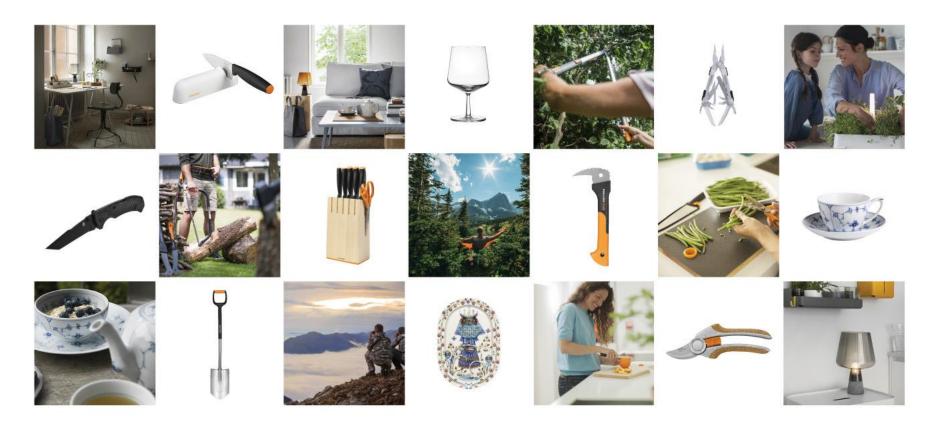
Fiskars Group Q1 2015

1.1.-31.3.2015 Helsinki, April 30, 2015







Fiskars Q1 2015: Strong start to the year supported by newly acquired watering business

Q1 Net Sales
MEUR 230.0, +25%
(Comparable net sales, Cn, +5%)

EBIT MEUR 15.7, +91%

EBIT excl. NRI MEUR 17.0, +33% Cash flow from operating activities MEUR -14.0

Earnings per share EUR 0.95 (0.14)

Outlook for 2015 unchanged: FY sales to increase, EBIT excl. NRI below 2014 levels



EUROPE

AMERICAS

ASIA-PACIFIC















Q1 2015

Europe & Asia-Pacific





Europe & Asia-Pacific in Q1 2015

Europe

- Strong sales for Living products with well received novelties
 - License and interior categories also performed well
- Core garden and yard care performed well in Central European markets
- Outdoor products also performed well





Europe & Asia-Pacific in Q1 2015

Asia-Pacific

- Living business decreased with growth in other markets offset by softness in Japan
- Fiskars continued to build its organization in the region
- 5 new littala stores opened in China, Korea and Taiwan





Q1 2015

Americas





Americas in Q1 2015

Fiskars Americas

- Net sales increase supported by strengthened USD and acquired watering business
- Core garden categories performed well despite cooler weather during start to gardening season
- SOC sales increased due to distribution gains





Americas in Q1 2015

Gerber Americas

- Outdoor sales up year on year after difficult 2014
- Institutional sales increased
- Growth in home center channel





Q1 2015

Group performance

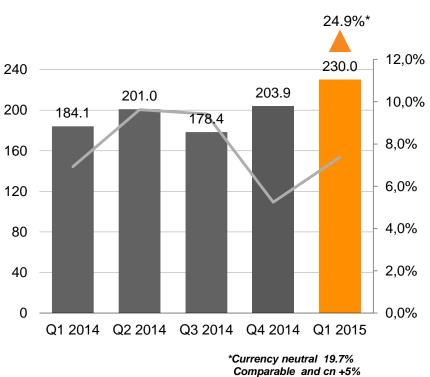


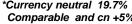


Net Sales and EBIT in Q1 2015

Fiskars Group

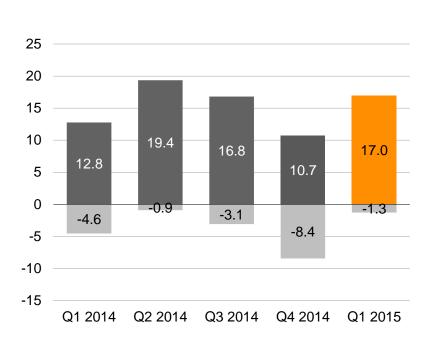
Net sales by quarter, MEUR

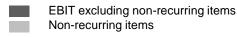






EBIT by quarter, **MEUR**







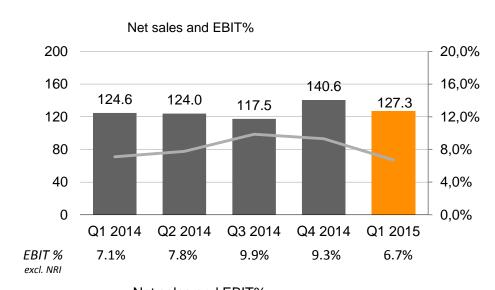
Europe & Asia Pacific and Americas in Q1 2015

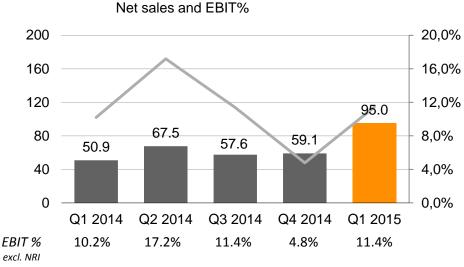
Europe & Asia Pacific

- Net sales in Q1 127.3 MEUR, +2.2%, cn +3.0 %.
- EBIT excl. NRI 8.5 MEUR, -3.6 %
- Strong sales in Living products in Europe

Americas

- Net sales 95.0 MEUR, +86.8%
 - Excl. Watering & cn +11.6%
- EBIT excl. NRI 10.8 MEUR,+108.4%
- Solid performance across businesses supported by the acquired Watering business

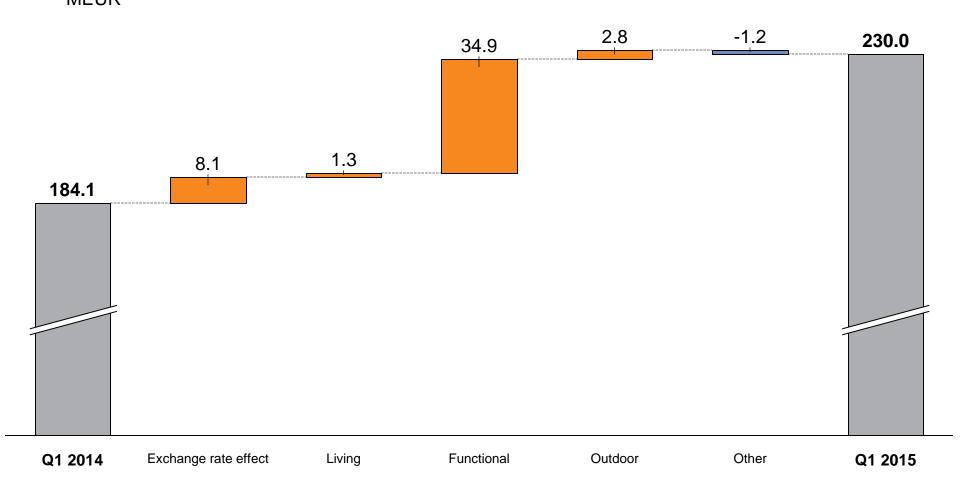






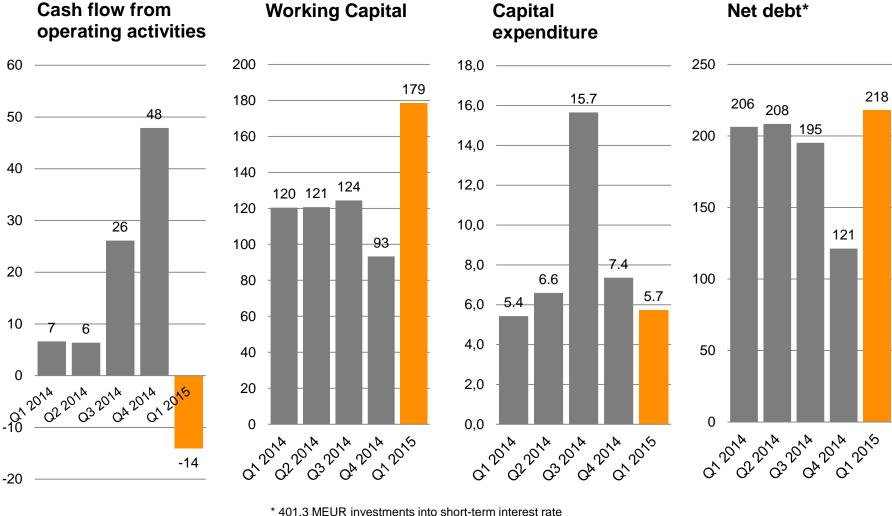
Development from Q1 2014 to Q1 2015

Net sales bridge MEUR





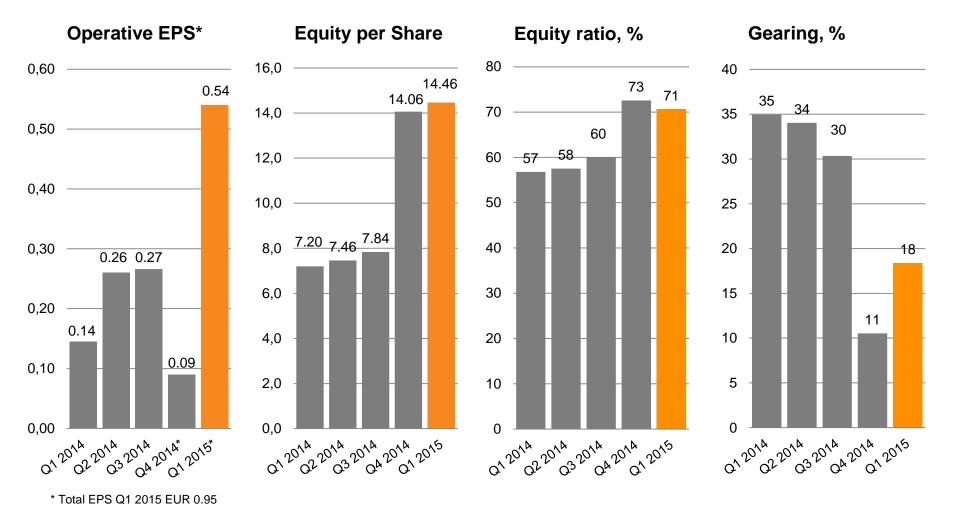
Cash flow and debt Q1 2015, MEUR



^{401.3} MEUR investments into short-term interest rate funds not included in the interest bearing net debt.



Key ratios Q1 2015





Other in Q1 2015

- Now includes investments currently valued at over MEUR 800
- Change in fair value of investments 42.2 MEUR
- Other financial income EUR 39.3 MEUR
- Investments treated as financial assets at fair value through profit or loss.



Outlook for 2015 remains unchanged

- Fiskars expects the Group's net sales for 2015 to increase from the previous year. Majority of increase expected from the addition of the watering business and favorable exchange rates.
- Despite the overall economic uncertainty, Fiskars continues the determined execution of its strategy. Fiskars expects operating profit excluding non-recurring items for the year 2015 will be below 2014 levels.
- Fiskars Other segment now includes investments treated as financial assets at fair value which will increase the volatility of Fiskars net result.





FISKARS