

DU Pareil... au même

Press release

Sales for financial year 2006

A new strong increase in business Confirmation of significantly higher earnings

Consolidated sales in millions of euros	Financial year 2006	Financial year 2005	Variation in %
First half	66.86	61.69	+8.4
Third quarter	35.30	30.78	+14.7
Fourth quarter	43.07	39.39	+9.3
Second half	78.37	70.17	+11.7
Year's total	145.23	131.86	+10.1

In financial year 2006 the Company operated at a higher level, with consolidated sales rising by 10.1% to 145.2 M€ (above-target), compared with a 6% increase in 2005.

This advance reflects not only sustained growth in France (+6.3%, against +2.5% in 2005) on an ever-difficult market (-2.1% according to the CTCOE estimate), but also a new and marked increase in the International sector (+23.0% compared with +19.6% in 2005). The most noteworthy performances came in Spain (+125.6%) and in Italy (+21.6%), markets on which the group's trade names are enjoying great success and still have substantial growth potential, as well as in Switzerland (+13.7% without any openings).

This rise also reflects very strong business for the second part of the financial year (+11.7%). This applies both to France (+8.4%), where the market conditions were difficult, and to the international sector (+22.3%). In spite of an unfavourable calendar effect, the fourth quarter of the year brought a 9.3% increase (+6.9% in France, and +16% internationally).

The Company continued to work on the development plan during the financial year, opening 40 new stores (including 4 branches and 30 affiliates), with conclusion of several foreign distribution agreements. Three non-contributing branches were closed in Japan and Portugal. The product collections have been reinforced and a new store concept has started to be rolled out.

The sales increase, combined with improved margins and keeping costs under control, lead the Company to confirm its forecasts for a significant increase in earnings for financial year 2006 as a whole.

The year 2007 priorities will be strengthening positions in France, Italy and Spain, as well as intensifying the partnerships concluded last year in Greece, Ireland and the United Kingdom, and more recently in Saudi Arabia and in the Baltic States. For the financial year the Company has set a target of a sustained increase of sales, and hence of net earnings.

Profile

Du Pareil Au Même is among the leading French specialists in children's clothing. As of 31 December 2006 the Company had 298 sales outlets, including 146 branches and 101 affiliates. Its main markets are France, Italy, Spain and Portugal, which accounted, respectively, for 74.5%, 11.6%, 3.8% and 2.6% of financial year 2006 sales.

Schedule

Release of the financial year 2006 earnings report: Friday, 30 March 2007.

Contact

Shan : François-Xavier Dupont : 01 44 50 58 74

<http://www.dupareilaumeme.fr>