

Company Overview

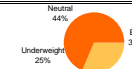
Activities

Benetton Group is present in 120 countries around the world. Its core business is fashion apparel: a group with a strong Italian character whose style, quality and passion are clearly seen in its brands, the casual United Colors of Benetton, the glamour oriented Sisley and Playlife American college style.

Share Data		Performance		Company		MIDEX
Market Cap (€m)	1,046	1 day	%	1.7%		0.4%
Reuters Ticker	BNG.MI	1 w	%	1.3%		1.0%
Bloomberg Ticker	BEN IM	1 m	%	3.9%		5.9%
Total Shares	172.33m	3 m	%	(0.7%)		3.9%
		6 m	%	(9.4%)		(1.6%)
		1 yr	%	22.4%		650.3%
Dividends for 2008		52 wk high	EUR	8.07		26,634.10
Dividend yield	%	52 wk low	EUR	4.73		22,838.50
Dividend per share		52 wk high	%	75.2%		94.5%
		52 wk low	%	128.3%		110.2%

Financial Ratios for 2008	
Return on equity (x)	11.4
Return on investments (x)	12.2
EBITDA (%)	16.6
EBIT (%)	11.9

Analyst Recommendations**	
Buy	5
Neutral	7
Underweight	4



Key P&L Data	2008 ⁽²⁾	2007 ⁽²⁾
Sales		
Apparel	€m 2,034	1,960
Textile	€m 94	88
Total⁽¹⁾	€m 2,128	2,048
Ordinary operating results		
Apparel	€m 252	236
Textile	€m 3	6
Total⁽¹⁾	€m 2,383	2,290

⁽¹⁾ On April 1, 2008 the Group sold its residual sports equipment manufacturing business, therefore, the other segment included previously have been excluded

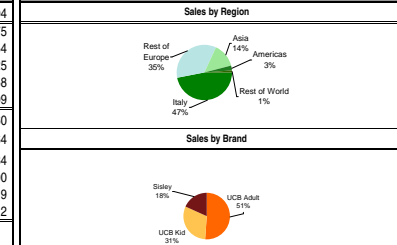
Key Balance Sheet Data	2008	2007 ⁽²⁾	2006 ⁽²⁾
Working capital	€m 715	624	623
Assets held for sale	€m 1	6	7
Net capital employed	€m 2,081	1,889	1,710
Net financial position	€m 689	474	369
Shareholders' equity	€m 1,392	1,414	1,341
Cash flow from operating activities	€m 160	196	237
Free cash flow	€m (49)	(34)	21
Surplus/(deficit)	€m (9)	(48)	(31)

Cash Flow and NFP for 2008 (€m) ⁽²⁾	
Net CF from operating activities	160
Net CF from investing activities	(209)
Free cash flow	(49)
Payment of dividends	(75)
Purchase of treasury shares	(69)
Net change in sources of finance	184
Net decrease in cash and cash equivalents	(9)
Total financial assets	174
Total financial liabilities	863
Net financial position	689

Profit Analysis: Year End 31 December	2008 ⁽²⁾	2007 ⁽²⁾	2006 ⁽²⁾	2005 ⁽²⁾	2004 ⁽²⁾
Revenues	€m 2,128	2,049	1,911	1,765	1,704
Gross profit	€m 982	908	806	770	775
Contribution margin	€m 827	762	669	643	654
Ordinary operating results	€m 254	246	179	205	225
EBIT	€m 254	243	180	157	158
Net income	€m 155	145	125	112	109
Earnings/(loss) per share ^(3,4)	EUR 0.90	0.79	0.69	0.62	0.60
Shareholders' equity per share ^(3,4)	EUR 8.09	6.98	7.22	6.95	6.64
Dividend per share ^(3,4)	EUR 0.28	0.40	0.37	0.34	0.34
Pay out ratio	% 31.00	50.00	49.00	55.00	57.00
Dividend yield	% 4.6	4.7	2.4	3.5	3.9
Price/earnings ratio	times 6.7	10.6	21.0	15.5	16.2

⁽²⁾ These figures are IAS compliant
⁽³⁾ Restated after a reverse split of the shares approved by Shareholders' Meeting on May 8, 2001
⁽⁴⁾ Shares Outstanding does not include treasury shares

Turnover Analysis for 2008⁽²⁾



Board of Directors	
Chairman	Luciano Benetton
Executive Deputy Chairman	Alessandro Benetton
Deputy Chairman	Carlo Benetton
Director	Gilberto Benetton
Director	Giuliana Benetton
Director	Gianni Mion
Chief Executive Officer	Gerolamo Caccia Dominioni
Independent Director	Luigi Arturo Bianchi
Independent Director	Giorgio Brunetti
Independent Director	Alfredo Malguzzi
Independent Director	Robert Singer

Corporate Action Calendar	
Annual General Meeting for Approval of 2009 Financial Results - First calling	22-Apr-10
Annual General Meeting for Approval of 2009 Financial Results - Second calling	23-Apr-10
First Quarter 2010 Results	12-May-10
First Half 2010 Results	30-Jul-10
Nine Months 2010 Results	12-Nov-10

Latest News* (Last update 03/19/10)	
18 March 2010:	The Benetton Group Board of Directors approves the 2009 financial statements and proposes a dividend of 0.23 euro per share
28 January 2010:	Benetton Group Board of Directors reviews preliminary 2009 results
15 January 2010:	Bernardo Leoci, 39, is appointed as a new advertising director of Benetton Group
12 November 2009:	Board of Directors approved the result for the first nine months of 2009
05 August 2009:	The Benetton Group Board of Directors approved the consolidated results for the first half of 2009
11 May 2009:	The Benetton Group Board of Directors examined and approved the consolidated results for the first quarter of 2009
20 April 2009:	The Benetton Group shareholders' meeting, chaired by Luciano Benetton, approved the 2008 financial statements

Principal Shareholders**		%
Ragione di G Benetton & C SAPA		67.08
New Jersey Division of Investment (Int'l)		2.08
Sparinvest Fondsmæglerelskab A/S		0.84
LBB-Invest		0.8
Norges Bank		0.67
Total		71.47

Company Address: Benetton Group S.p.A. Villa Minelli, 31050 Ponzano Treviso, Italy Company website: www.benettongroup.com

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* Sourced from company website
 ** Sourced from Reuters