

The Calida-Group posted currency-adjusted growth in 2010 and completed the membership of the Group Management

Sursee, 12 January 2011 – The Calida-Group posted 5.8 percent currency-adjusted growth in the 2010 financial year and increased sales to CHF 213.3 million. Andreas Lindemann, CFO of the Calida-Group and member of the management of the CALIDA brand, will assume the position of General Manager of the CALIDA brand as of 1 February 2011. At the same time, Thomas Stöcklin, Head of Finance of the CALIDA brand, will take over as CFO of the Calida-Group. Felix Sulzberger will continue as CEO of Calida-Group.

Currency-adjusted growth posted by the Calida-Group in the 2010 financial year amounted to 5.8 percent, with the French luxury brand AUBADE achieving 10.6 percent growth and the CALIDA brand 3.7 percent. The Calida-Group achieved sales of CHF 213.3 million.

Key contributor to the strong growth of both brands was the retail business, meaning sales via the own stores of the brands. Currency-adjusted and like-for-like sales growth amounted to 19.7 percent for the AUBADE brand and 9.6 percent for the CALIDA brand.

As of 1 February 2011, the Calida-Group Management will be strengthened with the appointment of Andreas Lindemann as General Manager of the CALIDA brand and Thomas Stöcklin as CFO of the Calida-Group.

"We are delighted to have been able to fill these positions with experienced and professional people from within our own ranks and by so doing ensure optimum continuity," says the CEO of Calida-Group, Felix Sulzberger, commenting on the new organisation. The search for the General Manager of the CALIDA brand marked the last step towards completing the membership of the Group Management. Last year, Philippe Bernaud was appointed as General Manager of the AUBADE brand.

Andreas Lindemann (48) has served as CFO of the Calida-Group since 2003. In recent years, he has been gradually taking on additional responsibility within the CALIDA brand, including managing the strategically important retail business (with a total of 70 stores) for almost three years. With the changeover to the newly created position of General Manager of the CALIDA brand, he will assume overall responsibility for the CALIDA brand's operating business.

Thomas Stöcklin (40) joined the Calida-Group in 2005 as Group Controller. In 2008 he was appointed Head of Finance of the CALIDA brand and will now replace Andreas Lindemann as Group CFO as of 1 February 2011. Prior to joining the Calida-Group, Thomas Stöcklin, a Swiss certified accountant, held various positions at Ernst & Young AG.

The complete annual report for the 2010 financial year will be published on 25 February 2011 and is available as of 7.00 am on this date on the website www.calidagroup.com.

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The Calida-Group is comprised of the CALIDA and AUBADE brands and employs about 1'300 people. Group sales in 2010 amounted to CHF 213.3 million. The Calida-Group is listed on the SIX Swiss Exchange. The CALIDA brand, with its headquarters in Sursee (Switzerland), is one of Europe's leading bodywear brands with its main markets in Switzerland and Germany. The high quality day- and nightwear for women, men and children has been convincing consumers since 1941 by virtue of excellent quality, comfort and natural materials. The AUBADE brand, with its headquarters in Paris, is a leading luxury lingerie brand which excels through innovative styling, seduction, creativity and glamour. The campaign under the title "Leçons de seduction" enjoys cult status in France and gave the brand worldwide recognition.