

Folli Follie Group Full Year 2008 Financial Results

30th March, 2008



FF Group Full Year 2008 - Overview Financials

Amounts in € million

		% of sales
Total Sales	937,3	
EBITDA	191,0	20,4%
EBIT	172,0	18,4%
EBT	129,6	13,8%
EAT after min.	77,0	8,2%

FF Group – Financial Highlights Full Year 2008

- § Increased group sales by 33% compared to the same period last year and 10% pro forma
- § Group operating profit increases by 20%
- § Strong group EBITDA margin of 20%
- § Despite high comparables in 2007 (including €12m extraordinary income from Elmec in 2007) and higher interest expenses, net profit after taxes and minorities increased by 6%
- § Cash decreased by € 18,4 million vs. 2007 due to significant investments in own shares (€ 34,2 mn) as well as investments in tangible and intangible assets (€ 47,8 mn)
- § The group opened 75 new POS* in 2008 bringing the total number to 645 POS worldwide

* (POS breakdown: 34 Elmec, 28 Folli Follie and 13 Links of London)

FF Group – Summarized Income Statement

<i>In million EUR</i>	2008	2007	% Change
Revenue	937,3	706,2	32,7%
Gross margin	474,4	376,2	26,1%
Selling expenses	-275,3	-197,8	39,2%
Administrative expenses	-52,4	-51,2	2,3%
Other income and expenses	25,3	16,5	
Operating profit	172,0	143,9	19,5%
Net financial income (expense)	-42,3	-18,3	131,1%
Income taxes	-30,4	-35,9	
Net profit before minority interests	99,3	89,7	10,7%
Minority interests	-22,3	-16,7	
Group share of net profit	77,0	73,0	5,5%
Amortisation - Depreciation	19,1	13,9	
EBITDA	191,0	157,9	21,0%

FF Group – Pro Forma Revenue by company

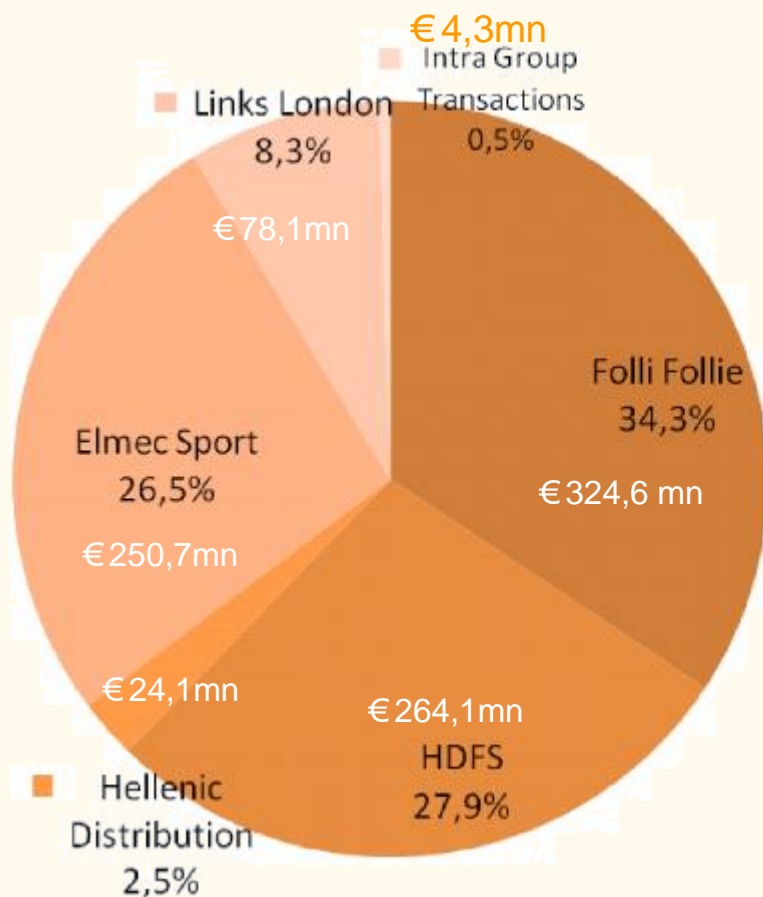
Revenue by company

<i>In million EUR</i>	2008	2007*	Organic growth
Folli Follie stand alone	324,6	292,0	11,2%
Hellenic Duty Free Shops	264,1	258,8	2,0%
Hellenic Distributions	24,1	25,8	-6,6%
Elmec Sport	250,7	211,7	18,4%
Links London	78,1	67,1	16,4%
Intra-Group Sales	4,3	0,9	
Total	937,3	854,5	9,7%

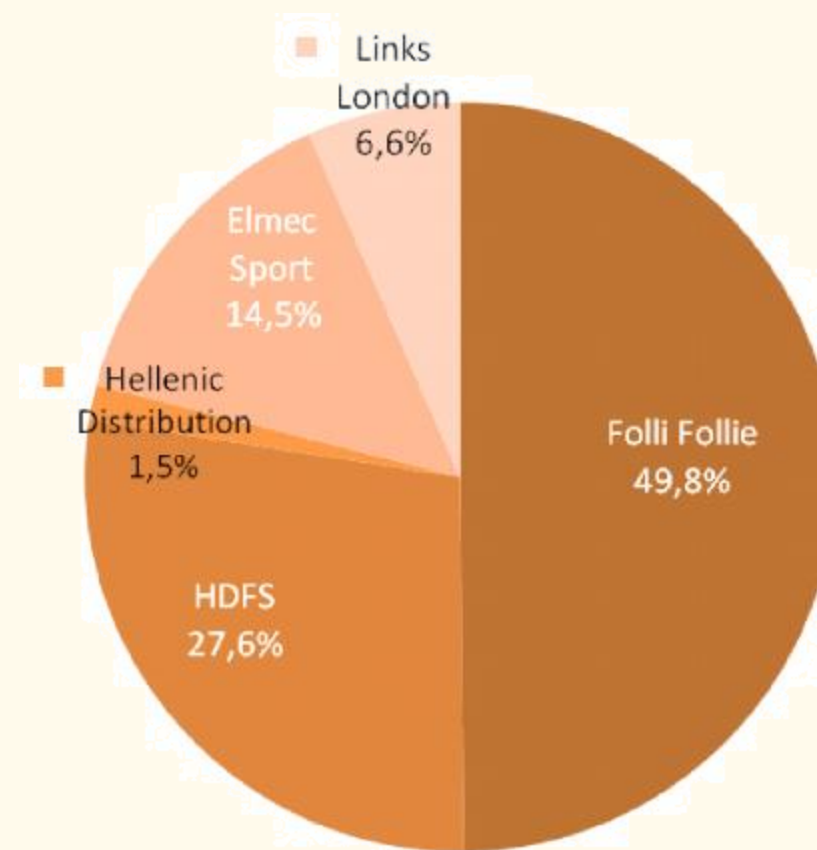
*Pro-forma

FF Group – Revenue and EBITDA split by company

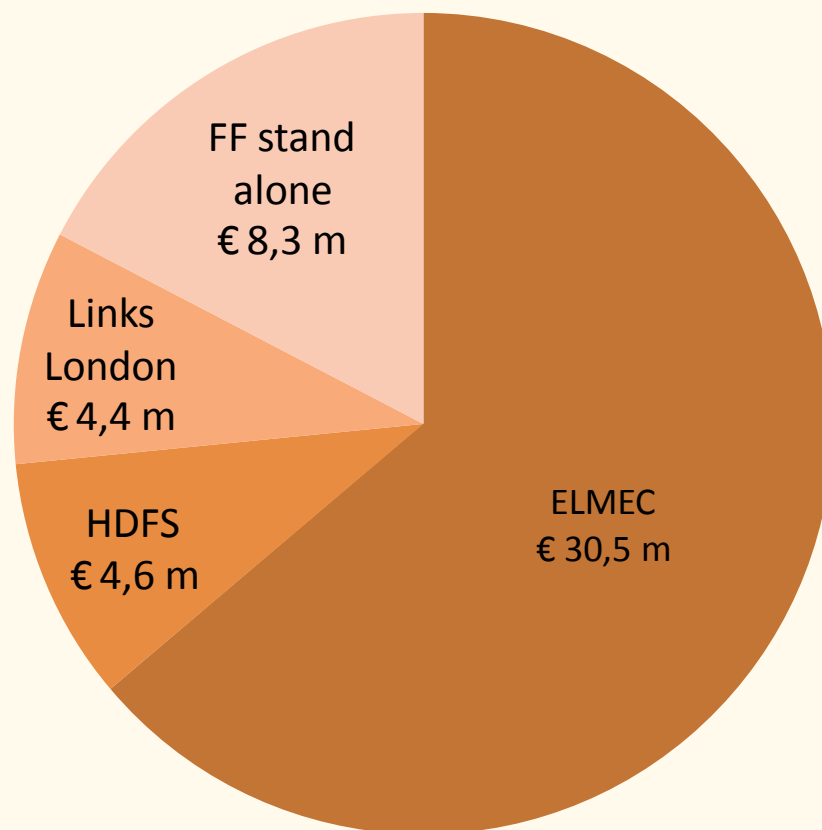
Revenue split by company



EBITDA split by company



FF Group – Capex Split by company



Elmec Capex FY 2008 includes:

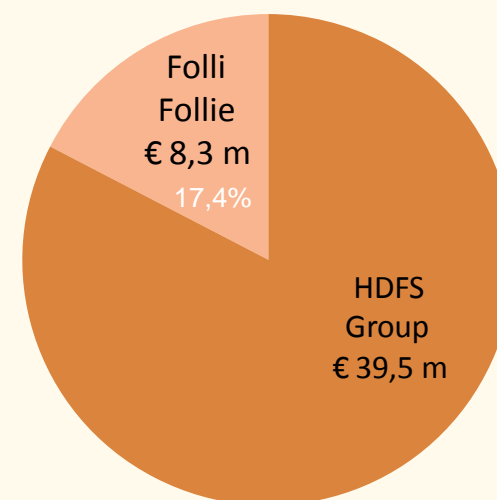
New opening Attica Golden Hall - € 17.0 mn

Acquisition Real Estate Bukarest - € 2.8 mn

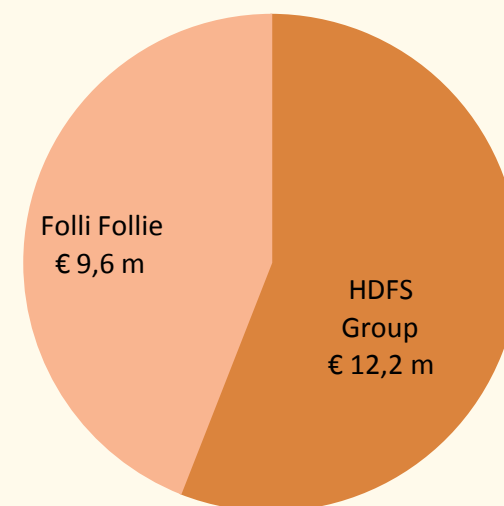
New openings in Moldova - € 0.45 mn

Total € 20.25 mn

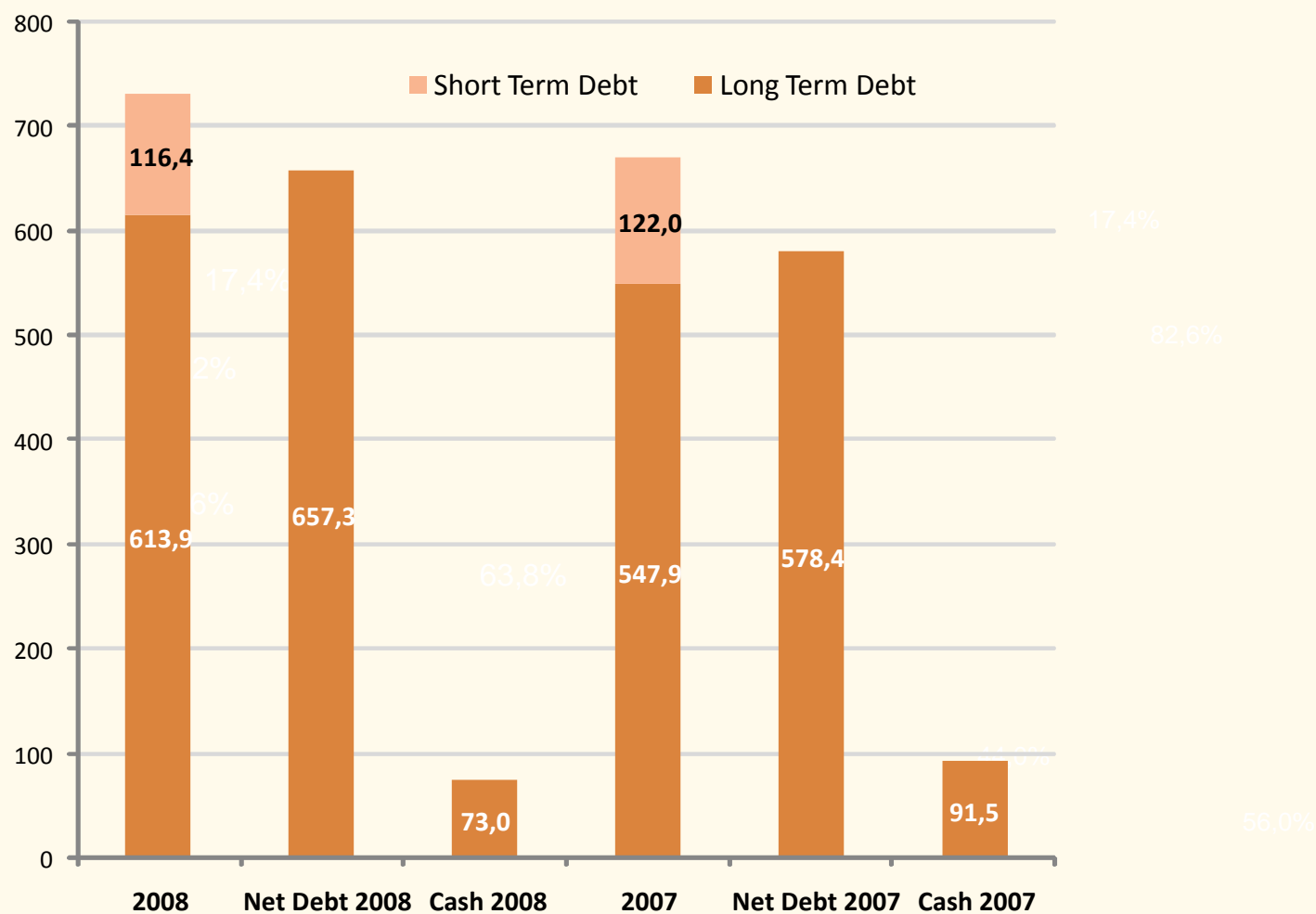
Group Capex 2008



Group Capex 2007



FF Group Debt Structure FY 2008 vs. FY 2007



FY 2008 - Net Debt/EBITDA 3,4 x versus 3,6x FY 2007

Folli Follie



Folli Follie Spring/Summer 2009

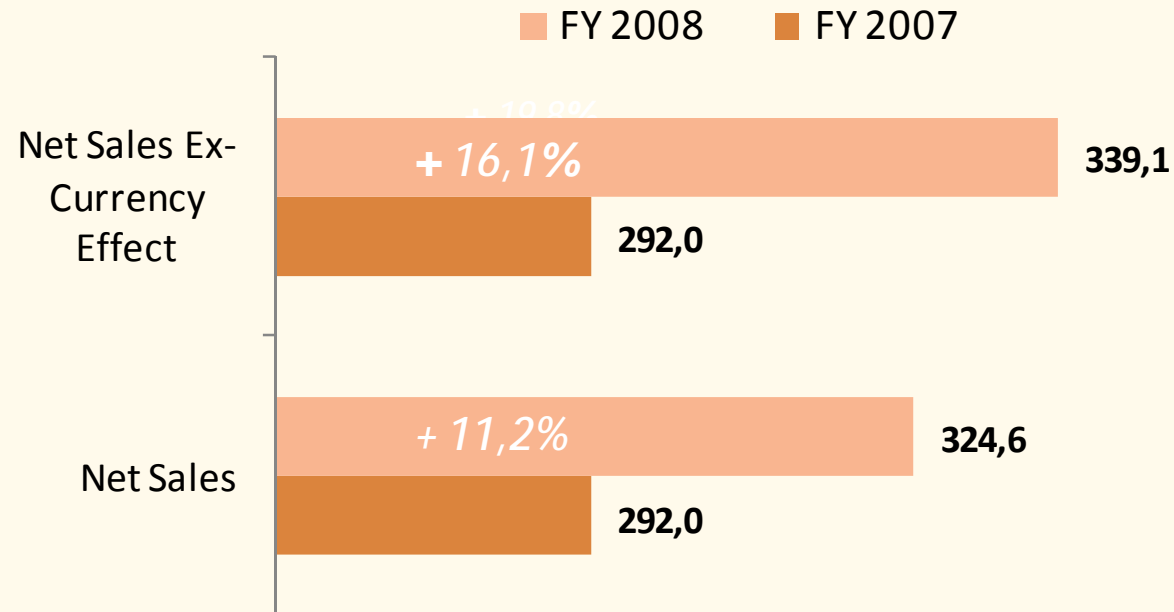
Folli Follie stand-alone: Financial Highlights Full Year 2008

- § Excellent performance throughout all regions, with high comparables in 2007
- § Asia and the travel retail sector increase its sales participation for another year
- § Despite the crisis the brand proves resilient and posts double digit revenue growth (+16 % currency adjusted) and high single digit EBITDA and net profit
- § Slightly lower gross margin for Folli Follie stand-alone compared to 2007, due to minor increases of COGS and an adapted pricing policy

Folli Follie stand-alone: FY 2008 Financial Highlights

<i>In million EUR</i>	2008	2007	% Change
Revenue	324,6	292,0	11,2%
EBITDA	95,4	88,1	8,3%
EBITDA Margin	29,4%	30,2%	
Gross Margin	53,3%	56,7%	
EBT	93,2	88,8	5,0%
Net profit after minorities	77,8	73,3	6,1%
EPS (€)	2,38	2,22	

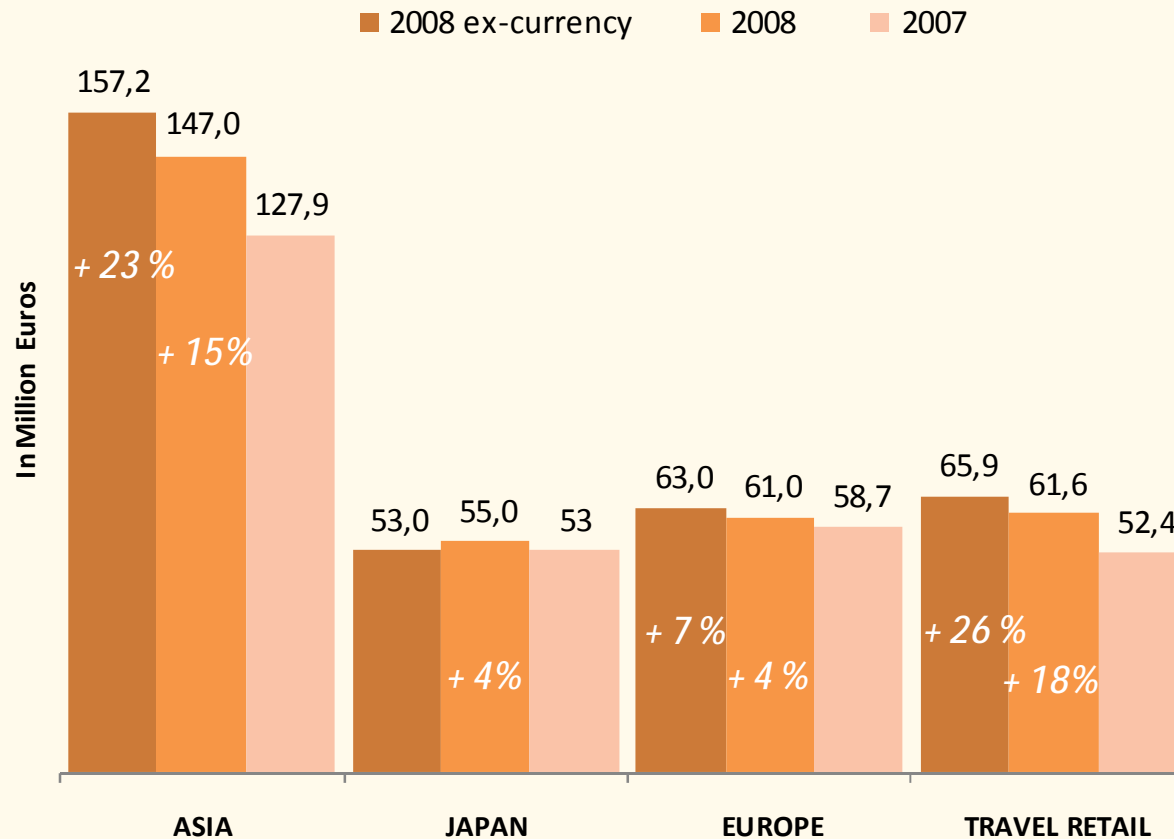
Net sales FY 2007 vs. FY 2008



In Million Euro

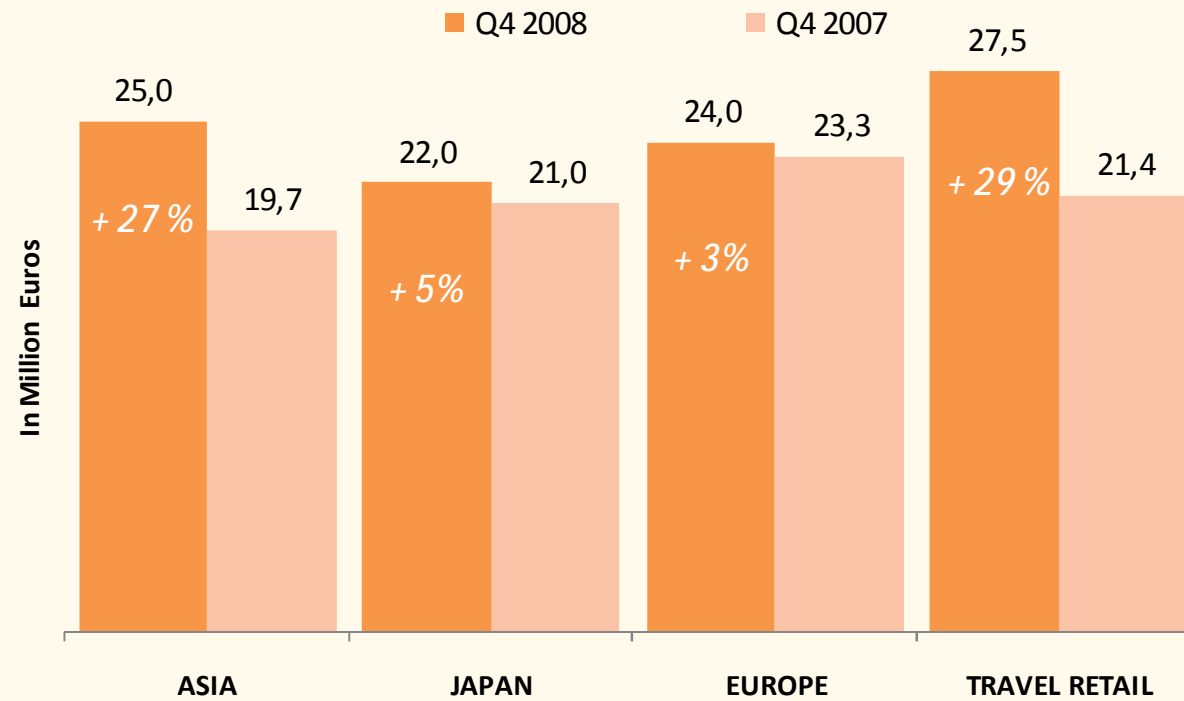
- § Revenues up 11,2% in a demanding market environment throughout the year
- § Ex-currency Folli Follie stand-alone records a sales increase of 16,1%

Net sales by Region

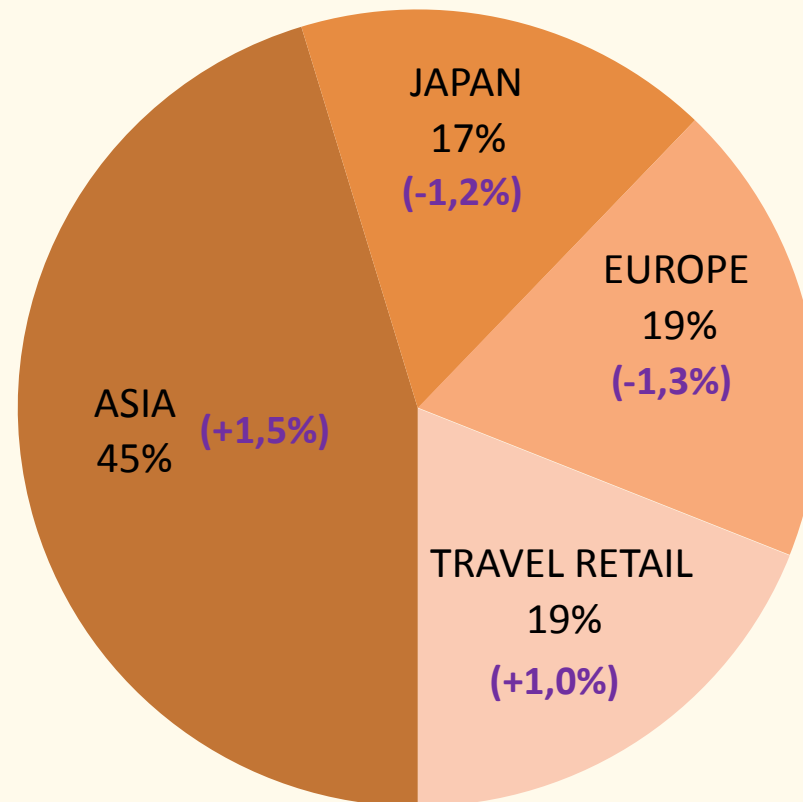


- § Asia outperforms again all other regions
- § Japan and Europe with a very positive sales performance in a challenging market environment throughout the year
- § Continuously double-digit sales increase in the travel retail sector with a 26% currency adjusted sales growth

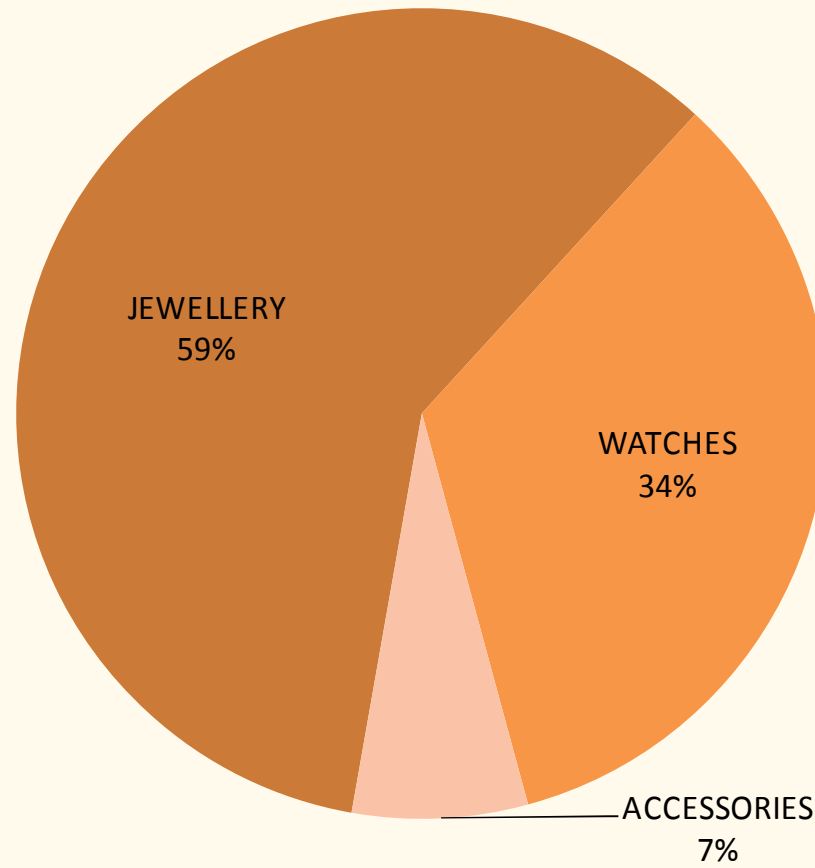
Net sales by Region: 4th quarter year-on-year comparison



Net sales by Region



Product Category Sales



Remarks

- § During the 4th quarter of 2008, 12 new points of sale opened (2 relocations) and 2 new airlines (40 total):
 - 6 in Greece, 1 in UAE, 1 in Bahrain, 2 in Japan, 2 in Korea, 2 in China
- § End of Q4 2008 Folli Follie counted 384 points of sale in 25 countries
- § 3,5% of total turnover in local currency accounted from new openings from 31/12/2007 till 31/12/2008

HELLENIC
DUTY
FREE
SHOPS

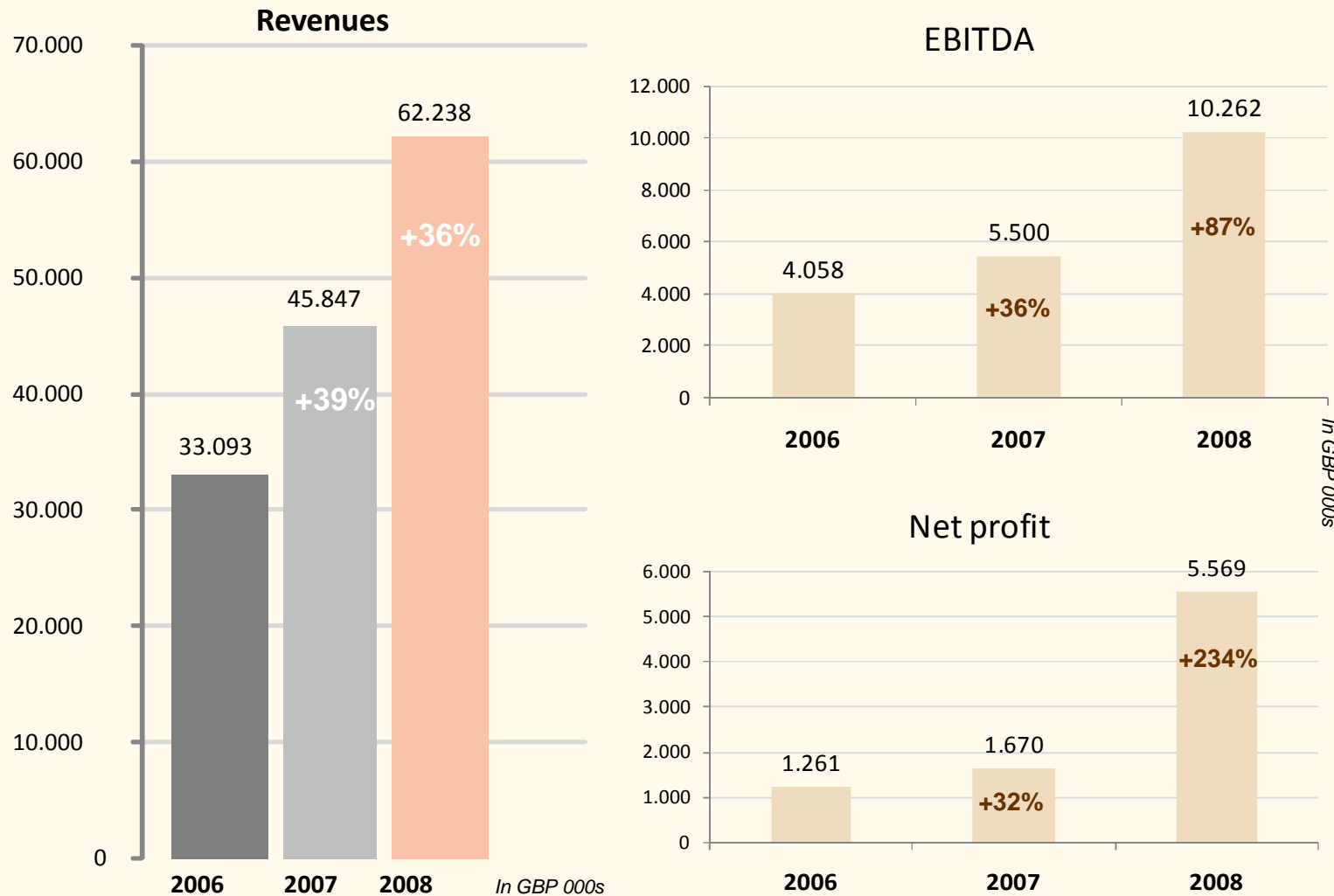


Links of London, Sweetie Watch Collection

Full Year 2008 – Contribution by Company

In million EUR	HDFS	ELMEC Sport	Hellenic Distributions	Links London	HDFS Group 12M 2008	% of sales	HDFS Group 12M 2007	% of sales	YoY
Sales	268,2	250,7	24,1	78,1	621,1		418,0		
Intra-Group Sales	-4,0				-4,0		-3,8		
Total Sales	264,1	250,7	24,1	78,1	617,1		414,1		49,0%
EBITDA	53,1	27,8	3,0	12,9	96,9	15,7%	69,8	16,9%	38,8%
Depreciation					13,1		8,3		
EBIT					83,8	13,6%	61,5	14,9%	36,2%
Interest & participation income					-21,3		-5,8		
EBT					62,5	10,1%	55,7	13,4%	12,2%
Taxes					15,3		21,0		
EAT					47,1	7,6%	34,6	8,4%	36,1%
Minority interest					4,0		1,0		
EAT after minorities					43,1	7,0%	33,6	8,1%	28,2%

Links of London: Outstanding performance since acquisition in 2006



Outstanding performance despite global economic crisis and UK retail slowdown, due to strong LFL growth, increased brand awareness and market share gains from high priced competition.

Links of London: 4th quarter year-on-year comparison



<i>In GBP 000s</i>	Q4 2007	Q4 2008	% change
Sales	18.821	24.929	32,5%
EBITDA	2.893	5.430	87,7%
Net profit	4.717	7.513	59,3%

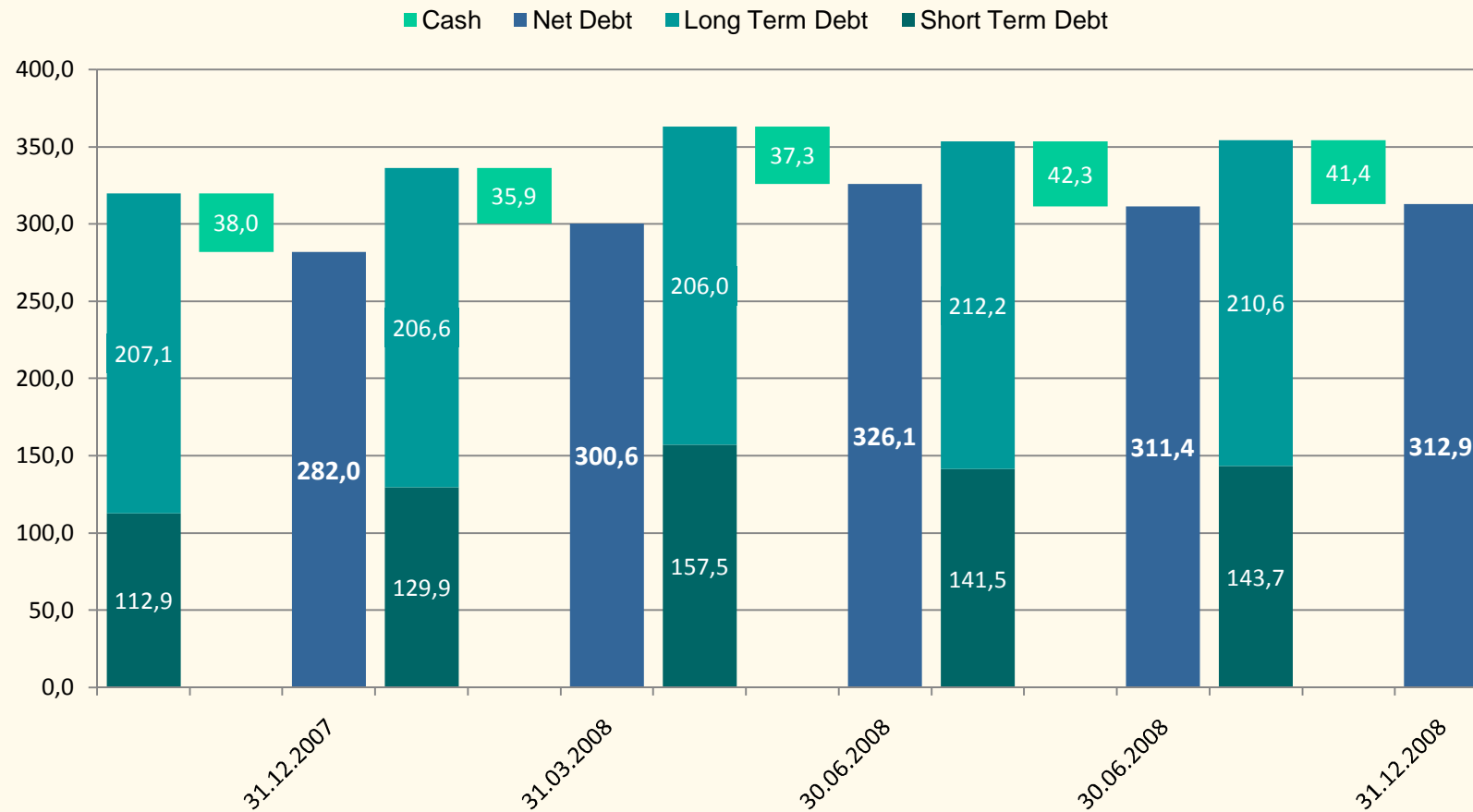
Main developments since acquisition by HDFS (June 2006):

- § Store network evolved from **46 in 2006** to **53 in 2007** to **66 in 2008**
- § Japan 1st opening
- § Greece 2 stores
- § Dec. 2007 launch a new watches line (4% of 2008 sales from 2% in 2007).

HDFS Group Cash Flow Statement - 12M 2008

<i>(Euro '000)</i>	<u>12M 2008</u>	<u>12M 2007</u>
<u>Operating Cash Flow</u>		
Cash flow before working capital changes	101.747	70.034
Investments in working capital	-14.833	15.434
Cash from operations	86.914	85.469
Interest expenses	-21.336	-10.247
Taxes paid	-17.377	-22.319
Net cash from operating activities (a)	48.201	52.902
<u>Cash flow from investment activities</u>		
Acquisition of subsidiaries	-9.471	-180.737
CapEx and other investments	-39.555	-12.245
Sale of assets	7.559	0
Interest income	1.856	3.581
Dividends received	199	812
Cash flow from investment activities (b)	-39.412	-188.589
<u>Cash flow from financing activities</u>		
Increase / (Decrease) of debt	35.891	154.238
Share buyback	-2.826	-6.560
Dividends paid	-38.450	-34.766
Cash flow from financing activities (c)	-5.386	112.912
Increase / (decrease) in cash and cash equivalents (a)+(b)+(c)	3.403	-22.775
Cash at the beginning of the period	38.013	60.787
Cash at the end of the period	41.416	38.013

HDFS Group Debt Structure - 12M 2008



§ HDFS Group: Net Debt/EBITDA 3.3x from 4.0x in 2007

§ HDFS stand alone: Net Debt/EBITDA 2.95x from 2.91x in 2007

Sales by channel



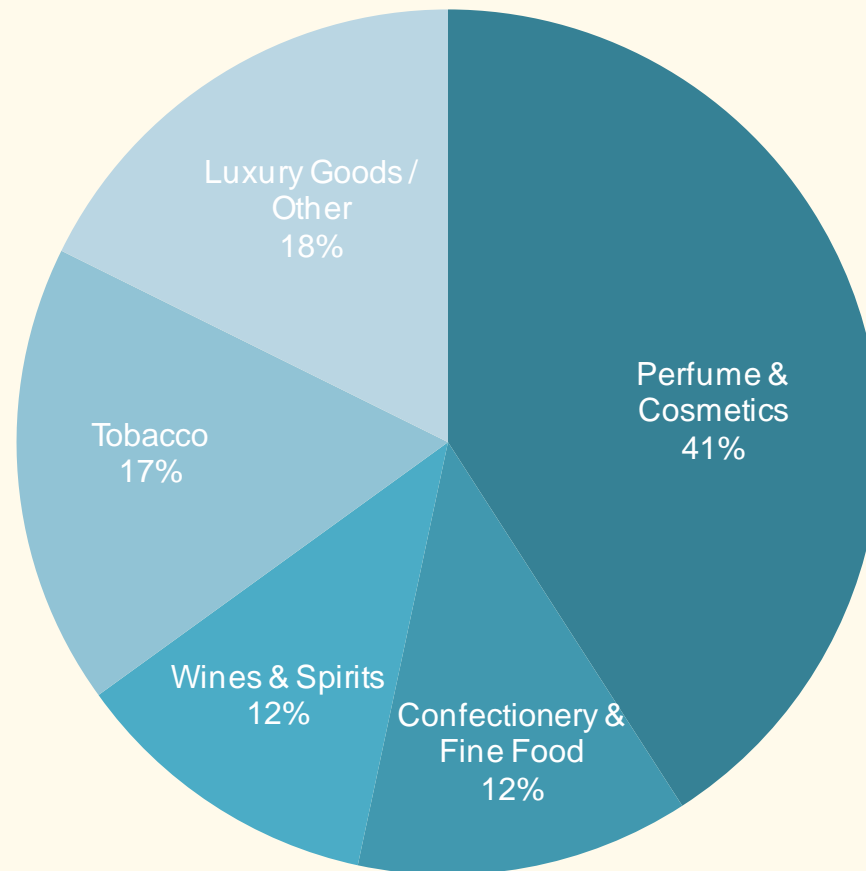
Sales by channel



Net sales FY 2008 vs. FY 2007:

- § AIA sales +1.6% YoY
- § Other airports' sales +3.6% YoY
- § Border sales -0.8% YoY
- § Port sales +8.2% YoY
- § Wholesale +5.8% YoY

Sales by category

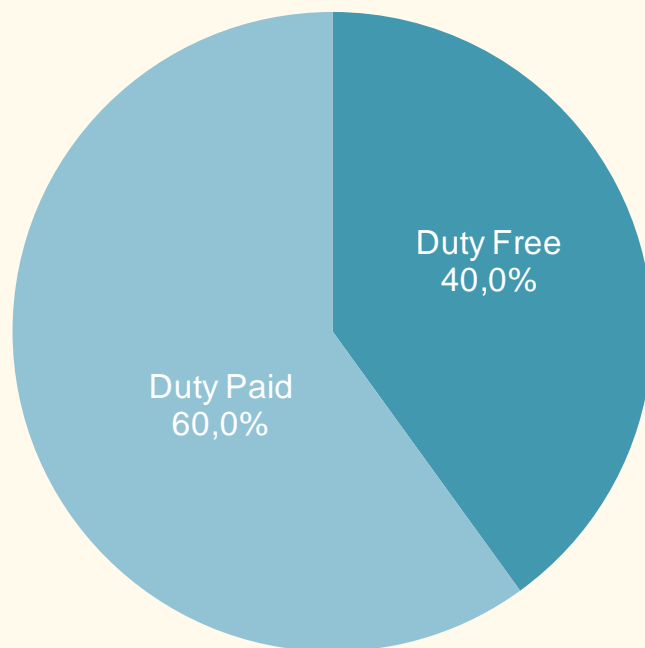


Best performing product categories:

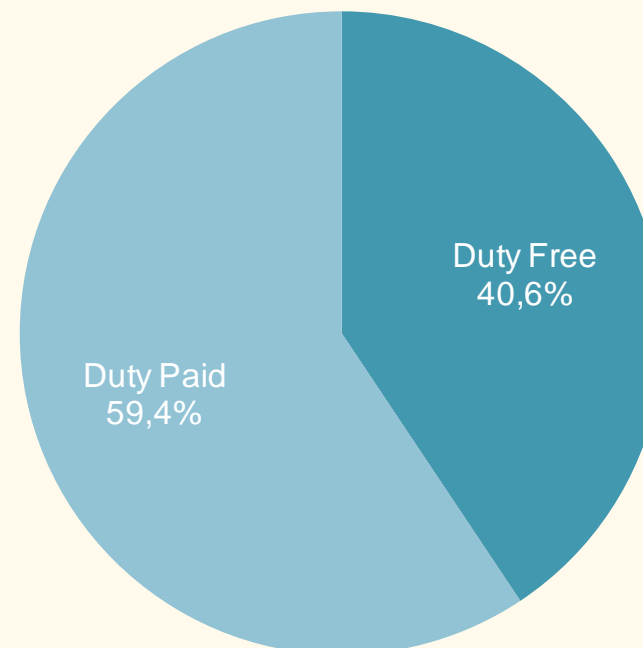
- § Confectionery & Fine Food sales +9.7% at €33.4 million
- § Luxury Goods / Other products sales +7.5% at €47.4 million
- § Wines & Spirits sales +2.0% at €31.3 million

Duty Free versus Duty Paid sales

Full Year 2007

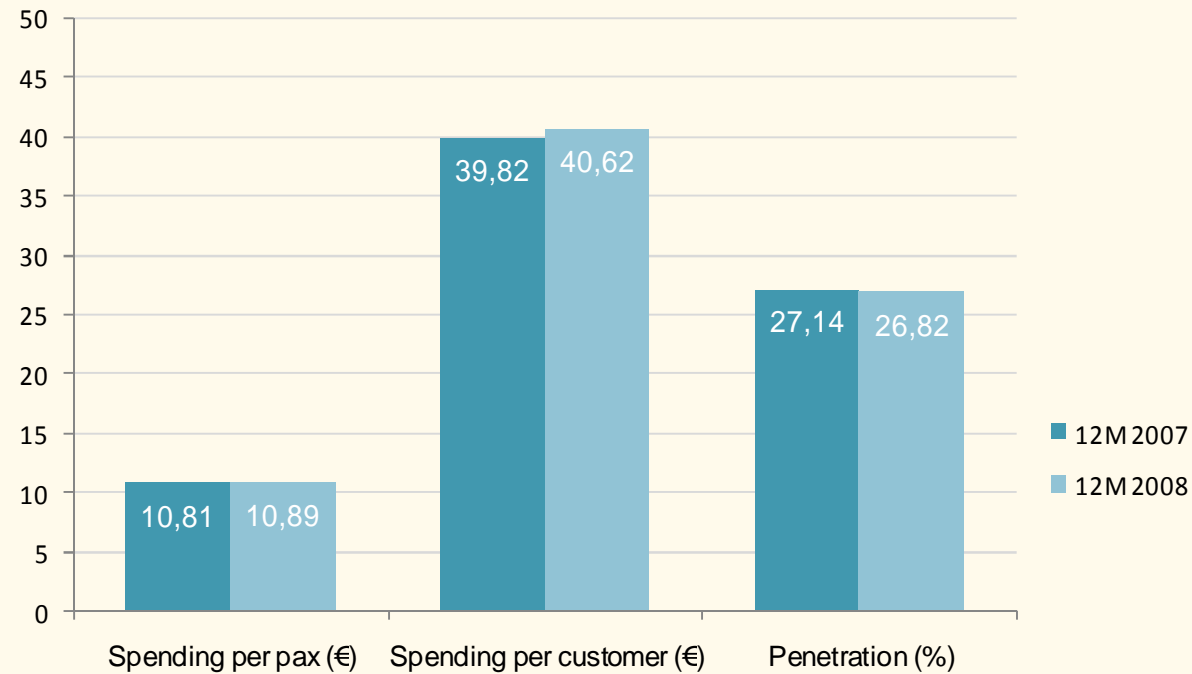


Full Year 2008



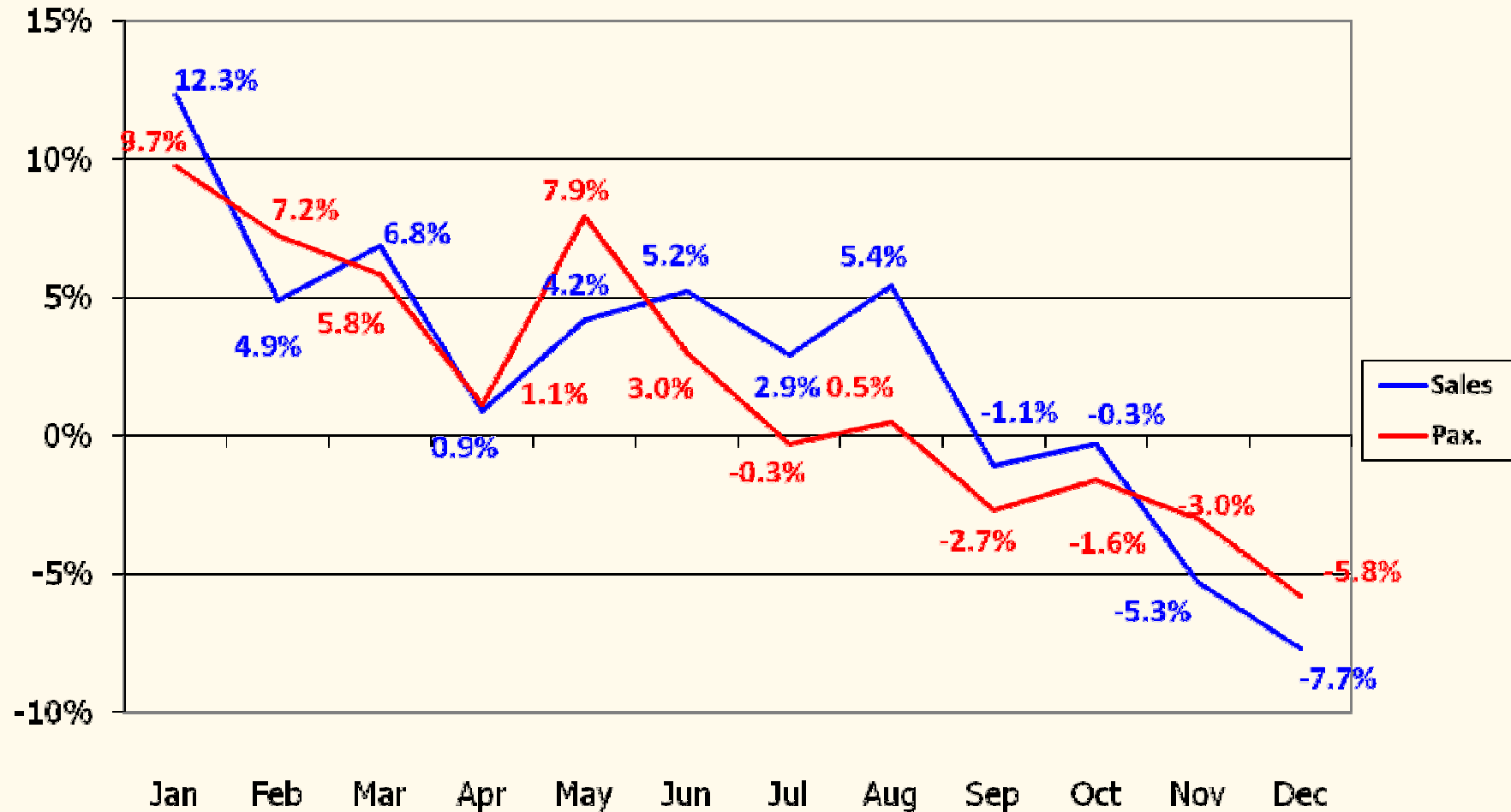
- § DF sales increased by 3.8% reaching EUR 109.0 million from EUR 105.0 million in FY 2007
- § DP sales increased by 1.0% reaching EUR 159.1 million from EUR 157.5 million in FY 2007

Key performance indicators



- § Pax spending +0.80% YoY
- § Customer spending +2.01% YoY
- § Decreased penetration by 32 bps

SALES vs. DEPARTING PASSENGERS Growth



Sales growth for 12M 2008 +2.1%

Pax growth for 12M 2008 +1.0%

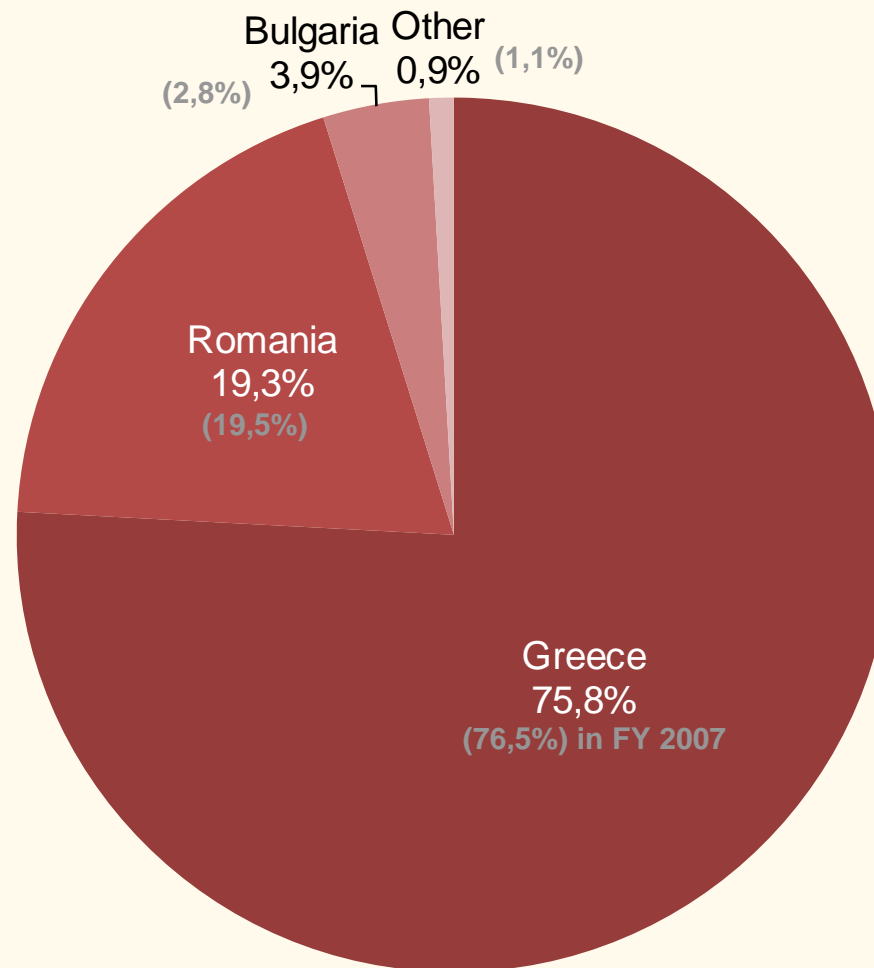


Attica II, Golden Hall

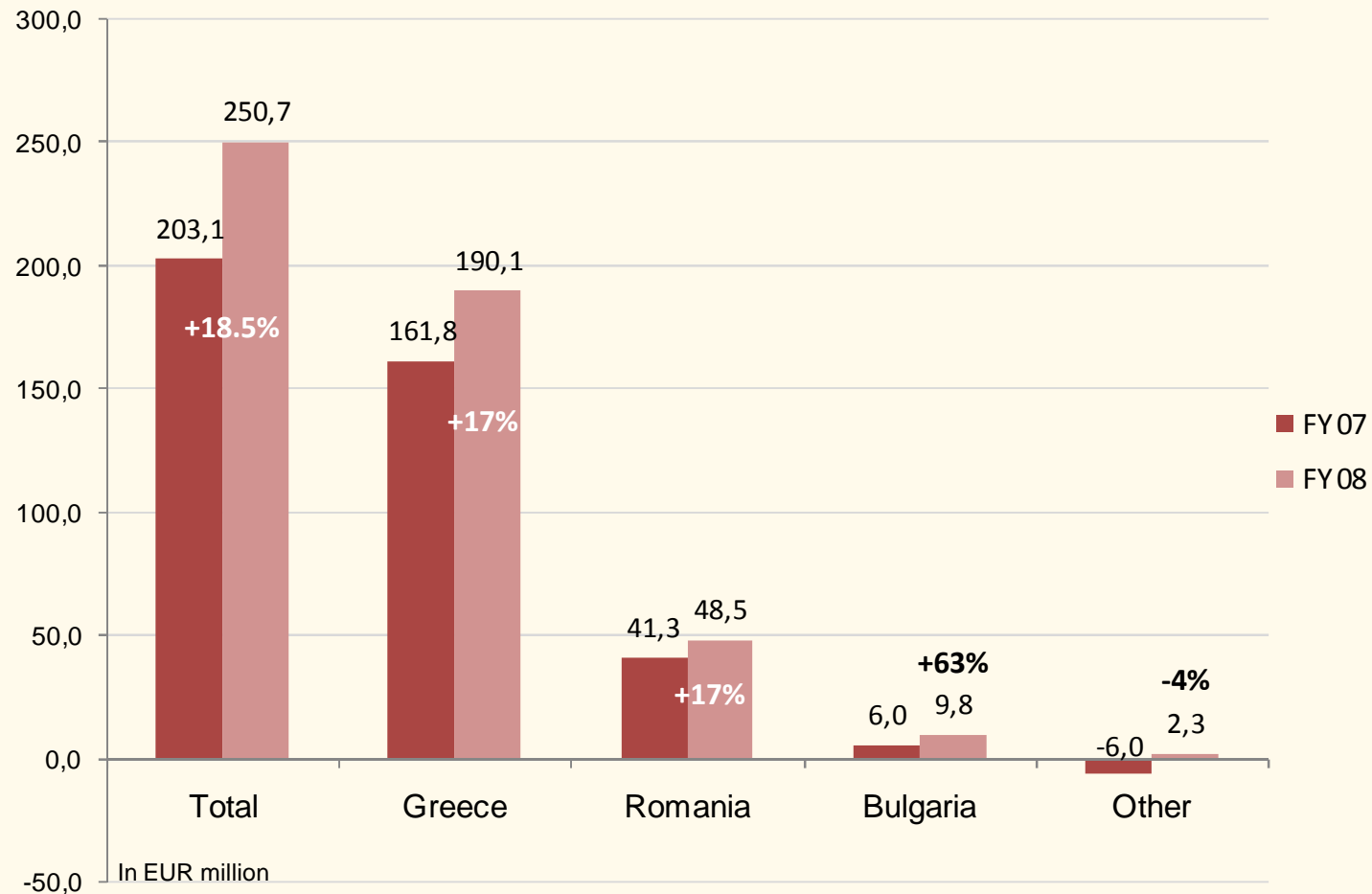
Full Year 2008 Financial Results

In EUR mil	Elmec Sport		Elmec attica I			Elmec attica II		Other affiliates	Intra-group	Elmec Group FY 2008	% of sales	Elmec Group FY 2007	% of sales	% change
	Romania	Bulgaria	Outlets											
Revenues	95,3	106,3	48,8	9,8	16,4	5	1,8	-32,8	250,7		211,6		18,5%	
EBITDA	3,5	7,6	5,3	2,8	6,6	2,8	-0,68	-0,02	27,8	11,1%	23,6	11,20%	17,8%	
<i>*adj EBITDA</i>									27,8		22	10,40%	26,2%	
EBIT									22,1	8,8%	18,3	8,60%	21,1%	
Interests									-6,5		4,6			
EBT									15,7	6,2%	22,9	10,80%	-31,6%	
<i>*adj EBT</i>									15,7		10,9	5,10%	44,7%	
Taxes									-3,5		-6			
EAT reported									12,2	4,8%	16,9	8,00%	-27,9%	
<i>* adj EAT</i>									12,2		6,9	3,30%	76,8%	
Minority interests									-3,5		-2,7			
EATA & minor									8,7	3,5%	14,2	6,70%	-38,8%	
<i>*adj EATA & minor</i>									8,7		4,2	2,00%	105,0%	

Sales by region: Full Year 2008

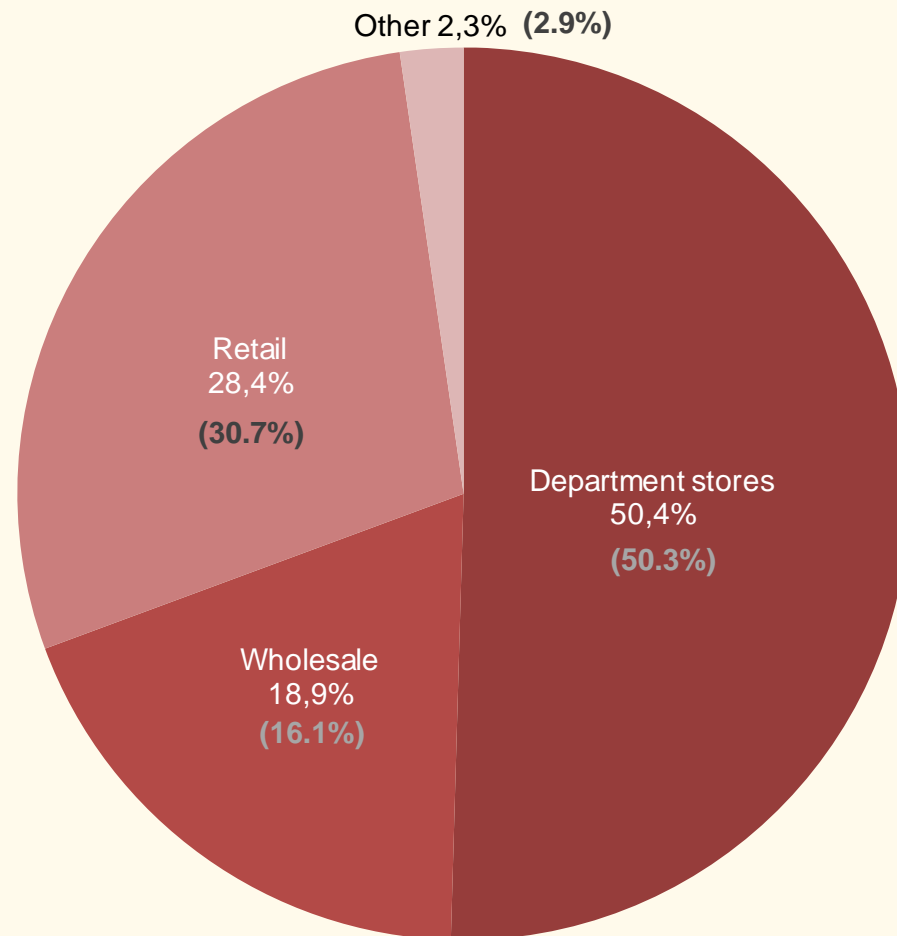


Sales by region

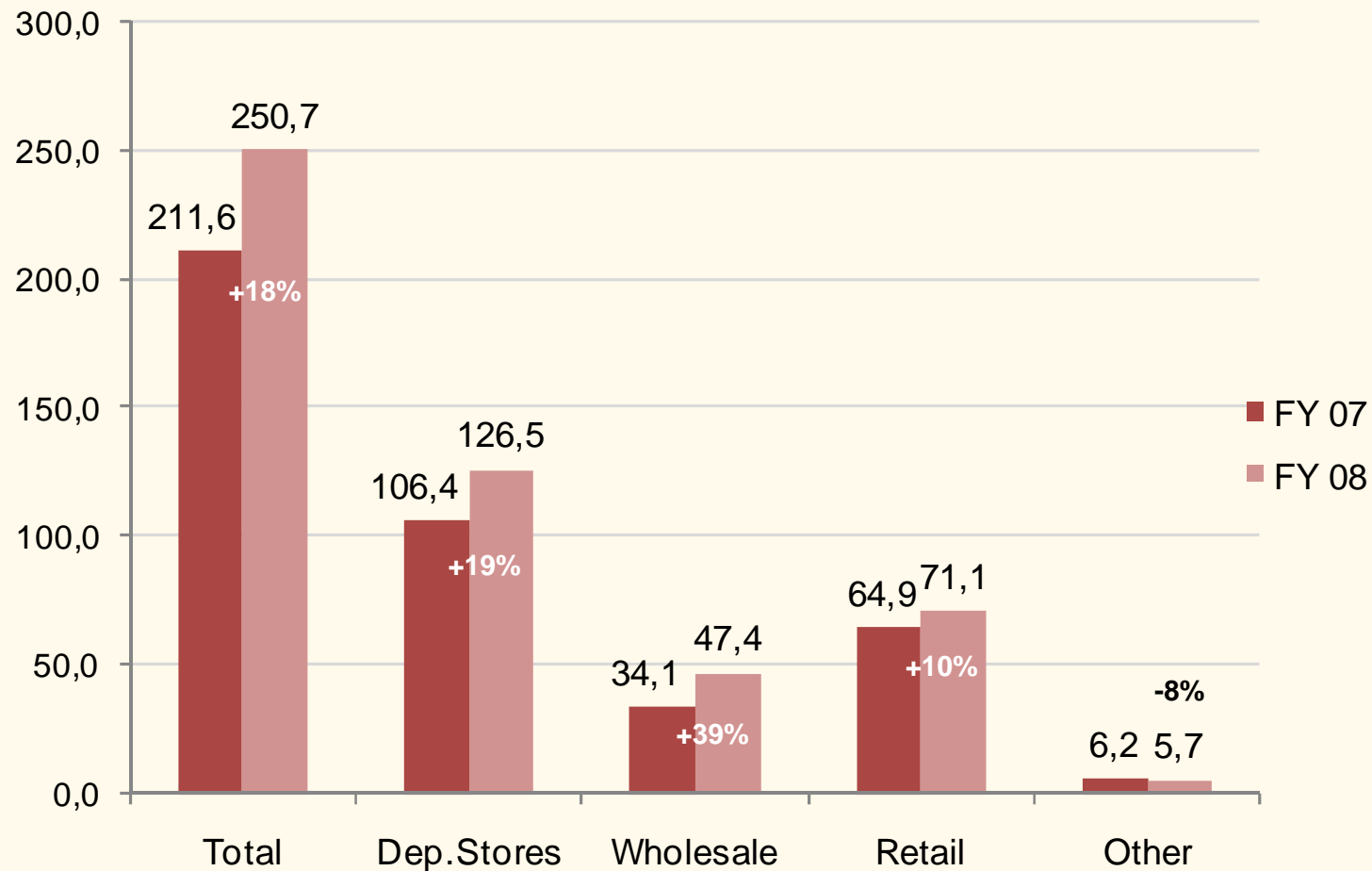


Intragroup sales at EUR 32.7 million in 2008 vs EUR 20million in 2007

Sales by segment



Sales by segment



In EUR million



DISCLAIMER

This document is for institutional investors only and is not available to private customers. This document is being supplied to a limited number of recipients and it may not be distributed, published or reproduced in whole or in part or disclosed by recipients to any other person.

Each investor contemplating purchasing securities issued by Folli Follie S.A. or any of its subsidiaries should make its own independent investigation of the financial condition and affairs, and its own appraisal of the creditworthiness, Folli Follie S.A. or any of its subsidiaries and should carefully consider the high risks involved in purchasing these securities. This is not an invitation to invest in securities.

This presentation contains forward-looking statements. Forward-looking statements are statements that are not historical facts; they include statements about our beliefs and expectations. Any statement in this presentation that states our intentions, beliefs, expectations or predictions (and the assumptions underlying them) is a forward-looking statement. These statements are based on plans, estimates and projections as they are currently available to the management of Folli Follie S.A.. Forward-looking statements therefore speak only as of the date they are made, and we undertake no obligation to update publicly any of them in light of new information or future events. By their very nature, forward-looking statements involve risks and uncertainties. A number of important factors could therefore cause actual results to differ materially from those contained in any forward-looking statement.

Potential risks and uncertainties include, amongst other things, internal, industry and external factors, such as general economic conditions.