

Fact Sheet Calida Group



Industry	Textile industry: bodywear, lingerie, swimwear and beachwear										
About us	<p>The CALIDA and AUBADE brands are owned by the Calida Group.</p> <p>CALIDA, headquartered in Sursee, Switzerland, is one of the leading bodywear brands in Europe with its main markets in Switzerland and Germany. The high quality daywear and nightwear for women, men and children has been satisfying customers since 1941 through its outstanding quality, comfort and use of natural materials. www.calida.com</p> <p>AUBADE, headquartered in Paris, France, is a leading luxury lingerie brand characterised by innovative styling, seduction, creativity and glamour. The <i>Lessons in Seduction</i> campaign enjoys cult status in France and has made the brand globally known. www.aubade.com</p>										
Products	<p>CALIDA: daywear, sleepwear, loungewear, swimwear and beachwear</p> <p>AUBADE: lingerie, swimwear and beachwear, loungewear</p>										
Positioning	<p>With both strong brands, the Calida Group is positioned in the middle, premium and luxury segments.</p> <p>CALIDA: middle to premium segment AUBADE: luxury segment</p>										
Sales markets / Customers	The Calida Group is represented in 70 countries. The main markets are Switzerland and Germany for CALIDA, and France for AUBADE.										
Milestones	<p>2005 CALIDA took over AUBADE, the leading French lingerie brand and expanded its brand portfolio in the luxury segment.</p> <p>1958 AUBADE brand launched</p> <p>1941 CALIDA brand launched and trademarked</p>										
Legal form	Calida Holding AG has been listed on the SIX Swiss Stock Exchange in Zurich since 1987										
Employees	1,376 worldwide										
Key figures for 2009	<table><tr><td>Group sales</td><td>CHF 213.4 million</td></tr><tr><td>EBIT before extraordinary cost</td><td>CHF 24.6 million</td></tr><tr><td>Net result</td><td>CHF 20.9 million</td></tr><tr><td>Cash flow</td><td>CHF 21.9 million</td></tr><tr><td>Equity ratio</td><td>71.6%</td></tr></table>	Group sales	CHF 213.4 million	EBIT before extraordinary cost	CHF 24.6 million	Net result	CHF 20.9 million	Cash flow	CHF 21.9 million	Equity ratio	71.6%
Group sales	CHF 213.4 million										
EBIT before extraordinary cost	CHF 24.6 million										
Net result	CHF 20.9 million										
Cash flow	CHF 21.9 million										
Equity ratio	71.6%										
Group Management	<p>Felix Sulzberger, Chief Executive Officer CALIDA Group Thomas Stöcklin, Chief Financial Officer CALIDA Group Andreas Lindemann, General Manager CALIDA Brand Philippe Bernaud, General Manager AUBADE Brand</p>										
Board of Directors	<p>Dr. Thomas Lustenberger, Chairman of the Board Alfred M. Niederer, Vice-Chairman of the Board Marco Gadola Beat Grüring Erich Kellenberger Felix Sulzberger Marianne Tesler</p>										
Address / Headquarters	<p>CALIDA Holding AG Industrie Münigen CH – 6210 Sursee Tel +41 41 925 45 25 Fax ++41 41 925 42 84 investorrelations@calida.com</p>										

Fact Sheet Calida Group
www.calidagroup.com

