Milan – March 22nd, 2010

TOD'S S.p.A.: Excellent results in full year 2009. Growth of sales and profits; strong cash generation. Dividend increased by 20% to 1.50 Euro per share

The Board of Directors approved the draft of 2009 Annual Report.

Group's sales: 713.1 million Euros, EBITDA: 158.7 million Euros, EBIT: 126.4 million Euros, Net income: 85.7 million Euros

The Board of Directors of Tod's S.p.A., the Italian company listed on the Milan Stock Exchange and holding of the luxury goods group of the same name operating in luxury shoes, leather goods and apparel with the Tod's, Hogan, Fay and Roger Vivier brands, today approved the draft of the Group's 2009 Annual Report.

In full year 2009, consolidated sales were 713.1 million Euros, with growth of 0.8% from FY 2008. At constant exchange rates, meaning by using FY 2008 average exchange rates, sales revenues were 707.9 million Euros, broadly in line with the previous year.

Breakdown of Consolidated Sales by Brand: good sales performance

figures in million Euros	FY 2009	FY 2008	% change
Tod's	348.8	356.7	- 2.2%
Hogan	256.9	238.7	+ 7.6%
Fay	91.6	93.3	- 1.7%
Roger Vivier	15.0	16.8	- 11.0%
Other	0.8	2.1	n.m.
TOTAL	713.1	707.6	+ 0.8%

Tod's brand revenues totalled 348.8 million Euros in FY 2009, showing a good performance, consistent with our strategy aiming to preserving the brand's integrity and the exclusivity of distribution, also through a rigorous control of discount sales and a more and more selective wholesale distribution.

The Hogan brand confirmed the outstanding results of the latest seasons: sales were 256.9 million Euros in FY 2009, with growth of 7.6% from FY 2008.

We have recently made an important partnership with the famous designer Karl Lagerfeld, who will create a collection for Spring Summer 2011, enhancing the offer of Hogan shoes, leather goods and ready-to-wear. The name of Lagerfeld will give also an important push to the international expansion, already started with positive results.

Fay brand revenues totalled 91.6 million Euros in FY 2009, with a 1.7% difference compared to the previous year. This is a very good performance, considering the industry environment.

Finally, the Roger Vivier brand realized 15 million Euros in revenues in FY 2009; this brand, which accounts for 2.1% of the Group's revenues, is continuing its development path, with even more selective distribution strategies, consistent with its high exclusivity, with higher focus on the direct rather than the wholesale distribution.

Breakdown of Consolidated Sales by Product: the Group's core business continues its growth; positive recovery signals from volumes of leather goods

figures in million Euros	FY 2009	FY 2008	% change
Shoes	506.1	485.6	+ 4.2%
Leather goods and accessories	111.4	126.6	- 12.0%
Apparel	95.0	94.5	+ 0.5%
Other	0.6	0.9	n.m.
TOTAL	713.1	707.6	+ 0.8%

Group's results confirmed the growth of its core business (shoes), which represents approx. 71% of consolidated revenues; aggregate shoe sales totalled 506.1 million Euros in FY 2009, up 4.2% from FY 2008.

We are registering positive results from leather goods in the DOS stores; nevertheless, sales figures were influenced also by the lower average price of some new iconic products, such as the G-Bag made in fabric for the Tod's brand. Sales of this product category totalled 111.4 million Euros in FY 2009 and represent 15.6% of Group's revenues.

Finally, apparel sales amounted to 95 million Euros in FY 2009, with a slight increase from the previous year, particularly significant in the industry environment.

Breakdown of Consolidated Sales by Region: significant growth in Italy and in Asia

figures in million Euros	FY 2009	FY 2008	% change
Italy	405.1	384.1	+ 5.5%
Europe (excl. Italy)	150.7	161.0	- 6.4%
North America	46.4	59.3	- 21.7%
Asia and rest of world	110.9	103.2	+ 7.5%
TOTAL	713.1	707.6	+ 0.8%

The Group confirmed its unchallenged leadership on the domestic market, where sales were 405.1 million Euros in FY 2009, with growth of 5.5% from FY 2008.

In the rest of Europe, the Group's sales totalled 150.7 million Euros in FY 2009, down by 6.4% from the previous year.

On the US market, revenues totalled 46.4 million Euros, representing 6.5% of the Group's sales; Q4 2009 results confirmed the positive signals registered in September.

Our Group posted very good results in the Rest of World, particularly in China. Aggregate revenues for that area were 110.9 million Euros in FY 2009, with growth of 7.5% from FY 2008.

Breakdown of Consolidated Sales by Distribution Channel: strong results in the DOS network

figures in million Euros	FY 2009	FY 2008	% change
Third parties (Franchised stores + Independent retailers)	363.8	372.0	- 2.2%
DOS	349.3	335.6	+ 4.1%
TOTAL	713.1	707.6	+ 0.8%

In FY 2009, sales from third parties totalled 363.8 million Euros, with a 2.2% difference compared to FY 2008. This is a good performance, considering the prudent distribution strategy we have decided to adopt due to the environment.

The DOS network posted excellent results: sales generated by this channel totalled 349.3 million Euros in FY 2009, with growth of 4.1% from the previous year. We underline the favourable mix of the DOS sales: in Q4 2009 full price sales were significantly higher than in Q4 2008.

The *Same Store Sales Growth* (SSSG), which is the global average of revenue growth rates reported by DOS existing as of January 1st, 2008, is -0.2% for the full year 2009, with an acceleration in November and in December.

The same figure, calculated as the worldwide average of sales growth rates reported by DOS opened as of January 1st, 2009, is 0.7% for the first 10 weeks of the current year (January 1st – March 7th, 2010).

As of December 31st, 2009, the Group's distribution network is represented by 149 DOS and 78 franchised stores, compared to 150 DOS and 71 franchised stores as of the end of 2008.

<u>Comments on the Profit & Loss key figures</u>

In 2009 the Group's EBITDA was 158.7 million Euros, with a 22.2% margin on sales, showing an improvement both in absolute terms and as margin on sales compared to FY 2008[1] (EBITDA was 155.6 million Euros with a 22% margin). At constant exchange rates, EBITDA would be broadly the same in million Euros, with a 22.4% margin on sales.

The openings of DOS caused a physiologic increase of rental costs, whose incidence on sales grew to 7.2% from 6.3% of 2008. Also the incidence on sales of labour costs slightly increased (15.1% in 2008 versus 14.8% in 2007), also due to the continuous growth of the Group's headcount (2,840 employees as of December 31st, 2009 versus 2,814 as of December 31st, 2008).

The Group's EBIT was 126.4 million Euros in full year 2009, with a 17.7% margin on sales, broadly aligned with the previous year. At constant exchange rates, EBIT would be 126.8 million Euros, with a 17.9% margin.

[1] The not meaningful differences between 2008 figures commented in this press release and the figures commented in 2008 annual report, are due to the application of an amendment to IAS 38, with retroactive effect. For more details, please refer to the Supplementary Notes of 2009 annual report.

The incidence on sales of amortisation and depreciation was 4.3%, slightly higher than in 2008 (4.1%).

The Group's profit before taxes was 126.5 million Euros, with a 17.7% margin on sales, which reflects the EBIT margin, due to the broadly flat result of financial operations.

Income taxes were 40.4 million Euros, with a 31.9% tax rate, which shows an higher than 100 bps improvement versus the previous year.

Consolidated net income was 86.1 million Euros, with growth of 2.7% from 2008 and with a 12.1% margin on sales. Finally, net of minorities, the Group's net income was 85.7 million Euros, with growth of 3.5% from 2008 and with a 12% margin on sales.

Comments on the Balance Sheet and Cash Flow key figures

During 2009, the Group decided to adopt a very careful investment strategy, due to the uncertainties of the economic environment. The total investments made by the Group in 2009 amounted to 21.3 million Euros, with a sharp reduction compared to the 40.8 million Euros invested in 2008; they were mainly related to the widening and refurbishment of the DOS network.

In 2009 the Group further consolidated its already very sound cash position, mainly thanks to a significant contraction of working capital requirements; the incidence on sales of operating working capital (trade receivables + inventories – trade payables) is 28.1% in FY 2009, showing a significant improvement compared to 33.5% in FY 2008.

As of December 31st, 2009 the net financial position was positive and equal to 177.2 million Euros, more than the double than in 2008 (72.8 million Euros).

Consolidated shareholders' equity as of December 31st, 2009 was 659.9 million Euros, which compares to 602.6 million Euros as of December 31st, 2008.

Comments on the key figures of the Parent Company Tod's SpA

The Board of Director also approved the draft of the 2009 Annual Report for the parent company Tod's SpA, whose revenues were 526.5 million Euros, with decrease of 5.6% from the 558 million Euros revenues posted in the fiscal year 2008.

Net income was 71.9 million Euros, increasing by 3% versus 2008[2] and with a 13.7% margin on sales; net income per share was 2.35 Euro.

During 2009, the parent company invested a total amount of 9.2 million Euros in fixed assets, compared to 15.1 million Euros invested in the previous year.

As of December 31st, 2009 the parent company's net financial position was positive and equal to 120.1 million Euros, versus 39.2 million Euros as of 2008 year-end, and the parent company's shareholders' equity was 622.9 million Euros (583.4 million Euros as of December 31st, 2008).

Dividend proposal

The Board approved also to propose the distribution of a dividend of Euro 1.50[3] per share, increased by 20% versus the previous year. The clipping of the coupon nr. 10 is scheduled on May 24th, 2010 for the dividend payment on May 27th, 2010. The proposed dividend corresponds to a pay-out of approx. 54%, calculated on the Group's net income.
This proposal will be submitted to the approval of the Annual General Meeting, taking place in the company's registered offices next April 22nd, 2010, at 9.00 a.m. on first call (and on second call on April 29th, 2010 same place and time).

Diego Della Valle, Chairman and CEO of the Group, commented as follows: "I'm really satisfied to comment positive financial results also this year, with growth of revenues and profits and a strong cash generation. These results are even more noteworthy if we consider the challenging environment where

[2] The not meaningful differences between 2008 figures commented in this press release and the figures commented in 2008 annual report, are due to the application of an amendment to IAS 38, with retroactive effect. For more details, please refer to the Supplementary Notes of 2009 annual report.

[3] Gross of withholding tax, if due.

we operated and confirm the strength and effectiveness of our strategy, focused on preserving the prestige, the highest quality and the exclusivity of our brands. Considering the start of the Spring Summer season in our stores and the positive signals we are receiving from the Fall/Winter orders' collection, I'm confident that our Group will post a further growth of sales and profits also in full year 2010."

The Board has today approved the Annual Report on Corporate Governance, which is available on the corporate www.todsgroup.com.

The manager responsible for preparing the company's financial reports, Mr. Rodolfo Ubaldi, declares, pursuant to paragraph 2 of Article 154-bis of the Consolidated Law on Finance, that the accounting information contained in this press release corresponds to the document results, books and accounting records.

Please note that all the figures commented in the present press release have been drafted by the Board of Directors and must be submitted for approval to the next General Shareholders' Meeting, scheduled as described above.

Should you need explanations, please contact: Investor Relations Office - tel. +39 02 77 22 51
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ATTACHMENTS

TOD'S GROUP

Key figures of Profit & Loss (compliant with IAS/IFRS principles)

Figures in million Euros	**Fiscal year 2009**	**Fiscal year 2008**
Revenues	713.1	707.6
EBITDA	158.7	155.6
EBIT	126.4	126.0
Profit before taxes	126.5	125.4
Net income	86.1	83.9
Of which: Group's net income	*85.7*	*82.8*
minorities	*0.4*	*1.1*

Key figures of Balance Sheet (compliant with IAS/IFRS principles)

Figures in million Euros	**December 31st, 2009**	**December 31st, 2008**
Operating net working capital (1)	200.1	237.3
Tangible and intangible fixed assets	297.4	309.7
Other assets/(liabilities), net	(14.8)	(17.2)
Total Invested Capital	482.7	529.8
Net financial position (positive)	(177.2)	(72.8)
Consolidated Shareholders' equity	659.9	602.6

(1) Trade receivables + Inventory – Trade payables

Key figures of Cash Flow (compliant with IAS/IFRS principles)

Figures in million Euros	**Fiscal year 2009**	**Fiscal year 2008**
Operating Cash Flow	154.2	89.2
Cash flow generated/(used) by investing activities	(20.1)	(41.3)
Cash Flow generated/(used) by financing activities	(31.2)	(50.5)
Free Cash Flow generated/(used)	102.8	(2.6)

2008 figures have been amended in compliance with the retroactive IAS 38 amendment, with a 0.6 million Euro effect on EBITDA and EBIT and with a 0.7 million Euro effect on net income. For more details, please refer to the Supplementary notes of 2009 Annual Report.

PARENT COMPANY TOD'S SpA

Key figures of Profit & Loss (compliant with IAS/IFRS principles)

Figures in million Euros	**Fiscal year 2009**	**Fiscal year 2008**
Revenues	526.5	558.0
EBITDA	120.6	115.6
EBIT	106.5	102.4
Profit before taxes	106.9	105.4
Net income	71.9	69.8

Key figures of Balance Sheet (compliant with IAS/IFRS principles)

Figures in million Euros	**December 31st, 2009**	**December 31st, 2008**
Operating net working capital (1)	205.9	243.7
Tangible and intangible fixed assets	221.7	226.8
Other assets/(liabilities), net	75.2	73.7
Total Invested Capital	502.8	544.2
Net financial position (positive)	(120.1)	(39.2)
Shareholders' equity	622.9	583.4

(1) Trade receivables + Inventory – Trade payables

Key figures of Cash Flow (compliant with IAS/IFRS principles)

Figures in million Euros	**Fiscal year 2009**	**Fiscal year 2008**
Operating Cash Flow	121.2	61.0
Cash flow generated/(used) by investing activities	(7.2)	(13.0)
Cash Flow generated/(used) by financing activities	(34.6)	(42.1)
Free Cash Flow generated/(used)	79.3	5.9

2008 figures have been amended in compliance with the retroactive IAS 38 amendment, with a 0.4 million Euro effect on EBITDA, EBIT and net income. For more details, please refer to the Supplementary notes of 2009 Annual Report.