



Results and Five Year History at a glance

	52 weeks to 2 August 2009	53 weeks to 3 August 2008	52 weeks to 29 July 2007	52 weeks to 30 July 2006	78 weeks to 30 July 2006	52 weeks to 30 January 2005
	(unaudited)					
All figures restated for continuing operations	£m	£m	£m	£m	£m	£m
Revenue (excluding VAT)	345.2	357.5	353.6	349.1	507.0	361.6
Adjusted operating profit *	15.7	27.0	28.2	20.5	18.1	30.9
Adjusted profit before tax *	12.9	24.1	24.4	16.0	11.8	30.2
Reported operating profit	27.3	25.4	27.3	22.1	19.0	27.7
Reported profit before tax	24.1	22.0	24.0	18.2	12.8	27.1
Dividend per share (pence)	1.0	1.9	2.4	1.8	2.4	3.6
Adjusted basic earnings per share (pence)	7.7	9.4	9.1	7.3	7.9	9.2
Basic earnings per share (pence)	11.6	8.7	9.0	8.1	8.3	8.2
Shareholders' funds (not restated)	31.0	66.4	88.2	81.6	81.6	91.2
Number of Clinton stores at period end	681	703	723	735	735	781
Number of Birthdays stores at period end	180	348	349	410	410	484

* Adjusted measures are defined as statutory values before crediting or charging profits/losses on sale of property, plant and equipment, impairment of goodwill, amortisation of other intangible assets, restructuring costs, the change in the fair value of financial instruments and exceptional profit arising on acquisition. A full reconciliation for the two most recent years is shown in the Business and Financial Review on page 5 of the 2009 Annual Report and Financial Statements.

The term "adjusted" is not defined under IFRS and may therefore not be comparable with similarly titled profit measures used by other entities.