



PRESS RELEASE

Folli Follie in the first 9-months of 2008:

- § **Group sales improved by 45,7%**
- § **Folli Follie stand alone sales improved by 10 % (currency-adjusted by +20%)**
- § **Group net income increased by 5% to EUR 64 million**

Athens, November 27th 2008. Folli Follie S.A. presents nine-months 2008 financial results by fully consolidating Elmec Sport through HDFS for a nine-month period.

Sales rose by 45,7% to EUR 678,4 million in the first 9-months of the fiscal year 2008 (9-M 2007: EUR 465,6 million).

Gross profit reached EUR 349,3 million vs. EUR 256,6 million in the same period last year increasing by 36%.

Earnings Before Interest, Tax, Depreciation and Amortization (EBITDA) rose by 26,9% to EUR 151,3 million from EUR 119,2 million in 9-M 2007 and **Earnings Before Taxes** reached EUR 107,6 million compared to EUR 99,9 million in the first nine months of 2007 (+7,7%).

The group recorded **profit after taxes** of EUR 84,3 million from EUR 75,5 million the same period last year, representing an increase of 9%, despite higher interest expenses compared to the same period last year.

Net earnings after taxes and minorities rose by 5,2% to EUR 64,0 million from EUR 60,7 million the same period last year.

Finally, the **profits per share** reached EUR 1,94 from EUR 1,84 in 9-M 2007 showing an increase of 5,4%.

Folli Follie (stand alone) results highlights:

With regards to Folli Follie S.A. stand alone figures (based on DFS equity method) sales for the period January 1st, to September 30th 2008 rose by 10,0% to EUR 226,1 million (9-M 2007: EUR 205,6 million). At comparable exchange rates sales would have increased by 20% reaching EUR 246,3 million.

Earnings Before Interest, Tax, Depreciation and Amortization (EBITDA) reached EUR 75,9 million from EUR 66,4 million the year before increasing by 14,4%.

Net sales by geographical region:

In an analysis of Folli Follies total sales for the first nine months of 2008 on a stand-alone basis* and by looking at each region, Japan accounted for 15%, the rest of Asia reached 54% of total sales, Europe generated 16% of sales and Travel Retail operations reached a sales participation of 15%.

In a breakdown of sales per region at constant currency terms Japan would have reached EUR 33,2 million of sales instead of EUR 33,0 million (+7%), Asia would have reached EUR 136,6 million instead of EUR 122,0 million (+26%), Europe would have reached EUR 38,0 million vs. EUR 37,0 million (+7%) and the Travel retail sector would record EUR 38,5 million of sales instead of EUR 34,1 million (+24%) compared to 9-M 2007.

Sales per product category:

According to the sales per product category in the first nine months of fiscal year 2008, jewellery accounted for 62%, watches accounted for 32% and accessories for 6% of sales.

Folli Follie is a Greek company which designs, manufactures and distributes jewellery, watches and fashion accessories under the Folli Follie brand. Nowadays, Folli Follie is active in 25 countries, has more than 370 points of sale, and continues to develop new strategically important markets around the world while strengthening its presence in existing ones.

Mr. George Koutsolioutsos, Vice President of Folli Follie and President of Hellenic Duty Free Shops and Elmec Sport said: "We are extremely pleased, with the group's overall results under this extremely difficult market conditions and consumer sentiment. Thanks to our diverse group structure and activities, our strong brand recognition and talented and dedicated management, we remain positive for our targeted full year 2008 financial results. We are ready and alert and we have taken all the necessary precautions to face a very challenging business year 2009."

* based on DFS equity method (consolidation of HDFS group by 53,23%)

Folli Follie S.A. group results

in EUR mn	9-M 2008	9-M 2007	Change in %
Sales	678,4	465,6	45,7%
EBITDA	151,3	119,2	26,9%
Gross Margin	51,5%	55,1%	
EBT	107,6	99,9	7,7%
Net Profit	64,0	60,7	5,2%

Folli Follie stand alone (Sales breakdown per region)

	9-M 2008	9-M 2007	Growth	Growth Ex-currency
in EUR mn				
Asia	122,0	108,2	+13%	+26%
Japan	33,0	31,0	+6,5%	+7%
Europe	37,0	35,4	+4,5%	+7%
Travel Retail	34,1	31,0	+10%	+24%

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For more information on Folli Follie S.A., please visit our website at www.follifollie.com or contact us on ir@follifollie.gr

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