

A woman with a dark scarf and grey sweater is holding a large stack of birch logs. The background is dark and out of focus.

Fiskars Group – Building a family of iconic lifestyle brands

FISKARS

Disclaimer

- This presentation contains forward-looking statements that reflect management's current views with respect to certain future events and potential financial performance. Although Fiskars believes that the expectations reflected in such forward-looking statements are reasonable, no assurance can be given that such expectations will prove to have been correct. Accordingly, results could differ materially from those set out in the forward-looking statements as a result of various factors.
- Important factors that may cause such a difference for Fiskars include, but are not limited to: (i) the macroeconomic development and consumer confidence in the key markets, (ii) change in the competitive climate, (iii) change in the regulatory environment and other government actions, (iv) change in interest rate and foreign exchange rate levels, and (v) internal operating factors.
- This presentation does not imply that Fiskars has undertaken to revise these forward-looking statements, beyond what is required by applicable law or applicable stock exchange regulations if and when circumstances arise that will lead to changes compared to the date when these statements were provided.

Why invest in Fiskars

Global consumer goods company with a unique family of lifestyle brands

Key competitive advantages include strong brands and innovation, consumer contact through own retail network, deep understanding of consumer trends, solid trade relationships, and common global platforms

Targeting to grow organically and through acquisitions, with the potential to further improve financial performance

Strong balance sheet and eight years of base dividend growth

FISKARS

Fiskars – a leader in branded consumer goods

TWO
STRATEGIC BUSINESS UNITS

SBU
Living



SBU
Functional



CONSUMER VALUE PROPOSITION
MAKING THE EVERYDAY
EXTRAORDINARY

GLOBALLY
RECOGNIZED BRANDS

FISKARS®



iittala®



WATERFORD

WEDGWOOD
ENGLAND 1759

8,000

EMPLOYEES IN OVER

30

COUNTRIES



PRODUCTS IN MORE THAN 100 COUNTRIES

NET SALES IN 2016

1,205

EUR MILLION

BY REGION

Americas

Europe

Asia-Pacific

40%

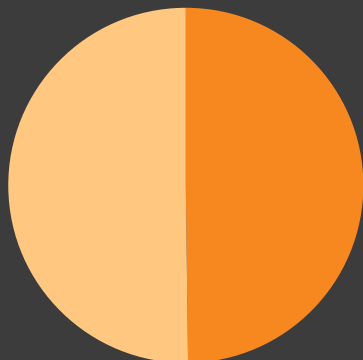
46%

13%

FISKARS

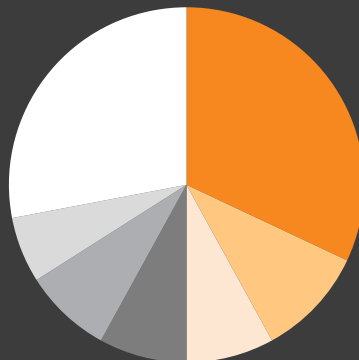
Fiskars in 2016

NET SALES BY STRATEGIC BUSINESS UNIT



- Living 50%
- Functional 50%

NET SALES BY BRAND



- Fiskars
- Wedgwood
- Royal Copenhagen
- Others
- Waterford
- littala
- Gerber

KEY CATEGORIES

Living



- Dinnerware
- Drinking glasses
- Serveware
- Interior décor
- Gifting

Functional



- Garden and yard care
- School, office and craft
- Kitchen
- Watering
- Outdoor

FISKARS

Building a family of iconic lifestyle brands...

FISKARS®

 GERBER®

 iittala®


ROYAL COPENHAGEN
PURVEYOR TO HER MAJESTY THE QUEEN OF DENMARK

WATERFORD

WEDGWOOD
ENGLAND 1759

ARABIA
1873

Gilmour®

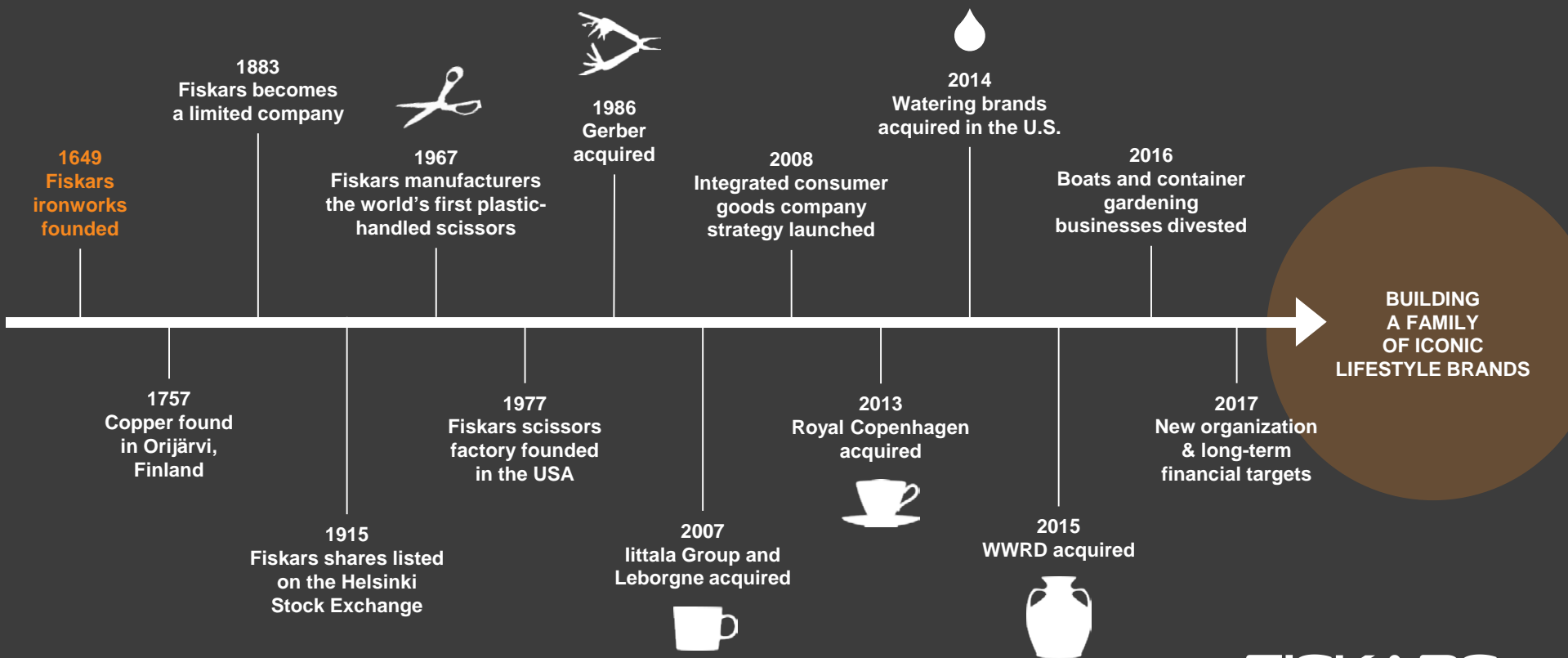
ROYAL ALBERT
ENGLAND 1904

ROYAL DOULTON
LONDON


Rörstrand

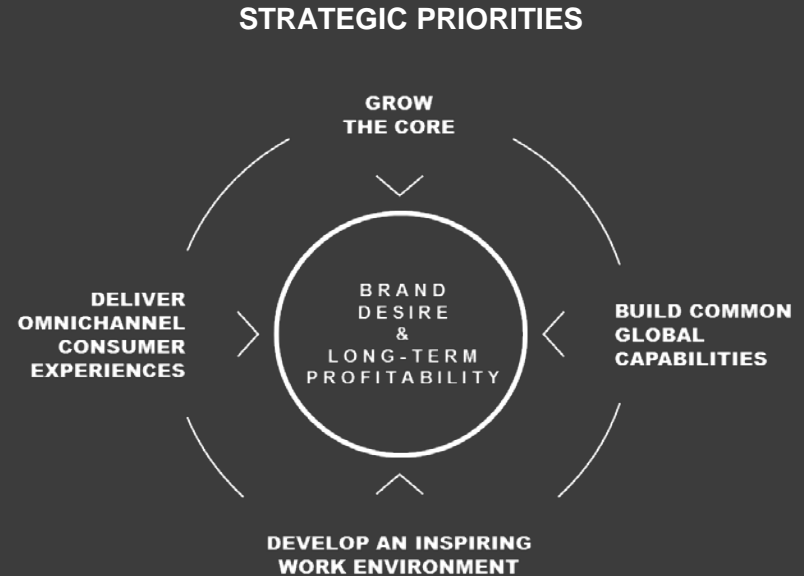
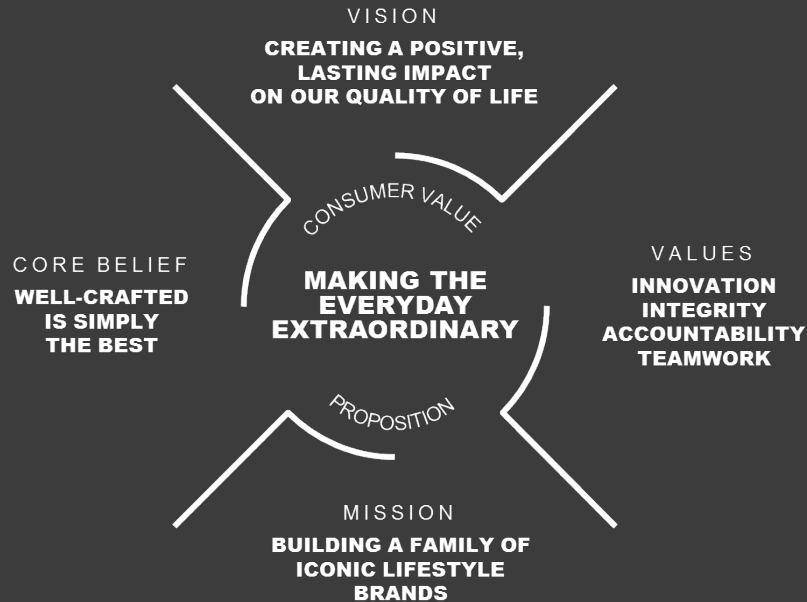
FISKARS

...through consistent development measures...



FISKARS

...in line with our strategic priorities



FISKARS



Scandinavian Living

iittala

ROYAL COPENHAGEN
FURNISHING THE NEW ARABIA TO THE CROWN OF DENMARK

ARABIA
1873

Rörstrand

English & Crystal Living

WATERFORD

WEDGWOOD
ENGLAND 1759

ROYAL ALBERT
ENGLAND 1904

ROYAL DOULTON
LONDON

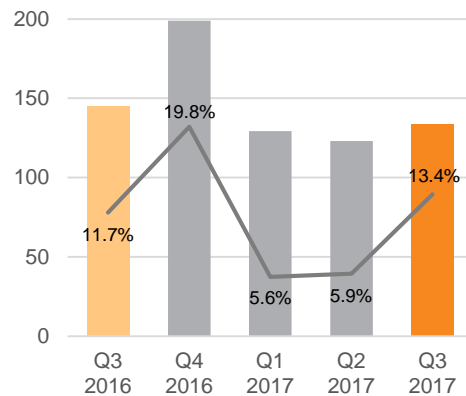
SBU Living

offers premium and luxury products for tabletop, giftware and interior décor



Net sales, EURm

— Comparable EBITA, %



SBU Functional

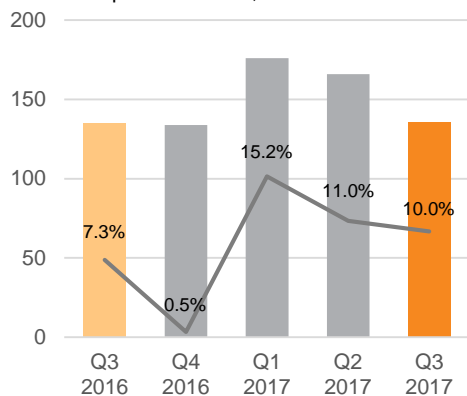
provides tools for use in and around the house as well as outdoors

SBU Functional consists of brands such as Fiskars, Gerber and Gilmour



Net sales, EURm

— Comparable EBITA, %



FISKARS®



Gilmour

Other

Other segment contains the corporate headquarters, shared services, investment portfolio and real estate unit.



Along with the rest of the Group's active investments, Fiskars treats its shares in Wärsilä as financial assets at fair value through profit or loss in the Other segment.

This increases the volatility of Fiskars financial items in the profit and loss statement and thus the volatility of Fiskars net result.



Main markets for the key international brands



Key trends and growth drivers

Competitive advantages

Deep consumer understanding

Solid trade relationships

Strong brands with a heritage

Common global platforms

Growth avenues

Gain market share in current businesses and geographical areas

Expand into new markets (most recently the Asian market)

Invest in and enter new categories (e.g. watering products, fishing category)

Leverage omnichannel opportunities

Key trends

Urbanization

Increased focus on sustainability

Changing retail environment

Changing consumer trends

Time and experiences are the new luxury

FISKARS

Long-term financial targets



Growth

The average annual net sales growth to exceed 5%, through a combination of organic growth and targeted acquisitions



Profitability

EBITA margin to exceed 10%



Capital structure

Net gearing* below 100%

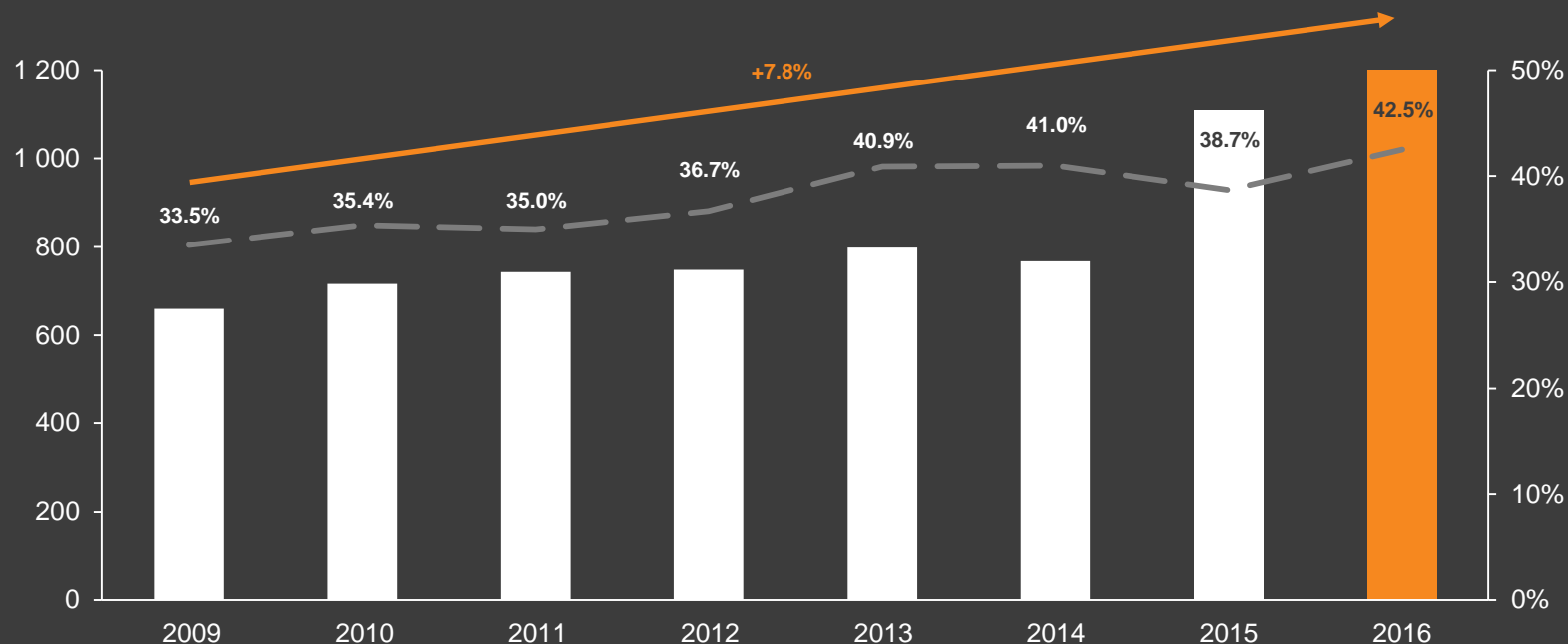



Dividend


Fiskars aims to distribute a stable, over time increasing dividend, to be paid biannually


* Net gearing ratio is the ratio of interest-bearing debt, less interest-bearing receivables and cash and bank equivalents, divided by total equity.

Net sales and profitability development



 Net sales, EUR million

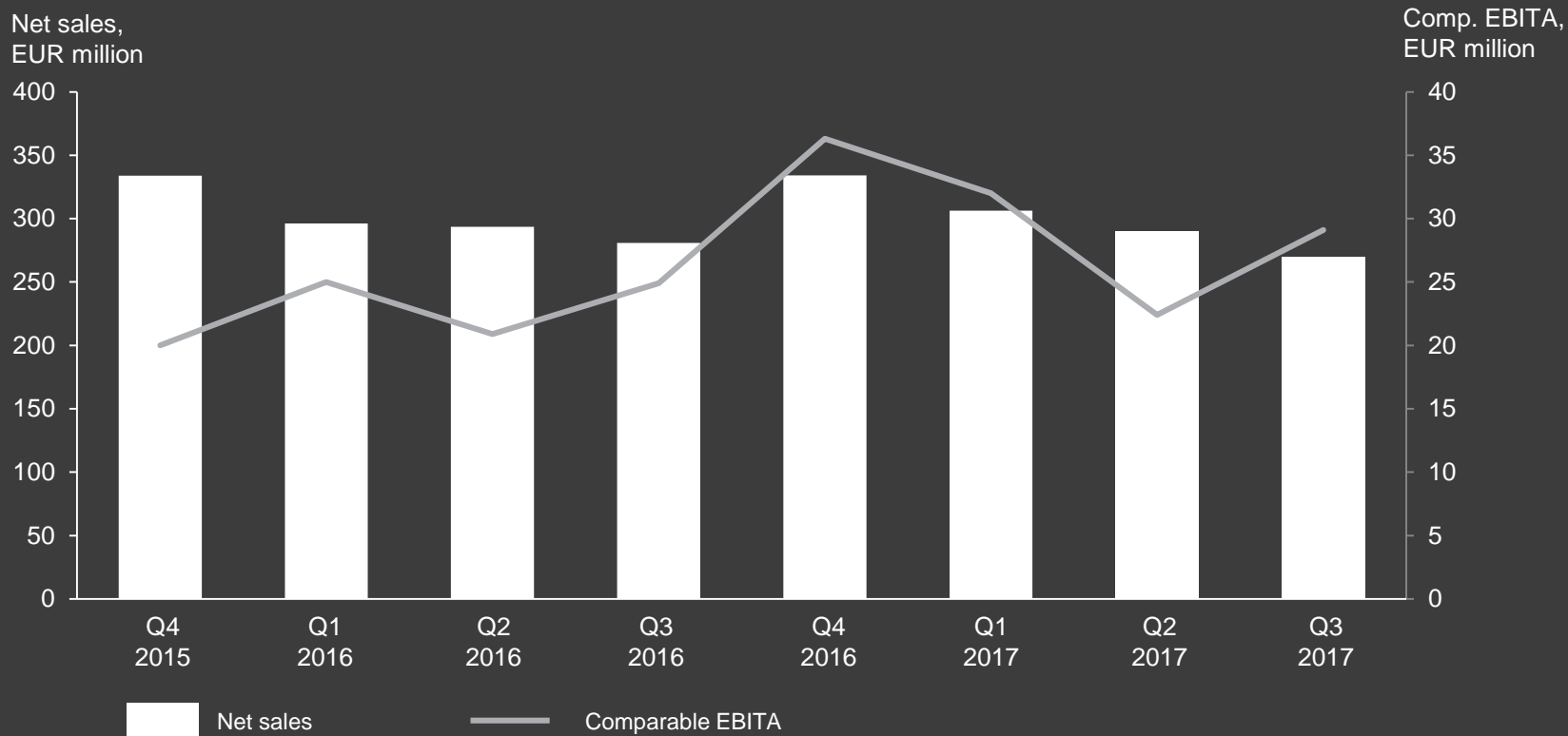
 Comp. gross profit

 Net sales CAGR

* Items affecting comparability include items such as restructuring costs, impairment or provisions charges and releases, integration related costs, and gain and loss from the sale of businesses

FISKARS

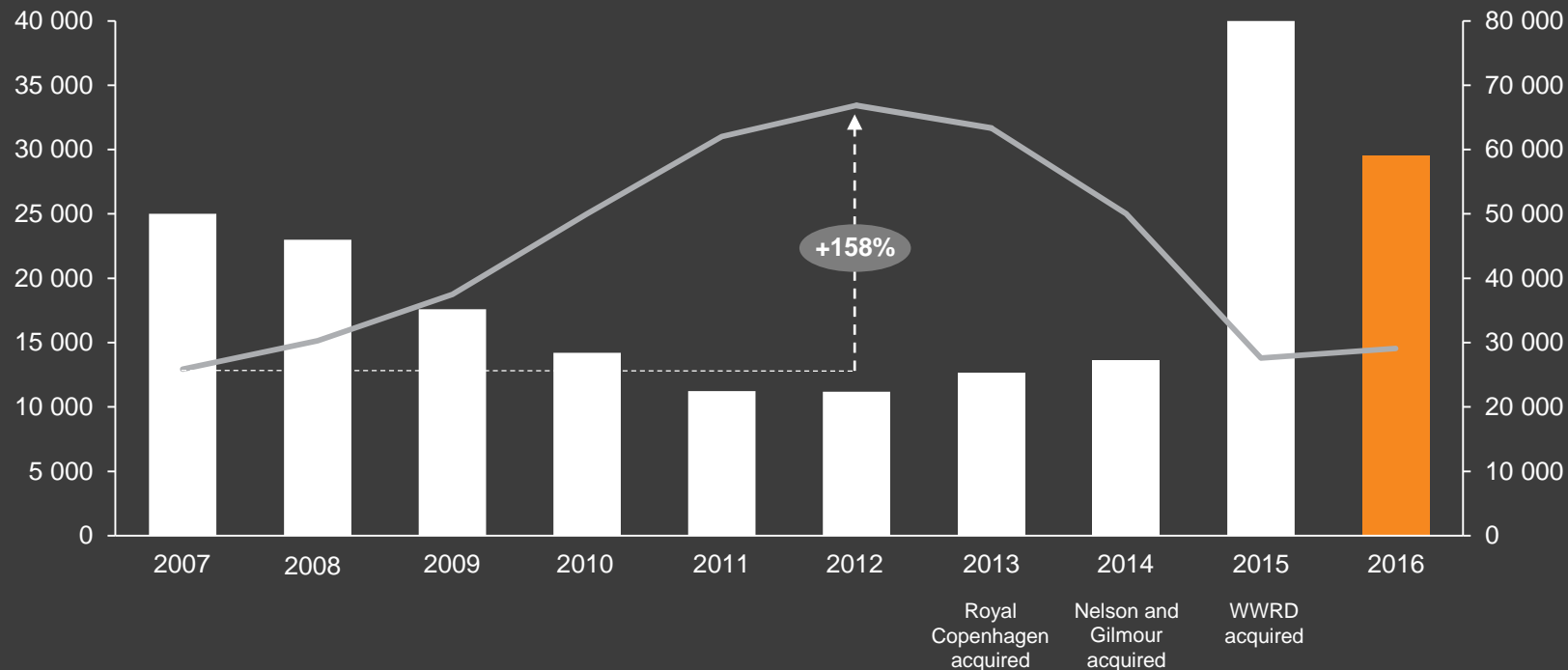
Quarterly figures



SKU development

Number of Stock
Keeping Units (SKU)

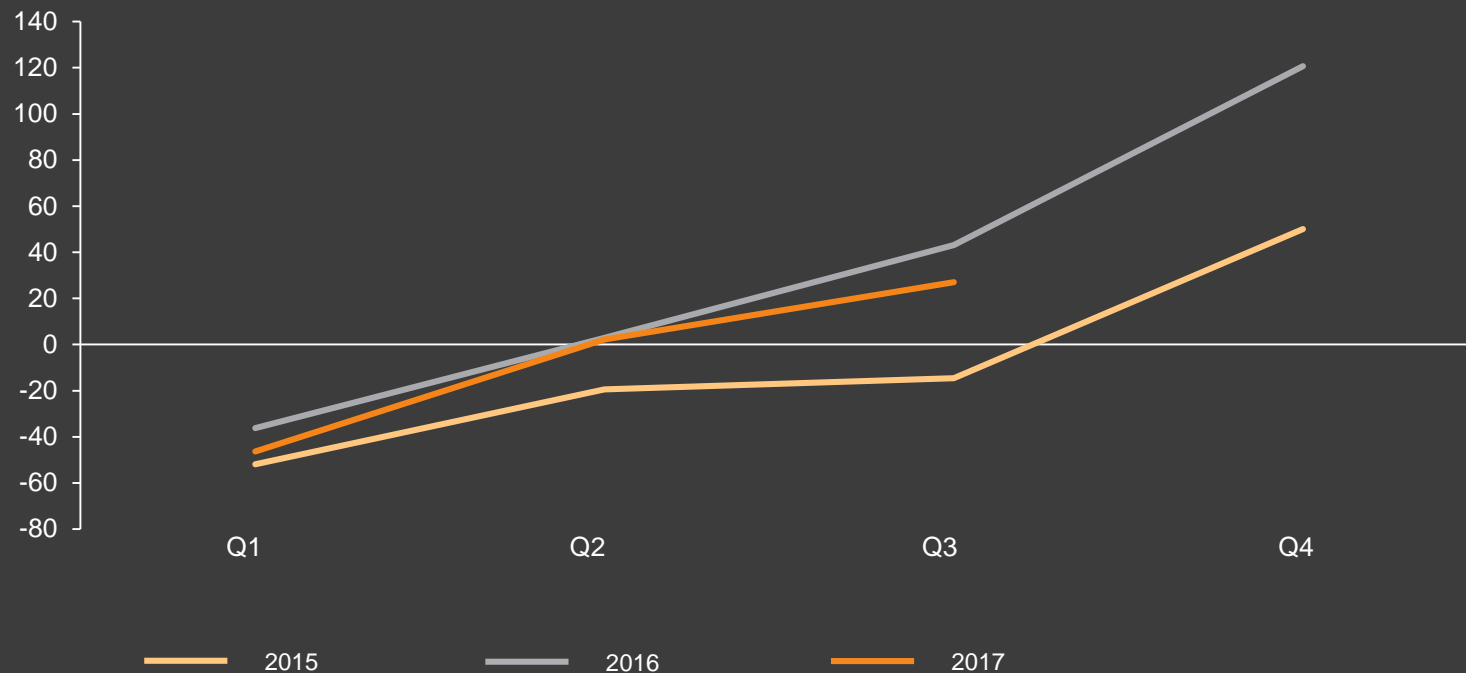
Sales / SKU, EUR



FISKARS

Cash flow seasonality

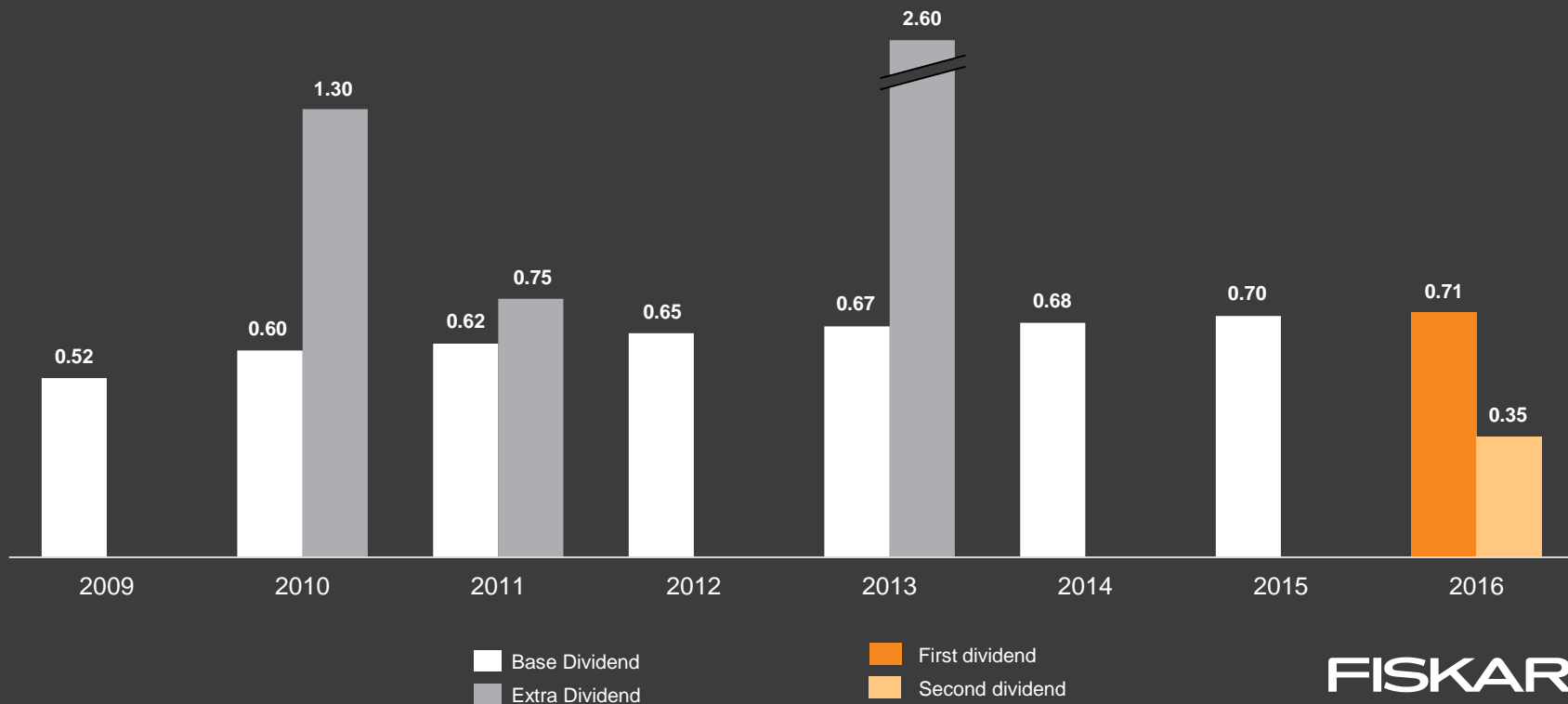
Cumulative cash flow from operating activities before financial items and taxes
EUR million



Eight years of base dividend growth

Dividend per share (DPS) history 2009-2016

EUR



FISKARS

Sustainability focus areas



LASTING
DESIGN

CARING FOR
PEOPLE AND
COMMUNITIES

PROTECTING THE
ENVIRONMENT

FISKARS

TARGETS 2027

or earlier where possible

Group-wide CO2 emissions
from our own production
reduced by

50%

0 LTI

Zero Lost Time Incidents

A lost-time incident is defined as an
occurrence that resulted in time lost from work
of one day or more

50%

of all materials used in
products are from renewable
or recycled sources



100% of waste generated in manufacturing is
recovered or recycled – no waste to landfill

CO2 emissions from our value
chain (scope 3) reduced by

30%

Our key suppliers' energy
consumption reduced by

30%

Group-wide energy consumption
of own production reduced by

30%

FISKARS

A close-up photograph of a person's hands using orange-handled Fiskars pruning shears to cut a green plant stem. The plant has small white flowers and green leaves. The background is a soft-focus outdoor scene with more greenery and a bright light source. The text "Making the everyday extraordinary" is overlaid on the left side of the image.

Making the everyday
extraordinary

FISKARS