

Fiskars Group

May 4, 2010



FISKARS

Agenda

- Fiskars today
- Key events in Q1 2010
- Financial performance in Q1 2010
- Outlook for 2010

Fiskars today

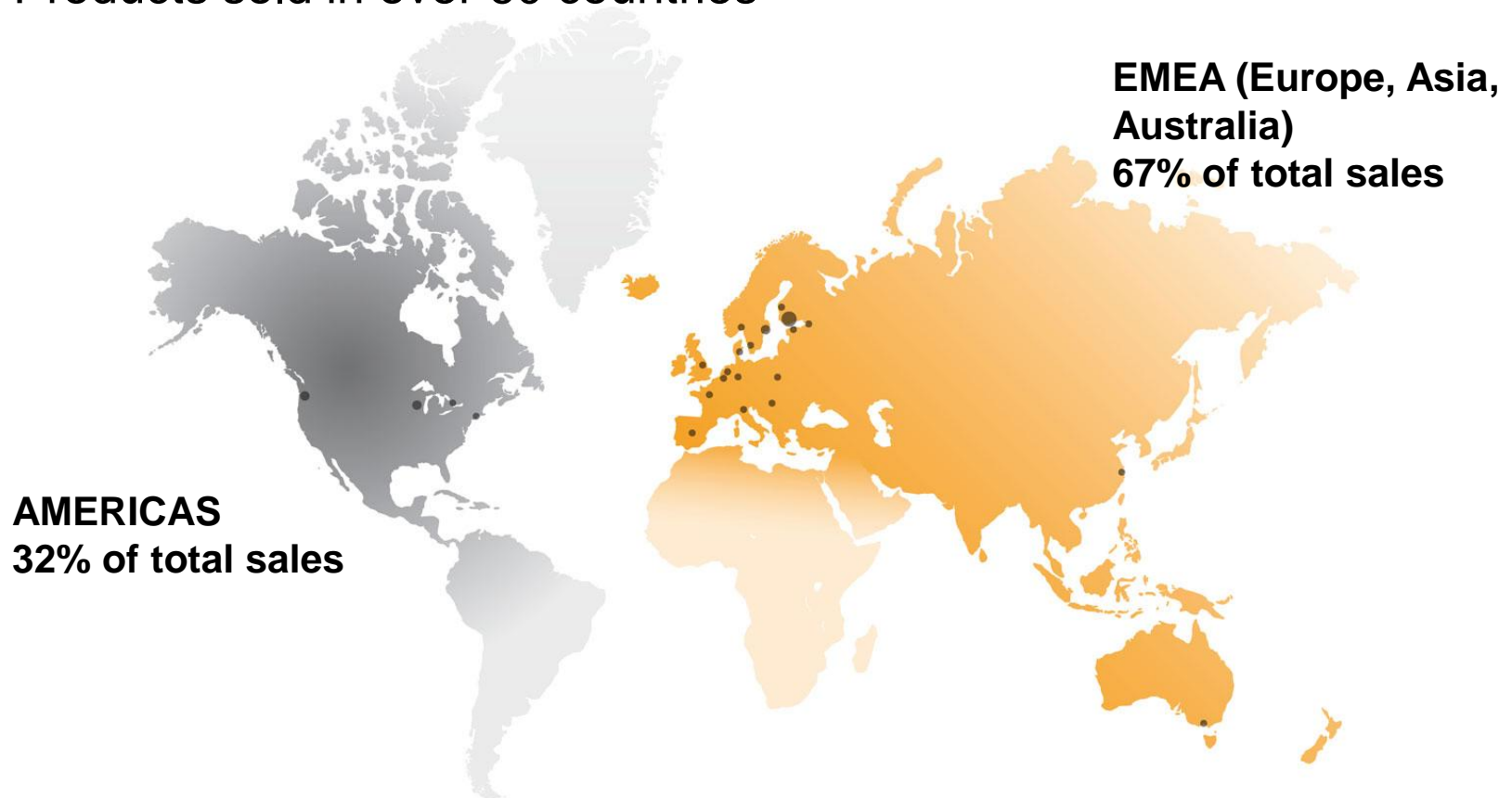
International consumer products company that offers innovative products for the home, garden, and outdoors



FISKARS

Fiskars in brief

- Net sales €663 million in 2009
- Over 3,500 employees in more than 20 countries
- Products sold in over 60 countries



Respected brands

Key international brands

FISKARS®

Leading global brand for
scissors and garden tools

iittala

Internationally renowned
design brand



Essential equipment
for outdoor activities

Leading regional brands

Buster®

Finland's most popular
motor boats

SILVA
Get out there™

Products for outdoor
and wellness



Finnish design for the
home for over 135 years

-HACKMAN®

Nordic expert in
cookware & cutlery

Local and tactical brands

BODANOVA
EBERT
GINGHER

HÖGANÄS KERAMIK
HØYANG-POLARIS
KAIMANO

KITCHEN DEVILS
LEBORGNE
MONTANA

RAADVAD
RÖRSTRAND
SANKEY
ZINCK-LYSBRO

Wide sales and customer base

	HOME		GARDEN	OUTDOOR
Sales Channel	Direct sales	Retailers (specialist, hardware and department stores, home and garden centers, DIYs, super- and hypermarkets)		Direct sales
	75 own stores (12/2009)	Cervera, Kodin1, Magasin, Prisma, Stockmann, Åhlens Joann's, Walmart	Auchan, B&Q, Carrefour, Castorama, K-rauta, Lowe's, The Home Depot, Walmart	AAFES, Bass Pro, Clas Ohlson, Decathlon, REI, Target, Walmart
	Consumers			
	Businesses and institutions (military, police etc.)			
Competitors	Kosta Boda, Pentik, Riedel, Rösle, Stelton, Tefal, Villeroy & Boch, WMF Acme, Provo Craft		Ames, Bahco, Corona, Felco, Gardena, Wolf-Garten	Benchmade, Buck, Kershaw, Leatherman, Maglite, Petzl, Surefire, Victorinox, Faster, Silver

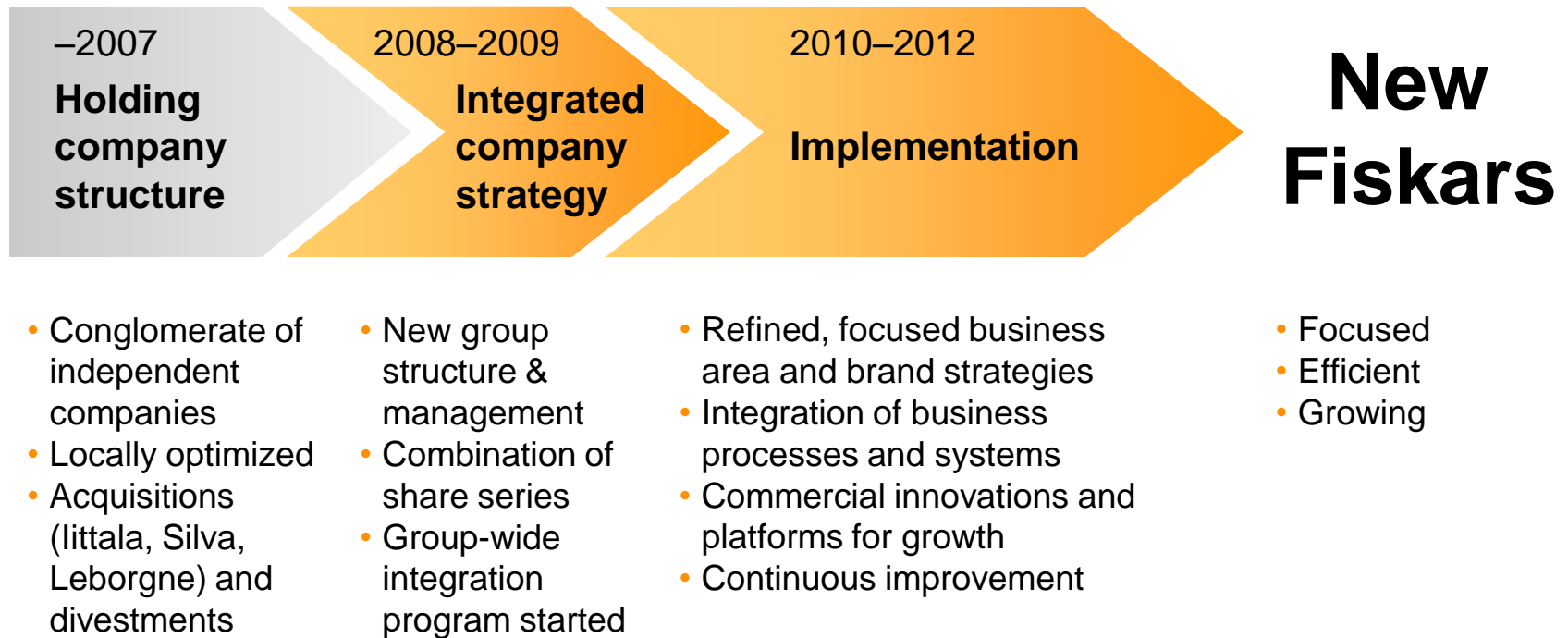
Our vision

To become the number-one consumer product company for home, garden, and outdoors

- through premium brands that leads the field in functionality, innovation, and design.



Transformation towards an integrated branded consumer products company



Key events in Q1 2010

Strong performance in the quarter; outlook for 2010 updated



Highlights in Q1 2010

- Net sales grew despite of the unpredictable market and divestments
 - Boosted by record-high snow tool sales
- Operating profit increased
 - Improvements in EMEA, mainly in Home and Garden business areas
- EPS decreased
 - Decline in share of profit from associate Wärtsilä
- Outlook updated: net sales expected to be above 2009 levels



Business area Home

- Products for the home and kitchen; also scissors and craft products
- Net sales €63 million in Q1 2010 (Q1 2009: €63 million)
- Sales for home products rose
 - Norway and Sweden developed particularly well
- Sales for SOC decreased
 - Partly due to divestment of craft consumables in the US
 - Scissors improved, craft tools declined



Business area Garden

- Garden and construction tools
- Net sales €80 million in Q1 2010 (Q1 2009: €69 million)
 - Sales of garden tools above 2009 levels
 - Record-high sales of snow tools
 - Market for construction tools slowly recovering
- Investments in marketing & brand continue, main focus on Germany

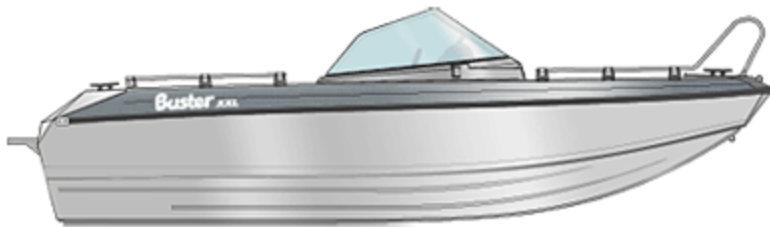


Business area Outdoor

- Outdoor gear and boats
- Net sales €26 million in Q1 2010 (Q1 2009: €34 million)
- Outdoor sales below 2009 levels
 - Weak performance in Sweden, France
 - Brunton divested in the US
 - Gerber sales below exceptionally strong Q1 2009
- Boat market recovering; sales grew and R&D investments at a high level



New products in Q1 2010



Events after the reporting period

- The Finnish Competition Authority has proposed to the Market Court that a fine of EUR 4 million should be imposed on Iittala Group Oy Ab due to violation of the Finnish Competition Act by applying resale price maintenance between 2005 and 2007.
- The Iittala Group considers as a starting point the proposal to be unfounded. No provision has been booked for the proposed fine.
- The claimed violation occurred in practice before Fiskars acquired the Iittala Group on 31 August 2007.

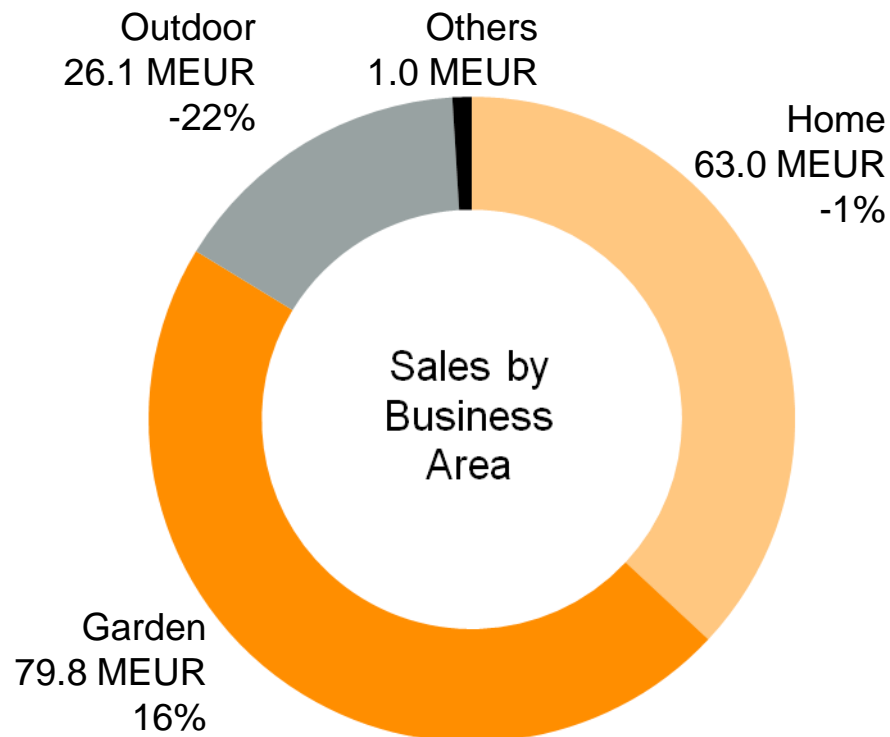
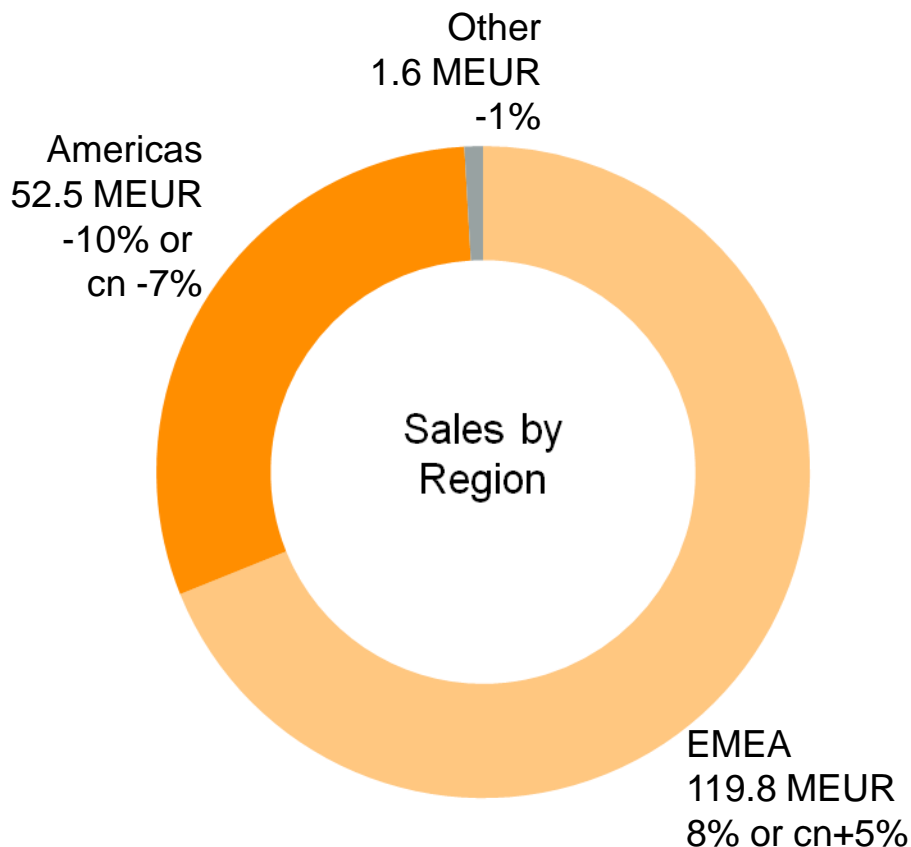
Financials in Q1 2010

Net sales and operating profit up in the quarter



Net sales in Q1 2010

- Net sales increased 2% to €170.0 million (Q1 2009: €166.6 million)

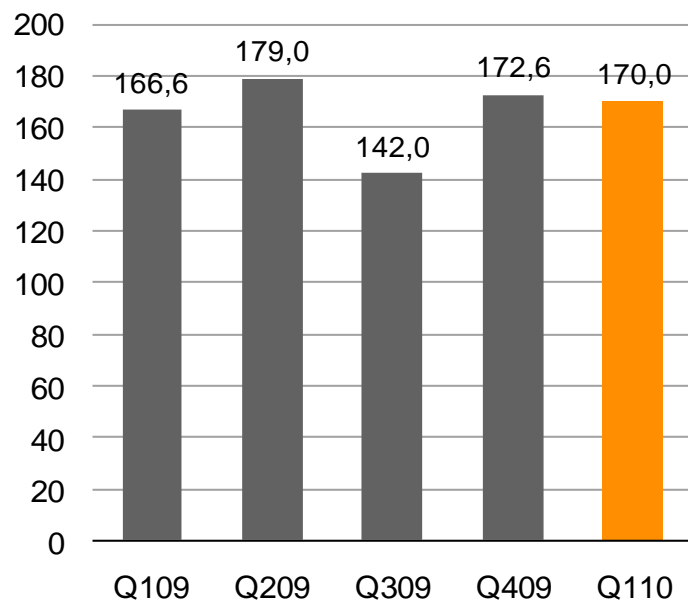


* Inter-segment sales 3.9 MEUR (4.4 MEUR)
Cn = currency neutral

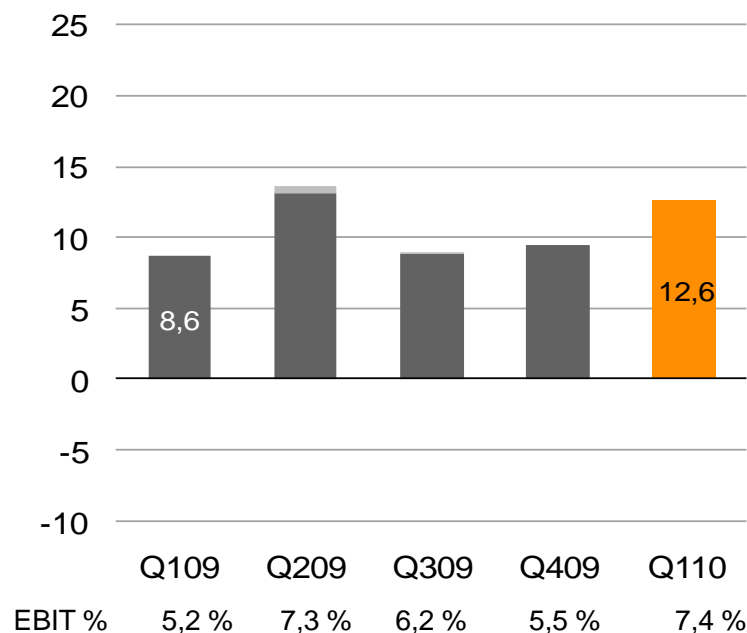
Quarterly sales and EBIT

- Net sales €170.0 million (166.6); operating profit €12.6 million (8.6)

Net sales by quarter, MEUR



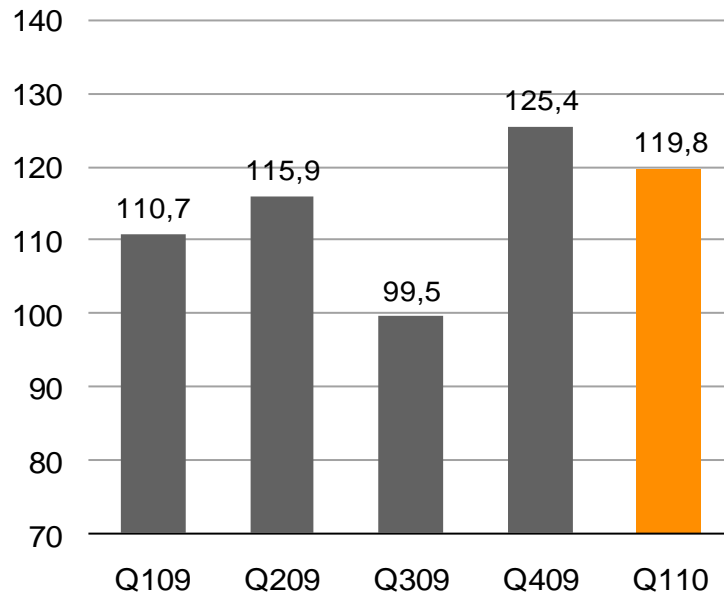
EBIT by quarter, MEUR



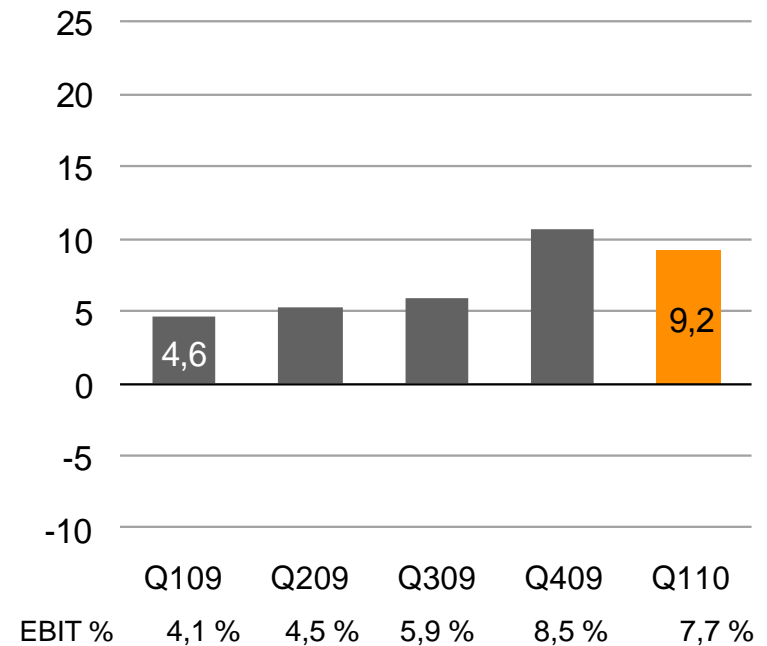
EMEA in Q1 2010

- Net sales €119.8 million (110.7); +8% or +5% at comparable currency rates

Net sales by quarter, MEUR



EBIT by quarter, MEUR

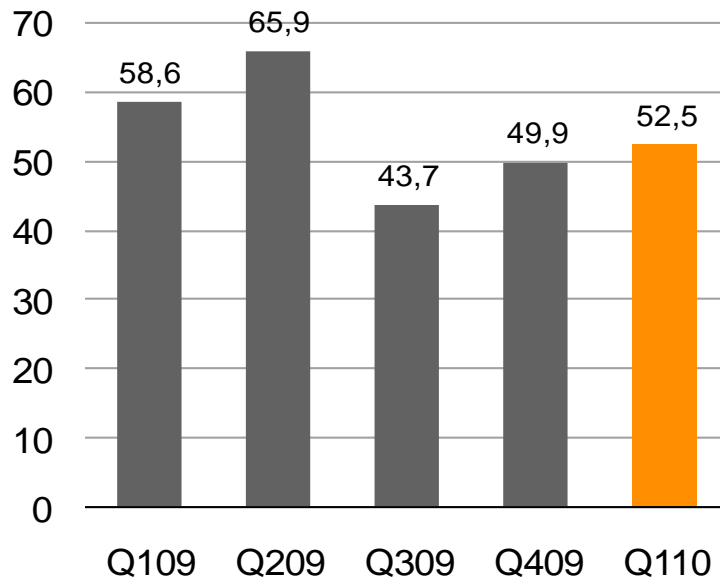


■ EBIT excluding non-recurring items
■ Non-recurring items

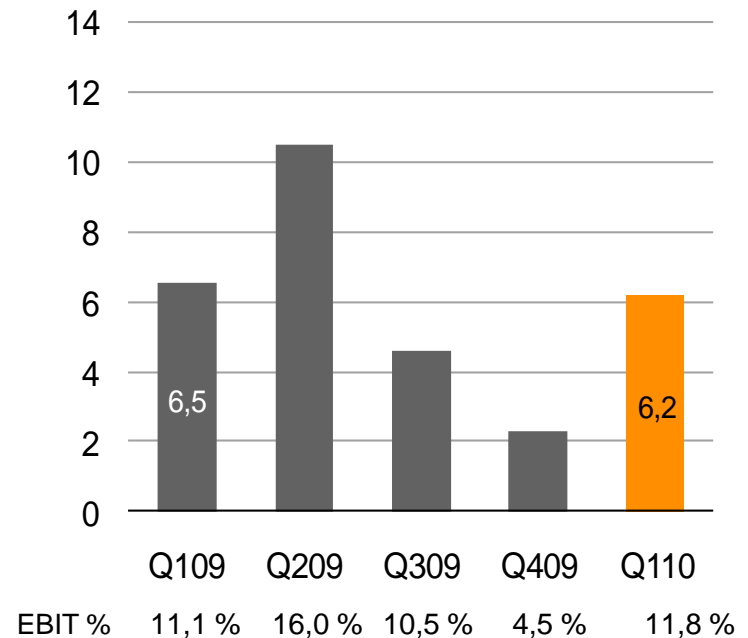
Americas in Q1 2010

- Net sales €52.5 million (58.6); -10 % or -7% at comparable currency rates

Net sales by quarter, MEUR



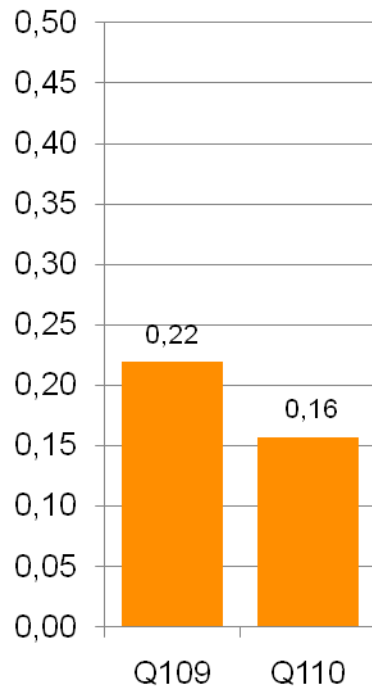
EBIT by quarter, MEUR



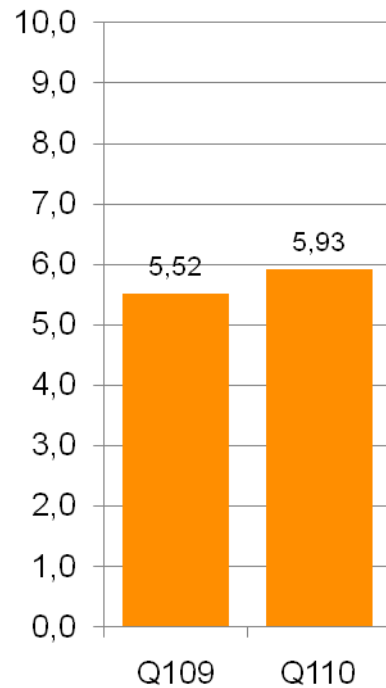
■ EBIT excluding non-recurring items
■ Non-recurring items

Key ratios in Q1 2010

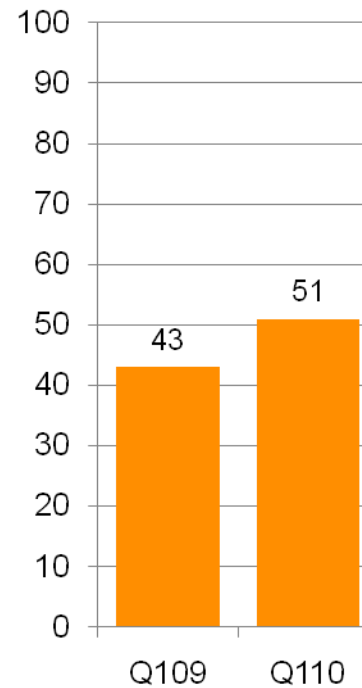
EPS



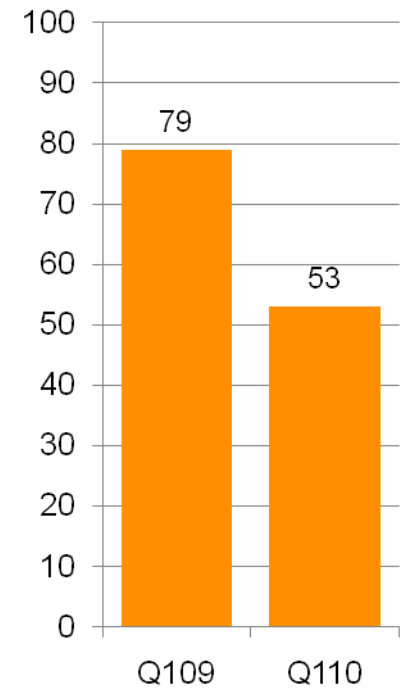
Equity per share



Equity ratio, %

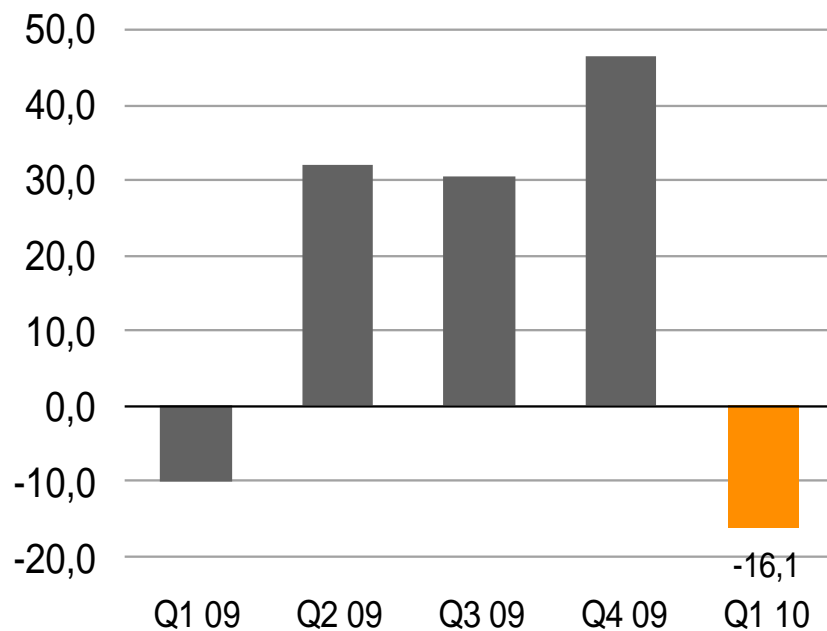


Gearing, %

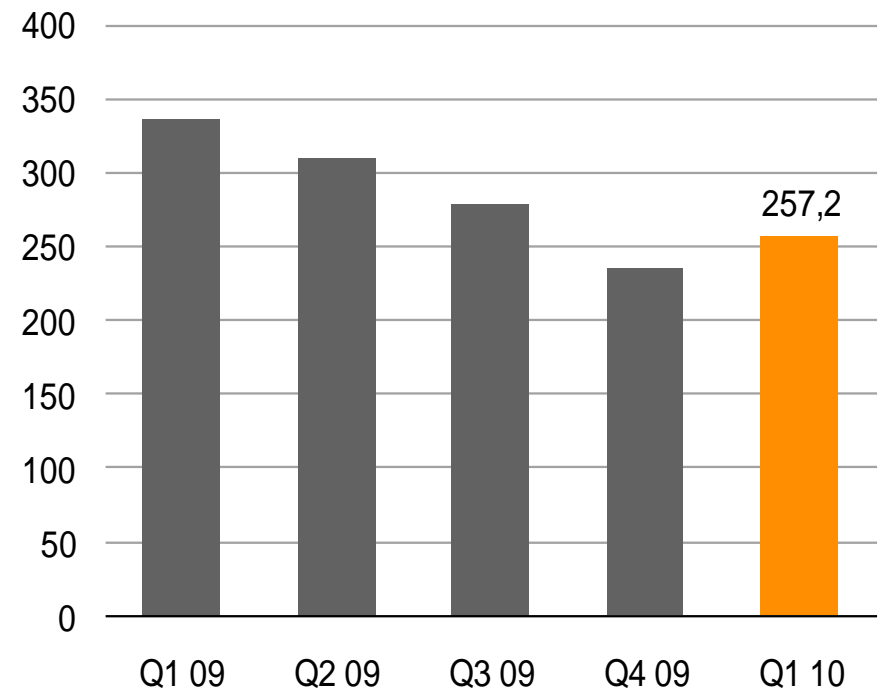


Cash flow and debt in Q1 2010

Cash flow from operating activities, MEUR



Net debt, MEUR



* excluding dividends from Wärtsilä

Operative foreign currency exposure

- Net operative currency exposure totals to EUR ~50m
 - Imports from Asia to USA in USD regarded to be free of FX risk



Net operative exposure by currency

12mths	CAD	GBP	SEK	USD
EURm	+ 8	+ 10	+ 15	- 20

+ position long - position short

These currencies account for ~70% of the net FX exposure. Other significant currencies are EUR, NOK, DKK and PLN.

Outlook for 2010 updated

- The market situation is expected to remain uncertain
- Fiskars' net sales in 2010 are expected to be above 2009 levels (upgraded)
- Full-year operating profit excluding non-recurring items is expected to increase compared to 2009 (unchanged)
- Associated company Wärtsilä will continue to have a major impact on Fiskars' profit and cash flow



Lasting everyday design,
since 1649



FISKARS