

Folli Follie Group First Half 2009 results

27th August, 2009



Folli Follie – Autumn/Winter 2009 campaign

FF Group First Half 2009 - Overview Financials

		% of sales
Total Sales	452,7	
EBITDA	101,5	22,4%
EBIT	91,6	20,2%
EBT	80,3	17,7%
EAT after min.	54,7	12,1%

FF Group – Financial Highlights First Half 2009

- § The FF group again demonstrates for another quarter, resilience of all companies of the group in a difficult consumer environment.
- § Acceleration of the group's positive performance in the second quarter with exceptional sales performance of the brands Links of London and Folli Follie.
- § Increased group sales by 9,5% compared to the same period last year, despite high comparables.
- § Group operating profit increases by 11%
- § EBITDA margin maintained at high level with 22%
- § Net profit after taxes and minorities increased by 29%

FF Group – Summarized Income Statement

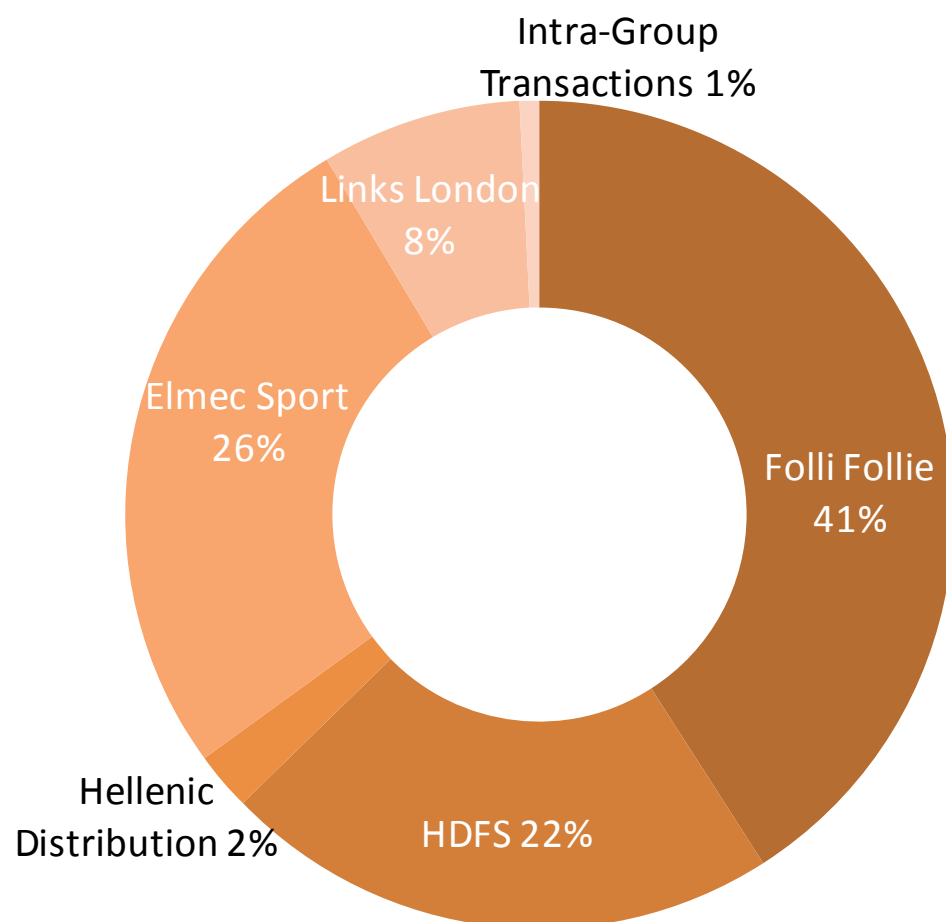
<i>In million EUR</i>	H1 2009	H1 2008	% Change
Revenue	452,7	413,3	9,5%
Gross margin	237,2	215,1	10,3%
Selling expenses	-127,7	-121,2	5,4%
Administrative expenses	-28,8	-26,1	10,3%
Other income and expenses	10,9	14,7	
Operating profit	91,6	82,5	11,0%
Net financial income (expense)	-11,3	-18,4	-38,6%
Income taxes	-17,5	-12,5	40,0%
Net profit before minority interests	62,8	51,6	21,7%
Minority interests	-8,1	-9,2	
Group share of net profit	54,7	42,4	29,0%
Amortisation - Depreciation	9,9	9,5	
EBITDA	101,5	92,0	10,3%

FF Group –Revenue by company

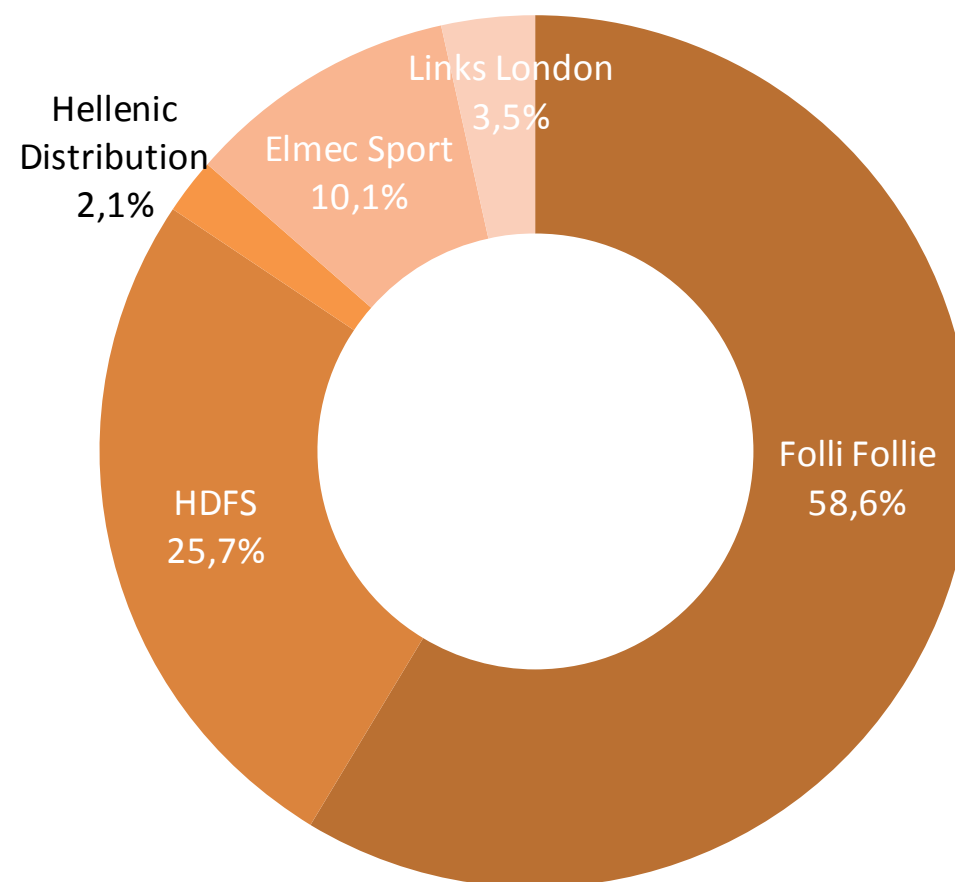
<i>In million EUR</i>	H1 2009	H1 2008	Organic growth
Folli Follie stand alone	188,1	154,2	22,0%
Hellenic Duty Free Shops	100,2	105,9	-5,4%
Hellenic Distributions	10,4	10,8	-3,7%
Elmec Sport	121,5	113,9	6,7%
Links London	36,0	30,0	20,0%
Intra-Group Sales	3,5	1,5	
Total	452,7	413,3	9,5%

FF Group – Revenue and EBITDA split by company

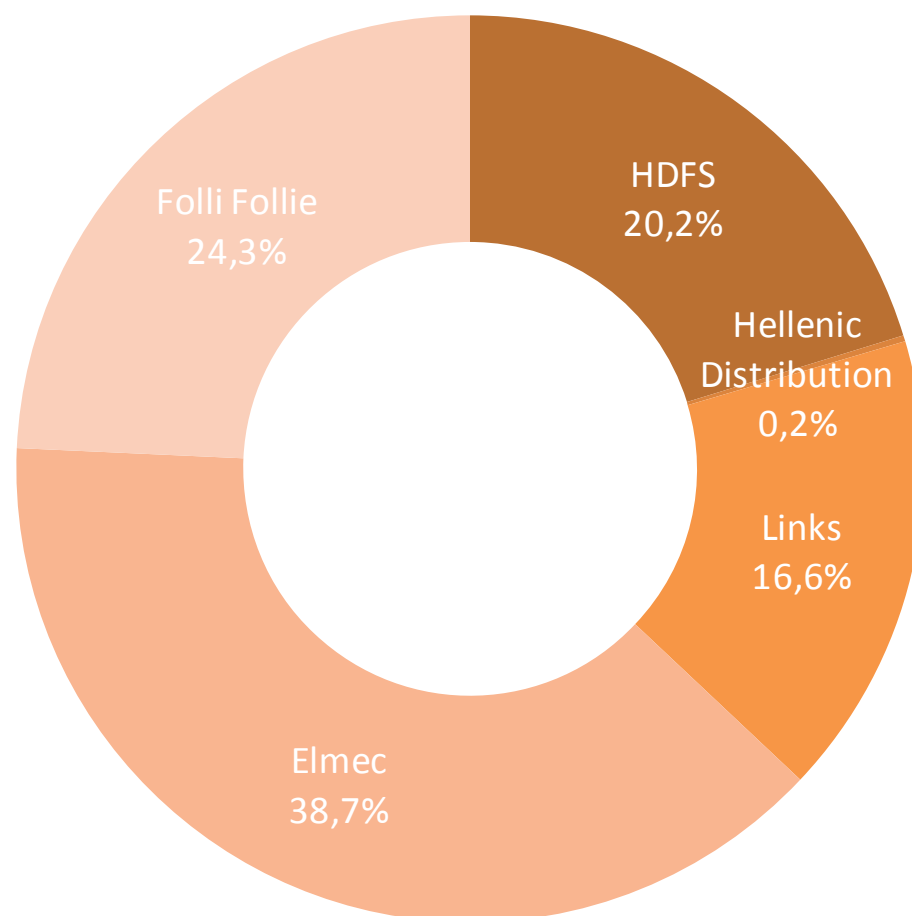
Revenue split by company



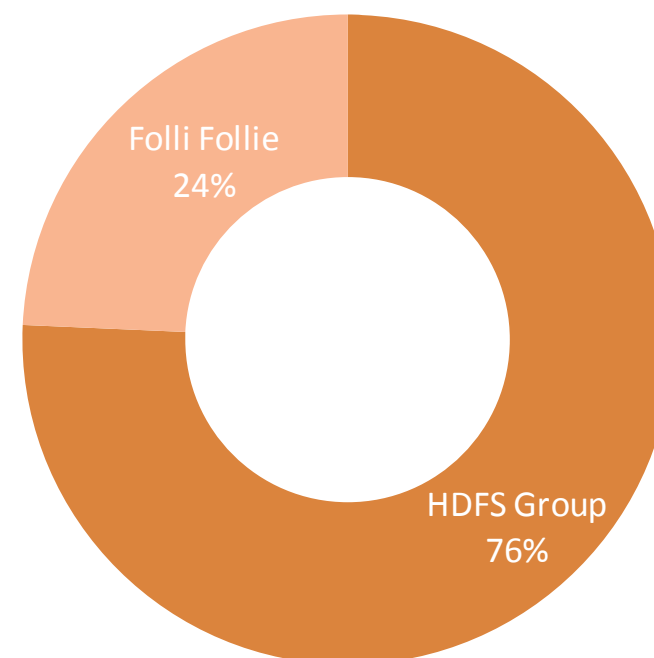
EBITDA split by company



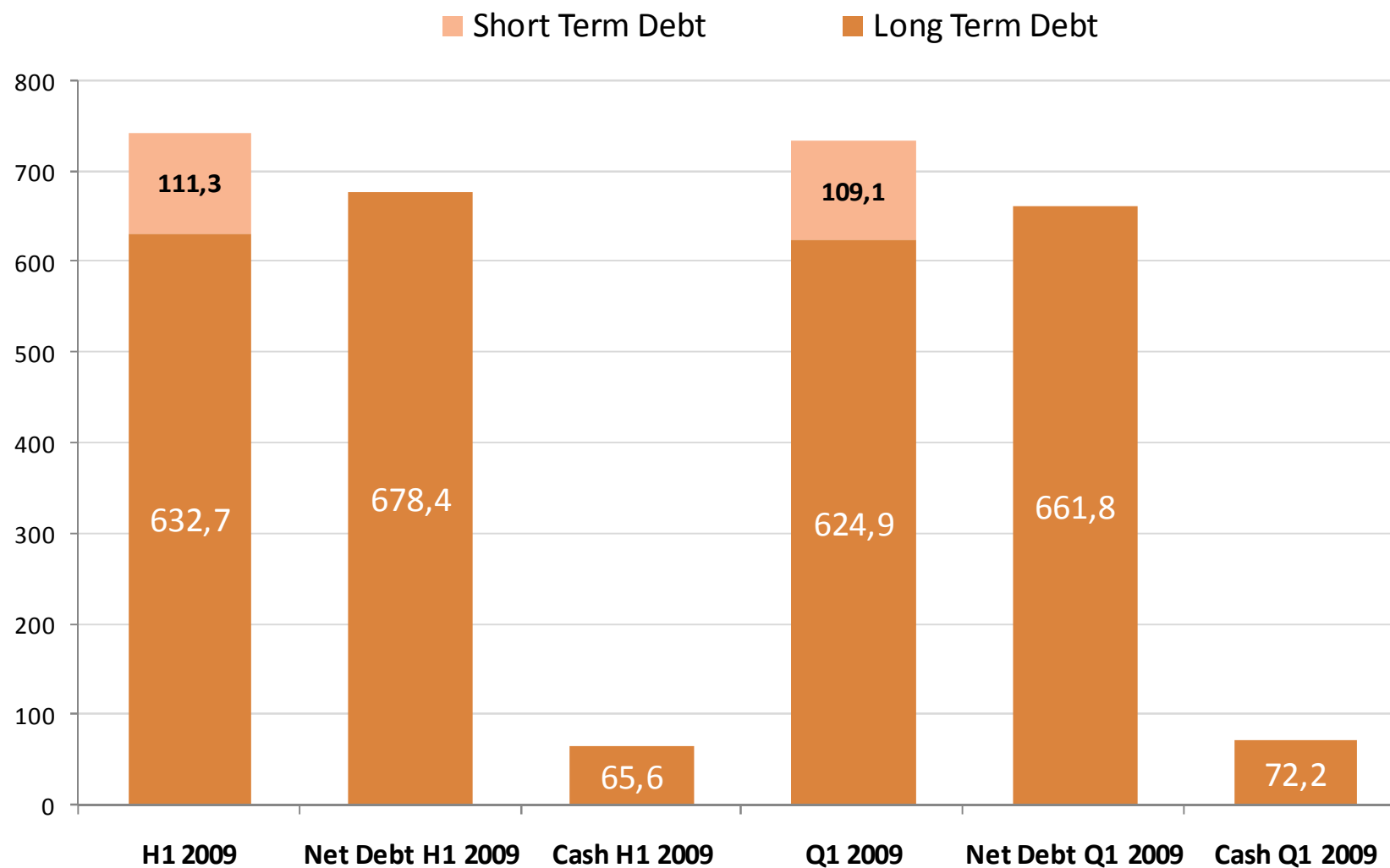
FF Group – H1 2009 Capex Split by company



Group Capex H1 2009



FF Group Debt Structure H1 2009 vs. Q1 2009



CASH FLOW STATEMENT (Amounts reported in Euro) 2nd alternative: Indirect Me

	THE GROUP		THE COMPANY	
	1/1-30/06/2009	1/1-30/06/2008	1/1-30/06/2009	1/1-30/06/2008
Cash Flows related to Operating Activities				
Net Profit before taxes	80.295.628,52	64.119.706,41	13.706.625,17	10.929.607,55
<i>Adjustments in respect of non-cash transactions:</i>	0,00	0,00	0,00	0,00
Depreciation and Amortisation	9.875.718,89	9.481.685,87	633.611,91	594.872,35
Devaluation of tangible and intangible assets	0,00	0,00	0,00	0,00
Provisions	4.875.091,84	733.397,39	556.428,19	116.333,06
Exchange differences	3.594.998,07	-7.496.632,63	0,00	0,00
Cash flows from investing activities	-7.233.373,20	-1.715.926,17	-20.612.648,39	-19.384.594,03
Debit interest and similar expenses	18.955.625,45	20.051.709,41	6.765.783,05	9.576.338,54
Adjustments related to working capital or other operating activities				
Decrease/(increase) of Inventories	-50.195.649,22	-24.219.537,04	253.280,52	-1.016.007,86
Decrease/(increase) of Receivables	-35.123.540,20	-33.337.283,55	942.987,77	678.801,99
Increase/(decrease) of payable accounts (except Banks)	-9.498.531,72	17.101.970,50	3.402.263,28	-374.398,20
Minus				
Interest paid and similar expenses	-16.769.060,41	-11.811.975,54	-6.133.337,21	-4.597.952,67
Income Tax paid	-9.272.553,87	-10.632.822,21	0,00	-470.200,34
Net cash inflows/(outflows) from Operating Activities (a)	-10.495.645,85	22.274.292,44	-485.005,71	-3.947.199,61
Cash Flows related to Investing Activities				
Purchases of subsidiaries, associates and other investments	-153.931,89	-21.847.201,05	-27.931,89	-13.455.231,05
Purchases of tangible and intangible assets	-11.784.526,54	-13.779.723,63	-320.495,55	-1.037.851,88
Proceeds from sale of tangible and intangible assets	641.386,17	665.904,00	5.877,80	229.958,00
Proceeds from sale of financial assets	3.200.798,27	1.429.527,37	3.099.798,27	1.364.601,86
Dividends received	0,00	0,00	0,00	18.175.789,25
Interest received	1.608.736,93	785.364,26	1.725,88	107.474,03
Decrease/(increase) of other long-term receivables	-1.248.311,84	1.392.219,15	-6.755,92	-23.987,42
Net cash inflows/(outflows) from Investing Activities (b)	-7.735.848,90	-31.353.909,90	2.752.218,59	5.360.752,79
Cash Flows related to Financing Activities				
Capital Increase	0,00	-1.115.795,02	0,00	0,00
Own Stock	-274.623,23	38.598.518,06	0,00	0,00
Proceeds from Loans	12.162.825,37	0,00	0,00	5.097.965,93
Repayment of Loans	0,00	0,00	-5.140.066,66	0,00
Payments for leases	-919.972,17	-90.620,31	-16.672,17	-15.674,00
Dividends paid	-160.485,02	-20.983.817,15	-8.985,02	-499.994,16
Net cash inflows/(outflows) from Financing Activities (c)	10.807.744,95	16.408.285,58	-5.165.723,85	4.582.297,77
Net increase/(decrease) in cash and cash equivalents (a)+(b)+(c)	-7.423.749,80	7.328.668,12	-2.898.510,97	5.995.850,95
Cash and cash equivalents at the beginning of the period	73.064.483,75	91.508.554,94	3.983.042,61	14.443.008,70
Cash and cash equivalents at the end of the period	65.640.733,95	98.837.223,06	1.084.531,64	20.438.859,65

Folli Follie



Folli Follie – Autumn/Winter 2009 Watch Collection

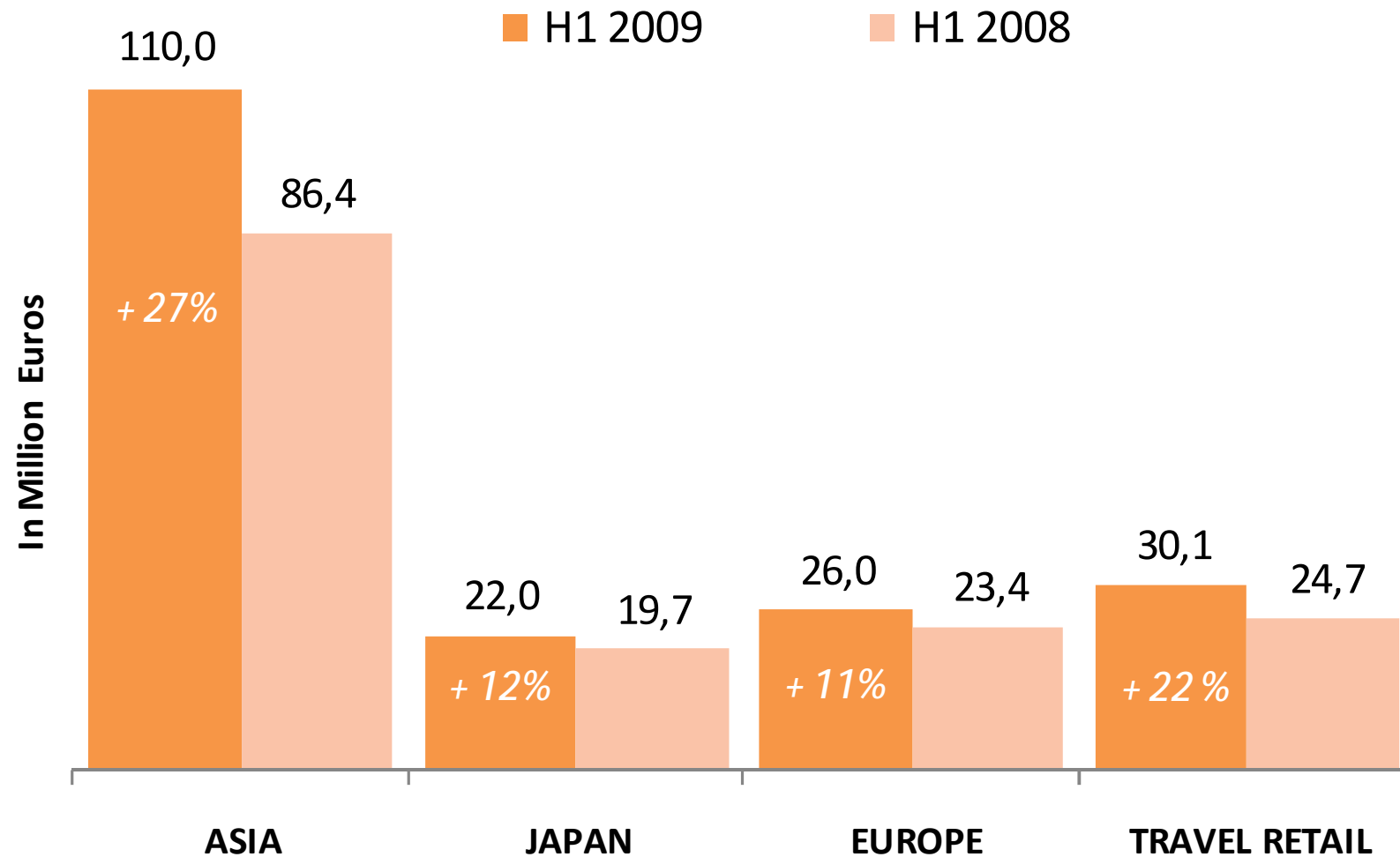
Folli Follie stand-alone: First Half 2009 Financial Highlights

- § Exceptional sales performance showing an increase of revenues of 22%
- § Unchanged gross margin level at 56%
- § EBITDA margin remained at a high level of 31,5% vs. 33,7% in H1 2008
- § Earnings before Tax with a strong increase of 31% reaching €65,4m also supported by decreasing interest expenses of 19%
- § Net profit increased by 27%

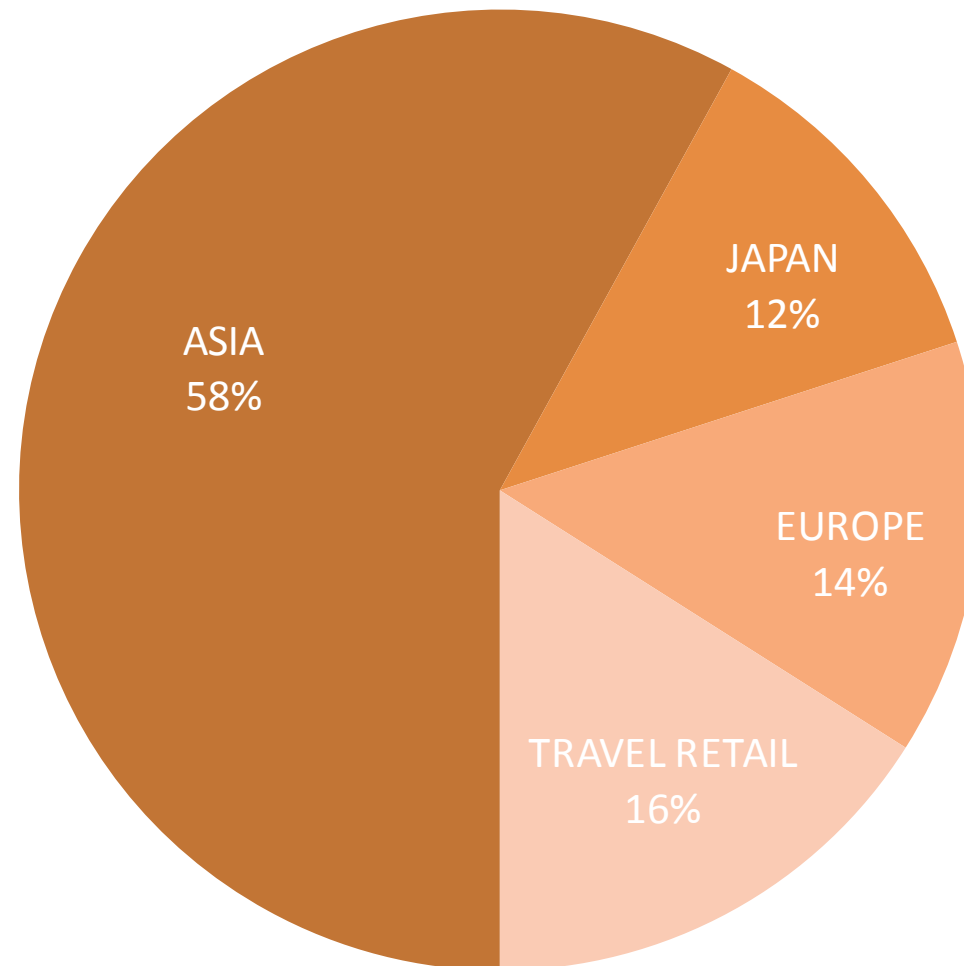
Folli Follie stand-alone: First Half 2009 Financial Highlights

<i>In million EUR</i>	H1 2009	H1 2008	% Change
Revenue	188,1	154,2	22,0%
EBITDA	59,2	51,9	14,1%
EBITDA Margin	31,5%	33,7%	
Gross Margin	56,1%	56,0%	
EBT	65,4	49,9	31,1%
Net profit after minorities	55,3	42,9	28,9%

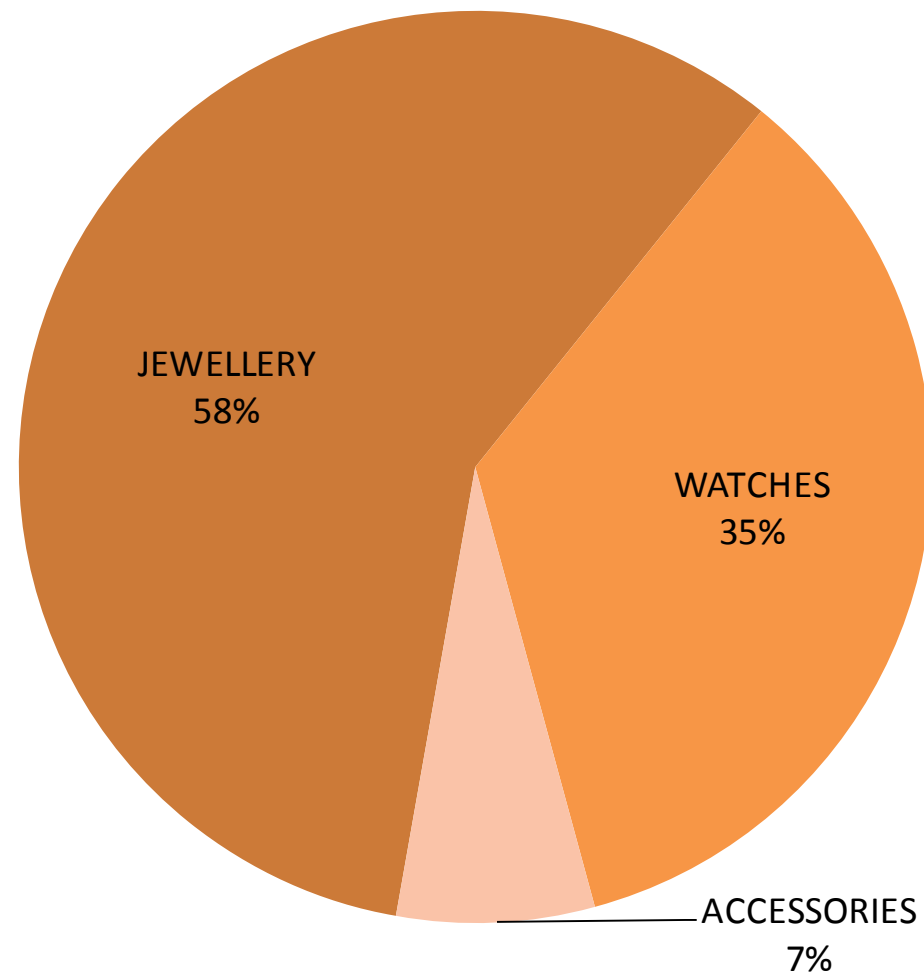
Net sales by Region



Net sales by Region



Product Category Sales



Remarks

- § During the 2nd quarter of 2009, 7 new points of sale opened (3 relocations):

2 in the Greece, 2 in Romania, 1 in Spain, 1 in Hong Kong and 1 in China
- § End of Q2 2009 Folli Follie counted 386 points of sale in 25 countries and a presence in 36 airlines worldwide
- § 3% of total turnover in local currency accounted from new openings from 30/06/2008 till 30/06/2009

HELLENIC DUTY FREE SHOPS



First Half 2009 – Contribution by Company

Amounts in € million	HDFS	ELMEC Sport	Hellenic Distributions	Links London	HDFS Group 6M 2009	% of sales	HDFS Group 6M 2008	% of sales	YoY
Sales	102.1	121.5	10.4	36.0	270.0		262.1		
Intra-Group Sales	-1.9				-1.9		-1.5		
Total Sales	100.2	121.5	10.4	36.0	268.1		260.6		2.9%
EBITDA	26.0	10.2	2.1	3.5	42.6	15.9%	40.7	15.6%	4.6%
Depreciation					6.7		6.5		
EBIT					35.9	13.4%	34.2	13.1%	4.9%
Interest & participation income					-10.0		-10.2		
EBT					25.8	9.6%	24.0	9.2%	7.5%
Taxes					7.5		5.9		
EAT					18.3	6.8%	18.2	7.0%	0.9%
Minority interest					0.8		1.3		
EAT after minorities					17.5	6.5%	16.9	6.5%	3.8%

Links of London: 6M year-on-year comparison

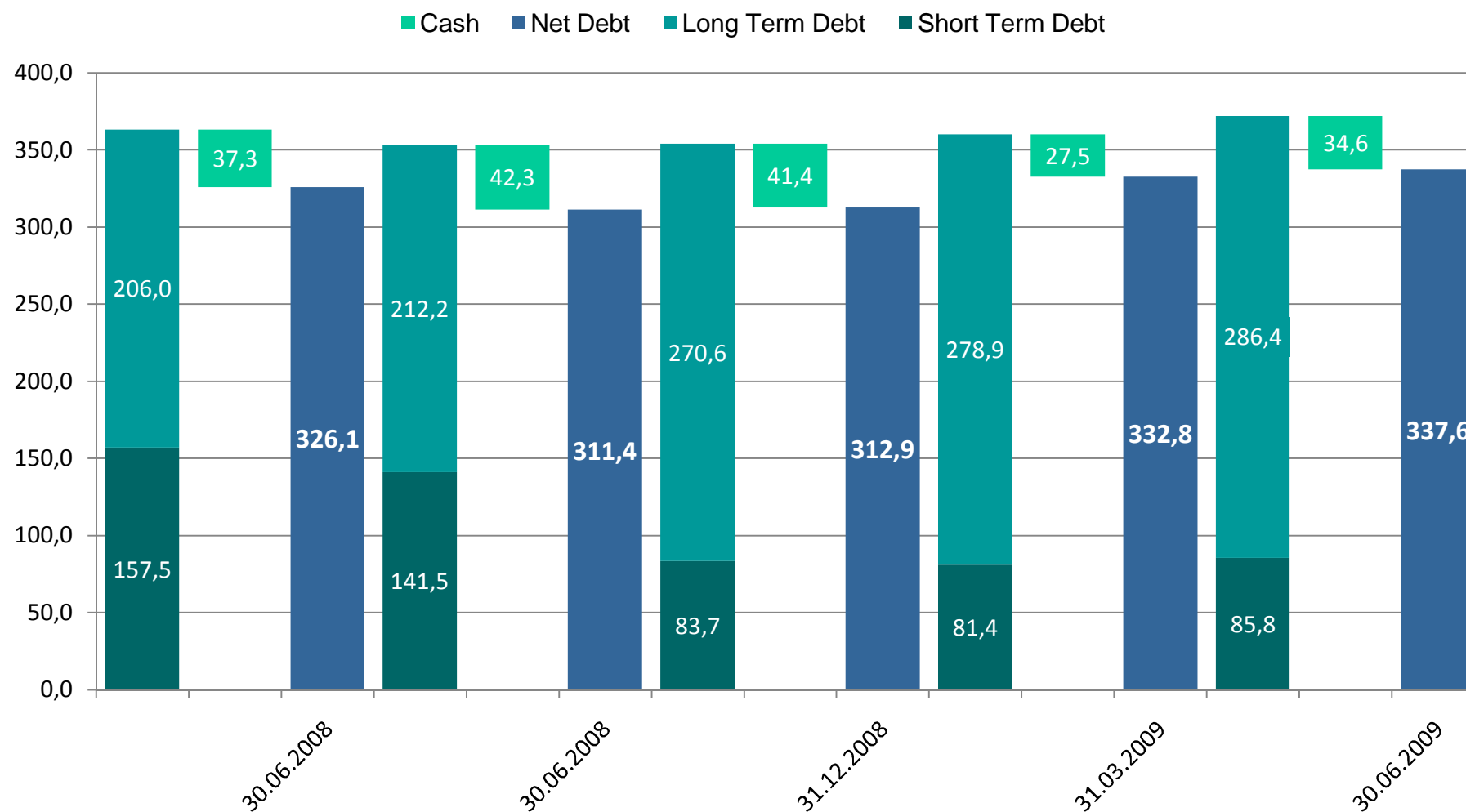


<i>(amounts in GBP '000)</i>	6M 2009	% Sales	+/- 09/08
Turnover	32,151	100.0%	38.4%
Cost of Sales	<u>9,099</u>	28.3%	43.0%
Gross Profit	<u>23,051</u>	71.7%	36.7%
Other Income	252		
Administration Expenses	5,263	16.4%	9.5%
Sales Expenses	16,380	50.9%	40.9%
Interest Income/Expenses	-232		
Earnings before Tax	<u>1,428</u>	4.4%	
Total Depreciation	1,440		
EBITDA	<u>3,100</u>	9.6%	156.9%
EBIT	<u>1,660</u>	5.2%	736.3%
Income tax	411		
EAT	<u>1,017</u>	3.2%	

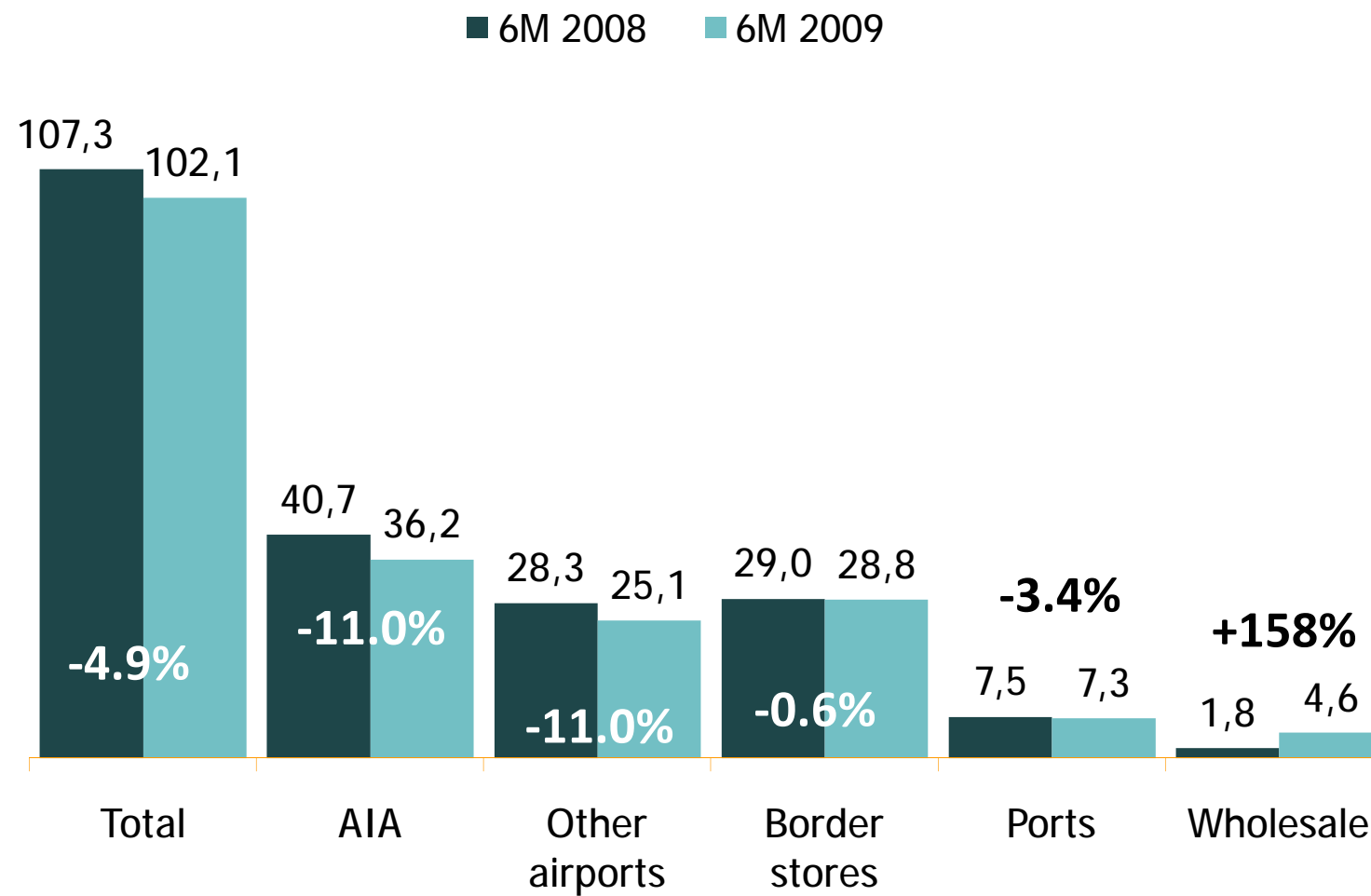
HDFS Group Cash Flow Statement – 6M 2009

<i>(Euro '000)</i>	<u>6M 2009</u>	<u>6M 2008</u>
<u>Operating Cash Flow</u>		
Cash flow before working capital changes	42,387	42,158
Investments in working capital	-35,945	-6,797
Cash from operations	6,442	35,361
Interest expenses	-11,860	-7,826
Taxes paid	-6,371	-7,768
Net cash from operating activities (a)	-11,789	19,767
<u>Cash flow from investment activities</u>		
Acquisition of subsidiaries	-126	-8,392
CapEx and other investments	-8,924	-13,146
Sale of assets	537	0
Interest income	863	764
Dividends received	101	0
Sale of financial assets	317	0
Cash flow from investment activities (b)	-7,232	-20,774
<u>Cash flow from financing activities</u>		
Increase / (Decrease) of debt	12,656	40,116
Share buyback	-274	-1,116
Dividends paid	-151	-38,660
Cash flow from financing activities (c)	12,231	340
Increase / (decrease) in cash and cash equivalents (a)+(b)+(c)	-6,790	-667
Cash at the beginning of the period	41,416	38,013
Cash at the end of the period	34,626	37,346

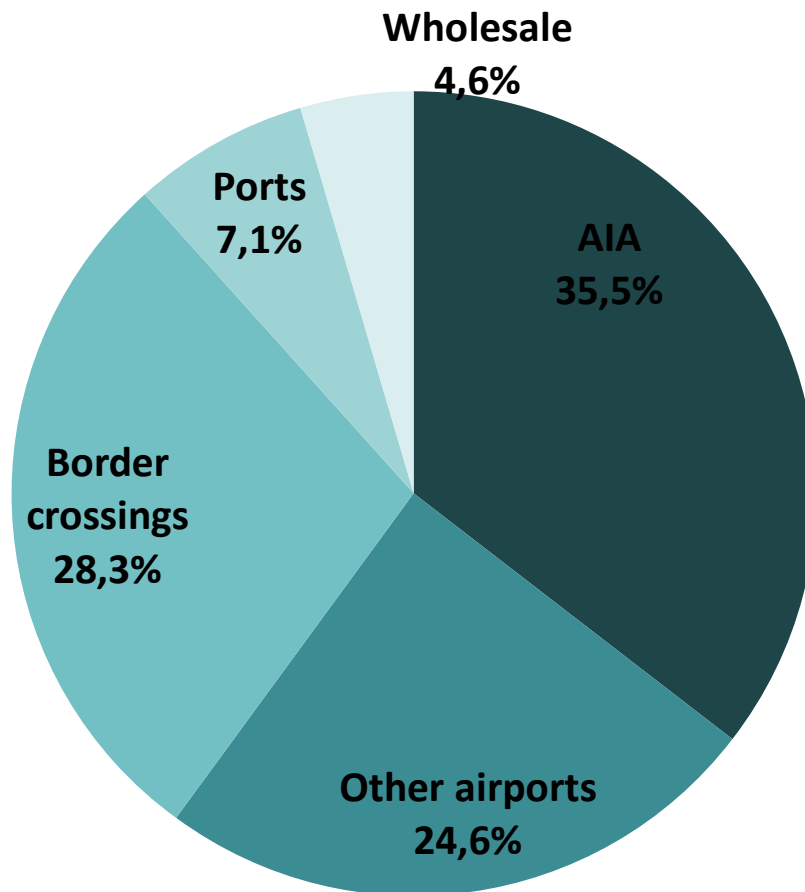
HDFS Group Debt Structure – 6M 2009



Sales by channel



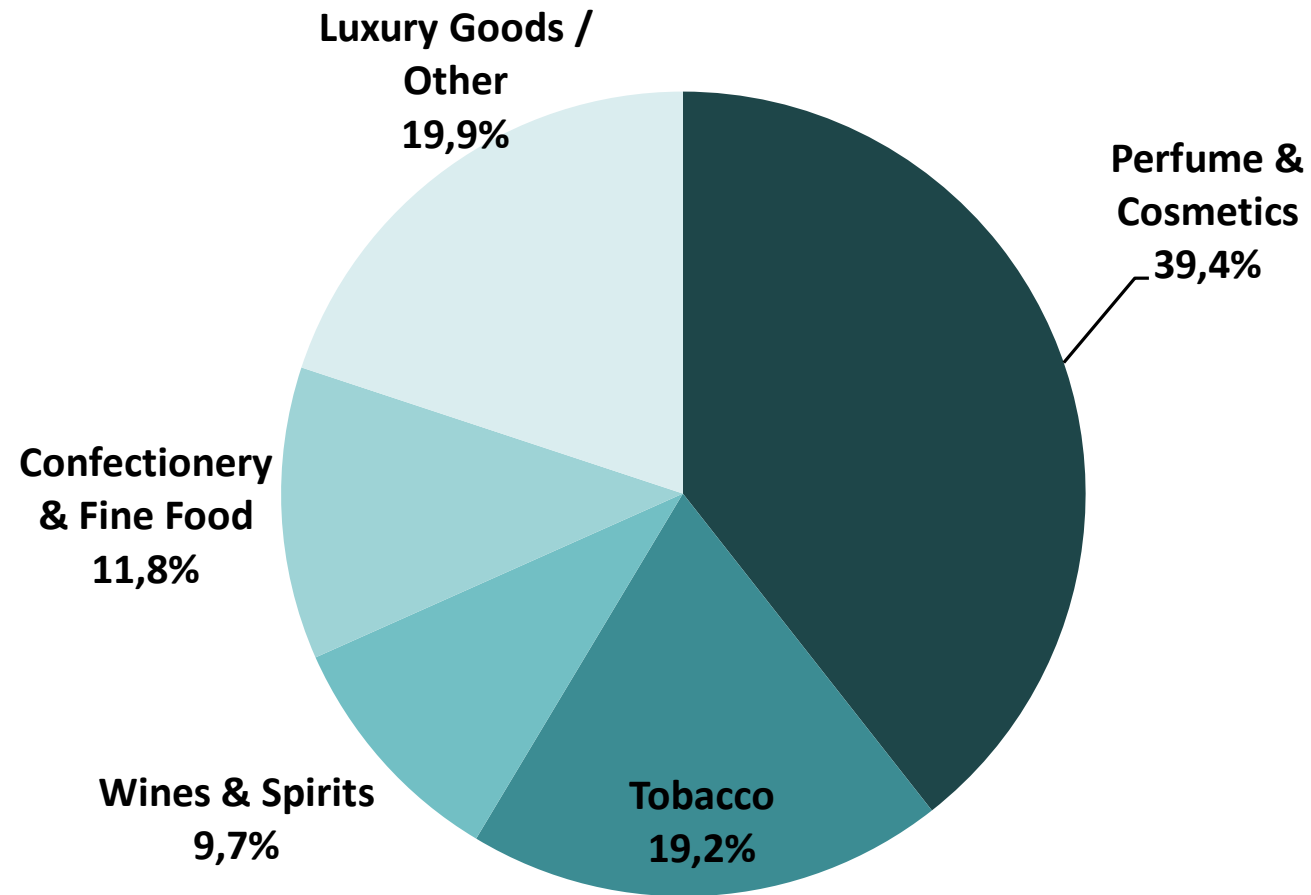
Sales by channel



Net sales 6M 2009 vs. 6M 2008:

- § AIA sales -11.0% YoY
- § Other airports' sales -11.0% YoY
- § Border sales -0.6% YoY
- § Port sales -3.4% YoY
- § Wholesale +158% YoY

Sales by category

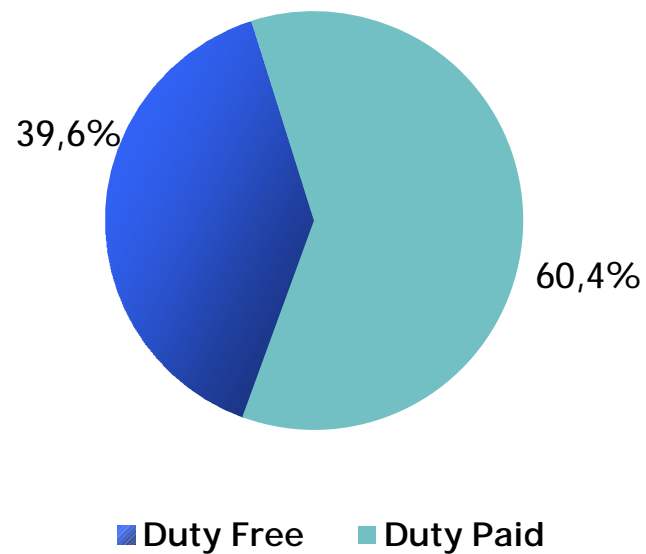


Best performing product categories:

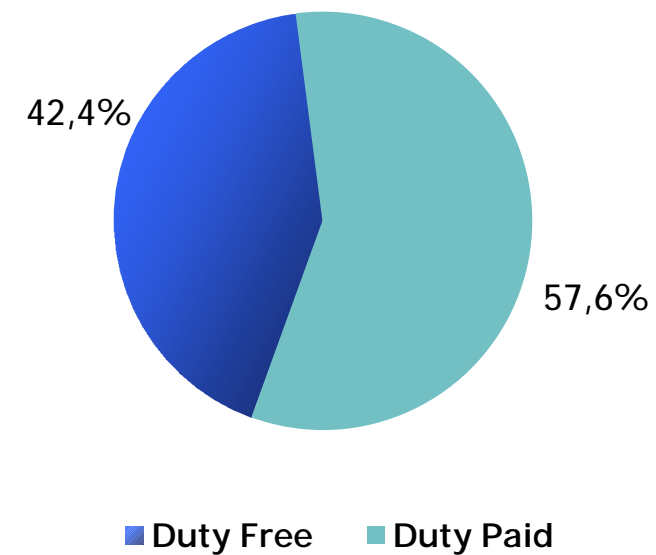
- § Luxury Goods / Other products sales +6.1% at €20.3 million (+12.4% in Q2).
- § Tobacco sales +1.2% at €19.6 million (+4.2% in Q2).
- § Confectionery & Fine Food sales -2.4% at €12.0 million (+0.2% in Q2).

Duty Free versus Duty Paid sales

6M 2008



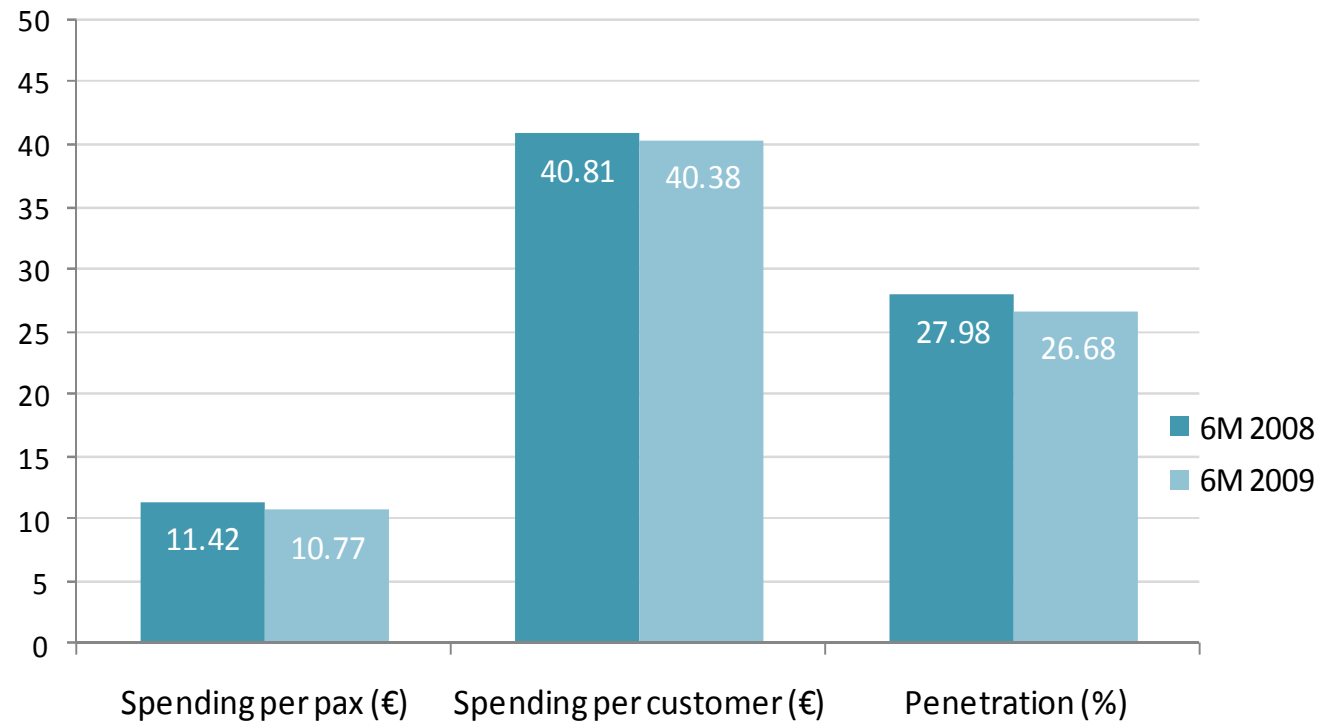
6M 2009



§ DF sales increased by 1.9% reaching €43.3 million from €42.5 million in 6M 2008

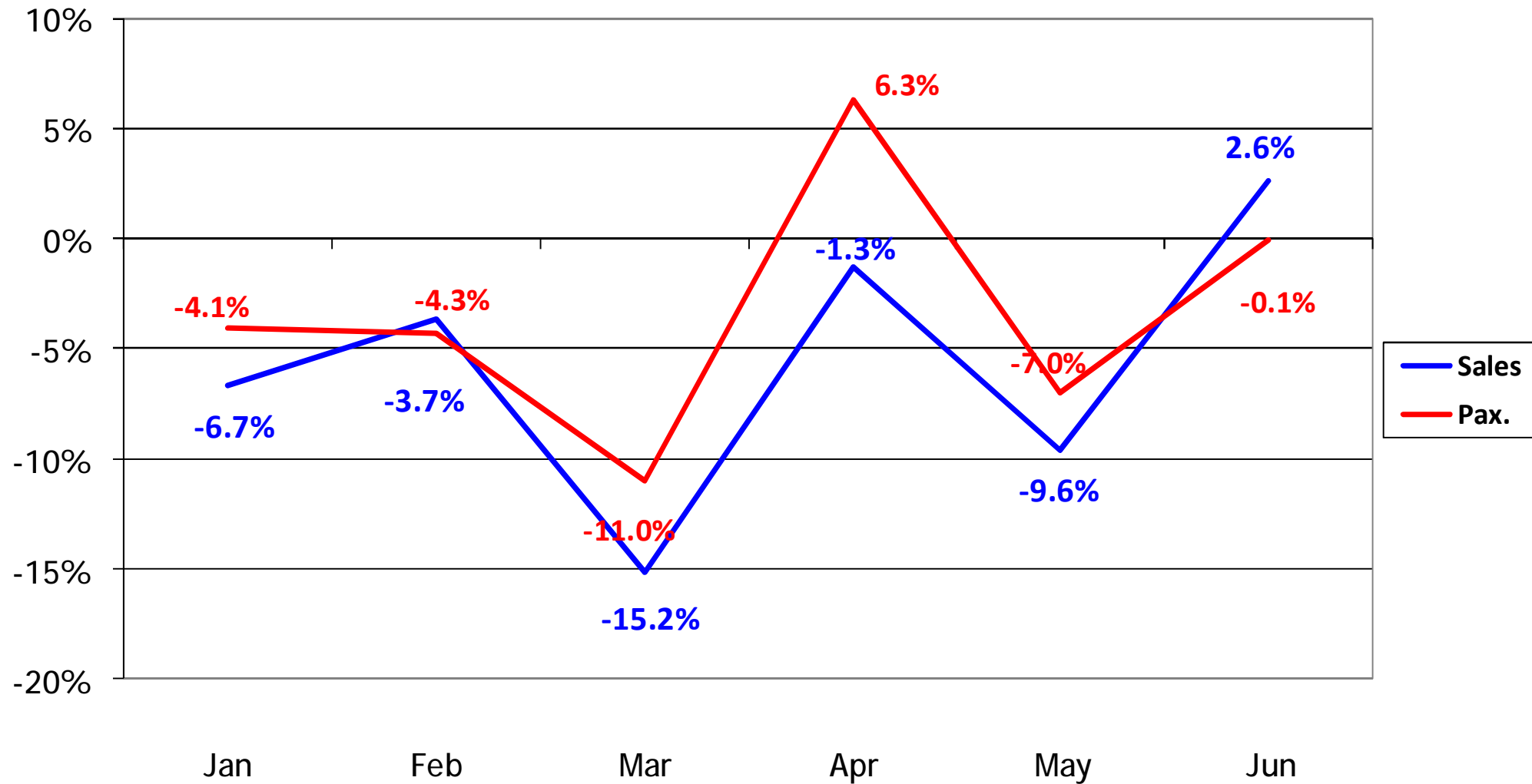
§ DP sales decreased by 9.2% reaching €58.8 million from €64.8 million in 6M 2008

Key performance indicators



- § Pax spending -5.64% YoY
- § Customer spending -1.06% YoY
- § Decreased penetration by 130 bps

SALES vs. DEPARTING PASSENGERS Growth



Sales performance for 6M 2009 -4.9%

Pax performance for 6M 2009 -2.8%



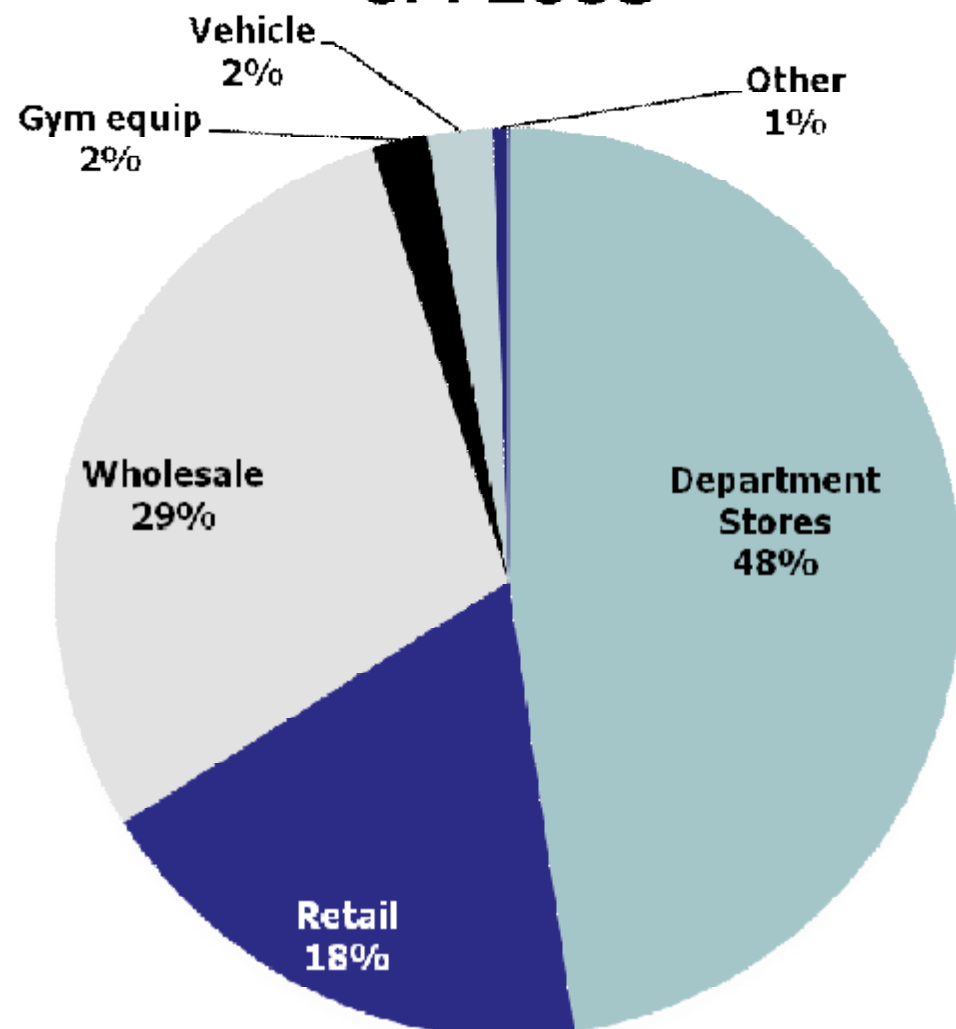
Elmec, Converse Exclusive Store Athens

6M 2009 –Contribution by company

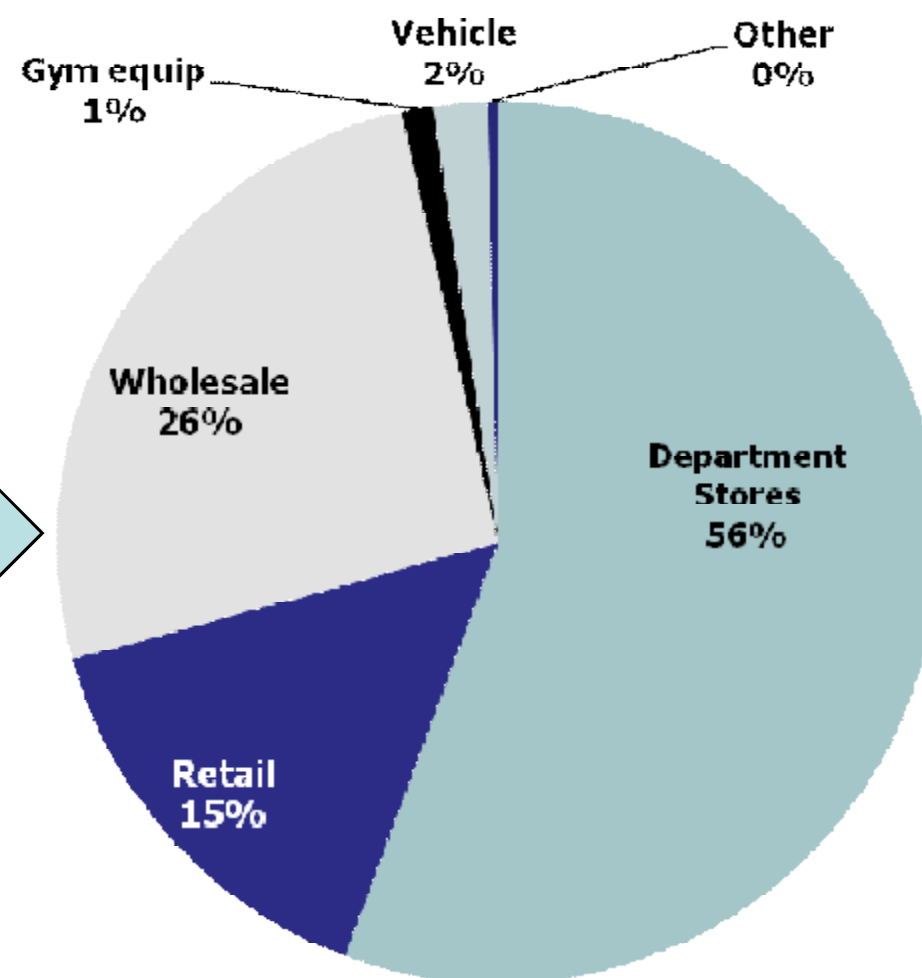
<i>Amounts in € mil</i>	Elmec Sport	attica I,II	Elmec Romania	Elmec Bulgaria	Factory Outlets	Other affiliates	Intra-group	Elmec Group 6M 2009	% of sales	Elmec Group 6M 2008	% of sales	y-o-y cng %
Turnover	46,3	61,1	18,3	5,1	7,6	0,9	-17,7	121,5		113,9		6,7%
y-o-y cng %	4%	28%	-22%	15%	8%	5%	26%					
EBITDA								10,2	8,4%	12,2	10,7%	-16,1%
EBIT								6,9	5,7%	9,5	8,3%	-27,1%
Interests								1,1		-3,1		
EBT								8,0	6,6%	6,4	5,6%	25,2%
Taxes								-1,9		-2,1		
EAT reported								6,1	5,0%	4,2	3,7%	43,1%
Minority interests								-0,6		-1,0		
EATA & minor								5,5	4,5%	3,2	2,8%	70,3%

% Sales by segment

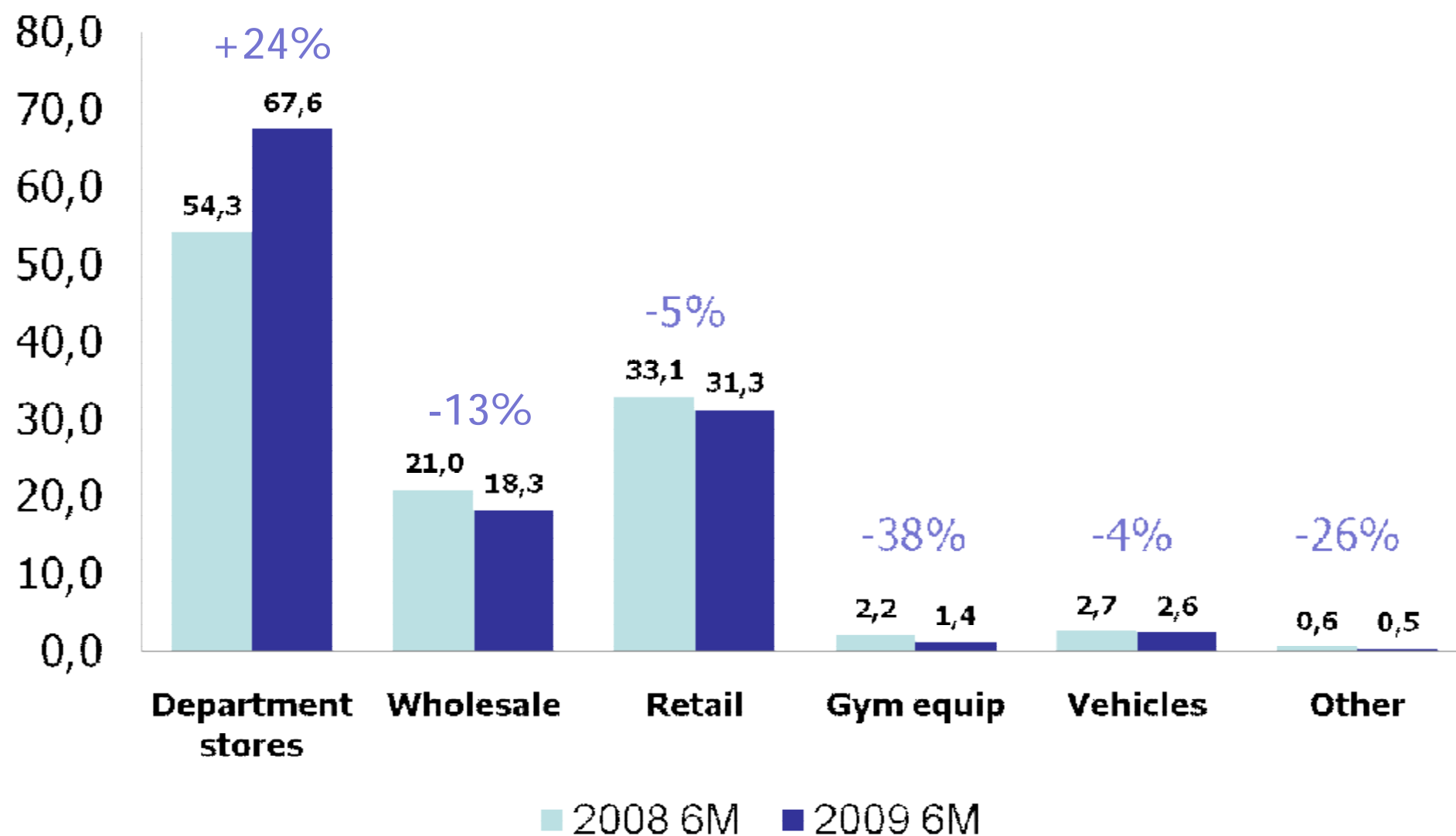
6M 2008



6M 2009



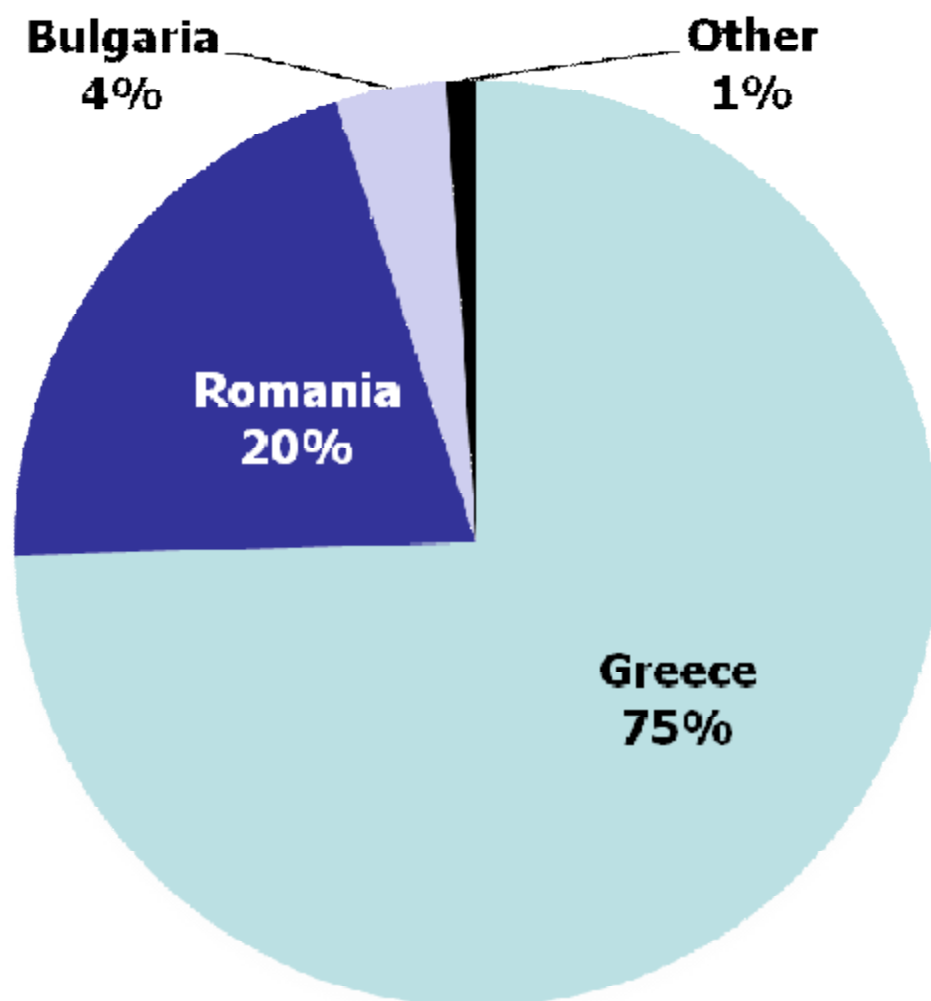
Net Sales by segment



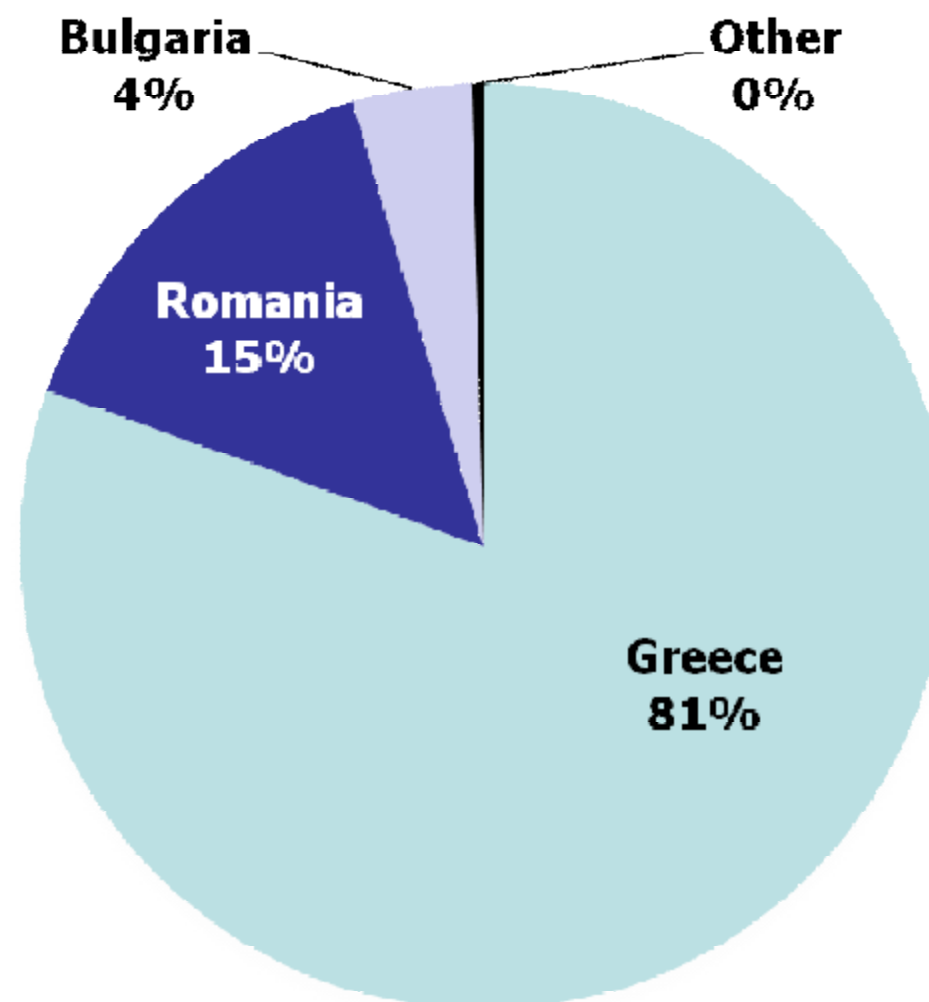
Amounts are in mn euro

% Sales by region

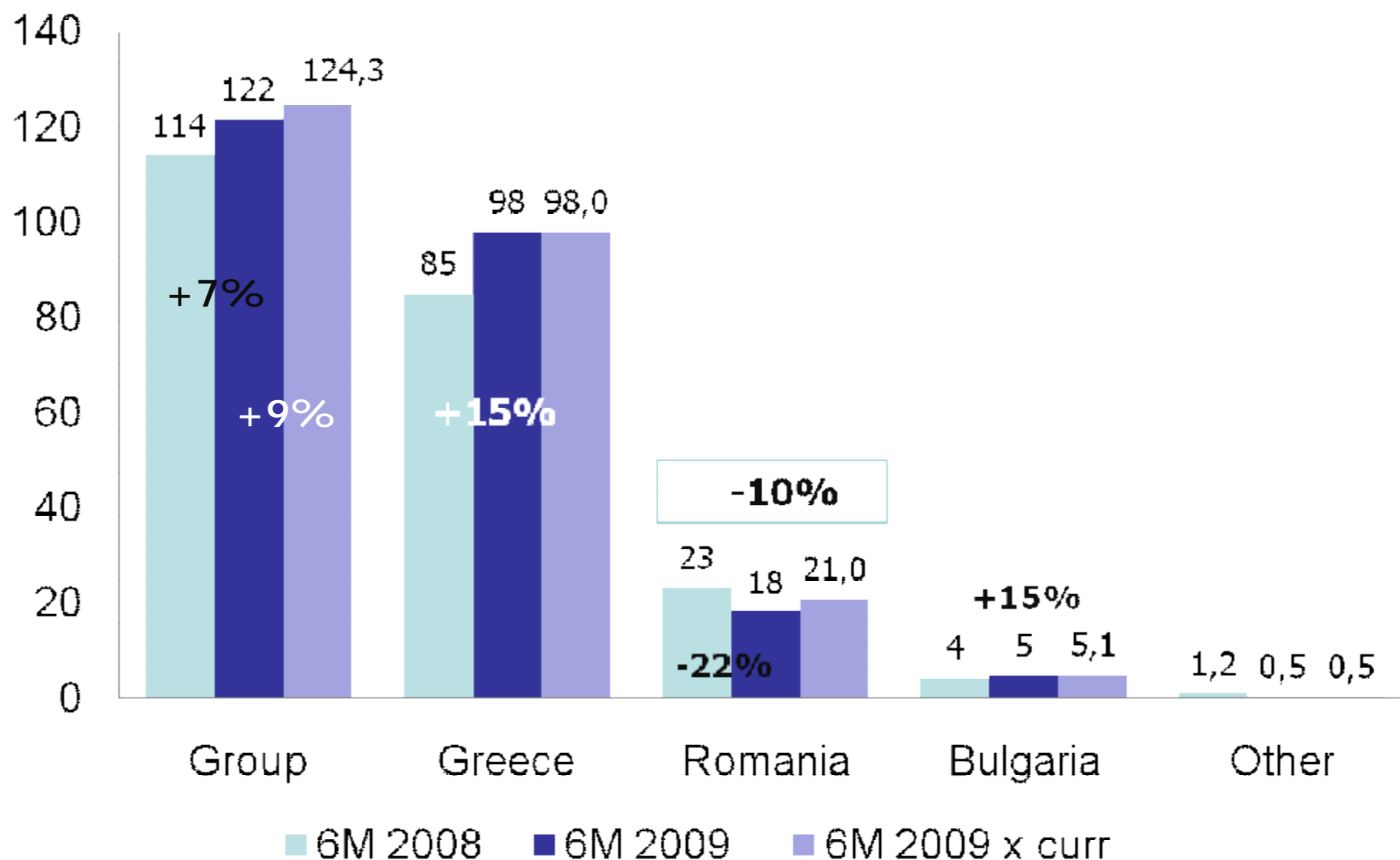
6M 2008



6M 2009



Net Sales by region



Amounts are in mn euro

Intra group sales(mainly from Greece) stood at €17.6 mn in 6M 2009 Vs € 13.9 mn in 6M 2008



Links of London, London Grid Couture