APPENDIX TO THE STOCK EXCHANGE RELEASE PUBLISHED BY TIIMARI PLC ON 31ST AUGUST 2011 - THE REGISTRATION DOCUMENT OF TIIMARI PLC, THE SECURITIES NOTES RELATING TO THE COMPANY'S EMISSIONS DECIDED ON 30TH AUGUST 2011 AND THE PREVIOUSLY UNPUBLISHED INFORMATION CONTAINED THEREIN.

In the un-audited tables below, the Company presents a previously unpublished summary of the assumptions made for the purposes of the Tiimari segment impairment test performed on 5th August 2011, comparative information from the last three financial years and a more detailed analysis of the sensitivity of the impairment testing for changing variables. This information is given solely to support the evaluation of sensitivity in this context and is based on management's assessments and assumptions. There are several uncertainties affecting these assessments and assumptions, some of which are described among others in the "Risk factors/Riskitekijät" Section of the Company's Registration Document dated 30th August 2011 (only available in the Finnish language). Investors should also give particular attention to the Section "Some information about the registration document - forecasts on future" / "Eräitä tietoja esitteestä – Tulevaisuutta koskevat näkemykset" of the Registration Document.

Summary of the assumptions used in the impairment test on 5th August 2011 and comparative information (un-audited)

	Actual				Forecast					
	2 008	**2 009**	**2 010**	**H1/2011**	**H2/2011**	**2 012**	**2 013**	**2 014**	**2 015**	**Terminal period**
Net sales	71 102	66 902	61 924	21 951	36 014	68 020	74 421	81 142	84 793	84 793
Increase in net sales, %	1,38%	-5,91%	-7,44%	n.a.	n.a.	17,35%	9,41%	9,03%	4,50%	0,00%
EBITDA, % [1]	5,95 %	-1,04 %	2,09 %	-29,95%	2,67%	2,65%	4,72%	7,20%	7,67%	7,67%

[1] EBITDA-% (actual and forecasted) in the table is presented without non-recurring items.

Discount rate used in the impairment tests

	2 008	**2 009**	**2 010**	**H2/2011**
WACC (pre tax)	9,52 %	10,51 %	10,51 %	10,51 %

Tiimari-segment – Sensitivity of the main assumptions

Net sales		**EBITDA-%**		**Discount rate**		
Annual change in net sales during the forecast period in %- points	Change in net sales during the terminal period in %-points	Annual change in EBITDA-% during the forecast period in %-points	Change in EBITDA-% during the terminal period in %-points	Discount rate		
Highest possible reduction in %-points	Highest possible reduction in %-points	Highest possible reduction in %-points	Highest possible reduction in %-points	Highest possible rincrease in %-points	The amount by which the value in use exceeds the book value 1 000 EUR	The amount by which the value in use exceeds the book value in %-points
-0,49 %	-0,34 %	-0,38 %	-0,20 %	0,25 %	1 005	2,69 %

The cash generating unit is the Tiimari segment. The book value of the Tiimari segment on 30th June 2011 upon impairment test was EUR 37,4 million. The goodwill of the Tiimari-segment on 30th June 2011 upon impairment test was EUR 23,8 million. The values in the table describe the maximum changes in main assumptions individually with respect to each assumption, the realization of which would make the book value of the cash generating unit equal to the value in use. In the sensitivity analysis, assumptions have been changed one-by-one while keeping the other assumptions unchanged.

In the sensitivity analysis for Tiimari segment, a pre-tax discount rate of 11.51% would lead to the goodwill impairment of EUR 2,7 million. The corresponding growth percentages of -4.78 % in 2011, 16.85 % in 2012, 8.91 % in 2013, 8.53 % in 2014, 4.00 % in 2015 and the terminal growth of -0.5 % would lead to a goodwill impairment of EUR 1,7 million. Correspondigly, EBITDA-% reduced by 0.5 % points and thus being 2.17% in year 2011, 2.15% in year 2012, 4.22% in year 2013, 6.70 in year 2014, 7.17% in year 2015 and 7.17% during the terminal period would lead to a goodwill impairment of EUR 2,9 million.

The management's forecasted growth assumptions used in the impairment test on 5th August 2011 are based on the revised Company strategy and respective forecasts, which is why they differ significantly from the assumptions made for the purposes of the impairment test undertaken in connection with the Annual Accounts 31.12.2010.

Information about the focus areas of Tiimari segment's revised strategy are dealt with in the Registration Documents of Tiimari Plc (available only in Finnish language). Due to the fact that the re-financing is estimated to take place closer to the year-end 2011, the effects from those strategic changes that depend of the re-financing were assumed to materialize mainly during the following years 2012 – 2014. Therefore, and in accordance with the conservatism principle, the Company chose to use in the impairment test on 5th August 2011 a net sales forecast that did not assume any positive changes from the decided strategic changes to materialize during the second half of year 2011.

The forecasted net sales growth in year 2012 becomes significant not only because of the expected positive effects arising out of the revised strategy but also and specifically due to the exceptionally weak development during the comparative year 2011.

The Company has decided to implement in advance the action plan based on the revised strategy so that the first changes and effects are estimated to materialize partially already during the end of year 2011. During the end of year 2011, the Company plans to open a total of ten new Tiimari stores, the total net sales of which are estimated to be EUR 3 million in year 2012. The net increase in the number of Tiimari stores during year 2011 is forecasted be six. The definition of Tiimari's basic assortment has been initiated and the purchasing relating thereto shall be initiated during the year-end 2011. The definition of Tiimari's new assortment has been initiated on August 2011. The purchasing from Far-East has begun during summer 2011 and the effects thereof are forecasted to be seen during the last months of year 2011 and early year 2012. Tiimari's new marketing concepts shall be launched during the last months of year 2011.

The management's main assumptions behind the forecasted net sales growth are the following:

1. General sales development
   - The Company estimates that the improved economic and financial position of the Company after the re-financing and the following factors deriving from the revised Company strategy and supporting the growth possibilities of Company's core business enable a considerable increase in sales during years 2012 - 2014.
     a. the renewal of the product assortment and its differentiation from those of the competitors' in accordance with the revised strategy
     b. store concept renewal in accordance the revised strategy
     c. increased marketing expenditures
     d. increased investment.

2. Price increases
   - The price increases to be undertaken during the year-end with respect to the chosen basic assortment products and product categories are forecasted to influence on the sales already during the year-end 2011

3. New and renewed stores during 2012 - 2014
   - Company's target is to renew 10 shopping center Tiimari stores per annum.
   - Company's target is to open ten new small Tiimari stores per annum.

The management's main assumptions behind the forecasted profitability development are the following:

1. The Company's purchasing department shall be able to benefit from the better payment terms
   - such as cash discounts

2. The increase in Far-East importing is estimated to improve the gross margin
   - The share of Company's Far-East purchasing shall increase from today's appx. 45% by 10 %-points per year, being 55% in year 2012, 65% in year 2013 and 75% in year 2014.

In the forecasts the management also assumes that in order to achieve the set growth targets, Company's marketing expenditures must be considerably increased and investments made in the development of the Company's ICT system and store network. In connection with the forecasted growth, especially due to the expansion of the store network, the Company's labor related expenses and rental expenses are expected to increase. The forecasted increase in the Company's costs has been taken into account in the impairment testing EBITDA-% assumptions.