



Camaïeu

Revenue for first half 2010: +9%



Consolidated data (excl. tax) in EUR millions	30/06/10	30/06/09	10/09
Branch retail sales	360.4	331.8	8.6%
Franchise store sales and royalties	16.5	15.5	6.5%
Other sales	2.3	0.7	ns
TOTAL REVENUE	379.2	348.0	9.0%

Camaïeu posted total revenues of EUR 379.2 million for the first half of 2010, an increase of 9% in comparison to 2009.

On a like-for-like basis and at comparable exchange rates, Camaïeu's revenues declined 3.9% over the first half of the year, compared to a cumulative 1.25% drop for the French women's ready-to-wear market as of the end of May (source: IFM).

Second-quarter revenues of EUR 190.2 million represent growth of 1.1% compared to 2009, with an 11.3% decline in business on a like for like basis and at comparable exchange rates.

Business was hit hard due to the summer sales period being pushed back by one week into July, rather than June.

Highlights for the first half of the year were 39 store openings, including 34 branch stores, and Camaïeu's entry into Romania, with the company's first store opening in Bucharest.

At June 30, 2010, the Camaïeu network included 894 stores, 342 of which are overseas.

First half results will be published on August 30 after market close.

Number of shares: 6,060,204

Reuters CMAE.PA
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