,309 | -7,460 | - | -13,769 |
| Financial income | 666 | 91 | -291 | 466 |
| Financial expenses | -2,956 | -842 | 291 | -3,507 |
| Profit before taxes | -8,599 | -8,211 | - | -16,810 |
| Income taxes | 454 | 2,235 | - | 2,689 |
| Net profit | -8,145 | -5,976 | - | -14,121 |


| (Values in thousand of EUR) 9M 2008 | Prêt-à porter Division | Footwear and leather goods Division | Elimination of intercompany transactions | Total |
| :---: | :---: | :---: | :---: | :---: |
| SECTOR REVENUES | 188,013 | 62,092 | -13,343 | 236,762 |
| Intercompany revenues | -3,441 | -9,902 | 13,343 | - |
| Revenues with third parties | 184,572 | 52,190 | - | 236,762 |
| Gross operating margin (EBITDA) | 30,436 | 5,889 | - | 36,325 |
| Amortisation | -6,024 | -1,584 | - | -7,608 |
| Other non monetary items: |  |  |  |  |
| Write-downs | -42 | -240 | - | -282 |
| Net operating profit (EBIT) | 24,370 | 4,065 | - | 28,435 |
| Financial income | 914 | 121 | -484 | 551 |
| Financial expenses | -3,744 | -1,476 | 484 | -4,736 |
| Profit before taxes | 21,540 | 2,710 | - | 24,250 |
| Income taxes | -7,714 | -1,198 | - | -8,912 |
| Net profit | 13,826 | 1,512 | - | 15,338 |

## Third Quarter 2009 vs 2008

The following tables indicate the main economic data for the third quarter of 2009 and 2008 of the Prêt-à porter and Footwear and leather goods Divisions.

| (Values in thousand of EUR) III Q 2009 | Prêt-à porter Division | Footwear and leather goods Division | Elimination of intercompany transactions | Total |
| :---: | :---: | :---: | :---: | :---: |
| SECTOR REVENUES | 53,516 | 13,667 | -2,642 | 64,541 |
| Intercompany revenues | -750 | -1,892 | 2,642 | - |
| Revenues with third parties | 52,766 | 11,775 |  | 64,541 |
| Gross operating margin (EBITDA) | 3,164 | -1,838 |  | 1,326 |
| Amortisation | -2,113 | -572 |  | -2,685 |
| Other non monetary items: |  |  |  |  |
| Write-downs | - | - |  | - |
| Net operating profit (EBIT) | 1,051 | -2,410 |  | -1,359 |
| Financial income | 155 | -2 | -68 | 85 |
| Financial expenses | -1,144 | -210 | 68 | -1,286 |
| Profit before taxes | 62 | -2,622 |  | -2,560 |
| Income taxes | -685 | 1,057 |  | 372 |
| Net profit | -623 | -1,565 |  | -2,188 |


| (Values in thousand of EUR) | Prêt-à porter Division | Footwear and leather <br> goods Division | Elimination of <br> intercompany <br> transactions |
| :--- | :---: | :---: | :---: | :---: |
| III Q 2008 |  | Total |  |


| SECTOR REVENUES | 71,463 | 24,956 | -4,247 | 92,172 |
| :---: | :---: | :---: | :---: | :---: |
| Intercompany revenues | -1,495 | -2,752 | 4,247 | - |
| Revenues with third parties | 69,968 | 22,204 |  | 92,172 |
| Gross operating margin (EBITDA) | 11,590 | 3,820 |  | 15,410 |
| Amortisation | -2,051 | -553 |  | -2,604 |
| Other non monetary items: |  |  |  |  |
| Write-downs | - | -240 |  | -240 |
| Net operating profit (EBIT) | 9,539 | 3,027 |  | 12,566 |
| Financial income | 665 | 43 | -372 | 336 |
| Financial expenses | -770 | -784 | 372 | -1,182 |
| Profit before taxes | 9,434 | 2,286 |  | 11,720 |
| Income taxes | -2,628 | -868 |  | -3,496 |
| Net profit | 6,806 | 1,418 |  | 8,224 |

## Prêt-à porter Division

In the first nine months, revenues of the prêt-à-porter division decrease by $23.6 \%$ ( $-24.5 \%$ at constant exchange rates and excluding the effect of Narciso Rodriguez collections) to EUR 143,734 thousand. This division contributes to $75.2 \%$ of consolidated revenues in the first nine months of 2008 and $77.7 \%$ in the first nine months of 2009, before inter-divisional eliminations.

EBITDA of the prêt-à-porter division is negative for EUR 74 thousand in the first nine months of 2009 in decrease compared to EUR 30,436 thousand in the first nine months of 2008.

## Footwear and leather goods Division

Revenues of the footwear and leather goods division decrease by $33.6 \%$ from EUR 62,092 thousand in the first nine months of 2008 to EUR 41,234 thousand in the first nine months of 2009.

The EBITDA of the footwear and leather goods division decreases from EUR 5,889 thousand in the first quarter of 2008 to a negative value of EUR 5.832 thousand in the first nine months of 2009.

## Balance sheet

Compared to 31 December 2008, the Group's balance sheet at 30 September 2009 shows a decrease in shareholders' equity from EUR 196,011 thousand to EUR 180,622 thousand, mainly due to the economic result.

## 4. Operating net working capital

Operating net working capital amounts to EUR 72,962 thousand (31\% of LTM revenues), compared with EUR 57,660 thousand (19.5\% of revenues) at 31 December 2008.

## 5. Fixed assets

Capex realised in the period are mainly related to maintenance capex and expenses for stores' refurbishment.

## 6. Shareholders' equity

Changes in shareholders' equity are presented in tables at page 14.

## 7. Net financial position

The net financial indebtedness increase by EUR 27,372 thousand from EUR 66,804 thousand at 31 December 2008 to EUR 94,176 thousand at 30 September 2009. Such increase is mainly due to the economic result of the first nine months of 2009, to the investments realised in the period, to the distribution of dividends and to the purchase of treasury shares.

## Other information

## Earnings per share

Basic earnings per share:

| (Values in thousands of EUR) | 30 September | 30 September |
| :--- | ---: | ---: |
| Consolidated earnings/(losses) for the period tor the | 2009 | 2008 |
| shareholders of the Parent Company | $-11,744$ | 12,739 |
| Weighted average number of oustabding shares | 101,826 | 106,650 |
| Basic earnings per share | $\mathbf{- 0 . 1 1 5}$ | $\mathbf{0 . 1 1 9}$ |

## Measurement basis

The main accounting policies and measurement basis adopted in preparing the consolidated financial statements at 30 September 2009 are the same used in preparing the consolidated financial statements at 31 December 2008.

## Significant events subsequent to the balance sheet date

After the 30 September 2009 no significant events regarding the Group's activities have to be reported.

## Outlook

As forecasted, third quarter 2009 results reflect the difficult times the luxury goods industry is living; its decline has particularly penalised our minor brands while our core brands, albeit with negative trends, are performing better than the sector. Our group has faced the current economic situation taking actions to reduce operating costs and to rationalise the structure whilst safeguarding our know-how; we therefore believe that today the group could face new development projects in the future with a more streamlined and efficient organization. To this end it has been recently signed an agreement with the well-known Maison Cacharel, with which we are working on a broad project and for which we have high expectations.

## Atypical and/or unusual transactions

Pursuant to Consob communication n. DEM/6064296 dated 28 July 2006, it is confirmed that during the first nine months of 2009, the Group did not enter into any atypical and/or unusual transactions, as defined in that communication.

## Significant non-recurring events and transactions

During the first nine months of 2009 and 2008 no non-recurring events or transactions have been realised.

The executive responsible for preparing the company's accounting documentation Marcello Tassinari declares, pursuant to paragraph 2 of art. 154b of the Consolidated Finance Law, that the accounting information contained in this document agrees with the underlying documentation, records and accounting entries.

