

ARTHUR

Interim report 2010

	1 st half 2010	1 st half 2009	Changes in %	Reminder 2009
Consolidated turnover	7,036	7,082	- 0.65%	16,389
<i>including</i>				
Branch network (2)	3,862	3,846	+0.42%	8,625
Export	736	654	+12.54%	1,770
France (department stores, retailers multibrand)	2,438	2,380	+2.44%	5,994
Operating profit or loss before tax	-521	-580	+10.20 %	582
Financial result	-151	-177	+14.71%	-358
Income or loss before tax	-673	-756	+11.00%	224
Corporation income tax	0	0		-144
Group share of net income before tax (1)	-673	-756	+11.00%	368
Group share of net income after tax (1)	-673	-756	+11.00%	224
Number of shares	1,341,304	1,341,304		1,341,304
Group share of net earnings per share	-0.502	-0.564	+11.00%	0.274

The financial statements have not been audited by the auditors.

- (1) the group share consolidated figures are those of the company in the absence of third parties
- (2) all our self-owned ARTHUR stores, our affiliates' commissions and our factory stocks.

The figures for the 1st half of 2010 show the strength of ARTHUR's economic model, with turnover steady and operating profit up by over 10%.

In view of the steady fall in carrying costs (an improvement of nearly 15%), net income is up 11%.

Our network shows a slight growth of 0.42%; in fact it is up by 3% for Arthur branches and affiliates, only showing a drop in turnover in our factory outlets, further to the steady reduction in our stocks, which is a key factor in improving our WCR.

We are optimistic regarding our 2010 net income, which is in line with our forecasts and better than 2009, our turnover levelling off or slightly up, the restructuring of our operating expenses leading to an improvement in the group's EBIT.

The effects of this mid-year restructuring will be felt in financial year 2011, which should show a return to steady growth, thanks to the launch of our new line of ARTHUR CLUB underwear.

Our target is an operating profit in the region of 8% of consolidated turnover.