

Pumpkin Patch Limited
Segment Information
Attachment to NZX Appendix 1
Year ended 31 July 2011

	Australia Retail		New Zealand Retail		United Kingdom & Ireland Retail		Wholesale & Direct		Head Office		Group Continuing Operations		United States Retail Discontinuing Operations		TOTAL	
	2011 \$NZ'000	2010 \$NZ'000	2011 \$NZ'000	2010 \$NZ'000	2011 \$NZ'000	2010 \$NZ'000	2011 \$NZ'000	2010 \$NZ'000	2011 \$NZ'000	2010 \$NZ'000	2011 \$NZ'000	2010 \$NZ'000	2011 \$NZ'000	2010 \$NZ'000	2011 \$NZ'000	2010 \$NZ'000
Assets	66,130	57,986	25,050	19,567	23,604	26,199	26,098	21,449	60,331	47,358	201,213	172,559	3,794	6,030	205,007	178,589
Revenue	180,363	198,276	54,167	58,908	49,707	52,455	54,145	53,217	-	-	338,382	362,856	18,440	19,138	356,822	381,994
Segment Operating Result	28,708	38,705	8,512	11,310	(1,680)	(885)	10,893	13,708	(22,129)	(20,036)	24,304	42,802	(2,686)	(2,685)	21,618	40,117
Non-recurring & Reorganisation costs	-	-	-	-	(6,192)	-	-	-	(2,120)	-	(8,312)	-	(7,291)	-	(15,603)	-
Net interest costs	-	-	-	-	-	-	-	-	(3,774)	(2,357)	(3,774)	(2,357)	-	-	(3,774)	(2,357)
Income Tax	-	-	-	-	-	-	-	-	(4,636)	(12,258)	(4,636)	(12,258)	519	-	(4,117)	(12,258)
Total Result	28,708	38,705	8,512	11,310	(7,872)	(885)	10,893	13,708	(32,659)	(34,651)	7,582	28,187	(9,458)	(2,685)	(1,876)	25,502

The Company operates in one industry being the retailing and wholesaling of children's clothing.

Inter-segment sales are on an arms length basis and are not reported in the figures above.