



Press Release

>> Annual sales at September 30, 2011: €249.6m (+1.7%)
Renewal in revenue growth

Sales per division (in EUR millions)	4 th quarter			Annual		
	10/11	09/10	Variation	10/11	09/10	Variation
Great Outdoor - Lafuma	20.3	20.1	+0.9%	83.5	83.4	+0.1%
Board Sports – Oxbow	24.6	25.7	-4.4%	64.0	67.7	-5.5%
Country - Le Chateau	10.4	10.2	+2.0%	23.7	23.3	+1.7%
Mountain - Millet / Eider	28.1	25.5	+10.2%	78.4	71.0	+10.4%
Lafuma Group	83.5	81.6	+2.3%	249.6	245.5	+1.7%

Lafuma Group sales revenue for fiscal 2010/11 totaled 249.6 million euros, with a year-on-year increase of 1.7%. At a constant exchange rate and comparable scope, Group sales revenue improved by 2.4%.

Fourth quarter sales in France for fiscal 2010/11 grew by 2.8% resulting in a modest improvement in business (+0.6%) for fiscal 2010/11.

International business improved with a brand redeployment strategy in Europe and in Asia, reaping gains in annual sales revenue of 3.3%.

Over FY 2010/11:

- The **Great Outdoor division** remained stable (+0.1%), driven by buoyant camping furniture sales and the confirmation of a turnaround in the Lafuma outdoor lines over the fourth quarter of fiscal 2010/11.
- The **Board Sports division** declined (5.5%) in spite of the initial positive effects of the Oxbow brand repositioning;
- Sales revenue for the **Country division** was up 1.7%, driven by new export markets;
- The **Mountain division** continued its strides in growth (+10.4%). The Group gained market share in France and increased its presence internationally, notably in Europe.

Growth in sales revenue and leverage on profitability

The activity growth registered in the course of fiscal 2010/11 has enabled the Lafuma Group to confirm significant improvements in current operating profit and net profit for fiscal 2010/11.

The Group also confirms its outlook for considerable improvement in sales revenue over the first quarter of fiscal 2011/12.

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Annual results FY 2010/11: Tuesday, December 12 (after market close)

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 Lafuma shares are traded on NYSE Euronext Paris. Euroclear: 3526. Reuters: LAFU.PA. Bloomberg : LAF FP