

AEFFE

PRESS RELEASE

Aeffe: 2008 Consolidated Sales grew by 3.2% to Euro 297 million.

Aeffe SpA, listed on the STAR segment of Borsa Italiana, operates in the luxury sector, with a presence in the prêt-à-porter, footwear and leather goods division under renowned brand names such as Alberta Ferretti, Moschino, Pollini and JP Gaultier. In FY 2008 the group achieved organic sales growth – at constant exchange rates and excluding the effect of the termination of the Narciso Rodriguez licence– of 3.2% to Euro 297 million.

At constant exchange rates and excluding the effect of the termination of the Narciso Rodriguez licence revenues of the prêt-à-porter division increased by 4% to Euro 239.1 million, while revenues of the footwear and leather goods division rose by 1.2% to Euro 75.4 million, before interdivisional eliminations.

"We are satisfied with these results that, despite the difficult and uncertain macroeconomic environment, confirm the strength of our group's brands, especially of our main brands: Alberta Ferretti and Moschino". Commented Massimo Ferretti Executive Chairman of Aeffe SpA. "We are satisfied with the trend in our main markets and with the solid growth in the emerging markets. However, the economic situation remains difficult and currently we do not see signs of improvement in the next 12 months. As such, our group is still further focusing on costs' control in all its divisions. Nevertheless we believe that the clear position of our brands in the luxury segment of the market and our flexible business model will help the group to overcome this crisis".

Sales by brand

<i>(In thousands of Euro)</i>	FY 08 Organic*	FY 07 Organic*	% Growth*	FY 08 Reported	FY 07 Reported	% Growth
Alberta Ferretti	65,958	63,004	4.7%	65,232	63,004	3.5%
Moschino	145,595	136,857	6.4%	142,877	136,857	4.4%
Pollini	50,991	52,311	(2.5%)	50,944	52,311	(2.6%)
J. P. Gaultier	22,760	23,749	(4.2%)	22,452	23,749	(5.5%)
Others **	11,761	12,043	(2.3%)	13,179	17,290	(23.8%)
Total	297,065	287,964	3.2%	294,684	293,211	0.5%

(*) Calculated at constant exchange rates and excluding the effect of the termination of the Narciso Rodriguez licence

(**) Blugirl, Authier, Narciso Rodriguez and Basso&Brooke

In 2008, at constant exchange rates consolidated sales grew by 3.2% to Euro 297.1 million. The Alberta Ferretti brand grew by 4.7% contributing to 22.2% of consolidated sales, while Moschino brand grew by 6.4% contributing to 49% of consolidated sales.

Pollini brand decreased by 2.5%, generating 17.2% of consolidated sales, while the brand under license JP Gaultier decreased by 4.2%, equal to 7.7% of consolidated sales. At constant exchange rate and excluding the effect of the termination of the Narciso Rodriguez the other brands recorded a decline of 2.3%.

Sales by region

<i>(In thousands of Euro)</i>	FY 08 Organic*	FY 07 Organic*	% Growth*	FY 08 Reported	FY 07 Reported	% Growth
Italy	114,629	112,468	1.9%	115,055	113,030	1.8%
Europe (Italy and Russia excluded)	69,851	69,100	1.1%	68,871	69,694	(1.2%)
Russia	24,429	21,853	11.8%	24,429	22,110	10.5%
United States	28,217	29,028	(2.8%)	27,576	32,263	(14.5%)
Japan	17,472	19,078	(8.4%)	18,172	19,343	(6.1%)
Rest of the World	42,467	36,437	16.5%	40,581	36,771	10.4%
Total	297,065	287,964	3.2%	294,684	293,211	0.5%

(*) Calculated at constant exchange rates and excluding the effect of the termination of the Narciso Rodriguez licence

In 2008, sales in Italy rose by 1.9% to Euro 114.6 million, contributing to 38.6% of consolidated sales. At constant exchange rates and excluding the effect of the Narciso Rodriguez collections, sales in Europe rose by 1.1%, contributing to 23.5% of consolidated sales. The Russian market rose by 11.8%, contributing to 8.2% of consolidated sales. Sales in the United States decreased by 2.8%, while Japan sales decreased by 8.4%. In the rest of the world, sales rose by 16.5% to Euro 42.5 million, contributing to 14.3% of consolidated sales.

Sales by distribution channel

<i>(In thousands of Euro)</i>	FY 08 Organic*	FY 07 Organic*	% Growth*	FY 08 Reported	FY 07 Reported	% Growth
Wholesale	212,207	201,841	5.1%	212,014	206,936	2.5%
Retail	66,458	71,121	(6.6%)	64,270	71,273	(9.8%)
Royalties	18,400	15,002	22.6%	18,400	15,002	22.6%
Totale	297,065	287,964	3.2%	294,684	293,211	0.5%

(*) Calculated at constant exchange rates and excluding the effect of the termination of the Narciso Rodriguez licence

Looking at the Group's sales by distribution channels in FY 2008, at constant exchange rates, the wholesale channel grew by 5.1%, contributing to 71.4% of consolidated sales, while sales of our directly-operated stores (retail channel) decreased by 6.6%, and contributed to 22.4% of consolidated sales. Royalty income rose by 22.6% representing 6.2% of consolidated sales.

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

Contact:
Investor Relations
AEFFE S.p.A.
 Annalisa Aldrovandi
 +39 0541 9654 94
 annalisa.aldrovandi@aeffe.com
 www.aeffe.com

Press Relations
Barabino & Partners
 Federica Pezzi
 +39 02 72023535
 f.pezzi@barabino.it