GLOBAL COMPACT

17 August 2010

Statement of continued support

IC Companys considers corporate social responsibility (CSR) to be an integrated part of our business and that growth must be obtained in a responsible manner. At IC Companys we want to do business in a manner that promotes a global and sustainable respect for human beings and nature.

The general principles of IC Companys' CSR effort are based on internationally adopted conventions on human rights, employee rights, environmental protection and anti-corruption (ILO conventions and UN Human Rights.) We want to work pro-actively with our suppliers to promote compliance with these conventions.

To this end we are working by a Code of Cunduct (CoC) that is a part of our agreements with our suppliers. It is likely, that not all our suppliers can meet our COC today, but we consider CSR to be a process in which even minor changes would be a step in the right direction. We ask our suppliers to comply with our COC, but a second objective is to sway those that can be convinced in the right direction.

Obviously, we demand a clear commitment to do something about any identified problems. Investing in ensuring ethically responsible production involves a cost for us in the short term, but we believe that it is a sound long-term investment. When we take up CSR-related projects, it is primarily done in a long-term development perspective.

IC Companys has been a signatory to the Global Compact since 2007. The compact represents an opportunity to state our commitment and to be transparent and accountable to our stakeholders. Consequently, we welcome the opportunity to communicate our commitment and progress again this year.

For additional information and data, please refer to the IC Companys Report 2009/10 and our website.

Niels Mikkelsen, CEO

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IC COMPANYS
HOME OF FASHION BRANDS

Annual Report 2009/10

2009/10 CONTENTS

IC COMPANYS 2009/10

Having generated an operating profit of DKK 283 million for 2009/10, the Group has achieved a satisfactory and strong foundation for future growth and development. In addition, realised free cash flow of DKK 302 million has efficiently served to reduce the Group's net debt with DKK 290 million to DKK 243 million. These results have still been feasible in spite of a setback of 3% in revenue which amounted to DKK 3,495 million for the year.

The cost base has been reduced by DKK 272 million compared to 2007/08 after having adjusted for new activities, inflation and currency. During the same period the Group has engaged in new activities incurring DKK 181 million. These activities consist of own retail and e-commerce which have contributed DKK 284 million to revenue for the same period.

Due to this reported progress, the Board of Directors has decided to resume the Group's dividend policy and recommends at the Ordinary Annual General Meeting 2010 that a resolution recommending a dividend of DKK 70 million, corresponding to DKK 4.25 per ordinary share, for the financial year 2009/10 is adopted.

The financial year 2009/10 has been marked by a targeted effort to optimise a number of core areas in the Group's value chain. These improvements have included focused collection development comprising reduction of styles, new brand specified go-to-market strategies, enhanced franchise concepts as well as expanding the concept of controlled wholesale and order suggestion. All employees of the Group have worked immensely in implementing the initiatives embarked on by the Management in order to create a more efficient value chain and it is thus estimated that the foundation for growth in 2010/11 is in place. This targeted effort has furthermore had a positive impact on the Group's gross margin which increased by 1.2 percentage points and on the cost rate which was reduced by 2.4 percentage points.

The reduced revenue is not satisfactory; however, this should be seen as a reflection of the Group having cleaned up its unprofitable revenue business. We are pleased to announce that the revenue setbacks being reported in previous quarters have been replaced by growth for fourth quarter 2009/10; a trend that is expected to continue for the financial year 2010/11. We believe that IC Companys has come through the financial crisis with renewed strength and a far more clearly defined framework and focused targets, an enhanced execution capacity as well as increased efficiency.

Distribution strategy

Management still works on implementing the strategy of increasing revenue of own retail and franchise segments with a view to develop these distribution channels to make up a larger part of the total distribution in the future. Targeted efforts on expanding the Group's franchise concept have been made and the franchise segment has thus recorded a growth rate of 2%. Furthermore, the Group continues to open own stores within selected concepts and markets. During 2009/10 the Group has opened 87 retail and franchise stores and increased the total number of square metres by 4,500. Finally, the roll-out of e-commerce is continued. In general, we have experienced a positive synergy effect across our distribution channels.

Strategy Process

The strategy process we embarked on in 2009/10 has convinced us that the Group holds a strong growth and earnings potential. However, it is also evident that the Group still needs to make some adjustments as some parts of the Group are still not generating satisfactory results.

IC Companys' culture

IC Companys must continue to be an innovative and interesting workplace which attracts the most competent employees in the industry and always is at the forefront of development. Management is still in the process of developing a performance culture in which all employees experience the importance of their contributions and are motivated by the opportunity to make a difference. We would therefore like to express our sincere thanks to all our employees for their hard work – a joint effort which has made IC Companys being able to ride out the financial crisis and still be strong.

Profit announcement for 2009/10

Consolidated revenue for 2009/10 amounted to DKK 3,495 million which is a decrease of 3% compared to last year. The Group's gross margin has been under considerable pressure due to the foreign currency exchange development. The optimisation process has, however, resulted in a gross margin at a historically high level of 60.8%. Operating profit amounted to DKK 283 million which exceeds the announced expectation. This satisfactory financial performance is attributable to a number of initiatives implemented by Management to ensure a profitable business operation.

The Board of Directors of IC Companys A/S has approved the Annual Report for the period 1 July 2009 – 30 June 2010 at a Board Meeting held on 10 August 2010.

- Consolidated revenue for 2009/10 amounted to DKK 3,495 million (DKK 3,621 million) which is a decrease of 3% compared to last year. The latest announced expectation was DKK 3,450-3,500 million. Revenue for the fourth quarter 2009/10 amounted to DKK 634 million corresponding to an increase of 13%.
- Wholesale revenue amounted to DKK 2,121 million (DKK 2,324 million) which constitutes a setback of 9%. Revenue for the fourth quarter 2009/10 rose by 23% to DKK 297 million.
- Retail revenue amounted to DKK 1,374 million (DKK 1,297 million) and thus represents a 6% increase. Revenue for the fourth quarter 2009/10 rose by 5% to DKK 337 million.
- Gross profit amounted to DKK 2,124 million (DKK 2,156 million). The Group thus generated a gross margin of 60.8% (59.6%). Gross profit for the fourth quarter 2009/10 rose by 16% to DKK 388 million.
- Capacity costs amounted to DKK 1,842 million (DKK 1,994 million) corresponding to a reduction of 8% and an achieved cost efficiency of 52.7% (55.1%). Capacity cost for the fourth quarter 2009/10 were reduced by 6% to DKK 464 million.
- Operating profit amounted to DKK 283 million (DKK 162 million). The Group thus generated an EBIT margin of 8.1% (4.5%). The latest announced expectation was DKK 240-270 million. The profit exceeded expectations which is attributable to an improved gross margin and cost rate. Operating profit for the fourth quarter 2009/10 improved by DKK 80 million to a loss of DKK 76 million.
- Realised investment level for 2009/10 amounted to DKK 123 million (DKK 136 million) compared to the latest announced expectation of DKK 100-120 million.
- Order intake for the winter collection 2010 is expected to record an increase of 14%.
- The Board of Directors recommends a dividend payment of DKK 70 million, corresponding to DKK 4.25 per ordinary share eligible for dividend, for the financial year 2009/10.
- The Board of Directors has resolved to grant 60,000 share options to the Executive Board.
- The Board of Directors has resolved to grant maximum 170,000 warrants to other executives provided that a resolution granting such authority is adopted at the Ordinary Annual General Meeting.

Outlook for 2010/11

- The growth initiatives embarked on by the Group are expected to impact increasingly in 2010/11. At the same time a substantial pressure on the Group's gross margin is expected as a consequence of increasing sourcing costs and a more fierce competition in the wholesale market. On this basis, revenue is expected to attain a level of DKK 3,800-3,900 million and the operating profit a level of DKK 320-360 million for 2010/11.
- Investments in the region of DKK 130-150 million are expected primarily for an expansion of the distribution and sales promoting improvements of the IT platform.

Further information

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Financial highlights and key ratios

DKK million	2009/10	2008/09	2007/08	2006/07	2005/06
INCOME STATEMENT					
Revenue	3,495.3	3,621.1	3,737.2	3,353.8	3,022.0
Gross profit	2,124.4	2,156.4	2,258.8	1,982.9	1,767.5
Operating profit before depreciation and amortisation (EBITDA)	412.2	308.8	462.1	436.4	404.0
Operating profit before goodwill write-down and special items	282.6	165.1	349.3	342.5	302.5
Operating profit before special items	282.6	162.1	349.3	340.1	302.5
Operating profit (EBIT)	282.6	162.1	349.3	340.1	322.8
Net financial items	(5.2)	(10.8)	(31.9)	(19.7)	(19.9)
Profit before tax	277.4	151.3	317.4	320.4	302.9
Profit for the year	235.8	109.2	224.0	240.6	224.4
BALANCE SHEET					
Total non-current assets	793.3	803.7	825.8	816.1	787.5
Total current assets	953.4	981.0	1,106.5	1,033.2	877.5
Total assets	1,746.7	1,784.7	1,932.3	1,849.3	1,665.0
Total equity	747.2	509.1	473.5	566.6	579.5
Total liabilities	999.5	1,275.6	1,458.8	1,282.7	1,085.5
CASH FLOW STATEMENT					
Cash flow from operating activities	424.4	335.1	340.1	291.2	326.3
Cash flow from investing activities	(122.5)	(135.8)	(138.4)	(186.4)	(141.8)
Cash flow from investments in property, plant and equipment	(92.1)	(129.5)	(113.9)	(133.6)	(145.4)
Total cash flow from operating and investing activities	301.9	199.3	201.6	104.8	184.5
Cash flow from financing activities	(44.3)	(83.0)	(285.3)	(261.5)	(163.3)
Net cash flow for the year	257.6	116.3	(83.7)	(156.7)	21.2
KEY RATIOS					
Gross margin (%)	60.8	59.6	60.4	59.1	58.5
EBITDA margin (%)	11.8	8.5	12.4	13.0	13.4
EBIT margin (%)	8.1	4.5	9.3	10.1	10.7
Return on equity (%)	37.5	22.2	43.1	42.0	40.1
Equity ratio (%)	42.8	28.5	24.5	30.6	34.8
Average invested capital including goodwill	1,173.5	1,162.1	1,193.5	1,126.5	991.6
Return on invested capital (%)	24.1	14.2	29.3	30.4	30.5
Net interest-bearing debt, end of year	243.4	533.1	639.0	557.6	401.9
Financial leverage (%)	32.6	104.7	134.9	98.4	69.3
SHARE-BASED RATIOS*					
Average number of shares excluding treasury shares, diluted (thousand)	16,397.8	16,524.4	17,415.8	18,126.8	18,648.4
Market price, end of year, DKK	176.0	103.0	156.0	318.0	344.5
Diluted earnings per share, DKK	13.9	6.1	12.6	13.3	12.3
Diluted cash flow per share, DKK	25.9	20.3	19.5	16.5	18.0
Diluted net asset value per share, DKK	44.7	30.0	28.0	32.5	32.4
Diluted price/ earnings, DKK	12.7	16.8	12.4	24.5	28.8
EMPLOYEES					
Number of employees (full-time equivalent at the end of the year)	2,315	2,261	2,441	2,252	2,032

* The effect of IC Companys' programmes for share options and warrants has been included in the diluted values.

The key ratios and share data have been calculated according to the recommendations in "Recommendations and Ratios 2010" issued by the Danish Society of Financial Analysts. The equity ratio is calculated as the equity at period end divided by the total assets at period end.

Disclaimer

This announcement contains future-orientated statements regarding the Company's future development and results and other statements that are not historic facts. Such statements are based on the currently well-founded prerequisites and expectations of the Management that may prove erroneous. The actual results may deviate considerably from what has been outlined as planned, assumed, assessed or forecast in this announcement.

This announcement is a translation from the Danish language. In the event of any discrepancy between the Danish and English versions, the Danish version shall prevail.

MARKETS AND STRATEGIES

Market development

The financial year 2009/10 has been marked by the aftermath of the global financial crisis last year. During the year we have therefore worked immensely in optimising the Group's revenue from the wholesale and retail segments which has consequently led to both discontinuation of co-operation with wholesale customers as well as closure of own shops but at the same time also a new and focused distribution strategy. In this way, we have achieved to enhance the co-operation with our wholesale customers, expanded our franchise operations as well as opened 87 new stores on selected markets. The positive impact from these initiatives are reflected in the results for the fourth quarter 2009/10 which marked a turning point. The conditions for growth for 2010/11 have thus been provided. In spite of this, however, we are not satisfied with the short-term growth prospects, since some Group brands still need to set in place conditions for growth.

The impact of the financial crisis has gradually weakened during the financial year under review. The economic climate, nevertheless, still faces major challenges which are reflected in both consumer behaviour and currency fluctuations of the Group's main currencies (USD, SEK and NOK). We will thus continue to employ a stringent prioritisation of our resources so as to ensure that all initiatives contribute to support the strategic priorities.

During 2009/10 wholesale customers as well as consumers on many of our markets expressed a cautious and reluctant behaviour. Furthermore, most of the governments of Northern Europe implemented cost-saving programmes for the public sector which contributed to a general consumer uncertainty which will last well into the next financial year. Yet, the development in consumer confidence indicates that the consumers' outlook on the future gradually has become more positive. This has also resulted in increased business in the garment industry compared to the last financial year, but the development has been characterised by instability implying a high uncertainty factor. A setback of 2% for the Group's same-store sales was recorded for 2009/10 and in particular the months of August/September and April did stand out with negative growth.

Order intake in wholesale for the important autumn collection was completed at the same level as last year whereas the minor winter collection is expected to record an increase of 14%. This reflects that our wholesale customers are starting to look upon the future with brighter prospects, the cash flow problems recorded last year as a result of large inventories and tighter credit lines have been minimised and the Group's initiatives are showing results.

In general, the economic climate on the Group's markets has thus developed positively. Significant lower inventories have been registered and the many order cancellations and large discounts, which influenced the industry last year, have been avoided. At the end of the financial year 2009/10 total allowances for inventory write-downs amounted to DKK 130 million which is a decrease of DKK 25 million compared to last year. Furthermore, the Group recorded a decrease in overdue wholesale receivables and an increase in the rate of turnover. Realised bad debts on trade receivables for the financial year under review correspond to 0.8% of the revenue (0.4% of revenue). At the end of the financial year 2009/10 total write-downs for bad debts on trade receivables constituted DKK 72 million which is a decrease of DKK 10 million compared to last year.

Foundation for growth

At the end of last financial year it was decided that 2009/10 would mark the year where a new foundation for future growth should be build. A clearly defined target of generating profitable growth for the Group based on a sound and strong foundation was prioritised. The below listed issues form a large part of this foundation and have been implemented in several of the Group brands during the financial year under review and are in the process of being implemented in the remaining brands:

- Best practice for collection development across Group brands has generated cost savings and minimised the risk of faulty collections;
- Changed collection structure has generated an improved delivery flow to the stores;
- Segmentation of the Group's distribution has revealed potential;
- New buying systems have improved the Group's sales; and
- New working flows have improved the possibilities for quick delivery of products during season.

We are in the process of adapting lacking processes in parts of the Group in order to fully build up a strong foundation for future growth for the business as a whole.

In order to generate growth for the financial year 2010/11 we have achieved to turn the negative order intake as well as expand the Group's total area of controlled space. To help support this development, we have implemented a number of initiatives. First and foremost, the total Group's retail base has been expanded and optimised. The net retail base has been expanded with 5,200 square metres. In accordance with the Group's clustering strategy, the expansion has taken place by implementing already successful concepts which focus on markets with clear and well documented historical data. This applies for Peak Performance in Scandinavia and the Alps region, Jackpot in Eastern Europe and Northern Germany as well as Saint Tropez in Denmark and Southern Sweden.

The existing retail base has also been optimised through, e.g., closure of a number of unprofitable stores and retail concessions. This optimisation process has also proven necessary for the Group's franchise base which has subsequently registered a net reduction of 700 square metres. This has resulted in significant revenue growth being recorded in the last three quarters for the Group's retail segment and the last two quarters for the Group's franchise segment. We expect a net increase of the Group's retail and franchise bases for the next year.

In order to enhance quality of the existing wholesale revenue, we have discontinued the co-operation with a number of wholesale customers. At the same time analyses of the wholesale revenue on the Group's main markets have revealed a significant growth potential of the Group brands. Furthermore, for the first time last year we introduced the concept of order suggestions for our wholesale customers and we implemented a new delivery system adapted to the sales out of the stores. We still work on introducing these systems to our wholesale customers and at present we have reached one fourth of the process. In this connection we have registered an increase in order intake for the last three consecutive collections and we expect this trend to continue for the next financial year. Furthermore, we will work on expanding our new business model; controlled space, for our wholesale customers. The target is to increase the revenue per square metre according to the same principles applying for our retail and franchise stores.

To increase revenue for the Group's own retail stores, we have implemented improved buying and inventory processes which, e.g., mean that a substantial part of the product inflow to the stores is held back and subsequently distributed based on the daily sales data. These processes are furthermore supported by a new Point of Sale IT system which partly will provide more accurate and reliable retail data and partly make it possible to create a better and more efficient customer loyalty programme. We estimate that the processes hold a considerable potential when it comes to improving revenue per square metre, however, it will take some time before the full potential is realised.

During last financial year IC Companys entered into a partnership with one of the world's leading e-commerce partners, (GSI Commerce Inc.). Three Group brands; Peak Performance, Tiger of Sweden and InWear have started up distribution through e-commerce and the brands; Jackpot, Part Two, By Malene Birger, Matinique and Soaked in Luxury will follow suit in 2010/11 while Cottonfield will follow in 2011/12. We still firmly believe in a huge potential for the Group brands being distributed through e-commerce.

Our targets of turning the development in order intake and expanding the Group's total area of controlled space have thus been achieved. We therefore consider the foundation for growth in 2010/11 to be in place even though there is still scope for improvements.

We are convinced that the Group brands hold a long-term growth and earnings potential.

Outlook for 2010/11

The growth initiatives embarked on by the Group are expected to impact increasingly in 2010/11. At the same time a substantial pressure on the Group's gross margin is expected as a consequence of increasing sourcing costs and a more fierce competition in the wholesale market. On this basis, revenue is expected to attain a level of DKK 3,800-3,900 million and the operating profit a level of DKK 320-360 million for 2010/11.

Investments in the region of DKK 130-150 million are expected primarily for an expansion of the distribution and sales promoting improvements of the IT platform.

BRANDS

IC Companys operates a portfolio of strong, very distinctive brands, which all draw on the competences and resources made available by the Group's shared platform – an organisation that unites the commercial focus of each individual brand with the benefits of a cost and quality structure pertaining to being a part of a corporate affinity.

The multi brand strategy creates value by means of systematic utilisation of industry competences across brands and the utilisation of economies of scale for a number of relevant shared functions.

Each brand has a market-oriented management that handles market positioning, product development and marketing – the activities that are essential to the development of each brand identity and constitute the decisive factors for the customer's decision to buy.

In addition to this, each brand is supported by a shared platform, which handles activities of no significance to the brand identity and gives each brand substantial advantages in terms of cost savings and quality. The Group's shared platform manages a number of central functions such as sales infrastructure, sourcing, logistics, HR, IT, finance and administration. The Group's corporate brand – IC Companys – acts overall as a guarantee of continuity, ability to deliver and creditworthiness.

A natural risk diversification in several dimensions is an inherent element of the Group's brand portfolio. The overall business risk is reduced by means of each brand pursuing an individually adapted positioning and market strategy. In addition, the portfolio approach reduces the creative risk by reducing the overall collection and fashion risks. Furthermore, this risk reduction allows each brand to have a more pronounced design expression and thus stronger brand identification.

All Group brands act within fashion garments and are distributed through wholesale, franchise and retail sales and have as such a similar business risk and operate under uniform, long-term profitability demands.

Three Group brands have furthermore launched distribution through e-commerce in co-operation with one of the world's leading partners within this area (GSI Commerce Inc.). The agreement includes exclusive distribution of nine Group brands (the brands Designers Remix Collection and Saint Tropez are not included).

The brand portfolio allows IC Companys to meet demands from international customers by virtue of a broad positioning spectrum, wide-ranging dress moments and a wide pricing structure. The Group brand portfolio is presented on the following pages.

IC Companys' headquarters at Raffinaderivej, Copenhagen, Denmark

Peak Performance

History

Peak Performance was founded in Åre, Sweden, in 1986 by professional skiers with a passion for sport, design, nature and outdoor life. The concept is directed to active people, who demand extremely functional products in a unique design and an uncompromising quality.

The brand vision is to create an international, premium brand, founded on the spirit of passion for sports and core values.

"Living the brand" runs as a thread through the brand's history and has resulted in full understanding of how clothes and equipment for people who live active lives should look and function. This has taken Peak Performance to where they are today; one of Europe's leading producers of functionally designed sports fashion wear.

Products

The goal of Peak Performance is to be the brand that is at the forefront of development in the field of functional sports fashion. The brand creates products offering a unique combination of sport and fashion. The Active and Casual collections have developed from the starting point approach – styling for skiers and skiing. Both components are equally important nowadays and they work just as well together as separately. The Active range is divided into groups by sporting activity: Ski, Technical Outdoor, Training, Golf and Equipment. The Casual range comprises products designed for use during the time between sporting activities.

Mission

To develop, manufacture and sell products that are world class in terms of quality, function and design under the Peak Performance brand name.

Marketing

The base is to maintain credibility within the sports community and communicate the premium level of the brand. To ensure credibility a broad group of ambassadors – Peak Performance friends – all with different expertise in the active world are used on product development issues, in tests and in communication. The brand is heavily but selectively involved in a range of sponsorship activities, competitions and events. All communication should convey the fact that Peak Performance is a brand in constant motion, a brand that values development and innovation.

Highlights 2009/10

As a result of the last years' product development, a number of new lines were launched in 2009/10; A new ski line named Heli, developed for big mountain skiing, Black Casual, a new off-activity casual collection that brings new meaning to the term Premium. The product portfolio was extended by a new category; Shoes, launched in general stores and selected shoe retailers in February.




The brand was actively involved in activities and events during 2009/2010.

- Peak Performance was the official clothing supplier of the 33rd Americas Cup. The exclusive America's Cup-collection was worn by all personnel during the event and successfully sold in a limited range of Peak Performance general stores.
- Peak Performance was the official clothing supplier of the KLM Open, European Golf Tournament in 2009 and will continue to be so in 2010.
- Peak Performance was the main sponsor of the international skiing event – Peak Performance King of Style – for the fourth consecutive year.
- Peak Performance was the official clothing supplier for Nordea Scandinavian Masters, European Golf Tournament, at Bro Hof Slott, July 2010.

Peak Performance continues to focus on growth outside the Nordic region and will establish an even stronger international position in Europe. The strategy is to grow with controlled distribution, primarily through new general stores and new markets. Peak Performance continued its store expansion in 2009/10 with six new general stores; Trondheim, Brussels, Sandnes, Batavia, Munster, and Vestby. In October 2009 Peak Performance launched an e-shop, in first stage for the European market.

Peak Performance generated revenue of DKK 915 million for 2009/10 corresponding to a setback of 3%.

Distribution

The brand has developed organically, and today the distribution covers over 20 countries through over 90 general stores and about 2,000 retailers. The basic is to build long-term solutions and continuously work to identify the best retailer in every market, town, city and resort. It is an ongoing search for the best possible store locations for new stores. A general store can be either run by Peak Performance or through a franchise agreement.

"Whatever we take on, the heart of Peak Performance will always lie in the classic "mountain resort" and its life culture. Our products and everything we do continue to adhere to the simple philosophy we know from back when everything began: making products we love and truly believe in".
Jonas Ottoson, CEO




Jackpot

History

Jackpot's history began in the early 1970's when Jørgen and Carli Gry started designing colourful, comfortable and trendsetting styles from their basement shop – and women loved it. Today Jackpot has evolved into a global lifestyle brand rooted in the same spirit, and characterised by a variety of vivid colours and hand painted patterns. Based in Copenhagen, Jackpot is one of the biggest brands belonging to IC Companys' portfolio.

Design

Jackpot is designed to give women a feeling of freedom and femininity with our casual approach to colourful classics, and focus on high quality and fit. Each item can be worn in a variety of combinations, so women can mix and always match, allowing for a fit that is casual and always comfortable. Whether it is our clothing or accessories, the simplicity and consistency seen in the beautiful patterns and hues are always recognisable, and the effect is natural and original, yet at the same time commercial. Each collection is in keeping with the newest trends – in a style that stays in style.

Core consumer

Jackpot designs with real women in mind. A woman who is comfortable with herself and her surroundings. A free spirit but at the same time grounded in reality. A strong woman who is not afraid to be feminine. For her, looking good is feeling good. She wants the freedom to put together her own style with an approach that is casual, contemporary and colourful. The Jackpot woman is in touch with nature, and she is concerned with environmental issues – and with society at large.

Mission

Jackpot is a commercial brand designed to give women a feeling of freedom and femininity through an international approach to casual colourful classics. Jackpot strives for a high degree of social responsibility and sustainability out of a passionate desire to protect the environment and the people who inhabit it.

Highlights 2009/10

11 Jackpot stores and 19 combined Jackpot/Cottonfield stores have been opened in Poland and our expansion plans for this region are now almost completed. Focus is now on Germany, starting in the northern part of the country. 4 Jackpot stores have opened since November 2009, and more will open within the next 12 months.

Jackpot is passionate about sustainable fashion. Therefore, we are still working with Made-by to promote responsible production processes. With Jackpot Organic, we use environmentally friendly materials. In 2009 Jackpot produced more than 400,000 garments of organic origin, which accounts for around 22% of Jackpot's production.

Each season, Jackpot designs a Donation T-shirt, and a donation of EUR 5 is made from every T-shirt sold to the communities that produce our organic cotton. Donations totalling EUR 200,000 have been made in the past 2 years and the funds have been allocated in close co-operation with local communities on their wishes and needs.

Jackpot generated revenue of DKK 398 million for 2009/10 corresponding to a setback of 4%.

Distribution

Jackpot provides 12 deliveries each year, constructed to fit the consumers' buying patterns and designed to be true to the season and coordinated with deliveries before and after. The merchandise flow is based on insights and experiences from the success of our own retail stores.

Jackpot is a strong retail concept with 92 own stores and 13 franchise stores. Currently, Jackpot has over 1,000 sales points. The future focus is placed on expanding our retail concept and opening more stores in primarily Germany and Eastern Europe. Jackpot is present in 22 markets with the main focus on Scandinavia, Eastern Europe, Germany and the Netherlands.

Saint Tropez

History

Since 1986, when Saint Tropez was established as a dynamic fashion brand aimed at girls and women, certain core values have run consistently through the organisation. Key values such as sound business practice and a customer-centric mindset have served as the foundation of the brand's success.

Saint Tropez became a part of IC Companys A/S in 2002.

Design

Saint Tropez develops 10 collections a year with ongoing deliveries and just three months from sketch to store rack – short to market. This allows the design team to respond to the latest trends, adjusting the collections accordingly and continuously optimise products based on an online feedback system that is part of our own retail operations.

The Saint Tropez design team is committed to producing bestselling styles and always bringing them up to date. The focus is on the mid-market.

Core consumer

The Saint Tropez customer is a younger, independent and feminine woman, who loves fashion yet is still price-conscious. Mentally aged anywhere between 20 – 35 years old, she knows what suits her and likes to follow the fashion trend while staying true to her own personal style at the same time. She knows the trends of today and knows how to implement them in her wardrobe.

Mission

Making garments for our core consumer leaving them with a feeling of being updated and lovely dressed, with an attractive match between price and quality.

Highlights 2009/10

Saint Tropez has a strong, proven retail and franchise concept, which has shown striking growth in the past couple of years. Saint Tropez opened 10 own retail stores in Denmark, and 7 franchise stores in Sweden, the Netherlands and Norway in 2009/2010.

In April 2010 Saint Tropez opened the first flagship store in the heart of Copenhagen.

In addition to the annual 10 collections, Saint Tropez has a Basic Collection. The Basic Collection consists of 4 annual collections each designed to compliment the main collections. The flow and product range of these 4 collections have been improved and optimised.

Saint Tropez generated revenue of DKK 244 million for 2009/10 corresponding to an increase of 36%.

Distribution

Saint Tropez has 26 stores in Denmark and a number of franchise stores in our focus markets Denmark, Norway, Sweden and the Netherlands.

The brand is represented in several department stores throughout Europe and sells to more than 1,000 retailers worldwide.

By Malene Birger

History

By Malene Birger was created in 2003 with the vision of being recognised as an inspiring, design-driven, well-established brand. A fashion force to be reckoned with, and seen as a highly respected, prominent player on the global fashion arena.

Malene Birger

Malene Birger is the Creative Director and the brain behind the brand and her strong sense of aesthetics as well as her cheeky personality has made her a distinguished figure on the international fashion scene. Everything she touches reflects her exclusive approach to elegance.

Throughout her career Malene Birger has been recognised as a respectable designer. In 2004 Malene Birger received a Scandinavian design award and in both 2007 and 2008 Costume Norway chose By Malene Birger as “Best Brand of the Year”, a brand on the fashion fast track. In 2008 Malene Birger also won the prestigious Gazelle Award from the business newspaper Børsen, as the fastest growing company in Denmark’s capital. And latest in 2009 Her Royal Highness Crown Princess Mary of Denmark presented By Malene Birger with the prestigious award “Danish Designer of the Year” at the exquisite Danish Fashion Awards.

Mission

By Malene Birger believes in authenticity, turning everything into what is real and relevant, and operating with honesty and integrity.

The goal is to continuously grow and develop the company, and to empower the staff to grow with it. By Malene Birger is based on loyalty and love – for the product and its people.

Brand values

Obsession – Creativity – Responsibility – Efficiency are the values which form the foundation for the company’s unique way of thinking, working and being. Supported by a professional, proactive, self-motivated staff, who embraces the By Malene Birger Universe. Living the brand values and style.

Highlights 2009/10

As part of our new strategy, By Malene Birger will intensify its focus on increasing the franchise and retail business. Establishment of By Malene Birger’s first international division, By Malene Birger AB which is based in Stockholm, Sweden, plays an equally important part of the growth strategy. In relation to this, By Malene Birger opened a flagship store and showroom in Stockholm in February 2010.

By Malene Birger opened its first store in London in March 2010. Situated on Marylebone High Street, a secluded enclave of exclusive boutiques and one of London’s most sought-after shopping streets, the new flagship store spans 200 luscious square metres designed in Malene Birger’s cool, iconic sense of understated elegance.

By Malene Birger is exited to launch the first e-shop in autumn 2010. The e-shop will express and satisfy the demand for the By Malene Birger brand and universe throughout the world, and will be a significant addition to the stores.

By Malene Birger generated revenue of DKK 196 million for 2009/10 corresponding to a setback of 1%.

Distribution

Today, the brand has opened as many as approximately 1,000 sales points around the world. By Marlene Birger has a staff of nearly 80, sales in 42 countries and representation by 19 agents and distributors, which is a strong indication that By Malene Birger is an international brand in demand. The 2,200 square metres showroom domicile is situated on the outskirts of Copenhagen, expressing every inch of the brand and Malene Birger’s signature style.

By Malene Birger has opened stores not only in Copenhagen, but all around the world and continues to increase the franchise business on the global arena. By Malene Birger’s global growth strategy has thus resulted in the opening of new stores in London, Oslo, Stockholm, Dubai, Kuwait, Bahrain, Casablanca, Moscow and Rostov. Furthermore, By Malene Birger plans to launch a new store in Malmø in August.

"The best way to break through is to keep it simple and to focus"
Malene Birger, Creative Director

Part Two

History

Part Two was founded in 1986 and has experienced a noticeable growth during the last five years. The Brand, formerly more classically oriented, has gone through an evolution in design, which has created far-reaching attention in the fashion press and with its customers. Part Two has in few years been injected with new energy and has been transformed into a sophisticated and modern fashion brand with international vision.

Design

Part Two is focussed on creating long lasting fashion with a high quality. Our collections have a unique fashion expression inspired by the dynamic contrasts between a feminine and sensual expression and raw and powerful elements. This manifest itself in Part Two's detailed, but never over constructed collections that are colour coordinated and easy to combine.

Core consumer

The Part Two woman is a fashion conscious consumer, between 25 – 45 years old. She is ambitious in life and driven by a sense of "joie de vivre". She uses clothes to express her personality and accentuate her best features. She knows what suits her and does not allow herself to be dictated by any fashion trend.

Mission

The mission for Part Two is to make women feel empowered, modern and sensual.

Brand values

At Part Two we are working by the code "proud of belonging". This is precisely the core of Part Two. To ensure consistency we have defined the following brand values, which convey the Part Two Team spirit:

- The Part Two product is the heart of our operations; we are proud of it and want to show it to the world.
- Part Two is a fashion brand. We design clothes for here and now and interpret international fashion trends and transform them into the Part Two World.
- Part Two will always try to illustrate the contrasts between the raw, masculine and the sensual, feminine elements in our collections.

We are not afraid of life. We love it and want to live it to the full, and take responsibility of our own destiny.

Highlights 2009/10

"Part Two It begins with you" carries an emotional and intellectual responsibility, so when we were approached last year with the opportunity to support Hopenhagen, we embraced the chance. Our aim was to help create awareness about Hopenhagen during the UN Climate Change Conference in December 2009 and shift the focus from what everyone else can do - to what you can do, too. Our specially designed T-shirt was sold in Part Two retail stores as well as in Magasin's online store and was very well received. The proceeds went towards the WWF organisation.

In 2011 Part Two will celebrate its 25th anniversary by introducing Twentyfive. Twentyfive is a limited edition collection introduced with the spring collection 2011 and will consist of 20 cool profile styles with a feminine edge. Our aim is to build a hype around "Part Two Twentyfive" and our anniversary in order to create brand awareness and attract the press as well as new customers - while increasing our revenue.

Part Two generated revenue of DKK 254 million for 2009/10 corresponding to an increase of 4%.

Distribution

Part Two produces 12 commercial and colour coordinated deliveries a year to keep the stores fresh and updated, and to lower stock cost. The brand has a strong collection structure that secures local adaptability in the overall buying selection. Furthermore, we offer a high degree of flexibility.

Part Two is present in 18 markets with more than a 1,000 sales points and 36 retail stores. Our main markets are Scandinavia, UK, Canada and the Benelux countries. The brand focuses on growth in established markets and securing our brand position while keeping a close eye on new investment prospects.

Tiger of Sweden

History

Tiger of Sweden's history started in 1903 in Uddevalla, a small town on the Swedish West Coast. The brand has its foundation in a strong confection tradition and solid tailoring skills, refined for 107 years.

In 1993 the brand was repositioned with a clear vision of "taking the suit from the bank to the street". Since then, Tiger of Sweden has gone from being a tailoring brand for gentlemen to become an international design brand, including men's, women's and jeans collections with a range of shoes and accessories.

Design

Tiger of Sweden works in close collaboration with the best fabric mills available, developing its own fabric designs that create the brand's uniqueness. Combining materials with a clean cut based on craftsmanship creates the unique and beloved Tiger fit, whether it is a suit, blazer or a pair of jeans.

Core consumer

The brand constantly challenges the fashion scene and is positioned as a high attitude brand in the mid-price segment. Tiger of Sweden attracts a creative citizen, who moves effortlessly in style between different cosmopolitan environments, an independent individual that loves the clean, well fitted tailored cut, with high quality and modern Scandinavian attitude.

Mission

Tiger of Sweden breathes "a different cut" – a symbol for a different mindset that implies a constant on-going development, both design-wise and intellectually. The unexpected combinations of silhouette, cuts, materials and details have given the brand its unique position.

Highlights 2009/10

During the financial year, Tiger of Sweden successfully launched a new online store, and opened new stores in a number of cities including Gothenburg, Oslo and Umeå, leaving us with a total number of 42 stores in Sweden, Denmark, Norway, Finland, Germany, Canada and South Africa. Main focus for the coming year will be on developing the Nordic markets, and opening new franchise stores in order to remain profitable and continue building the brand.

Tiger of Sweden generated revenue of DKK 476 million for 2009/10 corresponding to an increase of 4%.

Distribution

Agents and distributors today distribute Tiger of Sweden in 18 countries and at more than 1,200 sales points.




InWear

History

From dance floor to runway – and into the city.

"InWear was born out of the nightclub scene in '69. I was 18 years old and just wanted to live my life to the fullest. Listen to great music. Love my girl. Be with my friends. So I started a nightclub in Copenhagen.

I asked my girlfriend, a designer, 'Why don't you make some cool outfits for the girls on the dance floor?' And that is how InWear was born.

It is funny how an impulse in your youth can turn into something so big. Today, InWear is sold from Russia to Canada, and of course in Copenhagen, where it all began."
Niels Martinsen Founder of InWear

Design

InWear is synonymous with quality and style. Our design is international and contemporary. We craft modern, wearable pieces that mix and match to form versatile collections. Delicate details and fabulous fits combine to create a seductive feminine appeal.

Core consumer

She has an outlook on life that intrigues others, makes them want to know her better. A magnetic personality. A sense of humour and a passion for life.

She has a mental age of 25-35 and knows how to get the most out of what life in the city has to offer, and lives completely in the moment.

The words that define her: International, fashion-aware, urban, spontaneous and sophisticated.

Mission

As a leading international fashion brand, InWear continually redefines urban chic by creating modern, innovative, high-quality collections that make women feel confident, feminine, and beautiful – and ready for any occasion.

Highlights 2009/10

In 2010 InWear was nominated for "Danish Designer of the Year" by an international fashion jury at Danish Fashion Awards. Lene Borggard was hired to update the InWear collection, and in only 3 years the former alumnus at Kolding Design School has succeeded in injecting her unique and modern design sensibility to the brand, leading to much attention from both the fashion press, buyers and most importantly the consumers.

InWear generated revenue of DKK 359 million for 2009/10 corresponding to a setback of 13%.

Distribution

InWear is sold in more than 30 countries with 1,100 sales points, including 100 retail and franchise stores. Our merchandise flow has been tailored the flow out of the stores comprising 4 main collections delivered 12 times a year in drops every month.

Matinique

History

Matinique was founded in 1973 by Niels Martinsen whose vision was to create comfortable, high-quality and fashionable clothing for men. Today Matinique has been rejuvenated into a lifestyle brand with a presence on the international men's fashion scene.

Design

Matinique values high quality fabrics and comfortable fit to give our customers long-term value for money. Matinique always seeks innovation while maintaining consistency with the masculine Matinique personality.

Core customer

The Matinique man is at his best when he is one with the city. Business smart or street cool, he always fits in without being mainstream. Mentally between 25-35 and whatever side he is showing the world, he is always the Matinique man – stylish and completely at ease.

Mission

Matinique Black: The Black Label features the clothes, shoes and accessories that give the man city smart edge and credibility – from the office to the five star restaurant. Cool, relaxed, always in control.

Matinique Blue: The Blue Label lets the man achieve a City Casual look that gives him street credibility – from the hottest new venue to the trendy corner café. Modern, youthful, spontaneous – the blue label makes it easy to be inventive with style.

Highlights 2009/10

Matinique is a results-oriented brand and we sponsor sports teams, with uniqueness, character and a desire to be the best. For several years we have sponsored the high profile Danish football club, F.C. Copenhagen, as they demonstrate all these values. We would like to congratulate them on winning the Danish championship yet again. As something new, we also sponsor the Russian football club Lokomotiv Moskva. Finally, we are proud to announce that the Danish national football team wore Matinique during the World Championship in South Africa.

Matinique generated revenue of DKK 260 million for 2009/10 corresponding to a setback of 6%.

Distribution

Matinique is sold in 18 countries with 800 sales points, including retail and franchise stores and also shop-in-shops. Our merchandise flow has been tailored the flow out of the stores comprising 4 main collections delivered 12 times a year in drops every month.

Cottonfield

History

Cottonfield was officially launched by Carli Gry International A/S at the Copenhagen International Fashion Fair back in 1986. Cottonfield was seen as a new alternative to colourful, comfortable, informal men's wear. Since then, Cottonfield has expanded its product portfolio and increased its exposure to becoming an international brand. Cottonfield, however, retains its Scandinavian roots.

Design

Cottonfield design is informal and casual. Special vintage wash adds authenticity to the look that is essential to the Cottonfield DNA. With strong focus on new details the outcome is contemporary masculine products.

Design values:

- Casual sportswear with fresh color coordinated deliveries.
- Sporty artworks, checks, etc.
- Casual comfort in both fabric and fits.
- Masculine relaxed product with focus on the broken-in wash.
- Details are essential

Core consumer

The Cottonfield guy is aged 30 and above, masculine and modern-minded. He is a confident easy-going guy, charming and sympathetic, uncomplicated and unpretentious. He is attracted to a healthy way of living, and his lifestyle is a balance of nature and city. He is trend conscious, but not trend driven. His friends and family matter to him, and he is the type of guy who would help you paint your apartment – just give him a call.

Mission

Cottonfield is a contemporary casual sportswear concept. Rooted in Scandinavia, Cottonfield brings creative innovation to the heritage of authentic classics.

Highlights 2009/10

Cottonfield has entered the prestigious and world known departments stores Galeries Lafayette in France. By the end of March the roll-out was completed with the opening of a total of 18 Cottonfield corners in Galeries Lafayette in various French cities. Furthermore, Cottonfield has opened corners in Åhlen's in Sweden and so far sales have exceeded expectations.

As a natural move towards environmentally sustainable fashion for men, Cottonfield successfully launched a small range of organic styles from spring 2010 called Eco Lab. On every collection selected Eco Lab styles will appear. The styles cover a moderate range of organic cotton shirts, T-shirts, jerseys, scarfs and underwear.

Cottonfield generated revenue of DKK 197 million for 2009/10 corresponding to a setback of 26%.

Distribution

Cottonfield designs four collections a year, providing 12 colour-coordinated deliveries. This allows new and updated products to appear in the stores each month.

Cottonfield is active in 20 countries and has over 700 sales points. Furthermore, Cottonfield is set for growth and vertical growth in particular. With 71 dedicated stores Cottonfield is a strong retail concept, specifically within Scandinavia and Eastern Europe, which are also the focus markets for the near future.

Designers Remix Collection

History

Designers Remix Collection was founded in 2002 by Charlotte Eskildsen together with her partner and CEO, Niels Eskildsen. Since then, they have successfully built and developed the brand into a globally recognised position.

Design

Designers Remix Collection is an international high-end line of clothing designed to be as unpredictable as the women who wear them. In a style that is sexy, edgy and slightly askew. Creative Director and Designer Charlotte Eskildsen has an architectural approach to every aspects of the design process. The DNA is all about artistic ideas, the perfect fit as well as creating an avant-garde angle on international ready-to-wear. In addition to the ready-to-wear collection, Charlotte also features a high profiled Signature line called Charlotte Eskildsen Signature, as well as a kids' collection called Little Remix.

Core consumer

Designers Remix Collection is a brand for positive, sophisticated women with poise and power. It is for curious women with a lust for life, and a willingness to explore their own contradictions.

Mission

The mission of Designers Remix Collection is to give women a new reason for feeling beautiful by creating collections, which intermingles different design elements in a way that redefines femininity.

Highlights 2009/10

In 2009 Charlotte Eskildsen worked as an ambassador for the Danish Red Cross as a member of Club 10 committed to raising money for the benefits of the Red Cross Disaster Relief Fund. On behalf of Designers Remix Collection, she managed to raise almost EUR 57,000 - the largest donation of the Club 10 in 2009 and the 3rd largest in the history of Club 10.

Designers Remix Collection has dressed a number of celebrities recently counting actresses Drew Barrymore, Clare Danes, Vanessa Paradis, and super model Eva Herzigova. Moreover Designers Remix Collection has over the years established a great collaboration with Scandinavian celebrities, singers, actors and tv presenters.

Designers Remix Collection generated revenue of DKK 74 million for 2009/10 corresponding to a setback of 2%.

Distribution

Designers Remix Collection is sold at more than 400 sales points in 22 countries all across Europe, North America, Australia and the Middle East. Designers Remix Collection is also available through own retail and franchise stores. These include own 200 square metre store in Copenhagen, 7 shop-in-shops in leading department stores in Scandinavia and a franchise store in Gothenburg. Finally, Designers Remix Collection is also sold in their e-shop, which has created a significant growth.

Soaked in Luxury

History

With only 5 years of age Soaked in Luxury is one of the youngest brands in the IC Companys organisation.

Design

Soaked in Luxury products bring together cosmopolitan flair, in great colours, a variety of fabrics with creative detailing at affordable prices. Our design profile is feminine, sexy, urban and cool. Our products are fashion and luxury for the eye.

Core consumer

The Soaked in Luxury core consumer is a young woman in the age of 25-35, who appreciates the latest trends at an affordable price. She is attractive, carefree, sexy and life ambitious. She is extrovert, individual, and enjoys life. She might not be living in the city, but she is still a city girl. Shopping and fashion is part of her daily life.

Mission

It is our mission to be the bridge between highstreet and fashion brands. The concept is based on volume, quick deliveries and affordable prices from the highstreet and individualism,
look, design and detail from fashion brands.

Communication

Our communication is uncomplicated, simple and at eye level with the receiver. The atmosphere is positive and our models are extrovert and feminine with curves. Focus is always on our products. The visual communication is based on city life.

Highlights 2009/10

Soaked in Luxury is now fully implemented in IC Companys, taking advantage of the large-scale operation benefits related to the close cooperation. With the synergies of IC Companys, Soaked in Luxury will strengthen the brand even further, meeting its customers' needs even better.

Soaked in Luxury generated revenue of DKK 87 million for 2009/10 corresponding to a setback of 26%.

Distribution

Soaked in Luxury has more than 500 sales points and is currently focusing on growth on the main markets of Scandinavia, Benelux, UK and Ireland. Since last financial year we have entered additional 11 department stores through De Bijenkorf in the Netherlands. It is our aim to enter even more department stores.

THE SHARED PLATFORM

The Group's shared platform encompasses a number of central functions such as business development, sales infrastructure, sourcing, logistics, HR, IT, finance and administration. These shared functions create value by offering service to all Group brands regardless of size and level of development. This service rests not only on strong competences and new ideas; it continuously challenges and develops each brand. A service with substantial competence and cost benefits are thus provided to the individual brand.

The operational costs of the Group's shared services excluding the sales infrastructure constitute 8% (9%) of revenue.

The target is to create an efficient, flexible and lean platform which embraces a high-performance culture.

Business development

Business development consists of a number of highly competent in-house specialists with the necessary know how of consultancy and the garment industry. This department is assigned to assist the Executive Board in preparing and implementing strategies, best practice and business concepts.

Sales infrastructure

The Group operates sales companies in 11 countries – Denmark, Sweden, Norway, Finland, England, Ireland, Germany, the Netherlands, Belgium, Poland and Canada. In addition to own sales companies, IC Companys has an export organisation which primarily operates through external agents and distributors. The operational sales responsibility for InWear, Jackpot, Matinique, Cottonfield, Part Two and Soaked in Luxury lies with the sales companies.

Sales of Peak Performance and Tiger of Sweden are carried out by their respective independent sales organisations and to some extent by the Group's sales companies. Sales of By Malene Birger, Saint Tropez and Designers Remix Collection are executed from the head quarters of the individual brands and by agents and distributors.

Sourcing and logistics

IC Companys holds more than 30 years of experience in sourcing internationally and all end production is outsourced to sub-suppliers. Sourcing for all brands is handled by own shared sourcing offices in China, Hong Kong, Bangladesh, Vietnam, India and Romania and to a limited extent by the use of agents.

One of the Group's great strengths is its sourcing offices which have developed a unique flexibility allowing them to handle the large scale of brands with very different needs in terms of volume and thereby offering them economies of scale by grouping more brands in fewer factories. At the same time, they ensure a more cost-efficient quality assurance for all Group brands.

The shared sourcing offices also make it possible for all brands to handle geographic sourcing alternatives safely and quickly and thus harness new sourcing opportunities as well as reduce the operational risk of IC Companys.

A geographic breakdown of sourcing in 2009/10 by value is as follows: 67% in China, 16% in other Asian countries and 17% in Europe.

In general the Group's products are handled in two ways; the products are either distributed in flat packages or hanging. The majority, approx. 90%, of the Group's products sourced in Asia is transported on container liners to Europe while the remaining approx. 10% is sent by air freight. All the Group's products sourced in Europe are transported by truckage.

In order to optimise the Group's logistics structure, Management plans to implement a number of changes during the autumn of 2010. These changes will result in the Group's product handling being organised by functions and made more efficient as well as an approved closure of the warehouse in Venlo, the Netherlands, by 30 June 2010.

After implementation of these changes, the core of the Group's logistics structure will consist of three large warehouses; a new, modern warehouse in Brøndby, Denmark, which handles the Group's flat packages, a warehouse at Raffinaderivej, Denmark, which handles the Group's products hanging and a warehouse in Lódz, Poland, which handles the Group's surplus products and marketing material.

Human resources

IC Companys has developed a professional HR strategy. The Group HR Team is professional and experienced and supports all business and platform units. Furthermore, the HR department is responsible for the development and updating of methods and tools assisting in prioritising and continuously evaluating the employees' performance. This helps structuring the Group's new performance culture.

The Group has four academies aimed at store employees (Retail Academy), wholesale sales representatives (Wholesale Academy), executives at various levels (Leadership Academy), and one that consists of courses of a more general nature for all employees (Employee Academy).

IT, Finance & Administration

Solid IT support in all aspects of sourcing, distribution, logistics, administration and sales renders it possible for the individual brands to focus on the creative and commercial development aspects. Furthermore, the implementation of a new Point of Sale IT System leads to significant improvements of the Group's retail data which permits a far more efficient utilisation of the retail area. Shared operation of the IT platform ensures cost benefits for the individual brands.

Financial planning, follow-up, reporting and administration are organised in a shared service centre, which handles all financial and administrative tasks for the Parent Company and all the sales companies of the Group. In addition to the significant cost benefits, this allows the Group to integrate new units or organisational changes relatively easily and quickly.

IC Companys' reception at Kedelsmedien, Copenhagen, Denmark

CORPORATE AFFAIRS

Corporate Governance

The Board of Directors of IC Companys considers its primary task to promote the long-term interests of the Company and thus of all shareholders. This task is handled at seven planned Board Meetings a year and through an ongoing dialogue between the Chairmanship and the Executive Board.

As expressed in the IC Companys' Corporate Governance guidelines, the Board of Directors has reviewed the Group's relationship with its stakeholders as well as the tasks of the Board of Directors and the Executive Board and their interaction with each other. The guidelines may be downloaded from the corporate website www.iccompanys.com under Investors.

These guidelines form the framework for IC Companys' Management in connection with, e.g., the planning of working procedures and principles of:

- The Group's relationship with its stakeholders, including the public and the press;
- The Group's external communication, including its Investor Relations policy;
- The tasks and composition of the Board of Directors, including its rules of procedures;
- The tasks of the Executive Board, including its rules of procedures;
- The relationship between the Board of Directors and the Executive Board; and
- The remuneration and incentive programmes for the Company's Management and employees.

These guidelines are intended to ensure an efficient, suitable, appropriate and sound management of IC Companys. The guidelines have been prepared within the framework defined by IC Companys' Articles of Association, business concept, vision, mission and corporate values as well as the prevailing legislation and rules applicable for Danish listed companies.

Changes to the Articles of Association

Amendments and changes to the Articles of Association must be adopted at a General Meeting. All resolutions at the General Meeting may only be adopted by simple majority unless the Danish Companies' Act stipulates specific regulation regarding presentation and majority.

Should the vote end in a tie, the resolution in question is decided by drawing of lots.

The article defining majority may only be amended if at least 90% of the total votes at a General Meeting vote in favour of such amendment.

The voting procedure at the General Meeting takes place by show of hands unless a written poll is approved at the General Meeting or the Chairman of the General Meeting finds this desirable.

The composition of the Board of Directors

The Company's Board of Directors consists of four to eight members being elected at the Ordinary Annual General Meeting every year. Members may be re-elected, however, when a member reaches the age of 70, the member must resign from the Board at the first coming Ordinary Annual General Meeting.

Before the election process of Board members at the Ordinary Annual General Meeting, all information regarding each candidate's occupations, membership of Board commitees or other committees in both Danish as well as foreign companies, except from wholly owned group enterprises, must be presented.

Recommendations on Corporate Governance

The revised guidelines are – with two exceptions explained in the following sections – in accordance with the Recommendations on Corporate Governance of December 2008 by NASDAQ OMX Copenhagen.

During the autumn 2009 a self-evaluation of the Board of Directors was conducted in order to offer the Board the opportunity to systematically and based on unequivocal criteria evaluate the performance and achievement of the Board of Directors, the Chairman and the individual members. The evaluation procedure has been supervised by the Chairman of the Board and in co-operation with an international renowned consulting firm. The conclusion of the evaluation was positive and only minor scope for improvement was identified. The findings were debated among the entire Board of Directors.

NASDAQ OMX Copenhagen recommends that the self-evaluation procedure is undertaken annually. However, the Board of Directors finds it sufficient to evaluate on a regular basis. The Board of Directors expects to conduct the next self-evaluation in 2011.

This Annual Report includes the scope of the total specified remuneration and other material benefits of the Board of Directors and the Executive Board. All material factors concerning share-based incentive programmes are disclosed including information about all incentive paid members and the aggregated incentive pay of the Executive Board. The aggregated remuneration of each individual member of the Executive Board and the Board of Directors is not disclosed as recommended by NASDAQ OMX Copenhagen. The Board of Directors has concluded that disclosure of the collective remuneration satisfies the consideration requirements as both the Board of Directors and the Executive Board act as collective bodies.

The principles and the scope of the remuneration to the Board of Directors and the Executive Board are disclosed under the following section Remuneration policy and incentive pay and under Note 4 to the consolidated financial statements.

In compliance with the recommendations from NASDAQ OMX Copenhagen, the Board of Directors has assessed the need for establishing additional board committees, including an audit committee. As a result of this, the Board of Directors has appointed an audit committee which meets at least three times a year to undertake its assigned tasks. Furthermore, the Board of Directors will on an ongoing basis assess the need for establishing other particular ad hoc committees.

Based on the Recommendations from the Committee on Corporate Governance, the NASDAQ OMX Copenhagen has consequently revised its recommendations on Corporate Governance for listed companies. The Corporate Governance Recommendations of April 2010 will be implemented in the Group's Annual Report 2010/11.

Remuneration policy and incentive pay

The complete remuneration policy of IC Companys is available on the corporate website.

Severance payment for members of the Executive Board and other executives is as a maximum only twelve months.

With the purpose of promoting common interests between shareholders, the Executive Board and other executives and creating a working environment where focus is on meeting the Group's targets, IC Companys has established bonus and share-based incentive programmes.

The incentive pay for the members of the Executive Board and other executives includes bonus and share-based incentive programmes. Pursuant to the IC Companys' Corporate Governance guidelines, members of the Board of Directors are not included in the incentive pay programmes.

The members of the Executive Board and a number of other executives are included in a bonus programme where payments are dependent on the financial results achieved within the employee's area of responsibility. The scope of the bonus is potentially between 20-50% of the annual salary. The bonus programme is dependent on the results achieved in the individual financial year and helps ensure that the Group's performance targets are met as the full bonus is only paid upon meeting these performance targets.

Previously, the Group granted warrants and share options to a number of managers and key employees, please find further details on these programmes under Note 4 to the consolidated financial statements.

New share option programme for the Executive Board
Pursuant to the existing contract, the Board of Directors has resolved to grant 30,000 share options to Chief Executive Officer Niels Mikkelsen, 10,000 share options to Chief Financial Officer Chris Bigler, 10,000 share options to Executive Brand Officer Anders Cleemann and 10,000 share options to Executive Sales Officer Peter Fabrin.

The share options granted represent the right, against payment in cash, to buy a number of shares equivalent to the share options granted. The shares may be acquired immediately after the Company's announcements of the Annual Reports for 2010/11, 2011/12 or 2012/13. The share options may already be exercised after one year as in accordance with the Corporate Governance rules prevailing at the time when the contract for the share option programme was entered. Future grants of share-based programmes to the Executive Board will follow the new Corporate Governance rules stipulating a vesting period of at least three years. The share options become void at the discontinuation of the employment if they are not exercisable at this point of time.

The share options are issued at an exercise price of the highest share price of either the closing price of the Company's share at NASDAQ OMX Copenhagen on 11 August 2010 or the average closing price of the five previous trading days. A 5% interest is added p.a. with effect as at 11 August 2010 and until the first possible exercise date.

By the use of the Black & Scholes model and under the assumption of an exercise price of DKK 216,3 a volatility of 46% p.a. and a risk-free rate of return of 2.69% p.a., the market value of the share options to the Executive Board is assessed to DKK 3.1 million (based on average closing price of the five trading days before 11 August 2010). The fair value constitutes 18.7% to 25.7% of the fixed salary of the individual executive officer. The fair value of the share option programmes is recognised in the income statement over the expected life of the share option.

New contractual basis for the Executive Board
The Board of Directors has resolved to grant warrants to the Executive Board with effect from the financial year 2010/11 and thus proposes to the shareholders at the Ordinary Annual General Meeting that such authority to issue warrants is granted to the Board of Directors.

The Board of Directors wishes to grant the Executive Board warrants spanning over a three-year programme for 2010/11, 2011/12 and 2012/13. Each financial year the individual members of the Executive Board may be granted warrants at a value of up to 100% of their fixed salary.

The warrants granted represent the right, against payment in cash, to buy a number of new shares equivalent to the warrants granted. The new shares may be acquired immediately after the Company's announcements of the Annual Reports after 3, 4 or 5 years, respectively. The warrants become void at the discontinuation of the employment if they are not exercisable at this point of time.

The warrants will be issued at an exercise price fixed according to the highest share price of either the closing price of the Company's share at NASDAQ OMX Copenhagen on the date of the announcement of the Annual Reports for 2010/11, 2011/12 and 2012/13, respectively, or the average closing price of the five previous trading days. No interest is added as warrants do not give rise for tied-up capital for the Group.

The programme will be fully performance dependant. The number of warrants granted each financial year is assessed by the use of the Black & Scholes model as follows:

- 0-50% is granted on a pro rata basis when achieving revenue growth of 5-15% compared to the previous financial year.
- 0-50% is granted on a pro rata basis when achieving an EBIT margin of 5-15%.

No warrants are granted for the financial year in question upon achieving an EBIT margin below 5%.

New warrant programme for other executives
As mentioned previously, the Board of Directors will propose to the shareholders at the Ordinary Annual General Meeting that the authority to issue warrants is granted to the Board of Directors. Provided that this resolution is adopted, the Board of Directors has resolved to grant maximum 170,000 warrants to 30-35 of the Group's other executives based on the results for the financial year 2009/10.

The warrants granted represent the right, against payment in cash, to buy a number of new shares equivalent to the warrants granted. The new shares may be acquired immediately after the Company's announcements of the Annual Reports for 2012/13, 2013/14 and 2014/15. The warrants become void at the discontinuation of the employment if they are not exercisable at this point of time.

The warrants will be issued at an exercise price fixed according to the highest share price of either the closing price of the Company's share at NASDAQ OMX Copenhagen on 27 September 2010 or the average closing price of the five previous trading days. No interest is added as warrants do not give rise for tied-up capital for the Group. The value of the programme is assessed by the use of the Black & Scholes model.

By the use of the Black & Scholes model and under the assumption of an exercise price of DKK 203, a volatility of 46% p.a. and a risk-free rate of return of 2.69% p.a., the market value of the warrants granted is assessed to a maximum of DKK 13.5 million (based on the closing price on 10 August 2010). The fair value of the granted warrants may as a maximum constitute 30% of the fixed salary of the individual executives. The fair value of the warrant programmes is recognised in the income statement over the expected life of the warrant.

Assumptions for share options and warrants
When issuing new share options and warrants, the volatility used has been calculated on the basis of daily observations during the last three financial years and thus corresponds to the minimum time frame as the programmes. For the period July 2005 until June 2010 the volatility for the IC Companys share was 46%. As IC Companys over the time has experienced significant changes in markets and brands, a long period of time will include events that do not give a true and fair view of the Group's current risk profile. A short period of time will, however, be affected by non-recurring economic events to such a degree that it does not provide a true and fair future-oriented view of the Group.

Based on previous experiences, the point in time of exercise is expected to occur in the mid of the exercise period.

Risk Management

On account of the Group's activities, IC Companys is exposed to a number of risks. This entails a variety of risks inherent in the fashion industry. The Management of IC Companys considers efficient risk management as an integrated part of all Group activities and all risks are therefore assessed thoroughly in order to minimise uncertainty and thus create stakeholder value. Reassessment of the risks will be conducted annually in order to determine whether the risks have changed or the risk control measures are adequate or excessive. For further details of the Group's risk management and internal control measures in connection with financial reporting of the Annual Report, please see the corporate website under:

http://www.iccompanys.com/NR/rdonlyres/6780DD16-2389-4935-8F62-C05DD515F1C8/9908/FinancialreportingprocessinICC1.pdf

In general, IC Companys handles risk management strategically and categorises its risks as either core risks or non-core risks. Both risk categories are managed with the purpose of limiting the volatility in Group cash flows. The first risk category represents areas in which IC Companys possesses special competences, whereas the second category represents areas which are either core risks for other companies or risks that fall without the scope of efficient management.

Core risks

Any business operation involves a variety of risks and the success of the business is dependent on its ability to control these risks and thus optimise its profit. The Group creates stakeholder value by managing and minimising uncertainty within the core activities in a manner superior to that of its competitors. IC Companys considers fashion, supplier, inventory, debtor risks and brand value risk as such risks. The Management believes that these core risks should be accepted as an inherent part of the Group's business. These risks are controlled efficiently based on the experiences and competences achieved over time by the Group.

Fashion risk
All Group brands are heavily influenced by fashion trends. As collections change at a minimum of four times a year and have a long lead time, there is a potential risk that the products when they reach the stores do not appeal to the customers.

Each separate brand develops their collections from a commercial and facts-based approach in order to minimise this risk. At Group level, there is an inherent high level of diversification as a result of the number of independent brands.

Brand value risk
The Group operates 11 strong brands which all hold significant intangible values accumulated over a number of years. Continuous development of the collections results in an all-existing risk of fault which may damage the value of the individual brand. However, a strong control of the fashion risk influencing the Group brands helps reducing this risk.

IC Companys considers core risks as an inherent part of its business

Bad publicity in the national and international media or with the brand's core customers may lead to considerable loss of brand value. The Group leads an active policy of corporate social responsibility which requires the Group brands to comply with a number of guidelines. Furthermore, the individual brands have their own focus areas within corporate social responsibility. The risk of the Group brands being involved in questionable issues, which may lead to loss of brand value, is thus limited.

Supplier risk
The Group's products are solely produced by sub -suppliers which ensures a high level of flexibility. However, a considerable number of sub-suppliers also posses a risk of reduced control with the Group's sourcing when it relates to best practice, volume per style and CSR issues. However, this risk is low due to the Group's international sourcing experience achieved during the last 30 years.

In general, the Group sources from five areas; China (including Hong Kong), Bangladesh, Vietnam, India and Romania. It is thus possible to move sourcing to wherever the combination of price, quality and supply stability is best.

In 2009/10 Asia accounted for 83% of the production and Europe for 17%. The Group has a total of 427 suppliers of which the largest 14 suppliers account for 30% of the total production value. The largest single supplier accounts for 6% of the total production value and the Group is thus not substantially dependent on one single supplier.

Inventory risk
Sale through own stores and the need to carry inventories and supplementary products for retailers result in a risk that products, which during the year have been allocated for sale, remain unsold at the end of the season. The Group's inventory risk is reduced by the fact that a substantial part of the total volume of orders is pre-ordered from the Group's retailers.

The Group has a network of outlets to where such products are channelled and are sold at all times during the year. Capacity in these outlets is increased or reduced as required. Any products that cannot be sold through own outlets are sold to brokers for resale outside the Group's established markets.

Debtor risk (third party retailer risk)
The Group brands are sold by a total of 10,700 sales points. A considerable number of third party retailers are customers of more than one brand which results in a lower actual number of customers. No customer accounts for more than 2% of the Group's wholesale revenue.

Prior to entering into business relations with new wholesale customers, the Group performs a credit rating check pursuant to the Group's debtor policy. These credit rating checks are subsequently performed on a regular basis, however, unanticipated losses may still occur. Credit insurance is typically only taken out in those countries where the credit risk exposure is estimated to be high and where this is feasible. This primarily applies to export markets in which IC Companys is not represented through an independent sales company.

Credit terms vary in line with individual market practise. In the past years the Group has recognised loss on trade receivables amounting to less than 1% of the wholesale revenue. However, due to the global financial crisis, the Group has recognised loss on trade receivables of 1.3% of the wholesale revenue of the financial year under review.

Non-core risks

Non-core risks are related to activities in which other actors than the Group benefit from better prerequisites in terms of limiting the uncertainty or in areas in which it is unprofitable to attain such prerequisite. The elimination of such risks should be obtained to the greatest possible extent provided that the cost is proportional with the reduction of uncertainties. Such strategic decisions are made at management level.

Political risk
A substantial part of the Group's sourcing takes place in markets which from time to time experience political turmoil. The Group's single largest political risk factor concerns reliable supplies from China which accounts for 67% of the Group's sourcing.

Financial risks
The Group monitors and controls all its financial risks through the Parent Company's Treasury Department. The Group's financial risks may be categorised as follows; foreign currency exposure risk, interest rate risk and liquidity risk, including counterparty risk. The use of financial instruments and the related risk management are controlled and set by the Group's treasury policy approved by the Board of Directors.

Financial instruments are solely used by the Group to hedge financial risks. All financial instruments are entered into as a means of hedging the underlying commercial activity and thus no speculative contracts are made.

Foreign currency exposure risk
The Group is exposed to significant foreign currency exposure risks which arise through purchase of supplies and sale of products in foreign currencies. The main part of the Group's purchase of supplies is made in the Far East and denominated in USD and USD-related currencies while the main part of the revenues and capacity costs are denominated in DKK, SEK, EUR and other European currencies. The natural currency hedge in the Group's transactions is thus limited.

During global financial crises the Group will be affected severely, since the USD often appreciates at the same time the Group's most important sales currencies (SEK, NOK and PLN) depreciate.

In general, the Group hedges all material transaction risks on a trailing 12 months basis. The Group primarily uses foreign exchange contracts to hedge the Group's foreign currency exposure risks.

Interest rate risk
The Group's interest rate risks are related to the Group's interest-bearing assets and liabilities as well as off-balance sheet items.

The Group's interest rate risk is controlled by obtaining loans with a floating or fixed rate and/or financial instruments hedging against the interest rate risk on the underlying investment.

Liquidity risk
The Group's cash resources and capital structure are allocated and planned in such manner as to always ensure and support the Group's ongoing operations as well as planned investment projects. Measures taken to minimise liquidity risks are described further under the section Capital structure and dividend policy.

Please see note 29 to the consolidated financial statement for further information on the Group's financial risks at 30 June 2010.

IT risk
The Group is dependent on reliable IT systems for the day-to-day business operations as well as to ensure control of product sourcing and to enhance efficiency throughout the Group's supply chain. Risk control measures such as firewalls, access control, contingency plans, etc., are assessed on a regular basis in order to identify and minimise these risks.

Corporate responsibility

IC Companys has a well-defined growth target but we also consider corporate social responsibility to be an integrated part of our business. Growth must be generated in a responsible manner. To incorporate this mindset as an integrated part of our corporate values, we have set out the following general guidelines for how we act;

"IC Companys wants to do business in a manner that promotes sustainable global development with respect for human beings and nature."

We believe that social responsibility must be rooted in the organisation and business concept of the individual business. If a business applies general guidelines that only to a limited extent relate to the business and its operations, a potential risk of losing focus exists. During 2009/10 we have therefore made our general guidelines more specific within five areas in order to increase the relevance of these for our employees in their daily work:

- Human rights
- Labour
- Environment
- Anti-corruption
- Animal welfare

The Executive Board has identified a number of targets within these areas which as at the financial year 2010/11 will form the basis for the Group's ongoing corporate social responsibility reporting (CSR).

Current activities

Since August 2007 the Group has participated in the UN Global Compact which is the world's most extensive initiative for corporate social responsibility.

The UN Global Compact is a voluntary initiative for private businesses that are committed to dealing with some of the world's major social and environmental challenges. The main objective of this initiative is to get the participants aligning their operations and strategies with ten principles based on internationally agreed conventions and treaties in the areas of human rights, labour standards, environment and anti-corruption.

The membership of UN Global Compact involves an annual reporting on the progress made in ten principles of Global Compact – a so-called Communication on Progress (COP), please see the following page.

BSCI

In July 2007 IC Companys became a member of Business Social Compliance Initiative (BSCI). BSCI is a participatory European forum which is open to all retail, brand, importing and trading businesses dedicated to the improvement of working conditions in their supply chain worldwide.

The target of the Group is that its suppliers comply with the rules – a "Code of Conduct". These rules prohibit child labour, forced labour, discrimination and require safe workplaces, fair working hours and respect for the environment. Follow-up on the initiatives is carried out through supplier audits by independent BSCI accredited auditors. It is the Group's target that before July 2012 two thirds of the total volume of orders come from suppliers who are not only playing an active role in the BSCI network but are also certified pursuant to the BSCI standards.

Danish Ethical Trade Initiative

In February 2008 IC Companys co-founded the organisation The Danish Ethical Trading Initiative (DIEH). DIEH is a resource centre and a member organisation which seeks to promote ethical trade and responsible supply chain management among Danish companies. DIEH's overall aim is to promote international trade that promotes human rights and working conditions, and contributes to sustainable development in developing countries and emerging economies.

The purpose of DIEH is to gather experience and knowledge of business practices in developing countries and emerging economies and thereby assist Danish companies in ensuring that the suppliers comply with international conventions such as ILO employee rights.

IC Companys employees involved in the CSR work will be offered training regularly under the DIEH's training programme.

Communication on progress 2009/10

The ten principles of the UN Global Compact

HUMAN RIGHTS

1. principle; Businesses should support and respect the protection of internationally proclaimed human rights.

2. principle; Businesses should make sure they are not complicit in human rights abuses.

LABOUR

3. principle; Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

4. principle: Bussinesses should support the elimination of all forms of forced and compulsory labour

5. principle; Businesses should support the effective abolition of child labour; and

6. principle; Businesses should support the elimination of discrimination in respect of employment and occupation.

ENVIRONMENT

7. principle; Businesses should support a precautionary approach to environmental challenges.

8. principle; Businesses should undertake initiatives to promote greater environmental responsibility.

9. principle; Businesses should encourage the development and diffusion of environmentally friendly technologies.

ANTI-CORRUPTION

10. principle; Businesses should work against corruption in all its forms, including extortion and bribery.

Activities	Objectives and results
General activities BSCI's Code of Conduct, which among other things builds on the ten principles of the UN Global Compact, was adopted as IC Companys' Code of Conduct and is an integrated part of the Group's supplier contracts. Compliance is subject to audits by independent and BSCI approved auditors.	**General activities** In 2009/10, IC Companys sourced 97% of the total volume in countries classified as high risk countries by the UN. It was the Group's target to audit two thirds of the total order mass sourced in this category of countries before July 2010. The Group has furthermore included third party suppliers under this compliance compared to last year. It is therefore highly satisfactory that we have reached 66% (57%). It is the Group's future target to have its suppliers not only audited but also certified by BSCI as quickly as possible. It is therefore the Group's target that two thirds of the total order mass sourced in high risk countries must be certified by BSCI before July 2012.
IC Companys actively supports DIEH's initiatives on promoting ethical trade.	To build up the industry's knowledge of the conditions in India, IC Companys has hosted a workshop in co-operation with DIEH regarding the challenges of doing business in India.
IC Companys supports KidsAid which helps children with traumatic experiences.	The Group has donated DKK 75,000 to this organisation to help improve conditions for distressed children.
Group brand activities Jackpot ranks among the Nordic frontrunners in terms of sustainable development of the entire value chain in textile production. Jackpot joined the Dutch NGO Made-By group in order to contribute to this development.	**Group brand activities** 22% (20%) of all Jackpot products are organic, and via a track and trace code on the care label inside the item, the journey of the item from field to store can be traced on the brand website. The brand also supports farmers, who are converting from conventional to organic production (Cotton in Conversion), among other things by paying a premium for the cotton in the conversion period.
Jackpot has a donation policy that aids the communities who produce the organic cotton and sow the clothes.	Jackpot supports a slum school in Bangladesh "The Gulshan Literacy Programme" and responsible for introducing two extra grades – 6th and 7th. Jackpot supports a farm cooperative in India, "Chetna", and has for instance helped opened a resource centre for children and a nursery garden. Furthermore, micro loans are offered which makes it possible for the farmers to buy livestock and their own farm land.
Malene Birger, Designer and Creative Director for By Malene Birger, is a UNICEF ambassador.	Four times a year, Malene Birger designs a T-shirt, the proceeds of which is alloctaed to the UNICEF voluteer work to help the children in the world. Funds of DKK 518,000 were raised during 2009/10.
Designer and Creative Director for Designers Remix Collection, Charlotte Eskildsen, is a Red Cross ambassador.	Designers Remix Collection has dedicated themselves to raise funds for Danish Red Cross. Funds of DKK 425,000 were thus raised to the Danish Red Cross' Relief Fund - funds which were used for aid in Haiti.

Shareholder information

During the financial year 2009/10 the shareholders of the Company have been able to monitor the results of an efficient crisis management embarked on by the Company during the financial year 2008/09. Debt reduction and cost savings have thus contributed to a positive development of the Company's share price and this has consequently been at a significant higher level than the general market development over the course of both 12 and 24 months.

IC Companys financial objective remains to ensure a long-term competitive return on investment to the shareholders of the Company. This return is generated through various means.

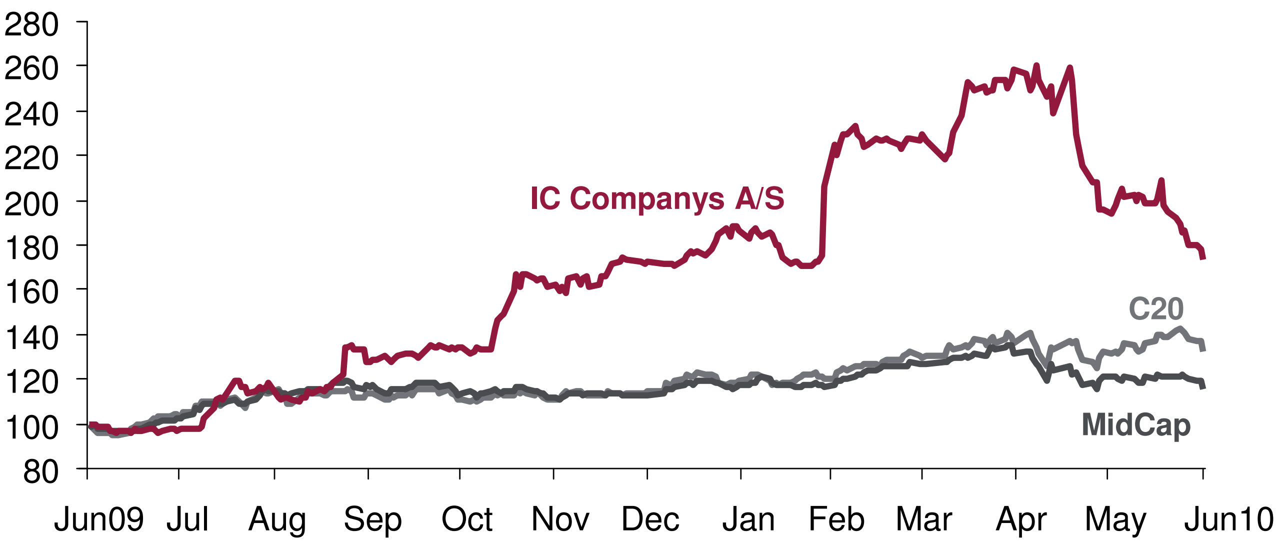
Listed on the stock exchange in 2009/10

The IC Companys share is listed on the NASDAQ OMX Copenhagen. Measured on the daily average price, the share rose by 70% from DKK 103.50 per share as at 1 July 2009 to DKK 176.00 per share as at 30 June 2010. At the end of the financial year the market capitalisation of IC Companys amounted to DKK 3.0 billion. The highest closing price of the IC Companys share was registered on 10 May 2010 at DKK 271.50 per share.

The total trading volume of IC Companys' shares for the financial year 2009/10 amounted to DKK 710 million (DKK 422 million) and the transaction volume totalled DKK 3.9 million (DKK 4.9 million).

Share price movement IC Companys

30 June 2009 = index 100



Capital structure and dividend policy

As previous described, the Group expects to increase future revenues and profit. Taking into account the Group's ability to turn net profits into distributable cash, the Group's total cash flow development is expected to be particularly positive in coming years. IC Companys thus expects to start accumulating surplus cash already during 2010/11.

With this in view, the Board of Directors has decided to resume the Group's dividend policy and proposes at the Ordinary Annual General Meeting 2010 that a resolution recommending 30% of the net profit for 2009/10 to be distributed as an ordinary dividend to shareholders.

Future revenue growth is based on a considerable investment activity which exceeds the annual level of accounting depreciation. At the same time estimates are also based on expected growth in both own retail as well as wholesale. In the long term the working capital level is thus expected to increase concurrently with the level of development of activities.

To maintain the highest possible flexibility in the future and thereby support the Group's expansion strategy in the best possible way, the Group has decided to reduce its net bank debt to DKK nil. The Group's credit facilities will then only be employed to cover for seasonal fluctuations of the cash outflows. As at 30 June 2010 net bank debt amounted to DKK 243 million. The Group has furthermore decided that in the future the net interest-bearing debt, including its lease commitments, may only as a maximum be increased to a level three times higher than EBITDA should such measures be necessary. At present the Group has no plans of this.

The Group does not expect to commence any new share buy-back programmes. Insofar as possible with the Group's capital requirements and cash development, repayment to the shareholders, besides distribution of ordinary dividends, will be recommended to be distributed through extraordinary dividends.

The remaining assumptions of the Group capital structure are as follows:

- The working capital is expected to account for maximum 12% of revenue.
- The consolidated tax expense is expected to account for 27% - 29% of the profit before tax of which 50% - 75% will be payable and the remaining part will be offset against already recognised tax assets.

Share capital

As at 30 June 2010 the share capital amounted to DKK 169,428,070 (DKK 169,428,070) and remained thus unchanged during the financial year under review. The share capital comprises one share class and consists of 16,942,807 shares at a nominal value of DKK 10 per share. Each share holds one vote which may be exercised at the Group's General Meetings. Management considers the existing share structure to be in the best interest of the Group.

Treasury shares

At present IC Companys owns 500,672 shares to be used for oustanding share options for executive employees. This number of shares corresponds to 3.0% of the total number of issued shares. The Board of Directors has resolved to grant 60,000 share options to the Executive Board and maximum 170,000 warrants to other executives provided that a resolution granting the Board of Directors authority to issue warrants is adopted at the Ordinary Annual General Meeting.

Treasury shares	Number
Treasury shares at 30 June 2009	420,682
Purchase of treasury shares in connection with share buy-back programmes	79,990
Treasury shares 30 June 2010	**500,672**

Ownership structure

As at 30 June 2010 IC Companys had 8,826 registered shareholders who aggregated held 97.4% of the total share capital. The share of votes is equivalent to the share capital for the Group's shareholders. A breakdown of the shareholders is as follows:

Shareholders as at 30 June 2010	Number	Capital share
Friheden Invest A/S*	7,191,128	42.4%
Arbejdsmarkedets Tillægspension, ATP	1,752,891	10.3%
Hanssen Holding A/S	1,746,022	10.3%
Other Danish institutional investors	2,667,885	15.7%
Danish private investors	1,434,736	8.5%
Foreign institutional investors	693,444	4.1%
Foreign private investors	115,503	0.7%
Treasury shares	500,672	3.0%
Non-grouped	840,526	5.0%
Total	**16,942,807**	**100.0%**

*Friheden Invest A/S is controlled by the Group's Chairman of the Board of Directors.

Investor relations

The Group has set out the objective to maintain a high and uniform information level as well as engaging in an open and active dialogue with investors, analysts and other stakeholders. Our investor relations policy, financial statements, presentations, company announcements and other relevant investor information are available at the corporate website www.iccompanys.com.

During the financial year the Group hosted four webcasts in connection with the announcements of the quarterly and the annual reports. Furthermore, the Company participates regularly in road shows, investor seminars and sets up meetings with individual investors and financial analysts. The four week period leading up to the announcement of financial reports or other significant information is deemed to be a quiet period which means that IC Companys does not hold investor meetings.

IC Companys' headquarters at Raffinaderivej, Copenhagen, Denmark

Financial Calendar 2010/11

Date	Event
27 September 2010	Ordinary Annual General Meeting 2010 expected to be held
10 November 2010	Expected announcement of interim report for the first quarter 2010/11
9 February 2011	Expected announcement of interim report for the first half year 2010/11
11 May 2011	Expected announcement of interim report for the third quarter 2010/11
14 August 2011	Expected deadline for proposed resolutions to be considered at the 2011 Ordinary Annual General Meeting
17 August 2011	Expected announcement of Annual Report 2010/11
26 September 2011	Ordinary Annual General Meeting 2011 expected to be held

Company announcements 2009/10

Date	Number	Subject
6 August 2009	15 (2009)	Financial calendar for 2009/10
1 September 2009	16 (2009)	Merger between IC Companys A/S and subsidiary Brand Farm A/S
3 September 2009	17 (2009)	Information meeting
10 September 2009	18 (2009)	Annual Report 2008/09
11 September 2009	19 (2009)	Announcement regarding insider transactions
11 September 2009	20 (2009)	Announcement regarding insider transactions
14 September 2009	21 (2009)	Announcement regarding insider transactions
14 October 2009	22 (2009)	Notice of Ordinary Annual General Meeting
21 October 2009	23 (2009)	Development of Ordinary Annual General Meeting
22 October 2009	24 (2009)	Articles of Association
29 October 2009	25 (2009)	Information meeting
5 November 2009	26 (2009)	Interim report for the first quarter 2009/10
6 November 2009	27 (2009)	Announcement regarding insider transactions
6 November 2009	28 (2009)	Suplementary information to financial statements
11 November 2009	29 (2009)	Amended financial calendar for 2009/10
27 November 2009	30 (2009)	Merger between Companys A/S and subsidiary Brand Farm A/S finalised
27 November 2009	31 (2009)	Articles of Association
18 December 2009	32 (2009)	Announcement regarding settlement of tax cases involving IC Companys A/S and tax authorities in Denmark and Germany
16 February 2010	1 (2010)	Information meeting
23 February 2010	2 (2010)	Interim report for the first half year 2009/10
5 May 2010	3 (2010)	Information meeting
12 May 2010	4 (2010)	Interim report for the third quarter 2009/10
12 May 2010	5 (2010)	Announcement regarding insider transactions
20 May 2010	6 (2010)	Announcement regarding insider transactions
26 May 2010	7 (2010)	Announcement regarding change in Group's logistics structure
9 June 2010	8 (2010)	Announcement of major shareholder
18 June 2010	9 (2010)	Financial calendar for 2010/11

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Ordinary Annual General Meeting 2010

The Ordinary Annual General Meeting will be held Monday 27 September 2010 at 3 p.m. at ”DGI Byen”, Tietgensgade 65, 1704 Copenhagen V, Denmark.

The agenda is as follows:

1. Report of the Board of Directors on the Company’s activities during the year under review.

2. Presentation of the Annual Report for the period 1 July 2009 - 30 June 2010 endorsed by the auditors and adoption of the audited Annual Report.

3. Appropriation of the profits, including the declaration of dividends, or provision for losses as recorded in the adopted Annual Report. The Board of Directors recommends that a dividend of DKK 69.9 million corresponding to DKK 4.25 per ordinary share eligible for dividend is distributed.

4. Election of members of the Board of Directors. The Board of Directors proposes re-election of the remaining Board.

5. Approval of remuneration of the Board of Directors for 2010/11.

6. Appointment of auditors.

7. Authorisation of the Board of Directors for the period until the next Ordinary Annual General Meeting to allow the Company to acquire own shares representing 10% of the share capital and at a price deviating by no more than 10% from the listed price at the time of the acquisition.

8. Approval of the Company’s remuneration policy including revised guidelines for incentive pay of the Executive Board.

9. Approval of changes to the Company’s Articles of Association.

   Suggested changes to the Articles of Association from the Board of Directors:

   a) Consistency changes including changes regarding legal formality and concepts as required by the new Danish Companies’ Act.
   b) Other changes as suggested in connection with the general update of the Company’s Articles of Association.
   c) Authority to the Board of Directors to issue warrants and execute capital increases in connection hereto.

10. Any other business.

MANAGEMENT COMMENTARY

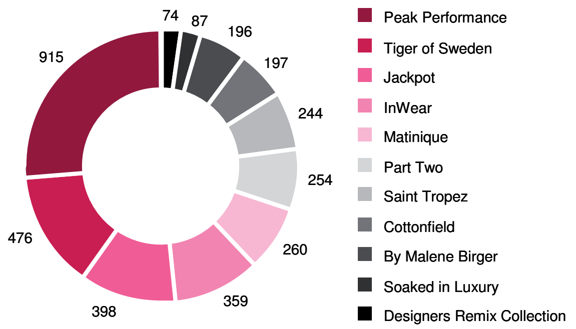
Revenue development

Revenue for 2009/10 amounted to DKK 3,495 million (DKK 3,621 million) corresponding to a setback of 3%. Revenue for the first half year of 2009/10 declined by 9% whereas revenue for the second half year of 2009/10 rose by 4%. In particular fourth quarter 2009/10 reported a high growth rate of 13%. A turning point which is attributable to the expansion of own retail combined with a significant boost in the wholesale channel.

Revenue for 2009/10 has been affected positively by net store openings amounting to DKK 86 million and foreign currency translations by DKK 20 million. Since foreign currency exposure risks generally are hedged forward 6-12 months, the total earnings, as a consequence of foreign currency fluctuations, are considerably lower. The Group's revenue for the year is illustrated by brand and geographic breakdowns below.

Group Brands

DKK million

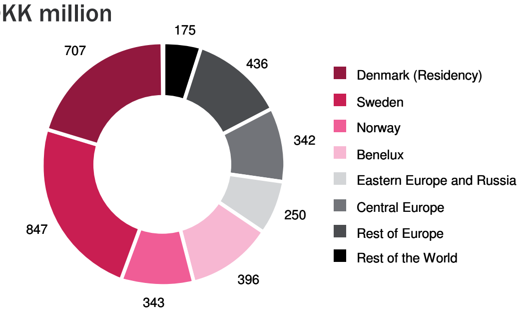


The reduced consolidated revenue is attributable to recorded setbacks for most of the Group brands with the brands InWear, Cottonfield and Soaked in Luxury having reported double-digit setbacks. However, the brands Tiger of Sweden, Part Two and Saint Tropez have all reported growth. In particular Saint Tropez retains its accelerated level of growth and has in total generated growth of DKK 65 million for the financial year under review. Saint Tropez has shown excellence in having the right styles at the right time at the right price which has proven to be a growing success during the year.

In general the Group brands performed far better during the second half year of 2009/10 compared to the first half year of 2009/10. The brands Tiger of Sweden, Saint Tropez and By Malene Birger all reported double-digit growth rates for the second half year of 2009/10 whereas only Inwear, Cottonfield and Soaked in Luxury reported setbacks.

Group geographic markets

DKK million



Both the market segments Sweden and Norway have reported growth for 2009/10 whereas the remaining market segments of the Group have reported setbacks.

Denmark has reported a double-digit setback and is the market in Scandinavia where the financial crisis has had the most far-reaching consequences. In the market segment Sweden, which has reported growth, the consumers have been quicker to regain a more positive outlook than consumers in the other Nordic countries. The Norwegian market is gaining ground and has generally experienced positive market developments but has been affected by foreign exchange fluctuations.

In general the Group market segments recorded far better results during the second half year of 2009/10 compared to the first half year of 2009/10. The market segments Sweden, Norway and Eastern Europe and Russia recorded double-digit growth. Growth in Eastern Europe and Russia is primarily attributable to the expansion of Jackpot's retail distribution and the opening of a new franchise distribution in Russia.

DKK million	Wholesale 2009/10	Wholesale 2008/09	Retail 2009/10	Retail 2008/09	Total 2009/10	Total 2008/09	Non-allocated 2009/10	Non-allocated 2008/09	Group total 2009/10	Group total 2008/09
Revenue	**2,121.4**	**2,324.2**	**1,373.9**	**1,296.9**	**3,495.3**	**3,621.1**	-	-	**3,495.3**	**3,621.1**
Growth (%)	*(9)*		*6*		*(3)*				*(3)*	
Operating profit	**363.6**	**335.9**	**56.4**	**(25.2)**	**420.0**	**310.7**	**(137.4)**	**(148.6)**	**282.6**	**162.1**
Profit margin (%)	*17.1*	*14.5*	*4.1*	*(1.9)*	*12.0*	*8.6*	-	-	*8.1*	*4.5*
Net financial items	-	-	-	-	-	-	(5.2)	(10.8)	(5.2)	(10.8)
Profit before tax	**363.6**	**335.9**	**56.4**	**(25.2)**	**420.0**	**310.7**	**(142.6)**	**(159.4)**	**277.4**	**151.3**
Tax on profit for the year	-	-	-	-	-	-	(41.6)	(42.1)	(41.6)	(42.1)
Profit for the year	**363.6**	**335.9**	**56.4**	**(25.2)**	**420.0**	**310.7**	**(184.2)**	**(201.5)**	**235.8**	**109.2**

Wholesale segment

Total wholesale revenue for 2009/10 amounted to DKK 2,121 million (DKK 2,324 million) corresponding to a 9% setback. Pre-order revenue declined by 12% while in-season sales rose by 11%. This includes franchise revenue which rose by 2% compared to last financial year. Fourth quarter 2009/10 generally marks a turning point with a reported wholesale revenue growth rate for the quarter of 23%. This increase reflects pre-order revenue growth of 23% and in-season sales growth of 24%. Franchise revenue, which is included in these figures, recorded growth of 62%.

Operating profit for the wholesale segment 2009/10 has been improved by 8% to DKK 364 million (DKK 336 million) corresponding to a profit margin of 17.1% (14.5%). Operating profit for the wholesale segment for the fourth quarter 2009/10 improved by DKK 49 million and thus reported a loss of DKK 46 million. The positive earnings development seen during the preceding three quarters is thus maintained. The increase in the profit margin is attributable to an improved gross margin and lower capacity costs.

The Group opened 29 new franchise stores and closed down 27 stores during 2009/10. The majority of the closed stores are located in Russia. This has resulted in a total net store reduction of 700 square metres. The Group thereby offers services for 146 franchise stores with a store area of 22,800 square metres in total.

Franchise stores	Existing 30 .06.2010	Opened 12 months	Closed 12 months
Denmark	20	5	2
Sweden	17	6	3
Norway	9	5	1
Benelux countries	23	4	2
Eastern Europe and Russia	25	4	14
Central Europe	32	2	1
Rest of Europe	8	1	3
Rest of World	12	2	1
Total	**146**	**29**	**27**

Due to the collection structure, it is not possible to estimate order intake for the brands Saint Tropez and Soaked in Luxury at the same time as the other 9 Group brands. However, it is now possible to estimate the total order intake for the autumn collection 2010 for all 11 Group brands which was at the same level as reported last financial year when translated into DKK.

Order intake for the winter collection 2010 has been completed, except for the Group brands Saint Tropez and Soaked in Luxury, and the order intake rose by 15% when translated into DKK. It is expected that the total order intake for the winter collection 2010 will increase by 14%.

Retail segment

Total retail revenue for 2009/10 amounted to DKK 1,374 million (DKK 1,297 million) corresponding to an increase of 6%. Retail revenue was positively affected by net store openings of DKK 86 million. Same-store sales for 2009/10 reported a decrease of 2% whereas the revenue per square metre for the year amounted to DKK 31,300 (DKK 31,000). During 2009/10 the Group's outlets have in particular been an important channel for clearing of goods out-of-season. Outlet revenue constitutes 12% of the total retail segment. The Group reported a retail revenue increase of 5% whereas the same-store sales recorded a setback of 8% for the fourth quarter 2009/10.

An operating profit of DKK 56 million for 2009/10 (loss of DKK 25 million) was reported for the retail segment which constitutes an improvement of DKK 81 million. The operating profit for the retail segment improved by DKK 24 million for the fourth quarter 2009/10 alone. This positive trend has in particular been pronounced during the second and the fourth quarters and is substantially influenced by a normalised supply which has resulted in lower retail discounts and reduced inventory write-downs. Furthermore, unprofitable stores have been closed and the new stores opened by the Group already generate profit.

The Group opened 58 new stores and 50 were closed during 2009/10. The majority of the closed stores have been small retail concessions. In total this results in a net store influx of 5,200 square metres and brings the Group's total retail store area to 51,500 square metres distributed between 334 stores.

Retail stores*	Existing 30.06.2010	Opened 12 months	Closed 12 months
Denmark	53	13	8
Sweden	27	1	2
Norway	9	3	-
Benelux countries	28	4	1
Eastern Europe and Russia	66	15	4
Central Europe	16	5	-
Rest of Europe	5	1	1
Rest of World	2	-	-
Total	**206**	**42**	**16**

Retail concessions	Existing 30.06.2010	Opened 12 months	Closed 12 months
Denmark	24	4	4
Sweden	24	12	1
Norway	2	-	-
Benelux countries	26	-	-
Eastern Europe and Russia	-	-	-
Central Europe	-	-	8
Rest of Europe Europa	1	-	13
Rest of World	51	-	8
Total	**128**	**16**	**34**

*26 outlets constituting 7,500 square metres (6,500 square metres) are included in the Group's own stores. During the past 12 months 5 outlets were opened and 1 outlet was closed.

For further details of Group segments, please see note 3 Segment Information to the consolidated financial statements.

EARNINGS DEVELOPMENT

Historically high gross margin

Gross profit for 2009/10 amounted to DKK 2,124 million (DKK 2,156 million) corresponding to a setback of 1% which is satisfactory when taking into account that revenue for the year was reduced by 3%.

Gross profit for fourth quarter 2009/10 amounted to DKK 388 million (DKK 336 million) corresponding to an increase of 16%.

The gross margin for 2009/10 was 60.8% (59.6%) corresponding to an increase of 1.2 percentage points. During the second half year of 2009/10 the gross margin has been affected substantially by an unfavourably development in the Group's primary sales and sourcing currencies which were fixed in June 2009 in accordance with the Group's foreign currency hedging policy. This development has had a negative impact of 3.7 percentage points on the gross margin. The fact that the gross margin for 2009/10 is higher than the level achieved in 2008/09 is satisfactory. Optimisation of the Group's sourcing and buying procedure and thereby consequently fewer discounts and reduced inventory write-downs as well as a shift in segments towards a higher share attributable to retail have all contributed positively. The Group has thus achieved the highest gross margin being registered in its history.

The gross margin for fourth quarter 2009/10 was 61.2% (59.8%) corresponding to an increase of 1.4 percentage points. Reduced inventory write-downs and lower retail and wholesale discounts more than offset the unfavourable development in the Group's hedged sales and sourcing currencies.

Reduced capacity costs

Capacity costs for 2009/10 amounted to DKK 1,842 million (DKK 1,994 million) corresponding to a decrease of 8%. The cost rate was reduced by 2.4 percentage points to 52.7% (55.1%).

An increase in costs of DKK 15 million was attributable to foreign currency translations in 2009/10 compared to last financial year.

Costs for fourth quarter 2009/10 amounted to DKK 464 million (DKK 492 million) corresponding to a decrease of 6%. The cost rate was thus reduced by 14.4 percentage points to 73.2% (87.6%).

Non-recurring costs of DKK 8 million (DKK 24 million) also had an effect on the financial performance for fourth quarter 2009/10. These non-recurring costs are attributable to the closure of the warehouse in the Netherlands as a consequence of the decision to open a new modern warehouse in Brøndby, Denmark, which is to take over functions that are at present handled by the warehouse at Raffinaderivej, Denmark, and in Venlo, the Netherlands. The actual non-recurring costs of DKK 8 million exceed the estimated costs by DKK 2 million as announced by the Company in its company announcement no. 7 (2010).

The cost rate was reduced by 0.6 percentage point in 2009/10 and 2008/09 after having adjusted for non-recurring costs. The fact that the Group has achieved to reduce the cost rate during a period of revenue setback should be regarded as highly positive.

Reached target of reduced cost base

During the financial year 2008/09 the Executive Board launched a number of initiatives with the target of reducing the Group's cost base with DKK 200-250 million compared to the financial year 2007/08 after adjusting for new activities.

These initiatives have had full impact in 2009/10.

Since 2007/08 the Group has expanded its retail store area from 44,400 square metres to 51,500 square metres and launched a new distribution channel through e-commerce. These initiatives have increased the cost base.

The cost base has been reduced by DKK 272 million after having adjusted for new store openings in retail, the launch of e-commerce, effects of foreign currency and inflation. New store openings and the launch of e-commerce increased the cost base by DKK 181 million, the effects of foreign currency have reduced the cost base of DKK 51 million whereas inflation has increased the cost base by DKK 74 million.

Increased operating profit

Operating profit for 2009/10 amounted to DKK 283 million (DKK 162 million) which corresponds to an increase of 74% and an EBIT margin of 8.1% (4.5%).

Operating loss for fourth quarter 2009/10 amounted to DKK 76 million (loss of DKK 156 million) which corresponds to an improvement of DKK 80 million.

Positive development of net financial items

Net financial items for 2009/10 totalled expenses of DKK 5 million (expenses of DKK 11 million) which is a decrease of DKK 6 million.

Net financial items for fourth quarter 2009/10 rose by DKK 13 million to expenses of DKK 2 million (income of DKK 11 million). This negative development reflects the fact that the net financial items for fourth quarter 2008/09 included an income of DKK 16 million deriving from inefficient foreign currency hedges.

The continuous reduction of the net interest-bearing debt as well as the low interest rate level for 2009/10 have reduced financial expenses with DKK 23 million.

An interest rate compensation of DKK 8 million deriving from the settlement of the two tax cases which involved IC Companys and the tax authorities in Denmark and Germany had a positive impact on the net financial items for 2009/10.

During 2009/10 the Group refinanced the long-term loan on its headquarters and took out a mortgage loan resulting in title registration costs of DKK 2 million which are recognised in the net financial items.

Furthermore, net financial items for 2008/09 included an income of DKK 27 million deriving from inefficient foreign currency hedges as a consequence of the Group continuously hedging its revenue in foreign currencies.

Lower tax rate

Calculated tax expense for 2009/10 was recognised in the amount of DKK 42 million (DKK 42 million) which constitutes 15% (28%) on profit before tax.

The lower tax rate is primarily attributable to the fact that tax on profit for the year was affected by a tax refund of DKK 13 million as well as an increase of IC Company's tax assets of DKK 10 million deriving from the settlement of the two tax cases with the tax authorities in Denmark and Germany (please see interim report H1 2009/10, company announcement no. 2 in 2010).

Tax payable amounted to DKK 24 million (DKK 43 million) and is composed by tax payments in countries in which the Group possesses no tax assets or cannot offset such assets in full against the revenue for the year. An amount of DKK 154 million of the tax assets recognised in previous years corresponding to a tax value of DKK 38 million was used.

Profit for the year

Profit for 2009/10 rose by 116% to DKK 236 million (DKK 109 million).

Comprehensive income

Comprehensive income for 2009/10 amounted to DKK 249 million (DKK 114 million). The comprehensive income was positively affected by foreign currency translation adjustments regarding group enterprises by DKK 54 million (negative adjustment of DKK 58 million) and negatively affected by adjustments deriving from foreign currency hedging instruments by DKK 25 million (positive adjustment of DKK 58 million).

Balance sheet and cash flow

Balance sheet

Group assets were reduced by DKK 38 million to DKK 1,747 million as at 30 June 2010 (DKK 1,785 million) which is attributable to the reduction of the Group's current assets.

Non-current assets were reduced by DKK 10 million relative to last financial year which is attributable to a reduction of the Group's deferred tax assets and property, plant and equipment which offset the increase of the Group's intangible assets.

The Group's intangible assets rose by DKK 29 million to DKK 249 million (DKK 220 million) primarily as a consequence of foreign exchange translation of goodwill as the main part of the underlying value is denominated in SEK. Furthermore, costs of DKK 14 million have been allocated to development of IT systems in connection with the implementation of new IT systems for the Group's retail stores. The implementation is scheduled to take place during the second half year of 2010/11. Property, plant and equipment decreased by DKK 11 million to DKK 408 million (DKK 419 million).

Current assets decreased by DKK 28 million to DKK 953 million (DKK 981 million). The decrease amounts to DKK 10 million after adjusting for a tax recovery of DKK 18 million. The reason for not having reduced current assets more, in spite of the Group's target to minimise the working capital, should be found in the increased activity level which rose by 13% for the fourth quarter 2009/10.

Throughout 2009/10 targeted efforts have been made to reduce and control inventories which has resulted in reduced inventories as well as a significantly improved age distribution. Inventory turnover has been increased to 2.6 from 2.2 compared to last year.

As a consequence of lower inventories and an improved age distribution, inventory write-downs have been reduced by DKK 25 million to DKK 130 million (DKK 155 million).

The Group's trade receivables have also developed positively throughout 2009/10. Gross trade receivables decreased by DKK 5 million to DKK 334 million (DKK 339 million) in spite of a revenue increase of 23% in the wholesale segment for the fourth quarter 2009/10. This is also reflected in days sales outstanding which have been reduced by 12 days compared to last year which consequently has led to a significantly improved age distribution. Write-downs of trade receivables have been reduced by DKK 10 million to DKK 72 million (DKK 82 million) due to realised losses for which provisions have been made.

Other receivables decreased to DKK 56 million (DKK 61 million) which is attributable to the fact that accrual of financial foreign exchange contracts last year included a non-realised profit of DKK 35 million compared to a non-realised profit of DKK 30 million for the year under review. This profit is primarily a result of rising sourcing currencies throughout the financial year 2009/10.

Prepayments rose by DKK 13 million which is attributable to an increase in the accrued value of collection samples, advertising and rent.

Furthermore, cash was reduced by DKK 10 million to DKK 72 million (DKK 82 million).

After adjusting for non-cash funds, the total working capital amounts to DKK 206 million (DKK 274 million) which is an improvement of DKK 68 million compared to last financial year. The working capital constitutes 6% of revenue for the year (8%).

Long-term liabilities decreased by DKK 26 million to DKK 197 million (DKK 223 million) which is primarily attributable to remortgaging of the mortgage on the Group's property located at Raffinaderivej, Denmark. The principal amount on the new mortgage amounts to DKK 140 million compared to a principal amount of DKK 168 million on the old mortgage.

Current liabilities decreased by DKK 250 million to DKK 803 million (DKK 1,053 million) which is attributable to a debt reduction to credit institutions of DKK 272 million.

Cash flow

Consolidated cash flow from operating activities for 2009/10 amounted to an inflow of DKK 424 million (inflow of DKK 335 million) corresponding to an improvement of DKK 89 million which is primarily attributable to a reduction of DKK 51 million in the tied-up working capital and a higher operating profit.

The investment level for 2009/10 has been lower compared to 2008/09 and investments for the year amounted to DKK 123 million (DKK 136 million) as expected. The investments were primarily employed for interior design of new stores and IT.

Cash flow from financing activities for 2009/10 amounted to an outflow of DKK 44 million (outflow of DKK 83 million) which is attributable to remortgaging of the long-term loan on the Group's property located at Raffinaderivej, Denmark, which has been reduced by DKK 28 million as well as no dividend distribution to the shareholders of IC Companys A/S in regards to the financial year 2008/09.

Total cash flow for 2009/10 amounted to an inflow of DKK 258 million (an inflow of DKK 116 million) which is deemed to be satisfactory and has rendered it possible to reduce the net interest-bearing debt substantially for 2009/10.

Reached target of reduced working capital
The set target of reducing the working capital by at least DKK 150 million before 30 June 2010 has been reached with satisfactory results. In total the tied-up working capital has been reduced by DKK 185 million since 1 July 2008. Calculated as the percentage of the revenue for the year, the working capital has been reduced by 5 percentage points from 11% to 6% during the two financial years 2008/09 and 2009/10.

Substantial improvements within all focus areas have taken place. Days sales outstanding have resumed the level as before the financial crisis, inventory turnover has increased from 2.4 to 2.6 and days payable outstanding have improved by 8 days.

Cash situation

As at 30 June 2010 consolidated net interest-bearing debt amounted to DKK 243 million (DKK 533 million) which represents a reduction of DKK 290 million compared to 30 June 2009. This reduction should be seen as a result of the Group's target of reducing its interest-bearing debt. At the same time this development reflects that the Group through targeted efforts during the last two years has achieved to reduce its working capital during.

In connection with the Group's new capital structure, it has been decided to reduce the Group's credit facilities offered by its two main banks with an amount of DKK 365 million.

As at 30 June 2010 credit facilities offered by one of the main banks have been reduced with DKK 180 million after which the total credit facilities amount to DKK 1,304 million including banker's credit and guarantees (DKK 1,419 million). Long-term loan against security in the Group's headquarters constitutes DKK 140 million. The utilisation of withdrawal rights has at no point in time during the financial year 2009/10 exceeded 53% (80%), including provisions for foreign currency hedging instruments, bank guarantees, etc.

Equity

Equity as at 30 June 2010 rose by DKK 238 million to DKK 747 million compared to 30 June 2009 (DKK 509 million). The increase is primarily attributable to profit for the year. Equity ratio as at 30 June 2010 amounted to 42.8% (28.5%). Furthermore, the Group distributed dividend to the minority shareholders amounting to a total of DKK 6 million for 2009/10 compared to a total of DKK 70 million for 2008/09.

Events after the balance sheet date

No material events have taken place after the balance sheet date that have not been recognised or included in the Annual Report.

FINANCIAL STATEMENT

Group

Income statement

Note	DKK million	2009/10	2008/09
3	**Revenue**	**3,495.3**	**3,621.1**
	Cost of sales	(1,370.9)	(1,464.7)
	Gross profit	**2,124.4**	**2,156.4**
4	Staff costs	(927.0)	(948.6)
11	Depreciation, amortisation and impairment losses	(129.6)	(146.7)
5	Other operating expenses	(785.2)	(909.5)
6	Other gains and losses	-	10.5
	Operating profit	**282.6**	**162.1**
7	Financial income	13.7	31.5
7	Financial expenses	(18.9)	(42.3)
	Profit before tax	**277.4**	**151.3**
8	Tax on profit for the year	(41.6)	(42.1)
	Profit for the year	**235.8**	**109.2**
	Profit allocation:		
	Share holders of IC Companys A/S	229.7	101.5
	Minority interest	6.1	7.7
	Profit for the year	**235.8**	**109.2**
	Earnings per share		
9	Earnings per share, DKK	13.9	6.1
9	Diluted earnings per share, DKK	13.9	6.1

Comprehensive income statement

Note	DKK million	2009/10	2008/09
	Profit for the year	**235.8**	**109.2**
	OTHER COMPREHENSIVE INCOME		
	Foreign currency translation differences arising in connection with foreign group enterprises	54.3	(58.4)
29	Fair value adjustments, gains on derivatives held as cash flow hedges	57.7	25.8
29	Fair value adjustments, loss on derivatives held as cash flow hedges	(57.3)	(0.3)
29	Transfer to income statement of gains on realised cash flow hedges	(25.8)	(5.9)
29	Transfer to income statement of loss on realised cash flow hedges	0.3	38.2
8	Tax on other comprehensive income	(15.9)	5.3
	Total other comprehensive income	**13.3**	**4.7**
	Total comprehensive income	**249.1**	**113.9**
	Comprehensive income allocation:		
	Share holders of IC Companys A/S	243.0	106.2
	Minority interests	6.1	7.7
	Total	**249.1**	**113.9**

Balance sheet

ASSETS

Note	DKK million	30.06.2010	30.06.2009
	NON-CURRENT ASSETS		
	Goodwill	194.3	178.8
	Software and IT systems	21.4	21.5
	Trademark rights	0.1	0.1
	Leasehold rights	19.6	19.8
	IT systems under development	13.6	-
11	**Total intangible assets**	**249.0**	**220.2**
	Land and buildings	161.5	167.3
	Leasehold improvements	132.5	124.5
	Equipment and furniture	106.9	119.6
	Property, plant and equipment under construction	7.5	7.7
11	**Total property, plant and equipment**	**408.4**	**419.1**
12	Financial assets	36.0	35.4
13	Deferred tax assets	99.9	129.0
	Total other non-current assets	**135.9**	**164.4**
	Total non-current assets	**793.3**	**803.7**
	CURRENT ASSETS		
14	Inventories	428.7	439.6
15	Trade receivables	262.1	257.6
8	Tax receivable	30.2	48.3
16	Other receivables	55.8	61.2
17	Prepayments	104.7	92.1
28	Cash	71.9	82.2
	Total current assets	**953.4**	**981.0**
	TOTAL ASSETS	**1,746.7**	**1,784.7**

EQUITY AND LIABILITIES

Note	DKK million	30.06.2010	30.06.2009
	EQUITY		
18	Share capital	169.4	169.4
	Reserve for hedging transactions	2.4	21.2
	Translation reserve	(30.4)	(62.5)
	Retained earnings	591.9	367.5
	Equity attributable to share holders of the Parent Company	**733.3**	**495.6**
	Equity attributable to minority interests	**13.9**	**13.5**
	Total equity	**747.2**	**509.1**
	LIABILITIES		
13	Deferred tax liabilities	47.5	39.3
19	Retirement benefit obligations	6.9	4.6
21	Financial institutions	140.0	168.0
20	Provisions	2.2	10.9
	Total non-current liabilities	**196.6**	**222.8**
22,28	Financial institutions	175.3	447.3
23	Trade payables	354.8	291.7
8	Tax	12.3	63.7
24	Other debt	260.5	250.1
	Total current liabilities	**802.9**	**1,052.8**
	Total liabilities	**999.5**	**1,275.6**
	TOTAL EQUITY AND LIABILITIES	**1,746.7**	**1,784.7**

Statement of changes in equity

DKK million	Share capital	Reserve for hedging transactions	Translation reserve	Retained earnings	Total equity owned by Parent Company shareholders	Total equity owned by minority interests	Total
Equity at 30 June 2008	**179.2**	**(22.1)**	**(23.9)**	**331.8**	**465.0**	**8.5**	**473.5**
Capital reduction	(9.8)	-	-	9.8	-	-	-
Transactions between majority and minorities	-	-	-	-	-	1.2	1.2
Share buy-back programmes	-	-	-	(13.1)	(13.1)	-	(13.1)
Dividends paid	-	-	-	(66.0)	(66.0)	(3.9)	(69.9)
Share-based payments	-	-	-	3.5	3.5	-	3.5
Comprehensive income for 2008/09	-	43.3	(38.6)	101.5	106.2	7.7	113.9
Equity at 30 June 2009	**169.4**	**21.2**	**(62.5)**	**367.5**	**495.6**	**13.5**	**509.1**
Share buy-back programmes	-	-	-	(10.6)	(10.6)	-	(10.6)
Dividends paid	-	-	-	-	-	(5.7)	(5.7)
Share-based payments	-	-	-	5.3	5.3	-	5.3
Comprehensive income for 2009/10	-	(18.8)	32.1	229.7	243.0	6.1	249.1
Equity 30 June 2010	**169.4**	**2.4**	**(30.4)**	**591.9**	**733.3**	**13.9**	**747.2**

Cash flow statement

Note	DKK million	2009/10	2008/09
	CASH FLOW FROM OPERATING ACTIVITIES		
	Operating profit	282.6	162.1
	Reversed depreciation and impairment losses and gain/loss on sale of non-current assets	129.6	146.7
	Share-based payments recognised in income	5.3	3.5
	Other adjustments	23.5	(29.2)
27	Change in working capital	51.0	133.5
	Cash flow from operating activities	**492.0**	**416.6**
	Financial income received	18.6	31.5
	Financial expenses paid	(27.2)	(42.3)
	Cash flow from ordinary activities	**483.4**	**405.8**
	Tax paid	(59.0)	(70.7)
	Total cash flow from operating activities	**424.4**	**335.1**
	CASH FLOW FROM INVESTING ACTIVITIES		
	Sale of investing activities	-	10.5
11	Investments in intangible assets	(31.9)	(13.2)
11	Investments in property, plant and equipment	(92.1)	(129.5)
	Change in deposits and other financial assets	(0.6)	(9.7)
	Purchase and sale of other non-current assets	2.1	6.1
	Total cash flow from investing activities	**(122.5)**	**(135.8)**
	Total cash flow from operating and investing activities	**301.9**	**199.3**
	CASH FLOW FROM FINANCING ACTIVITIES		
	Proceeds in connection with raising of long-term loan	140.0	-
	Repayment of long-term loan	(168.0)	-
	Share buy-back programmes	(10.6)	(13.1)
10	Dividends paid	(5.7)	(69.9)
	Total cash flow from financing activities	**(44.3)**	**(83.0)**
	NET CASH FLOW FOR THE YEAR	**257.6**	**116.3**
	CASH AND CASH EQUIVALENTS		
	Cash and cash equivalents at 1. July	(365.1)	(471.0)
	Foreign currency translation adjustment of cash and cash equivalents at 1 July	4.1	(10.4)
	Net cash flow for the year	257.6	116.3
28	**Cash and cash equivalents at 30 June**	**(103.4)**	**(365.1)**

The cash flow statement may not be concluded based solely on the announced financial statements.

NOTES

Group

Notes to consolidated financial statements page 55

1. Significant accounting policies

The consolidated financial statements and the financial statements of the Parent Company, IC Companys A/S have been prepared in accordance with the International Financial Reporting Standards (IFRS) as adopted by the EU and additional Danish disclosure requirements for the annual reports of listed companies (accounting class D) and the Statutory Order on the adoption of IFRS under the Danish Financial Statements Act.

The consolidated financial statements and the financial statements of the Parent Company are also prepared in accordance with the IFRS standards as issued by the International Accounting Standards Board (IASB).

The consolidated financial statements and the financial statements of the Parent Company are expressed in Danish Kroner (DKK), which is considered the primary currency of the Group's activities and the functional currency of the Parent Company.

The accounting policies are applied consistently throughout the financial year and for the comparative figures. Few adjustments of the comparative figures have been made which have had no effect on EBIT, profit for the year, other comprehensive income, the balance sheet and the equity in the comparative year.

New standards adopted in 2009/10

IC Companys has adopted all new and amended standards and interpretations (IFRIC) as endorsed by the EU and which are effective for financial years beginning on or after 1 July 2009. Based on thorough analysis, IC Companys has concluded that the majority of the standards and interpretations which are effective for financial years beginning on or after 1 July 2009 are either of no relevance to the Group or exert no material impact on the financial statements.

However, the below new or revised standards are assessed to have a material impact on the consolidated financial statements:

New standards

- IFRS 7 Financial Instruments: Disclosures. This standard requires further disclosures on financial instruments including valuation of these. The implementation of this standard has had a material impact on the presentation of the Group's financial instruments. Comparative figures have been adjusted so as to conform with the new standard.
- IFRS 8 Operating Segments replaces IAS 14 Segment Reporting. This standard requires segments to be identified on the basis of internal reports about components of the entity in order to allocate resources to the segment and to assess its performance. The implementation of this standard has had a material impact on the presentation of the Group's segments. Comparative figures have been adjusted so as to conform with the new standard.

Revised standard

- IAS 1 (revised) Presentation of Financial Statements. The revised standard requires that all items of recognised income and expenses of equity (i.e. changes in equity not attributable to transactions with owners) are not presented in the statement of changes in equity but must be presented separately from transactions with owners in a statement of comprehensive income. All changes in equity attributable to transactions with owners are thus presented in the statement of changes in equity while changes in equity not attributable to transactions with owners are presented as other comprehensive income. Comparative figures have been adjusted so as to conform with the revised standard.

Amended standards and interpretations not yet effective and not early adopted

Between 1 July 2009 and 30 June 2010 IASB issued a number of IFRS standards, amended standards and IFRIC interpretations which have been adopted by the EU as at 30 June 2010 and thus are applicable for the Group as its financial year begins 1 July 2010. IC Companys has thoroughly considered the impact of the IFRS standards, amended standards and IFRIC interpretations not yet effective, and it is estimated that these standards and interpretations are deemed to exert no material impact on the financial statements in the coming years.

Basis of consolidation

The consolidated financial statements consist of the financial statements of IC Companys A/S (the "Parent Company") and its group enterprises in which the Company's voting rights directly or indirectly exceed 50%, or in which the Company is able to exercise a controlling interest in any other way.

The consolidated financial statements are prepared on the basis of the financial statements of the Parent Company and the individual group enterprises by consolidating items of a uniform nature. Equity interests, intercompany transactions, intercompany balances, unrealised intercompany gains on inventories and dividends are eliminated.

The items of the financial statements of group enterprises are fully consolidated in the consolidated financial statements. The proportionate share of the results of minority interests is recognised in the consolidated income statement for the year.

Business combinations
Newly acquired or newly established companies are recognised in the consolidated financial statements from the acquisition date or incorporation date. The acquisition date is the date when control of the company actually passes to the Group. Companies sold or liquidated are recognised up to the date of disposal or liquidation. The date of disposal is the date when control of the company actually passes to a third party.

Acquisitions are accounted for using the acquisition method, under which the identifiable assets, liabilities and contingent liabilities of companies acquired are measured at fair value at the acquisition date. Non-current assets held for sale are measured at fair value less expected costs to sell, however.

Restructuring costs are only recognised in the take-over balance sheet if they represent a liability to the acquired company. The tax effect of revaluations is taken into account.

The cost of a company is the fair value of the consideration paid. If the final determination of the consideration is conditional on one or more future events, these adjustments are recognised at fair value from the acquisition date.

Costs directly attributable to acquisitions are recognized directly in the income statement from the acquisition date.

Any excess of the cost of an acquired company over the fair value of the acquired assets, liabilities and contingent liabilities (goodwill) is recognised as an asset under intangible assets and tested annually for impairment. If the carrying amount of an asset exceeds its recoverable amount, the asset is written down to the lower recoverable amount.

In case of negative differences (negative goodwill), the calculated fair values and the calculated cost of the company are reassessed. If the fair value of the acquired assets, liabilities and contingent liabilities still exceeds cost following the reassessment, the difference is recognised as income in the income statement.

Gains or losses on disposal or liquidation of group enterprises are stated as the difference between the disposal or liquidation amount and the carrying amount of net assets including goodwill at the date of disposal or liquidation, accumulated foreign exchange adjustments recognised under other comprehensive income and anticipated disposal or liquidation costs. The disposal or liquidation amount is measured as the fair value of the consideration received.

Foreign currency translation
For each of the reporting entities in the Group, a functional currency is determined. The functional currency is the currency in the primary economic environment in which the individual reporting entity operates. Transactions in currencies other than the functional currency are transactions denominated in foreign currencies.

On initial recognition, transactions denominated in foreign currencies are translated into the functional currency at the exchange rate ruling at the transaction date. Foreign exchange differences arising between the exchange rates at the transaction date and the date of payment are recognised in the income statement as financial income or expenses.

Receivables, payables and other monetary items denominated in foreign currencies are translated into the functional currency at the exchange rates ruling at the balance sheet date. The difference between the exchange rate ruling at the balance sheet date and the exchange rate at the date when the receivable or payable arose or was recorded in the most recent Annual Report is recognised in the income statement under financial income and expenses. Property, plant and equipment and intangible assets, inventories and other non-monetary assets acquired in foreign currencies and measured based on historical cost are translated at the exchange rates prevailing at the transaction date.

The balance sheets of foreign group enterprises are translated at the exchange rate ruling at the balance sheet date, while income statements are translated at average exchange rates for the year. Foreign exchange differences arising on the translation of foreign group enterprises' opening equity using the exchange rates ruling at the balance sheet date as well as on the translation of the income statements using average exchange rates at the balance sheet date are recognised under other comprehensive income. Foreign exchange adjustments of receivables and subordinated loan capital in foreign group enterprises that are considered to be part of the overall investment in the group enterprises are recognised under other comprehensive income in the consolidated financial statements and in the income statement of the financial statements of the Parent Company.

Derivative financial instruments and hedging activities
On initial recognition, derivative financial instruments are measured at their fair value at the balance sheet date. Positive and negative fair values of derivative financial instruments are recognised under other receivables and other debt, respectively, as unrealised gains on financial instruments and unrealised losses on financial instruments, respectively.

Changes in the fair value of derivative financial instruments designated as and qualifying for recognition as cash flow hedges are recognised under other comprehensive income. Gains and losses relating to such hedge transactions are transferred from other comprehensive income on realisation of the hedged item and recognised in the same line item as the hedged item.

Changes in the fair value of derivative financial instruments used to hedge net investments in independent foreign group enterprises and which otherwise meet the criteria for hedge accounting are recognised under other comprehensive income in the consolidated financial statements (net investment hedge).

For derivative financial instruments not qualifying as hedges, changes in the fair value are recognised in the income statement under financial income and expenses.

Share-based incentive programmes
Share-based incentive programmes in which employees can only chose to buy shares in the Parent Company (equity schemes) are measured at the equity instruments' fair value at the grant date and recognised in the income statement under staff costs over the period during which the employee's right to buy the shares vests. The balancing item is recognised directly in equity.

The fair value of equity instruments is determined by using the Black & Scholes model with the parameters stated in note 4 to the consolidated financial statements.

Discontinued operations and non-current assets held for sale
Discontinued operations are major business areas or geographical areas which have been sold or which are held for sale according to an overall plan.

The results of discontinued operations are presented as separate items in the income statement, consisting of the activity's operating profit/loss after tax and any gains or losses on fair value adjustment or sale of the related assets.

Non-current assets and groups of assets held for sale, including assets related to discontinued operations, are presented as separate items in the balance sheet under current liabilities. Liabilities directly related to the assets and discontinued operations in question are presented under current liabilities in the balance sheet.

Non-current assets held for sale are not depreciated or amortised, but are written down to fair value less expected costs to sell where this is lower than the carrying amount.

Income statement

Revenue
Revenue from the sale of goods is recognised in the income statement when delivery and transfer of risk to the buyer have taken place and if the income can be reliably measured and is expected to be received. Revenue is measured excluding VAT, indirect taxes and less expected returns and discounts related to sales.

Revenue is measured at the fair value of the consideration received or receivable.

In addition to the sale of goods, revenue comprises license revenue.

Cost of sales
Cost of sales includes direct costs incurred in generating the revenue for the year. The Company recognises cost of sales as revenue is earned. The change for the year in the inventory is included in cost of sales.

Staff costs
Staff costs include salaries, remuneration, retirement benefit schemes, share-based payments and other staff costs to the Group's employees, including the members of the Executive Board and Board of Directors. Agents' commissions to external sales agents are also included.

Depreciation, amortisation and impairment losses
Depreciation, amortisation and impairment losses comprise amortisation of intangible assets, depreciation of property, plant and equipment and impairment losses for the year.

Other operating expenses
Other operating expenses comprise other purchase and selling costs and administrative expenses, bad debts, etc.

Lease expenses relating to operating lease agreements are recognised by using the straight-line method in the income statement under other external costs.

Other gains and losses
Other gains and losses comprise items of a secondary nature relative to the principal activities, including gains and losses on sale of intangible assets and property, plant and equipment.

Financial income and expenses
Financial income and expenses include interest, realised and unrealised foreign currency translation adjustments, fair value adjustments of derivative financial instruments which do not qualify for hedge accounting and supplements, deductions and allowances relating to the payment of tax.

Interest income and expenses are accrued based on the principal and the effective rate of interest. The effective rate of interest is the discount rate to be used in discounting expected future payments in relation to the financial asset or the financial liability so that their present value corresponds to the carrying amount of the asset or liability, respectively.

Tax on profit for the year
Tax for the year comprises of the year's current tax and adjustments in deferred tax. The tax expense relating to the profit/loss for the year is recognised in the income statement and the tax expense relating to items recognised under other comprehensive income or directly in equity are recognised under other comprehensive income or directly in equity, respectively. Foreign currency translation adjustments of deferred tax are recognised as part of the adjustment of deferred tax for the year.

The current tax expense for the year is calculated based on the tax rates and rules applicable at the balance sheet date.

The Parent Company is taxed jointly with all consolidated wholly owned Danish group enterprises. The current tax expense is allocated among the companies of the Danish tax pool in proportion to their taxable income (full absorption with refunds for tax losses). The jointly taxed companies pay tax under the Danish on-account tax scheme.

Deferred tax is calculated using the current tax rules and tax rates on temporary differences between carrying amounts and tax bases. Deferred tax assets, including the tax base of tax losses carried forward, are recognised at the expected value of their utilisation as a setoff against future taxable income or as a setoff against deferred tax liabilities within the same legal entity and jurisdiction. If deferred tax is an asset, it is included in non-current assets based on an assessment of the potential for future realisation.

Deferred tax is calculated based on the planned use of each asset and settlement of each liability, respectively.

Deferred tax is measured using the tax rates and tax rules that, based on legislation in force or in reality in force at the balance sheet date, are expected to apply in the respective countries when the deferred tax is expected to crystallise as current tax. Changes in deferred tax as a result of changed tax rates or tax rules are recognised in the income statement unless the deferred tax is attributable to transactions which have been recognised previously under other comprehensive income or directly in equity.

Deferred tax is recognised on temporary differences arising on investments in group enterprises, unless the parent is able to control when the deferred tax is to be realised and it is likely that the deferred tax will not crystallise as current tax in the foreseeable future.

Balance sheet

Intangible assets
On initial recognition, goodwill is measured and recognised as the excess of the cost of the acquired company over the fair value of the acquired assets, liabilities and contingent liabilities as described under the section Basis of consolidation.

The carrying amount of goodwill is allocated to the Group's cash-generating units at the date of acquisition. The determination of cash-generating units is based on the management structure and the internal financial management.

Goodwill is not amortised, however, it is tested for impairment at least once a year, as described below.

Payments to take over leases ("key money") are classified as leasehold rights. Leasehold rights are amortised over the lease period or the useful life if this is shorter. The basis of amortisation is reduced by any write-downs.

Leasehold rights with an indeterminable useful life are not amortised, but tested for impairment annually.

Software and IT development is amortised over the useful life of 3-5 years. Cost includes the acquisition price as well as costs arising directly in connection with the acquisition and until the point of time where the asset is ready for use. Amortisation is provided on a straight-line basis over the expected useful life.

Property, plant and equipment
Property, plant and equipment are measured at historical cost less accumulated depreciation and impairment losses.

Cost comprises the acquisition price and costs directly related to the acquisition until the time when the asset is ready for use.

The difference between cost and the expected scrap value is depreciated on a straight-line basis over the expected economic lives of the assets. The depreciation period is determined on the basis of Management's experience in the Group's business area, and Management believes this to be the best estimate of the economic lives of the assets which are as follows:

Leasehold improvements	up to 10 years
Buildings	25-50 years
Equipment and furniture	3-5 years

If the depreciation period or the scrap values are changed, the effect on depreciation going forward is recognised as a change in accounting estimates.

Gains and losses on disposal of property, plant and equipment are computed as the difference between the selling price less costs to sell and the carrying amount at the date of disposal. Gains and losses are recognised in the income statement under other gains and losses.

Property, plant and equipment are written down to the recoverable amount if this is lower than the carrying amount, please see below.

Impairment
The carrying amount of goodwill is tested at least once a year for impairment together with the other non-current assets of the cash-generating unit to which the goodwill has been allocated, and is written down to the recoverable amount through the income statement if this is lower than the carrying amount. The recoverable amount is generally calculated as the present value of the future cash flows expected to be derived from the business or activity (cash-generating unit) to which the goodwill relates.

The carrying amount of non-current assets other than goodwill, intangible assets with indeterminable useful lives, deferred tax assets and financial assets is tested annually for indications of impairment. If such an indication exists, the recoverable amount of the asset is calculated. The recoverable amount is the higher of the fair value of the asset less costs to sell and the value in use.

An impairment loss is recognised when the carrying amount of an asset or a cash-generating unit exceeds the recoverable amount of the asset or the cash-generating unit. Impairment losses are recognised in the income statement under depreciation, amortisation and impairment losses.

Impairment losses on goodwill are not reversed. Write-down of other assets are reversed to the extent changes have occurred to the assumptions and estimates leading to the write-down. Write-downs are only reversed to the extent the new carrying amount of an asset does not exceed the carrying amount the asset would have had net of depreciation, had the asset not been written down.

Financial Assets
Securities are measured at their fair value on the balance sheet date. Other investments are measured at cost or at fair value at the balance sheet date if this is lower.

Inventories
Inventories are measured at cost using the FIFO method. Inventories are written down to the lower of cost and net realisable value.

The cost of raw materials and consumables includes the purchase price and direct costs to take delivery of the products.

The cost of finished products includes the cost of raw materials, consumables, external production costs and costs to take delivery of the products.

The net realisable value of finished products is determined as the expected selling price less costs incurred to execute the sale.

Receivables
Receivables include trade receivables and other receivables. Receivables are part of the category loans and receivables which are financial assets with fixed or definable payments and which are not listed on an active market nor derivative financial instruments.

Receivables are, on initial recognition, measured at fair value and subsequently at amortised cost which usually corresponds to the nominal value less provision for bad debts.

Prepayments
Prepayments recognised under assets comprise costs incurred relating to the following financial year, including collection samples, rent, insurance, etc. Prepayments are measured at cost.

Dividends
Proposed dividends are recognised as a liability at the time of adoption by the shareholders at the Ordinary Annual General Meeting.

Treasury shares
The acquisition and sale of treasury shares and dividends thereon are taken directly to equity under retained earnings.

Retirement benefit obligations
The Group has entered into retirement benefit agreements and similar agreements with the majority of the Group's employees.

Obligations relating to defined contribution plans are recognised in the income statement in the period in which the employees render the related service, and contributions due are recognised in the balance sheet under other debt.

For defined benefit plans, an annual actuarial assessment is made of the net present value of future benefits to be paid under the plan. The net present value is calculated based on assumptions of the future developments of salary, interest, inflation and mortality rates. The net present value is only calculated for those benefits to which the employees have earned the right through their past service for the Group. The actuarial calculation of the net present value less the fair value of any assets related to the plan is included in the balance sheet as retirement benefit obligations. See below, however.

Differences between the expected development of assets and liabilities in connection with retirement benefit schemes and the realised values are termed actuarial gains or losses. Subsequently, all actuarial gains or losses will be recognised in the income statement.

If a retirement plan represents a net asset, the asset is only recognised to the extent that it offsets future contributions from the plan, or it will reduce future contributions to the plan.

Provisions
Provisions are recognised when, as a consequence of a past event during the financial year or previous years, the Group has a legal or constructive obligation, and it is likely that settlement of the obligation will require an outflow of the Company's financial resources.

Provisions are measured as the best estimate of the costs required to settle the liabilities at the balance sheet date. Provisions with an expected term of more than a year after the balance sheet date are measured at present value.

In connection with planned restructuring of the Group, provision is made only for liabilities relating to restructurings that have been set out in a specific plan and where those affected have been informed of the overall plan.

Mortgage loans
Mortgage loans are measured at fair value less any transaction costs at the date of raising the loan. Subsequently, mortgage loans are measured at amortised cost.

Other financial liabilities
Other financial liabilities, including bank loans and trade payables, are on initial recognition measured at fair value. In subsequent periods, financial liabilities are measured at amortised cost, applying the effective interest method, to the effect that the difference between the proceeds and the nominal value is recognised in the income statement as financial expenses over the term of the loan.

Cash flow statement
The cash flow statements of the Group and the Parent Company show the year's cash flows from operating, investing and financing activities, and the year's changes in cash and cash equivalents as well as cash and cash equivalents at the beginning and the end of the financial year.

The cash flow statement presents cash flows from operating activities indirectly based on the operating profit.

Cash flows from operating activities are calculated as operating profit adjusted for non-cash operating items, the cash effect of special items, provisions, financial items paid, changes in working capital and tax paid.

The working capital comprises current assets, excluding cash items or items attributable to the investing activity, less current liabilities excluding bank loans, mortgage loans and tax payable.

Cash flows from investing activities include payments regarding acquisition and sale of non-current assets and securities including investments in companies.

Cash flows from financing activities include payments to and from shareholders as well as the raising and repayment of mortgage loans and other non-current liabilities not included in working capital.

Cash and cash equivalents comprise cash and net short-term bank loans and overdraft facilities that are an integral part of the Group's cash management.

Segment information
Segment information has been prepared in accordance with the Group's applied accounting policies and are consistent with the Group's internal management reporting.

Segment income and expenses comprise items that are directly attributable to the individual segment and the items that can be allocated to the individual segment on a reliable basis. Items not allocated are primarily income and expenses in connection with the Group's administrative functions, investment activities, tax, etc.

2. Accounting estimates and assumptions

The calculation of the carrying amount of certain assets and liabilities requires an estimate of how future events will affect the value of such assets and liabilities at the balance sheet date. Estimates material to the financial reporting are made in connection with, e.g., the calculation of depreciations, amortisations and impairment losses, the valuation of inventories and receivables, tax assets, goodwill and provisions.

The estimates applied are based on assumptions which Management believes to be reasonable, but which are inherently uncertain and unpredictable. In the consolidated financial statements, the measurement of inventories and receivables could be materially affected by significant changes in estimates and assumptions underlying the calculation of inventory and receivables write-downs. Similarly, the measurement of goodwill could be affected by significant changes in estimates and assumptions underlying the calculation of values. Please see note 11 to the consolidated financial statements for a more detailed description of impairment tests for intangible assets.

The measurement of inventories is based on an individual assessment of season and age and on the realisation risk assessed to exist for individual items.

Tax assets are written down if Management believes that it is not sufficiently likely that the operation of an individual tax object (company) or a group of jointly taxed companies can generate a profit within the foreseeable future (typically 3-5 years), the expected taxable income is insufficient for the tax assets to be exploited in full or at the balance sheet date, there is uncertainty with respect to the value of the tax asset, for instance as a result of an on-going tax audit or pending tax litigation.

3. Segment information

Business segments
Reporting to the Group's Management is based on the Group's two distribution channels:

Wholesale
The business segment consists of wholesale to store owners. The segment consists of sales to wholesale customers and franchise partners and to a limited extent sourcing performed on behalf of external customers.

Retail
The business segment consists of sales to consumers. The segment consists of sales through own retail stores, concessions, outlet stores and e-commerce.

Management estimates operation profits of business segments separately in order to make decisions in relation to resource allocation and performance measurement. The segment results are evaluated on the basis of operating results, which are calculated by the same methods as in the consolidated financial statements. Financial income, expenses and corporate taxes are calculated at Group level and are not allocated to operating segments.

No material trade or other transactions take place between the business segments. Revenue from external customers, which is reported to Management, is measured by the same methods as in the income statement. Cost allocation between business segments is made on an individual basis with the addition of some, systematically allocated indirect costs to show the profitability of the business segments. Assets as liabilities are not included in the regular segment reporting to the Management.

No individual customer accounts for more than 10% of revenue.

	Compulsory reporting of segments									
	Wholesale		Retail		Total		Non-allocated items		Group total	
DKK million	2009/10	2008/09	2009/10	2008/09	2009/10	2008/09	2009/10	2008/09	2009/10	2008/09
Revenue	**2,121.4**	**2,324.2**	**1,373.9**	**1,296.9**	**3,495.3**	**3,621.1**	-	-	**3,495.3**	**3,621.1**
Group brands	2,112.4	2,306.3	1,346.3	1,270.3	3,458.7	3,576.6	-	-	3,458.7	3,576.6
Other brands	9.0	17.9	27.6	26.6	36.6	44.5	-	-	36.6	44.5
Gross profit	**1,207.8**	**1,313.2**	**916.6**	**843.2**	**2,124.4**	**2,156.4**	-	-	**2,124.4**	**2,156.4**
Profit margin (%)	*56.9*	*56.5*	*66.7*	*65.0*	*60.8*	*59.6*	-	-	*60.8*	*59.6*
Operating profit	**363.6**	**335.9**	**56.4**	**(25.2)**	**420.0**	**310.7**	**(137.4)**	**(148.6)**	**282.6**	**162.1**
Profit margin (%)	*17.1*	*14.5*	*4.1*	*(1.9)*	*12.0*	*8.6*	-	-	*8.1*	*4.5*
Net financial items	-	-	-	-	-	-	(5.2)	(10.8)	(5.2)	(10.8)
Profit before tax	**363.6**	**335.9**	**56.4**	**(25.2)**	**420.0**	**310.7**	**(142.6)**	**(159.4)**	**277.4**	**151.3**
Tax on profit for the year	-	-	-	-	-	-	(41.6)	(42.1)	(41.6)	(42.1)
Profit for the year	**363.6**	**335.9**	**56.4**	**(25.2)**	**420.0**	**310.7**	**(184.2)**	**(201.5)**	**235.8**	**109.2**

Geographic information
Revenue is allocated to the geographic areas based on the customer's geographic location. Allocation of assets is made based on the geographic location of the assets.

Assets are measured by the same method as in the balance sheet.

In all material aspects, geographic breakdown of Group revenue and assets are as follows:

	Revenue						Compulsory reporting of assets*			
			growth	growth	share	share			share	share
DKK million	2009/10	2008/09	2009/10	2008/09	2009/10	2008/09	30.06.10	30.06.09	30.06.10	30.06.09
Denmark (Residency)	707.3	783.7	(10%)	(5%)	20%	22%	340.3	356.2	49%	53%
Sweden	846.8	774.9	9%	(5%)	24%	21%	185.4	162.3	27%	24%
Norway	343.3	335.1	2%	(3%)	10%	9%	22.1	17.7	3%	3%
Benelux countries	395.6	439.9	(10%)	(8%)	11%	12%	29.7	33.3	4%	5%
Eastern Europe and Russia	249.9	267.7	(7%)	(8%)	7%	7%	49.4	38.6	7%	6%
Central Europe	342.2	360.5	(5%)	7%	10%	10%	35.4	35.5	5%	5%
Rest of Europe	435.6	477.2	(9%)	1%	12%	13%	22.7	21.8	3%	3%
Rest of world	174.6	182.1	(4%)	7%	6%	6%	8.4	9.3	2%	1%
Total	**3,495.3**	**3,621.1**	**(3%)**	**(3%)**	**100%**	**100%**	**693.4**	**674.7**	**100%**	**100%**

*Compulsory reporting of assets consist of non-current assets excluding deferred tax assets.

The Group sells garments within a number of brands all characterised as "fashion wear". As a result, no Group products or services differentiate by comparison and separate information on products or services are consequently not provided.

4. Staff costs

DKK million	2009/10	2008/09
Total salaries,remuneration, etc. can be specified as follows:		
Remuneration to the Board of Directors	2.0	1.8
Salaries and remuneration*	773.4	801.8
Defined contribution plans, cf. note 19	36.5	34.6
Defined benefit plans, cf. note 19	3.0	0.7
Other social security costs	68.4	73.5
Share-based payments	5.3	3.5
Other staff costs	38.4	32.7
Total staff costs	**927.0**	**948.6**
Average number of Group employees	2,283	2,408

* Costs re. external agents amounting to DKK 72.4 million (DKK 73.3 million) have been included under salaries and remuneration.

Remuneration of Board of Directors, Executive Board and other executives:

DKK million	Board of Directors 2009/10	Executive Board 2009/10	Other executives 2009/10	Board of Directors 2008/09	Executive Board 2008/09	Other executives 2008/09
Remuneration to the Board of Directors	1.8	-	-	1.7	-	-
Remuneration to the Audit Committee	0.2	-	-	0.1	-	-
Salaries and remuneration	-	13.5	-	-	12.4	0.5
Bonus payments	-	5.5	-	-	-	-
Severance payments	-	-	-	-	-	2.1
Retirement contributions	-	-	-	-	-	-
Share-based payments	-	2.8	-	-	1.4	(0.7)
Total	**2.0**	**21.8**	**-**	**1.8**	**13.8**	**1.9**

The members of the Executive Board and a number of other executives are included in a bonus programme, the payments of which are related to the financial performance of the employee's own area of responsibility. The bonus potential is in the range of 20-50% of the annual salary. The bonus programme is based on profits achieved in the individual financial year which helps ensure that the Group's growth targets are met.

Remuneration policy

The Board of Directors ensures that the total individual remuneration of the members of the Executive Board reflects their performance and the value added to the Company. The remuneration paid to the members of the Executive Board consists of a cash salary, an annual bonus, share option programmes, a company car and the usual other benefits. The overall composition of the Executive Board's remuneration is in general expected to be unchanged for 2010/11 where the remuneration policy will be applied as in 2009/10.

If the employment of a member of the Executive Board of the Parent Company is terminated by the Company before reaching retirement age, the Company shall pay the executive severance payment during the period of notice, which is 12 months.

Share option programmes

Share option grants for the Executive Board in 2009/10
The share option programme for the current Executive Board comprised 231,353 outstanding share options at 30 June 2009.

As previously announced in the Annual Report 2008/09, the Board of Directors has resolved to grant 30,000 share options to Chief Executive Officer Niels Mikkelsen, 10,000 share options to Chief Financial Officer Chris Bigler, 10,000 share options to Executive Brand Officer Anders Cleemann and 10,000 share options to Executive Sales Officer Peter Fabrin.

The share options granted represent the right, against payment in cash, to buy a number of shares at the nominal value DKK 10 per share equivalent to the share options granted. The share option programme entitles the holders to buy 0.4% of the share capital if all share options are exercised.

The shares may be acquired immediately after the Company's announcements of the Annual Reports for 2009/10, 2010/11 or 2011/12.

By the use of the Black & Scholes model and under the assumption of an exercise price of DKK 126, a volatility of 43% p.a. and a risk-free rate of return of 3.64% p.a., the market value of the share options for the Executive Board is assessed to DKK 1.8 million. The fair value constitutes 13.2% to 15.2% of the fixed salary of the individual executive officer. The fair value of the share option programmes will be recognised in the income statement over the expected life of the option.

The share options become void at the discontinuation of the employment.

The share options can only be settled in shares. A part of the Company's treasury shares is reserved for settlement of the share options granted.

Share option grants for other executives in 2009/10
Share option programmes for other executives comprised 162,952 outstanding share options as at 30 June 2009.

As previously announced in the Annual Report 2008/09, the Board of Directors has also resolved to grant 173,500 share options to 31 of the Group executives.

The share options granted represent the right, against payment in cash, to buy a number of shares at a nominal value of DKK 10 per share equivalent to the share options granted. The share option programme entitles the holders to buy 1.0% of the share capital if all share options are exercised.

The shares may be acquired immediately after the Company's announcements of the Annual Reports for 2011/12, 2012/13 or 2013/14.

By the use of the Black & Scholes model and under the assumption of an exercise price of DKK 139, a volatility of 43% p.a. and a risk-free rate of return of 3.64% p.a., the market value of the share options for other executives is assessed to DKK 4.7 million. The fair value constitutes 4.1% to 24.1% of the fixed salary of the individual executives. The fair value of the share option programmes will be recognised in the income statement over the expected life of the option.

The share options become void at the discontinuation of the employment.

The share options can only be settled in shares. A part of the Company's treasury shares is reserved for settlement of the share options granted.

Share option grants previous years
In the autumn of 2008 the Board of Directors granted 30,000 share options to the Executive Brand Officer.

Each share option entitles the holder to acquire one existing share with a nominal value of DKK 10 in the Company. The share option programme entitles the holder to buy 0.2% of the share capital if all share options are exercised.

The share options granted represent the right, against payment in cash, to buy 10,000 shares annually immediately after the Company's announcements of the Annual Reports for 2008/09, 2009/10 or 2010/11.

The share options were issued at an exercise price corresponding to DKK 163 and 5% p.a. is added to the exercise price with effect from 9 September 2008. Unexercised share options from one year may be transferred to the two subsequent years.

The share options become void at the discontinuation of the employment.

The share options may only be settled in shares. A part of the Company's holding of treasury shares is reserved for settlement of the share options granted.

In the autumn of 2008 the Board of Directors also granted 30,000 share options to the Executive Sales Officer.

Each share option entitles the holder to acquire one existing share with a nominal value of DKK 10 in the Company. The share option programme entitles the holder to buy 0.2% of the share capital if all share options are exercised.

The share options granted represent the right, against payment in cash, to buy 10,000 shares annually immediately after the Company's announcements of the Annual Reports for 2008/09, 2009/10 or 2010/11.

The share options were issued at an exercise price corresponding to DKK 113 and 5% p.a. is added to the exercise price with effect from 2 October 2008. Unexercised share options from one year may be transferred to the two subsequent years.

The share options become void at the discontinuation of the employment.

The share options may only be settled in shares. A part of the Company's holding of treasury shares is reserved for settlement of the share options granted.

In the spring of 2008 share options were granted to the Executive Board (2 persons). As at 30 June 2008, the share option programme consists of 130,000 outstanding share options.

Each share option entitles the holder to acquire one existing share with a nominal value of DKK 10 in the Company. The share option programme entitles the holders to buy 0.8% of the share capital if all share options are exercised.

The share options granted give the Group's Chief Executive Officer the right, against payment in cash, to buy 20,000 shares annually immediately after the Company's announcements of the Annual Reports for 2008/09, 2009/10, 2010/11, 2011/2012 and 2012/13.

The share options granted give the Group's Chief Financial Officer the right, against payment in cash, to buy 10,000 shares annually immediately after the Company's announcements of the Annual Reports for 2007/08, 2008/09, 2009/10.

The share options were issued at an exercise price corresponding to DKK 180 and 5% p.a. is added to the exercise price with effect from 31 March 2008. Unexercised share options from one year may be transferred to the subsequent years.

The share options become void at the discontinuation of the employment.

The share options may only be settled in shares. A part of the Company's holding of treasury shares is reserved for settlement of the share options granted.

In September 2007, 66 executives and key employees were granted share options. The grant is performance based and calculated on a proportion from 10% - 30% of the salary of the individual employee which by means of the Black & Scholes model will grant a specific number of share options to the employee in question. The total grant constituted 237,769 share options that each entitles the holder the right to acquire one existing share with a nominal value of DKK 10. Since the start of the programme 71,784 share options have expired as a result of discontinuation of employment. As at 30 June 2010, the share option programme thus comprised 165,985 outstanding share options.

The share option programme entitles the holders to buy 1.0% of the share capital if all share options are exercised.

The share options were issued at an exercise price of DKK 329.39 per share and 5% p.a. is added to the exercise price with effect from 13 September 2007.

The share options may not be exercised before the announcement of the Annual Report for 2009/10 and no later than immediately after the announcement of the Annual Report for 2012/13.

The share options become void at the discontinuation of the employment.

The share options may only be settled in shares. A part of the Company's holding of treasury shares is reserved for settlement of the share options granted.

Specification of outstanding share options:

	Executive Board (no.)	Other executives (no.)	Total (no.)	Average exercise price per option (DKK)
Outstanding share options at 30 June 2008	**202,302**	**223,179**	**425,481**	**270.7**
Expired/void	(40,000)	-	(40,000)	189.8
Void due to discontinuation of employment	-	(51,176)	(51,176)	359.6
Issued during the financial year	60,000	-	60,000	143.4
Transferred	9,051	(9,051)	-	359.6
Outstanding share options at 30 June 2009	**231,353**	**162,952**	**394,305**	**262.6**
Expired/void	-	(20,000)	(20,000)	199.3
Void due to discontinuation of employment	-	(30,520)	(30,520)	282.2
Issued during the financial year	60,000	173,500	233,500	135.7
Outstanding share options at 30 June 2010	**271,353**	**305,932**	**577,285**	**221.4**
Number of shares options that are exercisable at 30 June 2010	**60,000**	**-**	**60,000**	**184.1**

	Financial year	Outstanding share options	Exercise price per option (DKK)	Exercise period 4 weeks after announcement of annual report	
Other executives	2007/08	144,632	329.4 + 5 % pa.	from 2009/10	to 2012/13
Executive Board	2007/08	21,353	329.4 + 5 % pa.	from 2009/10	to 2012/13
Executive Board	2007/08	130,000	180.0 + 5 % pa.	from 2007/08	to 2012/13
Executive Board	2008/09	30,000	163.0 + 5 % pa.	from 2008/09	to 2010/11
Executive Board	2008/09	30,000	113.0 + 5 % pa.	from 2008/09	to 2010/11
Executive Board	2009/10	60,000	126.0	from 2009/10	to 2011/12
Other executives	2009/10	161,300	139.0	from 2011/12	to 2013/14
Total share options		**577,285**			

No share options were exercised during the financial year 2009/10

The fair value of the share options recognised in the consolidated income statement amounted to costs of DKK 5.3 million (DKK 3.3 million) for 2009/10. The fair value of the share options recognised in the Parent Company's income statement amounted to costs of DKK 4.3 million (DKK 2.7 million) for 2009/10.

The exercise period of share options granted to the Executive Board in 2009/10 runs during an open window of 4 weeks after the announcement of the Company's Annual Reports effective from the autumn 2010 until the autumn of 2012. The total programme may be exercised during these years.

The exercise period of share options granted to other executives in 2009/10 runs during an open window of 4 weeks after the announcement of the Company's Annual Reports effective from the autumn 2011 until the autumn of 2014. The total programme may be exercised during these years.

The exercise period of share options granted to the Executive Board in 2008/09 runs during an open window of 4 weeks after the announcement of the Company's Annual Reports effective from the autumn 2009 until the autumn of 2011. The total programme may be exercised by 40,000 share options in the autumn 2010 and 20,000 share options in the autumn 2011.

The exercise period of share options granted to the Executive Board in 2007/08 runs during an open window of 4 weeks after the announcement of the Company's Annual Reports effective from the autumn 2008 until the autumn of 2013. The total programme may be exercised by 70,000 share options in the autumn of 2010 and the remaining 60,000 share options may be exercised by one third in each of the subsequent years.

The exercise period of share options granted to other executives (including 21,353 share options for present members of the Executive Board) in 2007/08 runs during an open window of 4 weeks after the announcement of the Company's

Annual Reports effective from the autumn 2010 until the autumn of 2013.

No share options programmes have been granted in which the share options could be settled by net cash.

Warrant programme

Grants in 2009/10
No warrants were granted in the financial year 2009/10.

Grants previous years
The Company granted warrants to 1 executive in April 2007. The programme expired in 2009/10.

Furthermore, the Company granted warrants to 4 executives in November 2006. The programme expired in 2009/10.

7 executives were granted a warrant programme in May 2006. The programme expired in 2009/10.

Specification of outstanding warrants:

	Executive Board (no.)	Other executives (no.)	Total (no.)	Average exercise price per warrant (DKK)
Outstanding warrants at 30 June 2008	**5,000**	**205,356**	**210,356**	**288.1**
Expired/void	(5,000)	(105,356)	(110,356)	183.0
Void due to discontinuation of employment	-	(15,000)	(15,000)	445.6
Transferred	10,000	(10,000)	-	445.6
Outstanding warrants at 30 June 2009	**10,000**	**75,000**	**85,000**	**424.5**
Expired/void	(10,000)	(75,000)	(85,000)	431.6
Outstanding warrants at 30 June 2010	-	-	-	-
Number of warrants that are exercisable at 30 June 2010	-	-	-	-

No warrants have been exercised in 2009/10.

The fair value of the warrants recognised in the consolidated income statement amounted to costs of DKK 0.1 million (costs of DKK 0.2 million) for 2009/10. The fair value of the warrants recognised in the Parent Company's income statement amounted to costs of DKK 0.1 million (income of DKK 0.1 million) for 2009/10.

The calculated fair values of the option programmes granted during the year are based on the Black & Scholes model. The applied assumptions, which are based on actual market conditions, are as follows:

Stated in %	2009/10	2008/09
Expected volatility	25.0-43.0	25.0-35.0
Expected dividend rate compared to share price	2.8-4.1	2.8 - 4.1
Risk-free interest rate (based on Danish government bonds with similar maturity terms)	3.6-4.4	4.0-4.4

When calculating the fair values, the terms used are average expected terms.

The expected volatility is based on the volatility over the past years for the IC Companys share compared with Management's expectations at the time when granted.

The risk-free interest rate has been set corresponding to the yield of a government bond with the same term to maturity as the terms applicable in the programme.

5. Other external costs

Other external costs include the total fees paid to the auditors appointed at the Ordinary Annual General Meeting for auditing the financial statements for the preceding financial year.

DKK million	2009/10	2008/09
Statutory audit	3.5	4.1
Other statements and opinions with guarantees	0.1	-
Tax consultancy	1.2	-
Other services	0.3	2.4
Total other external costs	**5.1**	**6.5**

One of the Group's minor group enterprises is not audited by Deloitte, nor by its international business partners nor by a recognised international auditing company. Costs attributable to this amount to DKK 0.1 million (DKK 0.2 million).

6. Other gains and losses

DKK million	2009/10	2008/09
Gains on sale of intangible assets and property, plant and equipment	-	1.2
Gains on sale of shares in group enterprises	-	9.3
Total other gains and losses	**-**	**10.5**

7. Financial income and expenses

DKK million	2009/10	2008/09
Financial income:		
Interest on bank deposits	0.5	2.3
Realised gain on derivative financial instruments	-	27.4
Net gain on foreign currency translation	0.1	-
Other financial income	13.1	1.8
Total financial income	**13.7**	**31.5**
Financial expenses:		
Interest on debt to financial institutions	(15.2)	(39.2)
Net loss on foreign currency translation	-	(1.9)
Other financial expenses	(3.7)	(1.2)
Total financial expenses	**(18.9)**	**(42.3)**
Net financial items	**(5.2)**	**(10.8)**

8. Tax for the year

DKK million	2009/10	2008/09
Current tax	36.1	40.8
Change in deferred tax	5.3	(4.0)
Prior-year adjustments, deferred tax	29.5	(1.7)
Adjustment regarding changes in tax rates, deferred tax	(1.6)	(0.7)
Prior-year adjustments, current tax	(12.2)	2.0
Foreign non-income dependent taxes	0.4	0.4
Tax for the year	**57.5**	**36.8**
Recognised as follows:		
Tax on profit for the year	41.6	42.1
Tax of other comprehensive income	15.9	(5.3)
Tax for the year	**57.5**	**36.8**
Net tax receivable/(payable) at 1 July	**(15.4)**	**(43.8)**
Tax payable on profit for the year	(24.2)	(43.1)
Tax paid/(received) during the year	59.0	70.7
Adjustments for foreign currency translations, etc.	(1.5)	0.8
Net tax receivable/(payable) at 30 June	**17.9**	**(15.4)**
Recognised as follows:		
Tax receivable	30.2	48.3
Tax payable	(12.3)	(63.7)
Net tax receivable/(payable) at 30 June	**17.9**	**(15.4)**

Breakdown on tax on profit for the year:

DKK million	2009/10	2008/09
Calculated tax on profit before tax, 25%	69.3	37.8
Non-deductable amortisation/write-down of goodwill/leasehold rights	-	0.1
Other non-taxable income and non-deductable costs	(4.6)	1.8
Adjustment regarding changes in tax rates, deferred tax	(1.6)	(0.7)
Net deviation of tax in foreign group enterprises relative to 25%	-	1.0
Foreign non-income dependent taxes	0.4	0.3
Prior-years adjustments	17.3	0.3
Other adjustments including revaluation of tax losses, etc.	(39.2)	1.5
Total tax on profit for the year	**41.6**	**42.1**
Effective tax rate for the year (%)	**15**	**28**

9. Earnings per share

DKK million / 1,000 shares	2009/10	2008/09
Profit for the year	235.8	109.2
Profit for the year attributable to minority interests	(6.1)	(7.7)
Profit for the year attributable to share holders of IC Companys	**229.7**	**101.5**
Average number of shares	16,942.8	17,503.7
Average number of treasury shares	(469.2)	(979.7)
Average number of outstanding shares	**16,473.6**	**1,524.4**
Average diluted effect of outstanding share options	(75.8)	-
Average number of outstanding shares, diluted	**16,397.8**	**16,524.4**
Earnings per share (EPS) at nominal value DKK 10	13.9	6.1
Diluted earnings per share (EPS-D) at nominal value DKK 10	13.9	6.1

10. Dividends

Please see note 10 of the financial statements of the Parent Company.

11. Intangible assets and property, plant and equipment

DKK million	Goodwill	Software and IT systems	Trade-mark rights	Lease-hold rights	Land and buildings	Leasehold improve-ments	Equipment and furniture	Assets under con-struction
Cost at 30 June 2008	**200.7**	**181.8**	**0.4**	**94.2**	**198.6**	**306.0**	**378.5**	**12.5**
Foreign currency translations adjustments,etc.	(16.4)	-	-	-	(5.8)	-	-	-
Transfer	-	-	-	-	(4.3)	-	4.3	-
Reclassification of assets under construction	-	1.0	-	-	-	5.8	5.7	(12.5)
Additions	-	3.6	-	9.6	1.1	79.4	41.3	7.7
Disposals	-	(10.5)	-	(6.7)	-	(48.2)	(53.0)	-
Cost at 30 June 2009	**184.3**	**175.9**	**0.4**	**97.1**	**189.6**	**343.0**	**376.8**	**7.7**
Foreign currency translations adjustments, etc.	15.5	-	-	2.7	1.9	15.5	22.5	(0.6)
Reclassification of assets under construction	-	3.1	-	-	-	0.5	0.5	(4.1)
Additions	-	7.2	7.7	3.4	0.1	51.5	36.0	18.1
Disposals	(5.5)	(0.6)	-	(8.9)	-	(18.7)	(19.8)	-
Cost at 30 June 2010	**194.3**	**185.6**	**8.1**	**94.3**	**191.6**	**391.8**	**416.0**	**21.1**
Amortisation, depreciation and impairment at 30 June 2008	**(2.5)**	**(151.3)**	**(0.2)**	**(71.7)**	**(24.0)**	**(198.0)**	**(248.7)**	**-**
Foreign currency translations adjustments, etc.	-	-	-	-	-	-	-	-
Transfer	-	-	-	-	4.3	-	(4.3)	-
Amortisation, depreciation and impairment on disposals	-	9.0	-	2.4	4.5	40.1	51.6	-
Amortisation, depreciation and impairment for the year	(3.0)	(12.1)	(0.1)	(8.0)	(7.1)	(60.6)	(55.8)	-
Amortisation, depreciation and impairment at 30 June 2009	**(5.5)**	**(154.4)**	**(0.3)**	**(77.3)**	**(22.3)**	**(218.5)**	**(257.2)**	**-**
Foreign currency translations adjustments, etc.	-	-	-	(2.2)	(0.7)	(9.7)	(17.8)	-
Amortisation, depreciation and impairment on disposals	5.5	0.2	-	7.9	-	17.7	18.8	-
Amortisation, depreciation and impairment for the year	-	(10.0)	(7.7)	(3.1)	(7.1)	(48.8)	(52.9)	-
Amortisation, depreciation and impairment at 30 June 2010	**-**	**(164.2)**	**(8.0)**	**(74.7)**	**(30.1)**	**(259.3)**	**(309.1)**	**-**
Carrying amount at 30 June 2010	**194.3**	**21.4**	**0.1**	**19.6**	**161.5**	**132.5**	**106.9**	**21.1**
Carrying amount at 30 June 2009	**178.8**	**21.5**	**0.1**	**19.8**	**167.3**	**124.5**	**119.6**	**7.7**

Goodwill
Goodwill on business combinations is allocated at the takeover date to the cash-generating units expected to achieve economic benefits from the takeover. The carrying amount of goodwill is allocated to the respective cash-generating units as follows:

DKK million	30.06.2010	30.06.2009
Tiger of Sweden AB	80.5	70.9
Peak Performance AB	49.4	43.5
Saint Tropez A/S	37.0	37.0
IC Companys Norway AS (the Peak Performance activity of the enterprise)	27.4	27.4
Carrying amount of goodwill	**194.3**	**178.8**

Goodwill is tested at least once annually for impairment and more frequently in the event that impairment is indicated.

The recoverable amounts of the individual cash-generating units to which the goodwill amounts have been allocated are calculated based on expected discounted future cash flows compared with the carrying amounts. Future cash flows are based on the enterprises' business plans and budgets during the strategy period for 2010/11 – 2014/15. The most important parameters in the calculation of the net present value are revenue, EBITDA and working capital. The business plans are based on Management's specific assessment of the business units' expected performance during the strategy period. When calculating the net present value, a discount rate of 13.78% before tax has been applied.

No write-down of goodwill was recorded during the financial year 2009/10 (During 2008/09 write-down of goodwill amounted to DKK 3 million relating to IC Companys Research ApS).

Leasehold rights with indeterminable useful lives
Of the total carrying amount of leasehold rights DKK 6.2 million (DKK 6.2 million) relates to leasehold rights with indeterminable useful lives which are determined on the basis of the contractual terms of the leases. Therefore, impairment tests were conducted at 30 June 2010, and Management assesses that the recoverable amount exceeds the carrying amount.

Non-current assets in Group stores
The Group's non-current assets, which are located in Group stores, are tested annually for impairment. The recoverable amounts of the individual stores (cash-generating units) are calculated based on the store's net present value. Future cash flows are based on the individual store's budget for a period corresponding to the average expected useful life of the store's assets. When calculating the net present value, a discount rate of 13.78% before tax has been applied.

Write-downs of non-current assets and leasehold rights amounted to DKK 2.3 million (DKK 11.1 million) for 2009/10.

12. Financial assets

DKK million	Long-term loans to business partners	Shares	Deposits, etc	Total financial assets
Carrying amount at 30 June 2008	1.1	0.6	23.9	25.6
Net additions, disposals and foreign currency translation adjustments for the year	8.3	(0.1)	1.6	9.8
Carrying amount at 30 June 2009	9.4	0.5	25.5	35.4
Net additions, disposals and foreign currency translation adjustments for the year	(3.7)	0.2	4.1	0.6
Carrying amount at 30 June 2010	**5.7**	**0.7**	**29.6**	**36.0**

Long-term loan to business partners
The Group had granted subordinated loans of DKK 9.6 million to business partners as at 30 June 2009. An amount of DKK 9.4 million of the loans was classified as long-term loans to business partners.

The Group has extraordinarily received payments of DKK 2.3 million relating to long-term loans for 2009/10. As at 30 June 2010 an amount of DKK 4.9 million was classified as long-term loans to business partners.

The Group has granted subordinated loan of DKK 2.8 million to a business partner In 2009/10. The term of the loan is 3 years. An amount of DKK 0.8 million was classified as long-term loan to business partner for the financial year 2009/10.

All outstanding amounts are interest-bearing.

No security has been received for the loan. The carrying amount of the financial assets corresponds to the fair value.

13. Deferred tax

DKK million	30.06.2010	30.06.2009
Deferred tax assets at 30 June	**89.7**	**79.0**
Prior-year adjustments	(29.5)	1.7
Adjustment regarding changes in tax rates	1.6	0.7
Foreign currency translation adjustments	(4.0)	4.2
Deferred tax on other comprehensive income	6.4	(13.9)
Change in deferred tax on profit for the year	(11.8)	18.0
Net deferred tax assets at 30 June	**52.4**	**89.7**
Recognised as follows:		
Deferred tax assets	99.9	129.0
Deferred tax	(47.5)	(39.3)
Net deferred tax assets at 30 June	**52.4**	**89.7**
Breakdown of deferred tax at 30 June as follows:		
Net deferred tax assets and liabilities	123.7	200.4
Unrecognised tax assets	(71.3)	(110.7)
Net deferred tax assets at 30 June	**52.4**	**89.7**

Under prior year adjustments DKK 10 million has been included in relation to the settlement of the tax cases regarding double taxation relief which involved the Company and the tax authorities in Denmark and Germany.

Unrecognised tax assets relate to tax losses that are assessed not to be sufficiently likely to be utilised in the foreseeable future. The unrecognised tax losses have in all material respects no expiry date.

Temporary differences and changes during the year are specified as follows:

DKK million	Net deferred tax assets at 01.07.2009	Foreign currency translation adjustment	2009/10 Recognised in profit for the year	Recognised in equity	Net deferred tax assets at 30.06.2010
Intangible assets	1.0	(0.1)	7.1	-	8.0
Property, plant and equipment	22.7	0.4	(3.1)	-	20.0
Receivables	14.9	0.3	(1.2)	-	14.0
Inventories	34.6	0.3	(7.0)	-	27.9
Provisions	15.4	0.1	(8.9)	-	6.6
Other liabilities	(41.5)	(5.4)	3.8	-	(43.1)
Financial instruments	(5.9)	-	-	6.4	0.5
Tax losses	159.2	0.4	(69.8)	-	89.8
Unrecognised tax assets	(110.7)	-	39.4	-	(71.3)
Total	**89.7**	**(4.0)**	**(39.7)**	**6.4**	**52.4**

DKK million	Net deferred tax assets at 01 .07.2008	Foreign currency translation adjustment	2008/09 Recognised in profit for the year	Recognised in equity	Net deferred tax assets at 30.06.2009
Intangible assets	3.4	0.5	(2.9)	-	1.0
Property, plant and equipment	16.4	(0.6)	6.9	-	22.7
Receivables	8.1	(0.2)	7.0	-	14.9
Inventories	32.2	(0.1)	2.5	-	34.6
Provisions	8.6	(0.1)	6.9	-	15.4
Other liabilities	(49.6)	4.3	3.8	-	(41.5)
Financial instruments	8.0	-	-	(13.9)	(5.9)
Tax losses	162.2	0.5	(3.5)	-	159.2
Unrecognised tax assets	(110.3)	-	(0.4)	-	(110.7)
Total	**79.0**	**4.3**	**20.3**	**(13.9)**	**89.7**

14. Inventories

DKK million	30.06.2010	30.06.2009
Raw material and consumables	22.0	26.8
Finished goods and goods for resale	279.9	287.5
Goods in transit	126.8	125.3
Inventories at 30 June	**428.7**	**439.6**

Movements in inventory write-downs:

DKK million	30.06.2010	30.06.2009
Inventory write-downs at 1 July	155.1	98.6
Write-down for the year, additions	46.4	93.1
Write-down for the year, reversals	(71.4)	(36.6)
Inventory write-downs at 30 June	**130.1**	**155.1**

Inventories recognised at net realisable value amount to DKK 79.5 million (DKK 92.0 million) at 30 June 2010.

15. Trade receivables

Trade receivables (gross) are specified as follows:

DKK million	30.06.2010	30.06.2009
Not yet due	172.0	148.0
Due, 1-60 days	69.2	79.4
Due, 61-120 days	37.6	45.7
Due more than 120 days	55.5	66.3
Gross trade receivables at 30 June	**334.3**	**339.4**

The carrying amounts of the receivables in all material respects correspond to their fair values.

In general, the receivables do not carry interest until between 30 and 60 days after the invoice date. After this date, interest is charged on the outstanding amount.

The Group has recognised DKK 4.0 million in connection with interest on overdue trade receivables for 2009/10.

Change in write-downs regarding trade receivables:

DKK million	30.06.2010	30.06.2009
Write-downs 1 July	81.8	50.8
Change in write-downs for the year	18.2	44.6
Realised loss for the year	(27.8)	(13.5)
Total write-downs at 30 June	**72.2**	**81.8**

Receivables are written down to net realisable value corresponding to the amount of expected future net payments received on the receivables. Write-down is calculated on the basis of individual assessments of the receivables.

16. Other receivables

DKK million	30.06.2010	30.06.2009
Receivables from retailer-owned stores	2.5	7.3
Credit card receivables	5.3	7.0
Unrealised gain on financial instruments	30.6	35.4
Sundry receivables	17.4	11.5
Other receivables at 30 June	**55.8**	**61.2**

All other receivables are due for payment within 1 year.

Management assesses that the carrying amount of receivables at 30 June 2010 in all material respects corresponds to the fair value, and that the receivables are not subject to any particular credit risk.

17. Prepayments

DKK million	30.06.2010	30.06.2009
Collection samples	47.6	44.2
Advertising	8.1	4.5
Rent, etc.	27.1	25.4
Others	21.9	18.0
Prepayments at 30 June	**104.7**	**92.1**

18. Share capital

The share capital consists of 16,942,807 shares with a nominal value of DKK 10 each. No shares carry any special rights. The share capital is fully paid up.

The following capital increases have been made in the past five years:

	Number	Nominal value DKK thousand
Share capital at 30 June 2006	**18,853,456**	**188,535**
Exercise of warrants in 2006/07	105,917	1,059
Share capital reduction due to share buy-back programmes	(565,875)	(5.659)
Share capital 30 June 2007	**18,393,498**	**183,935**
Exercise of warrants in 2007/08	112,059	1,121
Share capital reduction due to share buy-back programmes	(585,925)	(5,859)
Share capital 30 June 2008	**17,919,632**	**179,197**
Share capital reduction due to share buy-back programmes	(976,825)	(9,768)
Share capital 30 June 2009	**16,942,807**	**169,428**
Share capital 30 June 2010	**16,942,807**	**169,428**

Treasury shares are as follows:

	% of share capital	Number	Nominal value DKK thousand
Treasury shares at 30 June 2008	**7.4**	**1,318,882**	**13,189.8**
Addition through share buy-back programmes	0.4	78,625	786.3
Share capital reduction due to share buy-back programmes	(5.3)	(976,825)	(9,768.3)
Treasury shares at 30 June 2009	**2.5**	**420,682**	**4,206.8**
Addition through share buy-back programmes	0.5	79,990	799.9
Treasury shares 30 June 2010	**3.0**	**500,672**	**5,006.7**

Pursuant to a resolution passed by the shareholders at the Company's General Meeting, the Company may acquire treasury shares equivalent to a maximum of 10% of the share capital.

The Company has for the financial year 2009/10, as was the case in 2008/09, completed a share buyback programme. The purpose of the programme is to fund the Company's share option programmes for the Executive Board and other executives. In 2009/10 the Company has under the programme acquired treasury shares with a nominal value of DKK 799,900 (DKK 786,250) at an average price per share of DKK 133 (DKK 166) equivalent to DKK 10.6 million (DKK 13.1 million).

The value of the Company's treasury shares at market price on 30 June 2010 amounted to DKK 88.1 million (30 June 2009: DKK 43.3 million).

19. Retirement benefit obligations

The retirement benefit obligations of Danish companies are covered by insurance which is also the case with the retirement benefit obligations of a large number of the Group's foreign enterprises. Foreign group enterprises whose retirement benefit obligations are not or only partly covered by insurance (defined benefit plans) recognise the uncovered retirement benefit obligations on an actuarial basis at the present value at the balance sheet date. The Group has defined benefit plans in the Netherlands and Norway. These retirement plans are covered in retirement funds for the employees. In the consolidated financial statements an amount of DKK 6.9 million (DKK 4.6 million) has been recognised in liabilities in relation to the Group's obligations towards current and former employees after deduction of assets relating to the plan. The Parent Company only operates defined contribution pension plans.

For defined benefit plans, the present value of future benefits, which the Company is liable to pay under the plan, is computed using actuarial principles. The computation of the present value is based on assumptions of computable rate of interest, increases in pay rates and retirement contributions, investment yield, staff resignation rates and mortality. Present value is computed exclusively for the benefits to which the employees have earned entitlement through their employment with the Company up till now.

Costs of DKK 36.5 million (DKK 34.6 million) has been recognised in the consolidated income statement relating to plans covered by insurance (defined contribution plans). For plans not covered by insurance (defined benefit plans) costs of DKK 3.0 million has been recognised (costs of DKK 0.7 million).

For defined contribution plans, the employer is obliged to pay a defined contribution (for example a fixed amount or a fixed percentage of an employee's salary). For a defined contribution plan, the Group runs no risk in respect of future developments in interest rates, inflation, mortality or disability.

DKK million	30.06.2010	30.06.2009
Recognised in the income statement:		
Contributions for defined contributions plans	**36.5**	**34.6**
Retirement benefit obligations for the year	0.8	1.4
Calculated interest on obligations	1.6	1.7
Expected return on the assets of the plan, etc.	(0.9)	(1.4)
Prior-year adjustments	(0.1)	0.3
Recognised actuarial gain/(loss)	1.6	(1.3)
Total recognised obligations regarding defined benefit plans	**3.0**	**0.7**
Total recognised obligations in the income statement	**39.5**	**35.3**
Change in recognised obligations:		
Net obligations for defined benefit plans at 1 July	4.6	5.7
Foreign currency translation adjustments of obligations, at the beginning of the year	0.5	(0.2)
Recognised in the income statement	3.0	0.7
Group contributions	(1.2)	(1.6)
Net obligations at 30 June	**6.9**	**4.6**

The retirement benefit obligations are specified as follows:

DKK million	30.06 2010	30.06.2009	30.06.2008	30.06.2007	30.06.2006
Present value of defined benefit plans	35.0	25.0	30.6	31.2	32.6
Fair value of the assets of the plan	(28.1)	(20.4)	(24.9)	(26.1)	(24.3)
Total retirement benefit obligations	**6.9**	**4.6**	**5.7**	**5.1**	**8.3**

The average assumptions for the actuarial calculations at the balance sheet date were:

Stated in %	2010	2009
Average discounting rate applied	4.5	4.0
Expected return on plan assets	5.2	5.8
Expected future pay increase rate	3.4	3.8

The plan assets consist of ordinary investment assets, including shares and bonds. No investments have been made in treasury shares.

The expected return on the plans is based on long term expectations for the return of the assets in the respective countries. The return of the plans' assets amounted to DKK 5.6 million for 2009/10 (loss of DKK 4.6 million). The Group's expected contribution to the plans for 2010/11 amounts to DKK 1.3 million.

20. Provisions

DKK million	Provisions for expected potential financial risks of pending litigation	Provisions for loss-making contracts	Total provisions
Provisions at 30 June 2009	-	10.9	10.9
Provisions for the year	2.2	-	2.2
Provisions employed for the year	-	(2.2)	(2.2)
Provisions reversed during the year	-	(8.7)	(8.7)
Provisions at 30 June 2010	**2.2**	**-**	**2.2**

From time to time the Group is involved in court litigations of various kinds. Management has thus made provisions for the expected potential financial risks of pending litigation. The total provision of DKK 2.2 million is expected to be employed within 12 months.

21. Non-current liabilities to financial institutions

DKK million	30.06.2010	30.06.2009
Maturity structure of non-current liabilities:		
After more than 5 years from the balance sheet date	140.0	168.0
Non-current liabilities at 30 June	**140.0**	**168.0**
Nominal value	**140.0**	**168.0**

Non-current liabilities to financial institutions as at 30 June 2010 constituted a mortgage loan denominated in DKK and based on a six month CIBOR interest. The loan was taken out on 26 January 2010 with the Group's headquarters located at Raffinaderivej 10 as security for the loan. The average interest rate for 2009/10 amounted to 2.28% p.a. As of 30 June 2010 the loan was hedged with a 2 year interest rate swap. 6 month CIBOR interest is received and a fixed interest rate of 1.73% p.a. is paid. The bullet loan of EUR 22.56 million (DKK 168 million) was repaid on 30 November 2009. The average interest rate on this loan amounted to 3.86% p.a. for 2009/10 (5.51% p.a.). The carrying amount of the debt corresponds in all material respects to the fair value.

22. Current liabilities to financial institutions

The Group's total current liabilities to financial institutions comprise Danish and foreign overdraft facilities carrying interest at an average rate of 2.19% p.a. (2.56% p.a.).

Current liabilities are repayable on demand, and therefore the carrying amount corresponds to the fair value.

Current liabilities to financial institutions are denominated in the following currencies:

Stated in %	30.06.2010	30.06.2009
EUR	58	66
USD	16	2
SEK	13	7
DKK	4	13
CZK	4	1
PLN	2	3
CAD	-	2
GBP	-	1
Other currencies	3	5
Total	**100**	**100**

23. Trade payables

DKK million	30.06.2010	30.06.2009
Trade payables	354.8	291.7
Total trade payables	**354.8**	**291.7**

The carrying amount corresponds to the fair value of the liabilities.

24. Other debt

DKK million	30.06.2010	30.06.2009
VAT, customs and tax deducted from income at source	62.0	62.7
Salaries, social security costs and holiday allowance payable	123.2	110.8
Severance payments	15.0	16.3
Other costs payable	60.3	60.3
Other debt at 30 June	**260.5**	**250.1**

DKK 15.0 million in severance pay is due within a year (DKK 12.5 million).

The carrying amount of amounts payable under other debt corresponds in all material respects to the fair value of the liabilities.

25. Operating leases

DKK million	30.06.2010	30.06.2009
Commitments under non-cancellable operating leases are:		
Store leases and other land and buildings		
0-1 year	230.4	217.4
1-5 years	418.8	384.0
More than 5 years	70.2	57.3
Total	**719.4**	**658.7**
Lease of equipment and furniture, etc.		
0-1 year	12.2	14.3
1-5 years	13.1	13.3
More than 5 years	-	-
Total	**25.3**	**27.6**

The Group leases properties under operating leases. The lease period is typically between 3 – 10 years with an option to extend upon expiry. Many of the lease contracts contain rules regarding revenue based lease.

In addition, the Group leases cars and other operating equipment under operating leases. The lease period is typically between 3 - 5 years with an option to extend upon expiry.

An amount of DKK 314.0 million (DKK 286.9 million) relating to operating leases has been recognised in the consolidated income statement for 2009/10.

Some of the leased stores are sub-let to franchise stores, etc., and for these, the Group has received a rental income on non-terminable leases of DKK 23.0 million (DKK 19.9 million). The future rental income on non-terminable leases is expected as a minimum to amount to DKK 74.0 million (DKK 52.8 million) for the financial years 2010/11 – 2015/16.

26. Other liabilities and contingent liabilities

DKK million	30.06.2010	30.06.2009
Guarantees and other collateral security	659.8	573.9

The Company has entered into binding agreements with suppliers on the delivery of collections until 31 December 2010 of which the majority are tied to sales orders entered into with pre-order customers.

As at 30 June 2010 the Group was not involved in any pending litigation which may have a material effect on the Group's financial position.

The Group is subject to the usual return obligations imposed in the industry. Management expects no major loss on these obligations.

27. Changes in working capital

DKK million	30.06.2010	30.06.2009
Change in inventories	10.9	92.8
Change in receivables	(33.4)	55.1
Change in current liabilities excluding tax	73.5	(14.4)
Total changes in working capital	**51.0**	**133.5**

28. Cash and cash equivalents

DKK million	30.06.2010	30.06.2009
Cash	71.9	82.2
Financial institutions, current liabilities	(175.3)	(447.3)
Total cash and cash equivalents	**(103.4)**	**(365.1)**

The Group's total credit facilities amounted to DKK 1,304 million at 30 June 2010 (30 June 2009: DKK 1,419 million). Of this amount, DKK 315 million has been utilised in the form of short-term and long-term debt to credit institutions and DKK 234 million has been utilised in the form of trade finance facilities and guarantees. Accordingly, unutilised credit facilities amount to DKK 755 million. All credit facilities are standby credits which can be utilised with a day's notice.

29. Financial risks and derivative financial instruments

Foreign exchange risk

The Group's foreign exchange risk (transaction risk) is handled centrally by the Group's Treasury Department. The Group's functional currency is DKK, and foreign exchange positions are generally hedged vis-à-vis DKK. The Group's primary transaction risk relates to the buying and selling of goods in foreign currencies. Hedging hereof takes place by means of forward contracts and/or options. Hedging is made on a 12-month horizon.

The risk coverage of the Group's transaction exposure is made from an estimate of the cash flow demand for the future 12 months. As a general rule cash flows in all currencies are hedged except from EUR.

The Group's foreign exchange exposure is hedged centrally although a few group enterprises have unhedged foreign exchange exposures if they have signed leases in a currency other than the local currency.

The Group's risks for 12 months may be specified as follows:

At 30.06.2010 Million:	Expected inflow	Expected outflow	Hedges 0-6 months	Hedges 7-12 months	Average hedge rate	Net position	Net position DKK million
EUR	104.7	(31.9)	-	-	-	72.8	541.8
USD	6.9	(123.8)	67.5	49.4	547.0	-	-
HKD	-	(239.8)	139.1	100.7	70.6	-	-
SEK	602.6	(11.3)	(300.3)	(291.0)	74.2	-	-
NOK	313.9	-	(164.5)	(149.4)	90.4	-	-
GBP	9.6	-	(4.6)	(5.0)	850.8	-	-
CHF	21.7	-	(12.6)	(9.1)	509.8	-	-
PLN	31.5	(5.0)	(10.1)	(16.4)	177.6	-	-
CZK	62.8	-	(22.2)	(40.6)	28.9	-	-
HUF	294.6	-	(93.6)	(201.0)	2.6	-	-
CAD	17.2	-	(8.5)	(8.7)	520.5	-	-

At 30.06.2009 Million:	Expected inflow	Expected outflow	Hedges 0-6 months	Hedges 7-12 months	Average hedge rate	Net position	Net position DKK million
EUR	112.0	(45.5)	-	-	-	66.5	494.9
USD	12.5	(97.1)	49.1	35.6	521.8	-	-
HKD	-	(533.5)	366.0	167.5	65.8	-	-
SEK	485.6	(0.9)	(298.7)	(186.0)	70.9	-	-
NOK	247.7	-	(155.4)	(92.3)	85.1	-	-
GBP	6.6	-	(3.1)	(3.5)	864.0	-	-
CHF	16.9	-	(10.7)	(6.2)	495.7	-	-
PLN	27.7	(3.0)	(8.3)	(16.4)	172.3	-	-
CZK	82.5	-	(37.0)	(45.5)	28.2	-	-
HUF	452.9	-	(170.1)	(282.8)	2.6	-	-
CAD	14.0	-	(6.3)	(7.6)	473.5	-	-

Net outstanding forward currency contracts at 30 June 2010 for the Group and the Parent Company designated and qualifying as hedge accounting of cash flow:

	2010				2009			
DKK million	Notial principal*	Fair value adjustments recognised in compr. income statement	Fair value	Maturity months	Notial principal*	Fair value adjustments recognised in compr. income statement	Fair value	Maturity months
USD	94.9	46.5	575.8	0-12	70.7	(0.3)	372.8	0-12
HKD	189.8	11.0	148.0	0-12	433.5	7.7	295.8	0-12
SEK	(591.3)	(23.1)	(462.0)	0-12	(484.7)	9.0	(334.6)	0-12
NOK	(313.9)	(6.9)	(290.8)	0-12	(247.7)	6.4	(204.3)	0-12
Other currencies	-	(27.1)	(382.7)	0-12	-	2.7	(282.1)	0-12
Total at 30 June		**0.4**	**(411.7)**			**25.5**	**(152.4)**	

* Positive principal amounts on forward currency contracts indicate a purchase of the currency in question. Negative principal amounts indicate a sale.

No ineffective cash flow hedges have been recognised in the income statement (DKK 27.4 million) in 2009/10. Ineffective cash flow hedges are recognised in the income statement under financial items.

Open currency hedge contracts for the Group and the Parent Company qualifying as hedges of recognised assets and liabilities and are attributable to trade payables are as follows:

DKK million	2010 Notial principal*	2010 Fair value adjustments recognised in compr. income statement	2010 Fair value	2010 Maturity months	2009 Notial principal*	2009 Fair value adjustments recognised in compr. income statement	2009 Fair value	2009 Maturity months
HKD	50.0	6.6	39.0	0-12	100.0	4.8	68.0	0-12
USD	22.0	23.6	133.5	0-12	14.0	5.0	73.8	0-12
Total at 30 June		**30.2**	**172.5**		**9.8**	**141.8**		

* Positive principal amounts on forward currency contracts indicate a purchase of the currency in question. Negative principal amounts indicate a sale.

Adjustments of fair values as at 30 June 2010 have been recognised in the consolidated income statement under cost of sales.

Neither the Group nor the Parent Company has any open currency hedge contracts that do not qualify for hedge accounting at 30 June 2010 or at 30 June 2009.

The recognised positive/negative market values in the statement of comprehensive income have been treated in accordance with the rules for hedging of future cash flows and are closed/adjusted during the year after the hedge accounting principles.

The net position of the Group calculated after the value at risk method will as a maximum result in a loss of DKK 1.7 million. The calculation is made by using a 95% confidence interval with a term of 6 months. Value at risk states the amount that as a maximum may be lost on a position calculated by using volatilities on the different currencies as well as correlations between the currencies. The calculation is made by using historical data.

The existing categories of financial assets and liabilities are shown below:

DKK million	30.06.2010	30.06.2009
Unquoted shares recognised under non-current assets (shares)	0.7	0.4
Financial assets at fair value recognised through the income statement	**0.7**	**0.4**
Derivative financial instruments (see note 16) for hedging of recognised assets and liabilities, recognised under current assets (other receivables)	30.2	9.9
Derivative financial instruments (see note 16) for hedging of future cash flow, recognised under current assets (other receivables)	0.4	25.5
Financial assets for hedging purposes	**30.6**	**35.4**
Deposits (financial assets)	29.6	25.5
Long-term loans (financial assets)	5.7	9.4
Trade receivables	262.1	257.6
Other receivables	25.2	25.8
Cash	71.9	82.2
Loans and receivables	**394.5**	**400.5**
Total financial assets at 30 June	**425.8**	**436.3**
Liabilities to financial institutions (non-current liabilities)	140.0	168.0
Liabilities to financial institutions (current liabilities)	175.3	447.3
Trade payables	354.8	291.7
Other debt recognised at amortised cost	260.4	250.1
Financial liabilities measured at amortised cost	**930.5**	**1,157.1**
Interest rate swap (see note 21) for hedging interest rate level on the Group's mortgage loan for property at Raffinaderivej 10	0.1	-
Financial liabilities for hedging purposes	**0.1**	**-**
Total financial liabilities at 30 June	**930.6**	**1,157.1**

Fair value hierarchy for financial instruments measured at fair value in the balance sheet.
The fair value hierarchy is divided into three levels:

- Quoted prices in active markets for identical assets and liabilities (level 1).
- Quoted prices in active markets for identical assets and liabilities or other methods of measurement where all substantial inputs are based on market observables (level 2).
- Method of measurement where substantial inputs may not be based on market observables (level 3).

Calculation of the fair value adjustments of the Group's cash flow hedges and interest rate swaps are based on quoted prices in active markets for identical assets where all substantial inputs are based on market observables (level 2)

Inputs for measurement of the Group's unquoted shares have not been based on market observables (level 3).

Liquidity risk
IC Companys secures a sufficient liquidity reserve by a combination of liquidity control and non-guaranteed credit facilities.

Interest rate risk
The Group's interest rate risk is monitored by the Treasury Department on an ongoing basis in accordance with Group policies. The Group employs matching of the maturities of each individual asset/liability, please see note 21 to the consolidated financial statements.

The Company's interest rate risk relates to the interest-bearing debt. The Company's loan portfolio consists of current bank debt and a long-term loan financing the properties which the Company owns. The sensitivity of an interest rate change of +/- 1% amounts to approximately DKK +/- 3.8 million calculated by using the BVP method.

The following maturity/reassessment profiles apply to the Group's financial assets and liabilities:

	Re-assessment-/maturity profile				
At 30.06.2010 in DKK million	**0-1 year**	**1-5 years**	**above 5 years**	**Fixed interest rate**	**Effective interest rate**
Long-term loans to business partners	-	5.7	-	No	4.26%
Trade receivables	262.1	-	-	No	2-24%
Trade payables	354.8	-	-	No	-
Financial institutions, current liabilities	175.3	-	-	No	2.19%
Financial institutions, non-current liabilities	-	-	140,0	No	1.95%

	Re-assessment-/maturity profile				
At 30.06.2009 in DKK million:	**0-1 year**	**1-5 years**	**above 5 years**	**Fixed interest rate**	**Effective interest rate**
Long-term loans to business partners	0.5	9.4	-	No	5.79%
Trade receivables	257.6	-	-	No	-
Trade payables	291.7	-	-	No	-
Financial institutions, current liabilities	447.3	-	-	No	2.54%
Financial institutions, non-current liabilities	-	-	168.0	No	5.51%

Default on loans
The Group has not defaulted any loan during the year under review or last financial year.

Credit risk
The Group solely uses internationally recognised banks with a high credit rating. The credit risk on forward contracts and bank deposits is consequently deemed to be low.

In respect of trade receivables, the Group typically uses credit insurance in countries in which the credit risk is deemed to be high and where credit insurance is feasible. This primarily applies to export markets in which IC Companys is not represented through an independent sales company.

Beyond this, the credit risk regarding trade receivables and other receivables is limited as the Group has no material credit risk as the exposure is spread on a large amount of counterparties and customers in many different markets.

Capital structure

The Company's Management considers on a regular basis whether the Group's capital structure is in the best interest of the Company and its shareholders. The general target is to ensure a capital structure which supports long-term financial growth and at the same time increases the return on investment for the Group's stakeholders by optimising the ratio between equity and debt. The overall strategy of the Group is unchanged compared to last year. The Group's capital structure consists of debt which includes financial liabilities such as mortgage loan, bank loans and cash and equity which includes share capital, other reserves as well as retained earnings.

30. Related party transactions

IC Companys A/S' related parties include group enterprises as set out at the back of the Annual Report, their Boards of Directors, Executive Boards and other executives as well as their related family members. Related parties also comprise enterprises in which the individuals mentioned above have material interests. IC Companys A/S has no related parties with controlling influence on the Company.

IC Companys A/S conducts substantial trading with all its group enterprises. Trading is conducted on an arm's length basis.

Information on trading with group enterprises is provided below:

DKK million	Group 30.06.2010	Group 30.06.2009	Parent Company 30.06.2010	Parent Company 30.06.2009
Purchase of finished goods and consumables from group enterprises	-	-	1,150.3	1,082.4
Sale of finished goods and consumables to group enterprises	-	-	1,373.2	1,431.9
Sale of non-current assets to group enterprises	-	-	-	2.1
Sale of services to group enterprises	-	-	69.2	77.9

Transactions with group enterprises have been eliminated in the consolidated financial statements in accordance with the accounting policies.

The remuneration paid to the members of the Board of Directors, Executive Board and other executives as well as share-based remuneration programmes and shareholdings are disclosed in note 4.

Interest on accounts with group enterprises is stated in note 8 to the financial statements of Parent Company.

The Parent Company's accounts with the group enterprises comprise ordinary trade balances concluded on trading terms equivalent to those applied for the Group's and the Parent Company's other customers and suppliers. Furthermore, the Parent Company has granted loans to group enterprises with a total balance as at 30 June 2010 of DKK 881.3 million (30 June 2009: DKK 759.6 million). The loans carry interest on normal market terms. DKK 4 million becomes due for payment in the financial year 2010/11 and the remaining DKK 877.1 million consists of three bullet loans for a total of DKK 34.6 million, for which no due date has been set and a bullet loan of DKK 842.5 million that becomes due for payment in 2011. The Parent Company's net receivables from group enterprises include a provision of DKK 54.7 million (30 June 2009: DKK 88.0 million) to meet likely future losses in group enterprises with negative equity values.

The Parent Company has issued letters of comfort for certain group enterprises.

The Parent Company has received dividends of DKK 215.8 million (DKK 53.9 million) from group enterprises.

The Group has a property lease with I/S Hakkesstraat 35-37, Venlo, the Netherlands. This partnership is owned 95% by the Chairman of the Board of Directors; Niels Martinsen. The property functions as a distribution centre. The lease was entered into on arm's length terms based on an impartial assessment of the rent by a licensed estate agent in the Netherlands. The lease cannot be terminated by any of the parties until 1 April 2010. The rent paid by the Group in respect of the lease was DKK 2.6 million in 2009/10 (DKK 2.5 million).

In connection with the changes of the Group's logistics structure as announced to the Stock Exchange (company announcement no. 7 in 2010), the lease agreement has been terminated.

The Company has had other transactions during the year with Niels Martinsen and companies controlled by Niels Martinsen. The transactions were all made on arm's length terms and did not exceed DKK 1 million for the financial year.

With the exception of intragroup transactions, which have been eliminated in the consolidated financial statements, and usual management remuneration, the Group has not made transactions in this or any previous years with the Board of Directors, Executive Board, executives, major shareholders or other related parties.

31. Ownership structure

A breakdown of the shareholders of IC Companys A/S is as follows:

Shareholders at 30 June 2010	Number	Capital share (%)
Friheden Invest A/S · Høsterkøbvej 65 · 2970 Hørsholm*	7,191,128	42.4
Arbejdsmarkedets Tillægspension · Kongens Vænge 8 · 3400 Hillerød	1,752,891	10.3
Hanssen Holding A/S · Storskovvej 8 · 8721 Daugård	1,746,022	10.3
Other Danish institutional investors	2,667,885	15.7
Danish private investors	1,434,736	8.5
Foreign institutional investors	693,444	4.1
Foreign private investors	115,503	0.7
Treasury shares	500,672	3.0
Non-grouped	840,526	5.0
Total	**16,942,807**	**100.0**

*Friheden Invest A/S is controlled by the Group's Chairman of the Board of Directors.

32. Board of Directors and Executive Board

The below statement lists the occupation in IC Companys A/S and other Danish companies, other memberships of board of directors and committees as well as number of shares and share options held by the members of the Board of Directors and the Executive Board.

Board of Directors

Niels Martinsen, Chairman of the Board of Directors
Chief Executive Officer of Friheden Invest A/S.
Chairman of the Board of Directors of A/S Sadolin Parken and Rådhusparken A/S.
Member of the Board of Directors of Friheden Invest A/S and By Malene Birger A/S.
Share holdings: 7,191,128

Henrik Heideby, Deputy Chairman
Group Chief Executive Officer and Chief Executive Officer of PFA Holding A/S and PFA Pension, forsikringsaktieselskab.
Chairman of the Board of Directors of Hamton Gruppen.
Member of the Board of Directors of Letpension Holding A/S and affiliated companies C.P. Dyvig & Co. A/S and VP Securities A/S.
Share holdings: 12,500

Ole Wengel, Deputy Chairman
Share holdings: 43,333

Per Bank
Chief Executive Officer of Tesco Stores Ltd. Hungary.
Share holdings: non

Anders Colding Friis
Chief Executive Officer of Scandinavian Tobacco Group A/S.
Chairman of the Board of Directors of Dagrofa A/S, Monberg & Thorsen and Dyrup A/S
Share holdings: 6,925

Executive Board

Niels Mikkelsen, Chief Executive Officer
Chairman of the Board of Directors of By Malene Birger A/S and Designers Remix Collection A/S.
Member of the Board of Directors of KidsAid Fonden.
Share holdings: 2,850
Share options: 130,000

Chris Bigler, Chief Financial Officer
Member of the Board of Directors of BL&S Invest and TravelpoolEurope f.m.b.a.
Share holdings: 4,339
Share options: 52,302

Anders Cleemann, Brand Executive Officer
Member of the Board of Directors of Muuto A/S and Danish Fashion Institute (DAFI).
Share holdings: 1,850
Share options: 49,051

Peter Fabrin, Executive Sales Officer
Member of the Board of Directors of Ball Group A/S, Humanic Group and HW Excellence.
Share holdings: non
Share options: 40,000

33. Events after the balance sheet date

No material events have taken place after the balance sheet date that have not been recognised or included in the Annual Report.

34. Approval of the announcement of Annual Report

The Board of Directors of IC Companys A/S has approved the announcement of this Annual Report at a Board Meeting held on 10 August 2010. This Annual Report will be presented for approval at the Ordinary Annual General Meeting of IC Companys A/S to be held on 27 September 2010.

Financial highlights and key ratios

Quarterly for 2009/10 (unaudited)

DKK million	Q1	Q2	Q3	Q4
INCOME STATEMENT				
Revenue	1,081.1	784.1	996.0	634.1
Gross profit	672.9	483.6	579.9	388.0
Operating profit before depreciation and amortisation (EBITDA)	247.0	72.0	127.3	(34.1)
Operating profit before goodwill write-down and special items	220.8	41.9	96.1	(76.2)
Operating profit before special items	220.8	41.9	96.1	(76.2)
Operating profit (EBIT)	220.8	41.9	96.1	(76.2)
Net financial items	(2.0)	5.2	(6.5)	(1.9)
Profit before tax	218.8	47.1	89.6	(78.1)
Profit for the quarter	159.7	45.6	69.1	(38.6)
BALANCE SHEET				
Total non-current assets	821.5	819.8	841.3	793.3
Total current assets	1,257.2	1,045.4	1,063.3	953.4
Total assets	2,078.7	1,865.2	1,904.6	1,746.7
Total equity	646.7	700.0	802.3	747.2
Total liabilities	1,432.0	1,165.2	1,102.3	999.5
CASH FLOW STATEMENT				
Cash flow from operating activities	(107.4)	353.0	(27.5)	206.3
Cash flow from investing activities	(17.5)	(28.9)	(35.4)	(40.7)
Cash flow from investments in property, plant and equipment	(11.2)	(25.8)	(31.9)	(23.2)
Total cash flow from operating and investing activities	(124.9)	324.1	(62.9)	165.6
Cash flow from financing activities	(3.8)	(180.5)	140.0	-
Net cash flow for the quarter	(128.7)	143.6	77.1	165.6
KEY RATIOS				
Gross margin (%)	62.2	61.7	58.2	61.2
EBITDA margin (%)	22.8	9.2	12.8	(5.4)
EBIT margin (%)	20.4	5.3	9.6	(12.0)
Return on equity (%)	27.6	6.8	9.2	(10.3)
Equity ratio (%)	31.1	37.5	42.1	42.8
Average invested capital including goodwill	1,276.4	1,273.8	1,351.6	1,254.1
Return on invested capital (%)	17.3	3.3	7.1	(6.1)
Net interest-bearing debt, end of quarter	659.9	348.1	408.6	243.4
Financial leverage (%)	102.0	49.7	50.9	32.6
SHARE BASED RATIOS*				
Average number of shares excluding treasury shares, diluted (thousand)	16,519.2	16,403.4	16,351.3	16,366.4
Market price, end of period, DKK	134.5	179.5	231.0	176.0
Diluted earnings per share, DKK	9.4	2.9	3.9	(2.3)
Diluted cash flow per share, DKK	(6.5)	21.5	(1.7)	14.4
Diluted net asset value per share, DKK	38.1	42.0	48.1	44.7
Diluted price/ earnings, DKK	14.3	62.4	59.1	(78.1)
EMPLOYEES				
Number of employees (full-time equivalent at the end of the year)	2,253	2,244	2,326	2,315

* The effect of IC Companys' programmes for share options and warrants has been included in the diluted values.

The key ratios and share data have been calculated according to the recommendations in "Recommendations and Ratios 2010" issued by the Danish Society of Financial Analysts. The equity ratio is calculated as the equity at period end divided by the total assets at period end.

FINANCIAL STATEMENT

Parent

Income statement

Note	DKK million	2009/10	2008/09
3	**Revenue**	**1,456.5**	**1,626.0**
	Cost of sales	(1,153.8)	(1,328.0)
	Gross profit	**302.7**	**298.0**
4	Staff costs	(230.9)	(258.6)
	Depreciation, amortisation and impairment losses	(27.0)	(32.5)
5	Other operating income	69.2	77.9
6	Other external costs	(166.0)	(165.3)
7	Other gains and losses	-	9.8
	Operating profit	**(52.0)**	**(70.7)**
12	Income from investments in group enterprises	242.4	(5.4)
8	Financial income	142.4	105.7
8	Financial expenses	(25.4)	(125.3)
	Profit before tax	**307.4**	**(95.7)**
9	Tax for the year	9.6	23.5
	Profit for the year	**317.0**	**(72.2)**
	Profit allocation:		
10	Proposed dividend	69.9	-
	Retained earnings	247.1	(72.2)
	Profit for the year	**317.0**	**(72.2)**

Comprehensive income statement

Note	DKK million	2009/10	2008/09
	Profit for the year	**317.0**	**(72.2)**
	OTHER COMPREHENSIVE INCOME		
27	Fair value adjustments, gains on derivatives held as cash flow hedges	57.7	25.8
27	Fair value adjustments, loss on derivatives held as cash flow hedges	(57.3)	(0.3)
27	Transfer to income statement of gains on realised cash flow hedges	(25.8)	(5.9)
27	Transfer to income statement of loss on realised cash flow hedges	0.3	38.2
9	Tax on other comprehensive income	6.3	(14.3)
	Total other comprehensive income	**(18.8)**	**43.3**
	Total comprehensive income	**298.2**	**(28.7)**

Balance sheet

ASSETS

Note	DKK million	30.06.2010	30.06.2009
	NON-CURRENT ASSETS		
	Software and IT systems	21.1	21.1
	Trademark rights	0.1	0.1
	IT systems under development	13.6	-
11	**Total intangible assets**	**34.8**	**21.2**
	Leasehold improvements	5.2	4.0
	Equipment and furniture	10.2	24.2
	Property, plant and equipment under construction	1.7	4.7
11	**Total property, plant and eqipment**	**17.1**	**32.9**
12	Investments in group enterprises	431.2	436.1
13	Receivables from group enterprises	881.3	759.6
13	Financial assets	8.7	11.1
14	Deferred tax assets	36.6	49.7
	Total other non-current assets	**1,357.8**	**1,256.5**
	Total non-current assets	**1,409.7**	**1,310.6**
	CURRENT ASSETS		
15	Inventories	292.5	356.7
16	Trade receivables	25.4	31.9
	Trade receivables from group enterprises	232.8	277.1
9	Tax receivable	18.6	45.1
17	Other receivables	40.3	43.9
18	Prepayments	14.0	14.9
26	Cash	14.6	0.7
	Total current assets	**638.2**	**770.3**
	TOTAL ASSETS	**2,047.9**	**2,080.9**

EQUITY AND LIABILITIES

Note	DKK million	30.06.2010	30.06.2009
	EQUITY		
19	Share capital	169.4	169.4
	Reserve for hedging transactions	2.4	21.3
	Retained earnings	737.2	430.2
	Total equity	**909.0**	**620.9**
	LIABILITIES		
20, 26	Financial institutions	132.5	415.4
21	Trade payables	42.8	36.1
	Payables to group enterprises	867.9	896.4
22	Other debt	95.7	112.1
	Total current liabilities	**1,138.9**	**1,460.0**
	Total liabilities	**1,138.9**	**1,460.0**
	TOTAL EQUITY AND LIABILITIES	**2,047.9**	**2,080.9**

Statement of changes in equity

DKK million	Share capital	Reserve for hedging-transactions	Retained earnings	Total equity
Equity at 30 June 2008	**179.2**	**(22.1)**	**547.3**	**704.4**
Addition in connection with merger	-	-	20.9	20.9
Equity at 30 June 2008 including merger	**179.2**	**(22.1)**	**568.2**	**725.3**
Capital reduction	(9.8)	-	9.8	-
Share buy-back programmes	-	-	(13.1)	(13.1)
Dividends paid	-	-	(66.0)	(66.0)
Share-based payments	-	-	3.5	3.5
Comprehensive income for 2008/09	-	43.3	(72.2)	(28.8)
Equity at 30 June 2009	**169.4**	**21.2**	**430.2**	**620.9**
Share buy-back preogrammes	-	-	(10.6)	(10.6)
Share-based payments	-	-	5.3	5.3
Comprehensive income for 2009/10	-	(18.8)	317.0	298.2
Equity 30 June 2010	**169.4**	**2.4**	**737.2**	**909.0**

Cash flow statement

Note	DKK million	2009/10	2008/09
	CASH FLOW FROM OPERATING ACTIVITIES		
	Operating profit	(52.0)	(70.7)
	Reversed depreciation and impairment losses and gain/loss on sale of non-current assets	27.0	31.8
	Share-based payments recognised in income	5.3	3.5
	Other adjustments	-	(23.4)
25	Change in working capital	99.2	152.3
	Cash flow from operating activities	**79.5**	**93.5**
	Financial income received	139.0	104.9
	Financial expenses paid	(25.4)	(125.1)
	Cash flow from ordinary activities	**193.1**	**73.3**
9	Tax (paid)/recovered	42.6	17.1
	Total cash flow from operating activities	**235.7**	**90.4**
	CASH FLOW FROM INVESTING ACTIVITIES		
	Sale of investing activities, etc.	-	10.5
	Acquisition of investing activities, etc.	(0.2)	(2.0)
12	Capital increases in group enterprises, etc.	-	(15.8)
11	Investments in intangible assets	(28.2)	(3.6)
11	Investments in property, plant and equipment	(6.2)	(14.5)
	Loan to group enterprises	(121.7)	102.7
	Sale of other non-current assets	9.4	4.2
	Change in deposits and other financial assets	2.4	(8.1)
	Dividend received, proceeds in connection with liquidation, etc.	215.8	58.4
	Total cash flow from investing activities	**71.3**	**131.8**
	Total cash flow from operating and investing activities	**307.0**	**222.2**
	CASH FLOW FROM FINANCING ACTIVITIES		
	Share buy-back programmes	(10.6)	(13.1)
	Dividends paid	-	(66.0)
	Total cash flow from financing activities	**(10.6)**	**(79.1)**
	NET CASH FLOW FOR THE YEAR	**296.4**	**143.1**
	CASH AND CASH EQUIVALENTS		
	Cash and cash equivalents at 1 July	(414.7)	(557.8)
	Net cash flow for the year	296.4	143.1
26	**Cash and cash equivalents at 30 June**	**(117.9)**	**(414.7)**

The cash flow statement may not be concluded based solely on the announced financial statements.

NOTES

Parent

1. Significant accounting policies

The financial statements of the Parent Company forms an integral part of the consolidated financial statements for 2009/10. The Parent Company's financial statements for the financial year ended 30 June 2010 are prepared in accordance with IFRS. The accounting policies for the Parent Company are consistent with those used in the previous financial year.

The accounting policies for the Parent Company are the same as for the Group with the exception of the items below, please see note 1 to the consolidated financial statements.

Merger between IC Companys A/S and Brand Farm A/S
As at 1 July 2009 IC Companys A/S merged with its group enterprise Brand Farm A/S. The merger method has been applied for the presentation of the merger and the comparative figures in the financial statements of the Parent Company have thus been adjusted.

Other operating income
Other operating income comprises management fees from group enterprises to the Parent Company for their share of the Group's overheads.

Dividend on investments in group enterprises in the financial statements of the Parent Company
Dividend on investments in group enterprises is recognised in the Parent Company's income statement for the financial year in which the dividend is declared. However, to the extent that the dividend distributed exceeds accumulated earnings after the acquisition date, dividend is recognised as a reduction of the cost of the investment rather than being recognised in the income statement.

Investments in group enterprises in the financial statements of the Parent Company
Investments in group enterprises are measured at cost. Where the recoverable amount is lower than cost, the investments are written down to such lower value.

Cost is reduced to the extent that distributed dividend exceeds the accumulated earnings after the acquisition date.

Receivables from group enterprises in the Annual Report of the Parent Company
On initial recognition, receivables from group enterprises in the financial statements of the Parent Company are measured at fair value and subsequently at amortised cost which usually corresponds to the nominal value less write-downs for bad debts

2. Accounting estimates and assumptions

Please see note 2 to the consolidated financial statements.

3. Revenue

DKK million	2009/10	2008/09
Sale of goods to group enterprises	1,373.2	1,431.9
Sale of goods to non-group related parties	83.3	194.1
Total revenue	**1,456.5**	**1,626.0**

4. Staff Costs

DKK million	2009/10	2008/09
Total salaries, remuneration, etc., can be specified as follows:		
Remuneration to the Board of Directors	2.0	1.8
Salaries and remuneration	201.9	225.8
Defined contribution plans	12.4	13.2
Other social security costs	0.9	0.9
Share-based payments	4.2	2.6
Other staff costs	9.5	14.3
Total staff costs	**230.9**	**258.6**
Average number of employees	**362**	**410**

Remuneration to the Board of Directors, Executive Board and share-based programmes for the Management and employees are disclosed in note 4 to the consolidated financial statements.

5. Other operating income

DKK million	2009/10	2008/09
Services provided to group enterprises	69.2	77.9
Total other operating income	**69.2**	**77.9**

6. Other external costs

Other external costs include the total fees paid for the preceding financial year to the auditors appointed at the Ordinary Annual General Meeting.

DKK million	2009/10	2008/09
Statutory audit	0.9	1.0
Tax consultancy	0.5	-
Other services	0.2	1.2
Total other external costs	**1.6**	**2.2**

7. Other gains and losses

DKK million	2009/10	2008/09
Gain on sale of shares in group enterprises	-	10.3
Loss in connection with sale of non-current assets	-	(0.5)
Total other gains and losses	**-**	**9.8**

8. Financial income and expenses

DKK million	2009/10	2008/09
Financial income:		
Interest on receivables from group enterprises	59.5	77.2
Realised gain on derivative financial instruments	-	27.4
Net gain on foreign currency translation	74.3	-
Other financial income	8.6	1.1
Total financial income	**142.4**	**105.7**
Financial expenses:		
Interest on debt to financial institutions	(10.6)	(27.2)
Interest on debt to group enterprises	(14.7)	(22.2)
Net loss on foreign currency translation	-	(75.6)
Other financial expenses	(0.1)	(0.3)
Total financial expenses	**(25.4)**	**(125.3)**
Net financial items	**117.0**	**(19.6)**

9. Tax for the year

DKK million	2009/10	2008/09
Current tax	(16.1)	(19.1)
Change in deferred tax	16.1	9.8
Prior-year adjustments, deferred tax	(3.0)	0.1
Prior-year adjustments, current tax	(12.9)	0.1
Tax for the year	**(15.9)**	**(9.1)**
Recognised as follows:		
Tax on profit for the year	(9.6)	(23.5)
Tax on other comprehensive income	(6.3)	14.4
Tax for the year	**(15.9)**	**(9.1)**
Net tax receivable/(payable) at 1 July	**45.1**	**32.1**
Current tax on profit for the year	16.1	23.8
Addition in connection with merger	-	6.3
Tax paid/(received) during the year	(42.6)	(17.1)
Net tax receivable/(payable) at 30 June	**18.6**	**45.1**
Recognised as follows:		
Tax receivable	18.6	45.1
Net tax receivable/(payable) at 30 June	**18.6**	**45.1**

Breakdown of tax for the year:

DKK million	2009/10	2008/09
Calculated tax on profit before tax	79.3	(19.9)
Other non-taxable income and non-deductable costs	(68.0)	(3.3)
Prior-years adjustments	(15.9)	0.2
Other adjustments including revaluation of tax losses, etc.	(5.0)	(0.5)
Total tax for the year	**(9.6)**	**(23.5)**
Effective tax rate for the year (%)	**3**	**25**

10. Dividends

IC Companys A/S did not distribute any dividend to its shareholders for the financial year 2009/10 (DKK 66.0 million).

The Board of Directors has resolved to recommend a dividend of DKK 4.25 per ordinary share corresponding to a total dividend of DKK 69.9 million for the financial year 2009/10.

11. Intangible assets and property, plant and equipment

DKK million	Software and IT systems	Trade mark rights	Leasehold improvements	Equipment and furniture	Assets under construction
Cost at 30 June 2008	**180.4**	**0.4**	**9.5**	**66.2**	**1.0**
Additions	3.6	-	1.7	8.1	4.7
Addition in connection with merger	-	-	-	3.0	-
Reclassification of assets under construction	1.0	-	-	-	(1.0)
Disposals	(10.2)	-	(3.9)	(5.3)	-
Cost at 30 June 2009	**174.8**	**0.4**	**7.3**	**72.0**	**4.7**
Additions	6.9	7.7	3.1	3.1	13.6
Reclassification of assets under construction	3.0	-	-	-	(3.0)
Disposals	(0.4)	-	-	(11.1)	-
Cost at 30 June 2010	**184.3**	**8.1**	**10.4**	**64.0**	**15.3**
Amortisation, depreciation and impairment at 30 June 2008	**(150.4)**	**(0.2)**	**(4.3)**	**(30.8)**	**-**
Amortisation, depreciation and impairment on disposals	9.1	-	5.9	-	-
Addition in connection with merger	-	-	-	(2.5)	-
Amortisation, depreciation and impairment for the year	(12.4)	(0.1)	(4.9)	(14.5)	-
Amortisation, depreciation and impairment at 30 June 2009	**(153.7)**	**(0.3)**	**(3.3)**	**(47.8)**	**-**
Amortisation, depreciation and impairment on disposals	0.3	-	-	1.6	-
Amortisation, depreciation and impairment for the year	(9.8)	(7.7)	(1.9)	(7.6)	-
Amortisation, depreciation and impairment at 30 June 2010	**(163.2)**	**(8.0)**	**(5.2)**	**(53.8)**	**-**
Carrying amount at 30 June 2010	**21.1**	**0.1**	**5.2**	**10.2**	**15.3**
Carrying amount at 30 June 2009	**21.1**	**0.1**	**4.0**	**24.2**	**4.7**

12. Investments in group enterprises

DKK million	30.06.2010	30.06.2009
Cost at 1 July	**790.2**	**785.8**
Addition due to incorporation/acquisition of enterprise	0.2	2.0
Capital increases by cash contribution	-	15.8
Capital reductions by repayment of cash contribution	-	(4.5)
Disposal due to liquidation of group enterprises	-	(4.2)
Disposal in connection with merger of group enterprise	-	(4.5)
Disposal due to sale of investment in group enterprises	-	(0.2)
Cost at 30 June	**790.4**	**790.2**
Write-downs at 1 July	**(354.1)**	**(329.5)**
Write-downs for the year	(5.1)	(24.6)
Write-downs at 30 June	**(359.2)**	**(354.1)**
Carrying amount 30 June	**431.2**	**436.1**

An overview of the Group structure may be found at the back of the financial statements.

Income from investments in group enterprises amounts to net DKK 242.4 million (loss of DKK 5.4 million) and comprises dividends from group enterprises deducted write-downs of equity interests and receivables for the year.

A gain of DKK 33.3 million (loss of DKK 18.4 million) attributable to write back of provisions for short-term receivables from group enterprises has been recognised in the income statement.

13. Other non-current assets

DKK million	Receivables from group enterprises	Long-term loans to business partners	Deposits, etc.
Cost at 30 June 2008	**875.7**	**1.1**	**1.9**
Additions	0.3	8.5	-
Disposals	-	(0.2)	(0.2)
Cost at 30 June 2009	**876.0**	**9.4**	**1.7**
Additions	28.3	-	2.1
Disposals	(4.9)	(4.5)	-
Cost at 30 June 2010	**899.4**	**4.9**	**3.8**
Value adjustments at 30 June 2008	**(13.4)**	**-**	**-**
Foreign currency translation adjustments for the year, etc.	(103.0)	-	-
Value adjustments 30 June 2009	**(116.4)**	**-**	**-**
Foreign currency translation adjustments for the year, etc.	98.3	-	-
Value adjustments at 30 June 2010	**(18.1)**	**-**	**-**
Carrying amount at 30 June 2010	**881.3**	**4.9**	**3.8**
Carrying amount at 30 June 2009	**759.6**	**9.4**	**1.7**

As at 30 June 2009 the Parent Company had granted subordinated loans of DKK 9.6 million to business partners. An amount of DKK 9.4 million of the loans was classified as long-term loans to business partners.

The Parent Company has extraordinarily received payments of DKK 2.3 million relating to long-term loans for 2009/10.

As at 30 June 2010 an amount of DKK 4.9 million was classified as long-term loans to business partners.

The Parent Company has not granted any loans for 2009/10.

All loans are interest-bearing.

No security has been received for the loans. The carrying amount of the financial assets corresponds to the fair value.

14. Deferred tax

DKK million	30.06.2010	30.06.2009
Deferred tax assets at 1 July	**49.7**	**59.5**
Prior-year adjustments	3.0	(0.1)
Deferred tax on other comprehensive income	6.5	(14.4)
Addition in connection with merger	-	1.3
Change in deferred tax on profit for the year	(22.6)	3.4
Net deferred tax assets at 30 June	**36.6**	**49.7**
Recognised as follows:		
Deferred tax assets	36.6	49.7
Deferred tax	-	-
Net deferred tax assets at 30 June	**36.6**	**49.7**
Breakdown of deferred tax at 30 June as follows:		
Gross deferred tax assets	61.6	79.7
Unrecognised tax assets	(25.0)	(30.0)
Net deferred tax assets at 30 June	**36.6**	**49.7**

Unrecognised tax assets relate to tax losses that are assessed not to be sufficiently likely to be utilised in the foreseeable future. The unrecognised tax losses are not limited in time.

Changes to temporary differences during the year are as follows:

DKK million	Net deferred tax assets at 01.07.2009	Recognised in profit for the year	Recognised in other compr. income	Net deferred tax assets at 30.06.2010
Intangible assets	1.5	6.5	-	8.0
Property, plant and equipment	16.2	(2.7)	-	13.5
Receivables	1.5	(0.5)	-	1.0
Provisions	4.6	7.3	-	11.9
Other liabilities	(7.3)	(0.8)	-	(8.1)
Financial instruments	(6.3)	-	6.5	0.2
Tax losses	69.5	(34.4)	-	35.1
Unrecognised tax assets	(30.0)	5.0	-	(25.0)
Total	**49.7**	**(19.6)**	**6.5**	**36.6**

DKK million	Net deferred tax assets at 01.07.2008	Recognised in profit for the year	Recognised in other compr. income	Net deferred tax assets at 30.06.2009
Intangible assets	3.6	(2.1)	-	1.5
Property, plant and equipment	11.3	4.9	-	16.2
Receivables	1.7	(0.2)	-	1.5
Provisions	5.3	(0.7)	-	4.6
Other liabilities	(10.5)	3.2	-	(7.3)
Financial instruments	8.1	-	(14.4)	(6.3)
Tax losses	71.9	(2.4)	-	69.5
Unrecognised tax assets	(30.6)	0.6	-	(30.0)
Total	**60.8**	**3.3**	**(14.4)**	**49.7**

15. Inventories

DKK million	30.06.2010	30.06.2009
Raw material and consumables	-	-
Finished goods and goods for resale	165.7	231.4
Goods in transit	126.8	125.3
Inventories at 30 June	**292.5**	**356.7**

Movements in inventory write-downs:

DKK million	30.06.2010	30.06.2009
Inventory write-downs at 1 July	62.0	42.3
Write-down for the year, additions	19.5	42.9
Write-down for the year, reversals	(39.4)	(23.2)
Inventory write-downs at 30 June	**42.1**	**62.0**

Inventories recognised at net realisable value amount to DKK 44.1 million at 30 June 2010 (DKK 77.8 million).

16. Trade receivables

Breakdown of trade receivables (gross):

DKK million	30.06.2010	30.06.2009
Not yeat due	12.3	18.3
Due, 1-60 days	7.2	7.8
Due, 61-120 days	2.1	3.9
Due more than 120 days	7.9	4.2
Gross trade receivables at 30 June	**29.5**	**34.2**

The carrying amounts of trade receivables in all material respects correspond to their fair values.

In general, trade receivables do not carry interest until between 30 and 60 days after the invoice date. After this date, interest is charged on the outstanding amount.

Movements in write-downs for bad debts on trade receivables:

DKK million	30.06.2010	30.06.2009
Write-downs 1 July	2.3	3.1
Change in write-downs for the year	2.0	(0.5)
Realised loss for the year	(0.2)	(0.3)
Total write-downs at 30 June	**4.1**	**2.3**

Please see note 15 to the consolidated financial statement.

17. Other receivables

DKK million	30.06.2010	30.06.2009
VAT receivable, etc.	0.4	0.5
Receivables from retailer-owned stores	-	0.4
Unrealised gain on financial instruments	30.6	35.4
Sundry receivables	9.3	7.6
Other receivables at 30 June	**40.3**	**43.9**

Management assesses that the carrying amount of receivables at 30 June 2010 in all material respects corresponds to the fair value, and that the receivables are not subject to any particular credit risk.

18. Prepayments

DKK million	30.06.2010	30.06.2009
Collection samples	6.3	9.5
Advertising	1.7	1.2
Rent, etc.	-	0.4
Others	6.0	3.8
Prepayments at 30 June	**14.0**	**14.9**

19. Share capital

Information on the share capital distribution on number of shares, etc., is disclosed in note 18 to the consolidated financial statements.

20. Current liabilities to financial institutions

The Parent Company's total current liabilities to financial institutions comprise Danish and foreign overdraft facilities carrying interest at an average floating rate of 2.15% p.a. (2.50% p.a.).

Current liabilities are repayable on demand, and the fair value therefore corresponds to the carrying amount. Current liabilities to financial institutions are denominated in the following currencies:

Stated in %	30.06.2010	30.06.2009
EUR	62	68
USD	21	3
CZK5	1	
HKD	4	1
SEK2	6	
PLN2	3	
DKK	-	11
CAD	-	2
GBP	-	1
Other currencies	4	4
Total	**100**	**100**

21. Trade payables

DKK million	30.06.2010	30.06.2009
Trade payables	42.8	36.1
Total trade payables	**42.8**	**36.1**

The carrying amount corresponds to the fair value of the liabilities.

22. Other debt

DKK million	30.06.2010	30.06.2009
VAT, customs and tax deducted from income at source	35.8	60.7
Salaries, social security costs and holiday allowance payable	37.6	29.2
Severance payments	8.4	12.4
Other costs payable	13.9	9.8
Other debt at 30 June	**95.7**	**112.1**

DKK 8.4 million in severance pay is due within a year (DKK 8.5 million).

The carrying amount of amounts payable under other debt in all material respects corresponds to the fair value of the liabilities.

23. Operating leases

DKK million	30.06.2010	30.06.2009
Commitments under non-cancellable operating leases are:		
Store leases and other land and buildings		
0-1 year	20.0	20.6
1-5 years	25.3	44.7
More than 5 years	-	0.2
Total	**45.3**	**65.5**
Lease of equipment and furniture, etc.		
0-1 year	2.4	2.3
1-5 years	4.5	2.5
More than 5 years	-	-
Total	**6.9**	**4.8**

The Parent company leases properties under operating leases. The lease period is typically between 3-10 years with an option to extend upon expiry.

In addition, the Parent Company leases cars and other operating equipment under operating leases. The lease period is typically between 3-5 years with an option to extend upon expiry.

An amount of DKK 28.6 million (DKK 23.4 million) relating to operating leases has been recognised in the income statement for 2009/10 of the Parent Company.

24. Other liabilities and contingent liabilities

DKK million	30.06.2010	30.06.2009
Guarantees and other collateral security in connection with group enterprises	613.9	519.3
Other guarantees and collateral security	24.1	23.7

The Parent Company has issued letters of comfort for certain group enterprises.

25. Changes in working capital

DKK million	30.06.2010	30.06.2009
Change in inventories	64.5	55.4
Change in receivables	73.7	28.5
Change in current liabilities excluding tax	(39.0)	68.4
Total changes in working capital	**99.2**	**152.3**

26. Cash and cash equivalents

DKK million	30.06.2010	30.06.2009
Cash	14.6	0.7
Financial institutions, current liabilities	(132.5)	(415.4)
Total cash and cash equivalents	**(117.9)**	**(414.7)**

27. Financial risks and derivative financial instruments

Please see note 29 to the consolidated financial statements.

28. Related party transactions

Please see note 30 to the consolidated financial statements.

29. Ownership structure

Please see note 31 to the consolidated financial statements.

30. Board of Directors and Executive Board

Please see note 32 to the consolidated financial statements.

31. Events after the balance sheet date

Please see note 33 to the consolidated financial statements.

32. Approval of the announcement of Annual Report

Please see note 34 to the consolidated financial statements.

Group structure at 30 June 2010

Company	Country	Currency	Share capital 1,000 units
100% owned group enterprises			
IC Companys Danmark A/S	Denmark	DKK	18,000
Retailselskabet af 14. april 1999 A/S	Denmark	DKK	1,000
IC Companys Danmark Retail ApS	Denmark	DKK	125
Saint Tropez af 1993 A/S	Denmark	DKK	500
Raffinaderivej 10 A/S	Denmark	DKK	500
IC Companys Research ApS	Denmark	DKK	500
IC Companys Norway AS	Norway	NOK	9,450
ICe Companys Sweden AB	Sweden	SEK	10,000
Tiger of Sweden AB	Sweden	SEK	501
ICe Companys Sweden Holding AB	Sweden	SEK	50,000
Vingåker Factory Outlet AB	Sweden	SEK	200
Sir Tiger Produktion AB i likvidation	Sweden	SEK	4,000
Carli Gry International Sweden AB	Sweden	SEK	100,000
Peak Performance AB	Sweden	SEK	2,645
Peak Performance Production AB	Sweden	SEK	400
S T Sweden AB	Sweden	SEK	100
IC Companys Finland Oy	Finland	EUR	384
IC Companys Holding & Distributie B.V.	Netherlands	EUR	2,269
IC Companys Nederland B.V.	Netherlands	EUR	39
IC Companys Belgium N.V.	Belgium	EUR	3,305
IC Companys (UK) Ltd.	UK	GBP	4,350
IC Companys Germany G.m.b.H.	Germany	EUR	26
IC Companys Verwaltungs G.m.b.H.	Germany	EUR	1,432
IC Companys Austria G.m.b.H.	Austria	EUR	413
IC Companys AG	Switzerland	CHF	3,101
IC Companys Spain S.A.	Spain	EUR	1,400
IC Companys France S.A.	France	EUR	457
IC Companys Canada Inc.	Canada	CAD	2,200
IC Companys Poland Sp. Z o.o.	Poland	PLN	126
IC Companys Hungary Kft.	Hungary	HUF	10,546
IC Companys Cz s.r.o.	Czech Rep.	CZK	2,000
IC Companys Hong Kong Ltd.	Hong Kong	HKD	10,000
IC Companys (Shanghai) Ltd.	China	CNY	5,289
IC Companys Trading (Shanghai) Ltd. (under liquidation)	China	USD	2,000
IC Companys Romania SRL	Romania	ROL	1,317
Peak Performance Italy SRL	Italy	EUR	10
51% owned group enterprises			
By Malene Birger A/S	Denmark	DKK	500
Designers Remix Collection A/S	Denmark	DKK	500

Definition of key ratios

EBITDA margin (%)	=	Operating profit before depreciation and amortisation / Revenue
EBIT margin (%)	=	Operating profit / Revenue
Gross margin (%)	=	Gross profit / Revenue
Net interest-bearing debt	=	Short-term and long-term debt to financial institutions and lease debt less cash and cash equivalents.
Average capital employed	=	Net average working capital plus intangible assets and property, plant and equipment less provisions. Goodwill included represents total purchased goodwill before accumulated amortisation and after write-down for impairment.
Return on capital employed (%)	=	Operating profit before amortisation of goodwill and special items / Average capital employed including goodwill
Diluted earnings per share	=	Profit for the year / Average number of shares excluding treasury shares, diluted
Diluted cash flow per share	=	Cash flow from operating activities / Average number of shares excluding treasury shares, diluted
Diluted net asset value per share	=	Equity at year-end excluding minority interests / Number of shares at year-end excluding treasury shares, diluted
Return on equity (%)	=	Profit for the year / Average equity
Equity ratio (%)	=	Equity at year-end / Total assets at year-end
Financial leverage (%)	=	Net interest-bearing debt / Equity at year-end
Diluted price / earning	=	Market price per share at year-end / Diluted earnings per share
Distribution channel profit/(loss)	=	Revenue of the distribution channel less cost of sales as well as selling and distribution costs and administrative expenses attributable to the distribution channel.
Same-store definition	=	A same-store has an unchanged location, sales area and name on shop for a full financial year of comparable sales data.

STATEMENTS AND OVERVIEWS

Statement by the Management

The Board of Directors and the Executive Board have today presented the Annual Report of IC Companys A/S for the financial year 1 July 2009 - 30 June 2010.

The Annual Report has been prepared in accordance with the International Financial Reporting Standards as adopted by the EU and additional Danish disclosure requirements for annual reports of listed companies.

In our opinion, the consolidated financial statements and the financial statements of the Parent Company give a true and fair view of the Group's and the Parent Company's assets and liabilities, financial position at 30 June 2010 and of operations and cash flows for the financial year 1 July 2009 - 30 June 2010.

Furthermore, in our opinion the Management's Commentary gives a true and fair view of the development in the Group's and the Parent Company's operations and financial matters, profit for the year and of the Group's and the Parent Company's financial positions in its entirety and a true and fair view of the material risks and elements of uncertainty affecting the Group and the Parent Company.

We recommend that the Annual Report be approved by the shareholders at the Ordinary Annual General Meeting.

Copenhagen, 10 August 2010

Executive Board:

NIELS MIKKELSEN
Cheif Executive Officer

CHRIS BIGLER
Chief Financial Officer

ANDERS CLEEMANN
Executive Brand Officer

PETER FABRIN
Executive sales officer

Board of Directors:

NIELS ERIK MARTINSEN
Chairman

HENRIK HEIDEBY
Deputy Chairman

OLE WENGEL
Deputy Chairman

ANDERS COLDING FRIIS

PER BANK

The Independent auditors' report

To the shareholders of IC Companys A/S

Auditors' report on the consolidated financial statements and the financial statements of the Parent Company
We have audited the consolidated financial statements and the financial statements of the Parent Company of IC Companys A/S for the financial year 1 July 2009 to 30 June 2010, which comprise the income statement, the comprehensive income statement, balance sheet, statement of changes in equity, cash flow statement, significant accounting policies and other explanatory notes for the Group as well as the Parent Company. The consolidated financial statements and the financial statements of the Parent Company have been prepared in accordance with International Financial Reporting Standards as adopted by the EU and additional Danish disclosure requirements for listed companies.

Management's responsibility for the consolidated financial statements and the financial statements of the Parent Company
Management is responsible for the preparation and fair presentation of the consolidated financial statements and the financial statements of the Parent Company in accordance with International Financial Reporting Standards as adopted by the EU and additional Danish disclosure requirements for listed companies. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the consolidated financial statements and the financial statements of the Parent Company that are free from material misstatement, whether due to fraud or error, selecting and applying appropriate accounting policies, and making accounting estimates that are reasonable in the circumstances.

Auditors' responsibility and basis of opinion
Our responsibility is to express an opinion on the consolidated financial statements and the financial statements of the Parent Company based on our audit. We conducted our audit in accordance with Danish and International Standards on Auditing. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance so that the consolidated financial statements and the financial statements of the Parent Company are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements and the financial statements of the Parent Company. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the consolidated financial statements and the financial statements of the Parent Company, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the consolidated financial statements and the financial statements of the Parent Company in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by Management, as well as evaluating the overall presentation of the consolidated financial statements and the financial statements of the Parent Company.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Our audit has not resulted in any qualification.

Opinion
In our opinion, the consolidated financial statements and the financial statements of the Parent Company give a true and fair view of the Group's and the Parent's financial position at 30 June 2010, and of their financial performance and their cash flows for the financial year 1 July 2009 to 30 June 2010 in accordance with International Financial Reporting Standards as adopted by the EU and additional Danish disclosure requirements for listed companies.

Conclusion on the Management's Commentary
It is the responsibility of the Executive Board to prepare a Management's Commentary that gives a true and fair review in accordance with Danish disclosure requirements for listed companies.

Pursuant to the Danish Financial Statements Act, we have read the Management's Commentary. We have not performed any other procedures in addition to the audit of the consolidated financial statements and the Parent Company financial statements

On this basis, it is our opinion that the information given in the Management's Commentary is consistent with the consolidated financial statements and the financial statements of the Parent Company.

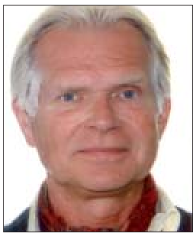
Copenhagen, 10 August 2010

Deloitte Statsautoriseret Revisionsaktieselskab

Kirsten Aaskov Mikkelsen	Lars Siggaard Hansen
State Authorised Public Accoutant	State Authorised Public Accoutant

Board of Directors and Executive Board

Board of Directors



Niels Martinsen
Chairman of the Board of Directors. Born 1948.

Chief Executive Officer of Friheden Invest A/S.
Chairman of the Board of Directors of A/S Sadolin Parken and Rådhusparken A/S.
Member of the Board of Directors of Friheden Invest A/S and By Malene Birger A/S.

As founder of InWear A/S and long-standing CEO of InWear Group A/S and subsequently IC Companys A/S, Niels Martinsen has extensive industry experience. With this background, Niels Martinsen has obtained a solid experience with the international fashion scene. Further, Niels Martinsen has experience from Board committees of other companies.

Member of the Board of Directors since 2001.
Considered to be a dependent member of the Board of Directors
Share holdings: 7,191,128

Henrik Heideby
Deputy Chairman. Born 1949.

Group Chief Executive Officer of PFA Holding and PFA Pension.
Chairman of the Board of Directors of Hamton Gruppen.
Member of the Board of Directors of Letpension Holding A/S and affiliated companies C.P. Dyvig & Co. A/S and VP Securities A/S.

Henrik Heideby has extensive national and international management experience as Chief Executive Officer of PFA Pension and previously in Alfred Berg Bank and FIH. With this background, Henrik Heideby also has experience with financing and risk management. Further, Henrik Heideby also has experience from Board committees of other companies.

Member of the Board of Directors since 2005.
Considered to be an independent member of the Board of Directors
Share holdings: 12,500

Ole Wengel
Deputy Chairman. Born 1949.

As former Director of Corporate Affairs of InWear Group A/S, Ole Wengel has experience in the management of a major fashion company and the international fashion scene. Through his many years in the Group, he further has an extensive insight into and knowledge of the company.

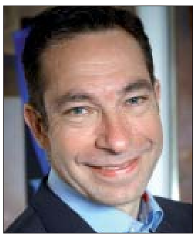
Member of the Board of Directors since 2003.
Considered to be an independent member of the Board of Directors
Share holdings: 43,333

Per Bank
Born 1967.

Chief Executive Officer of Tesco Stores Ltd. Hungary.

Per Bank has an extensive national and international management experience through, among others, his current position as CEO of Tesco Stores Ltd. Hungary, and previously as Group CEO of Coop Denmark and Coop Norden A/S. With this background, Per Bank has an extensive knowledge of and experience within European retail. Further, Per Bank also has experience from Board committees of other companies.

Member of the Board of Directors since 2008.
Considered to be an independent member of the Board of Directors
Share holdings: non



Anders Colding Friis
Born 1963.

Chief Executive Officer of Scandinavian Tobacco Group A/S.
Chairman of the Board of Directors of Dagrofa A/S, Monberg & Thorsen A/S and Dyrup A/S.

Anders Colding Friis has an extensive national and international management experience as Chief Executive Officer of Scandinavian Tobacco Group. Further, Anders Colding Friis also has experience from Board committees of other companies.

Member of the Board of Directors since 2005.
Considered to be an independent member of the Board of Directors
Share holdings: 6,925

Executive Board

Niels Mikkelsen
Chief Executive Officer (2008). Born 1964.

Chairman of the Board of Directors of By Malene Birger A/S and Designers Remix Collection A/S.
Member of the Board of Directors of KidsAid Fonden.

Niels Mikkelsen has previously held a position as Nordic Country Manager with Esprit de Corp. Further, he has worked for the InWear Group A/S as sales manager for Part Two and subsequently as country manager for Denmark. He started his career within sports wear and equipment and among others; he worked with Yonex, Nike and Tretorn.

Member of the Executive Board since 2008.
Share holdings: 2,850
Share options: 130,000

Chris Bigler
Chief Financial Officer (2004). Born 1970.

Member of the Board of Directors of BL&S Invest and TravelPoolEurope f.m.b.a.

Chris Bigler is Bachelor in Business Administration and Commercial Law from Aalborg University, Master in Business Administration and Auditing from Aarhus School of Business and Chartered Accountant in 2000. Previously, Chris Bigler held a position as Group Finance Manager in IC Companys A/S. Prior to this, he worked as a chartered accountant with Arthur Andersen and Deloitte.

Member of the Executive Board since 2008.
Share holdings: 4,339
Share options: 52,302 stk.

Anders Cleemann
Brand Executive Officer (2008). Born 1967.

Member of the Board of Directors of Muuto A/S and Danish Fashion Institute (DAFI).

Anders Cleemann holds an MSc in Economics and Business Administration from Copenhagen Business School and has previously worked as Brand Director for Part Two in IC Companys A/S and international Marketing Director in InWear Group A/S. Further, he has worked in sales and marketing with Reebok A/S and Carlsberg A/S and was CEO of Valtech A/S.

Member of the Executive Board since 2008
Share holdings: 1,850
Share options: 49,051

Peter Fabrin
Executive Sales Officer (2009). Born 1966.

Member of the Board of Directors of Ball Group A/S, Humanic Group and HW Excellence.

Peter Fabrin holds a business diploma and has further training from, among others, IMD, Lausanne and was Chief Executive Officer of Diesel Nordic (Denmark, Sweden, Norway & Finland). Furthermore, he has been Executive Sales Officer and before that Retail Manager for InWear Group A/S, Country Manager for Norway for Carli Gry International A/S and director with Kilroy Travels Denmark.

Member of the Executive Board since 2009.
Share holdings: non
Share options: 40,000

Functional managers

Name	Occupation
Lars Altemark	Supply Chain Manager
Lars Andresen	Brand director, By Malene Birger
Sune Bjerregaard	Brand director, Jackpot & Cottonfield
Michael Stockfleth Coester	Brand director, Part Two
Per Ellison	Brand director, Soaked in Luxury
Niels Eskildsen	Brand director, Designers Remix Collection
Hans-Peter Henriksen	Brand director, Saint Tropez
Jonas Ottosson	Brand director, Peak Performance
David Thunmarker	Brand director, Tiger of Sweden
Lars Toft	Brand director, InWear & Matinique
Peter Bisgaard Larsen	Country manager, Denmark
Wilberd van Doorn	Country manager, The Netherlands & Belgium
Mark Faulkner	Country manager, UK & Ireland
Pelle Lønn	Country manager, Norway
Erik Rydingsvärd	Country manager, Canada
Trine Sveindal	Country manager, Sweden
Jari Tanninen	Country manager, Finland
Isabel Theobald-Becker	Country manager, Germany & Austria
Claes Hinding Frederiksen	Manager, Exports

Auditor

Deloitte Statsautoriseret Revisionsaktieselskab

IC Companys corporate information

Share capital	169,428,070
Number of shares	16,942,807
Share classes	One class
ISIN code	DK0010221803
Registration number	62816414
Reuters ticker	IC.CO
Bloomberg ticker	IC DC

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Fax: +45 3266 7703
E-mail: hqreception@iccompanys.com

IC COMPANYS

HOME OF FASHION BRANDS

InWear Matinique Part Two Jackpot COTTONFIELD DESIGNERS REMIX COLLECTION SAINT TROPEZ TIGER OF SWEDEN MALENE BIRGER PeakPerformance SOAKED IN LUXURY