

# Fiskars Group Q2 2015

1.1.–30.6.2015 Helsinki, July 29, 2015



FISKARS

# Fiskars Q2 2015: Steady sales performance, major step taken in growth strategy execution

## Q2 Net Sales

MEUR 253.4, +26%

Comparable net sales (CN and excluding watering business), +2%

## EBIT excl. NRI

MEUR 20.8, +8%

## Cash flow from

operating activities

MEUR 11.6

## Earnings per share

EUR 0.17 (0.26)

## Outlook for 2015 updated:

Net sales expected to increase from 2014 levels  
EBIT excl. NRI to be at 2014 levels





**WATERFORD**

**WEDGWOOD**  
ENGLAND 1759



**ROYAL DOULTON**  
LONDON 1815

**ROYAL ALBERT**  
ENGLAND 1904





## AMERICAS



## EUROPE & ASIA-PACIFIC



---

# Q2 2015

Europe & Asia-Pacific



# Europe & Asia-Pacific in Q2 2015

## Europe

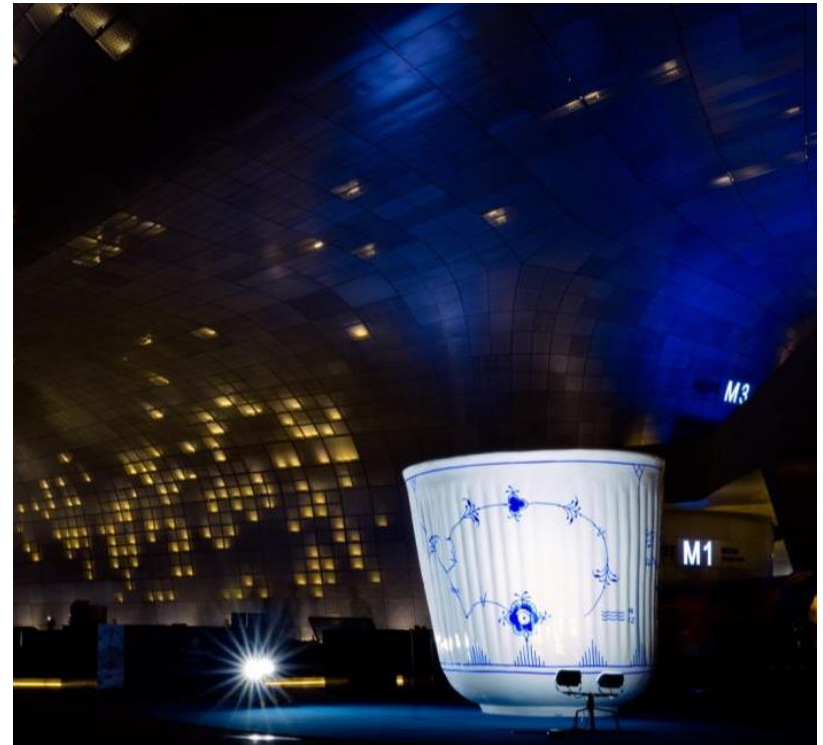
- Strong performance by Living Products
- Iittala opens store in Reykjavik, Iceland and shop-in-shop in Dubai Mall, United Arab Emirates
- Functional Products had a tough quarter due to a late spring but managed to gain market share in key European markets



# Europe & Asia-Pacific in Q2 2015

## Asia-Pacific

- Living Products performed well despite Japan being slow
- Six store openings in the region
- Iittala Ruutu launched in Taiwan
- Several successful PR events in Korea and Japan



---

# Q2 2015

Americas





# Americas in Q2 2015

## Fiskars Americas

- Functional Products performed well, supported by the watering business and pottery sales as well as favorable currency rates
- Sales of school, office and craft products increased compared to previous year's levels



# Americas in Q2 2015

## Gerber Americas

- Net sales declined but an improved product mix started having a positive impact on profitability
- New additions to the Freescape series were well received and the series was supported by a strong advertising campaign



---

# Q2 2015

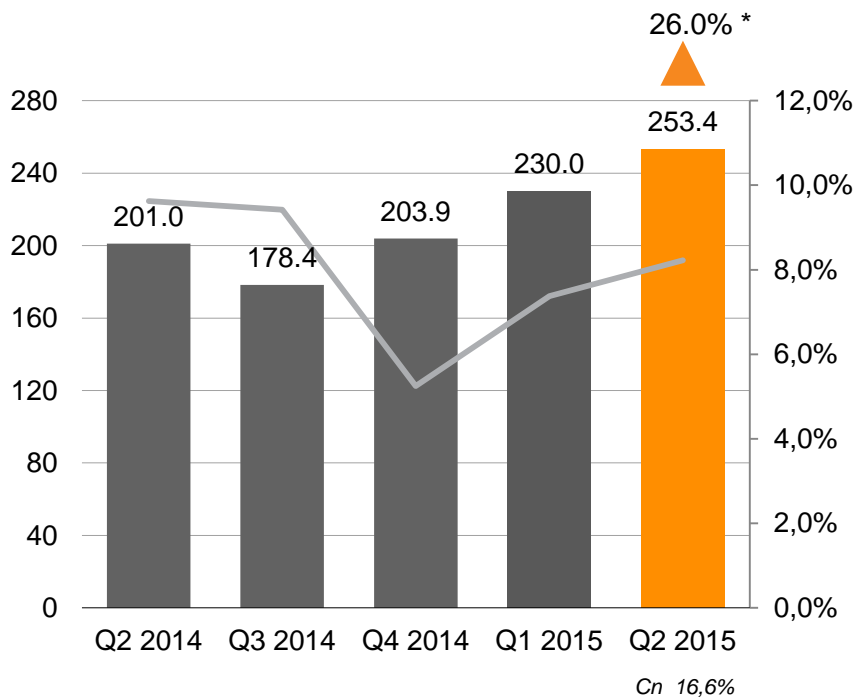
Group performance



# Net sales and EBIT in Q2 2015

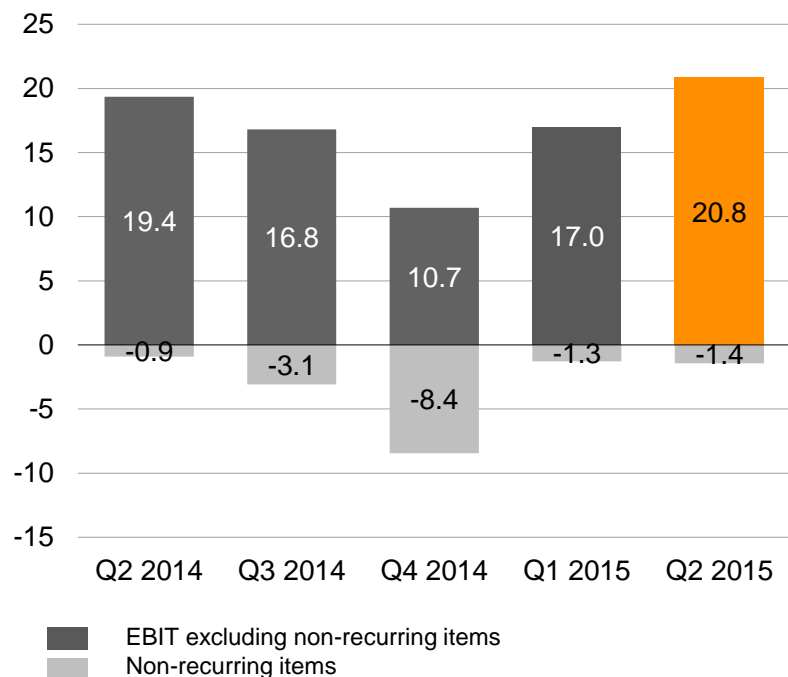
Fiskars Group

## Net sales by quarter, MEUR



\*Excl. watering 2015 Q2 net sales 222.8 MEUR, change +10.8% (CN +2.5 %)

## EBIT by quarter, MEUR



EBIT excl.  
NRI %

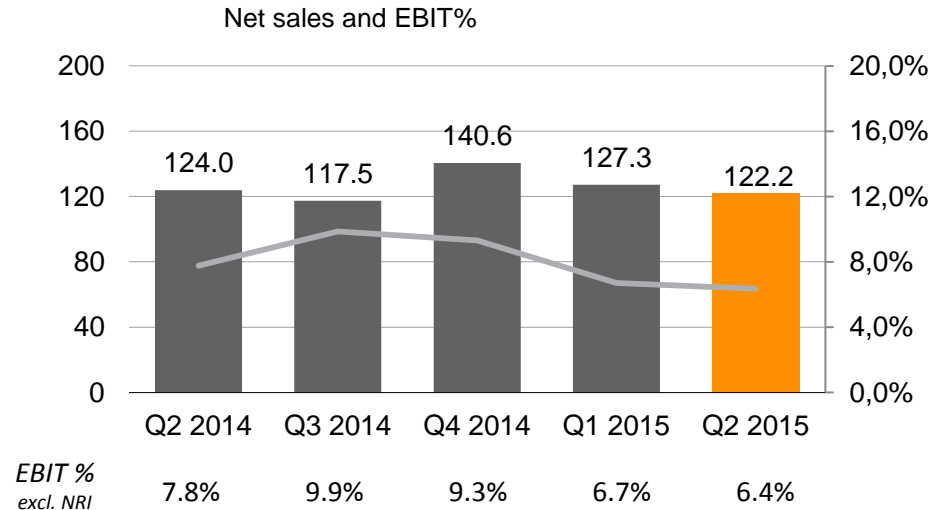
9.6% 9.4% 5.2% 7.4% 8.2%



# Europe & Asia Pacific and Americas in Q2 2015

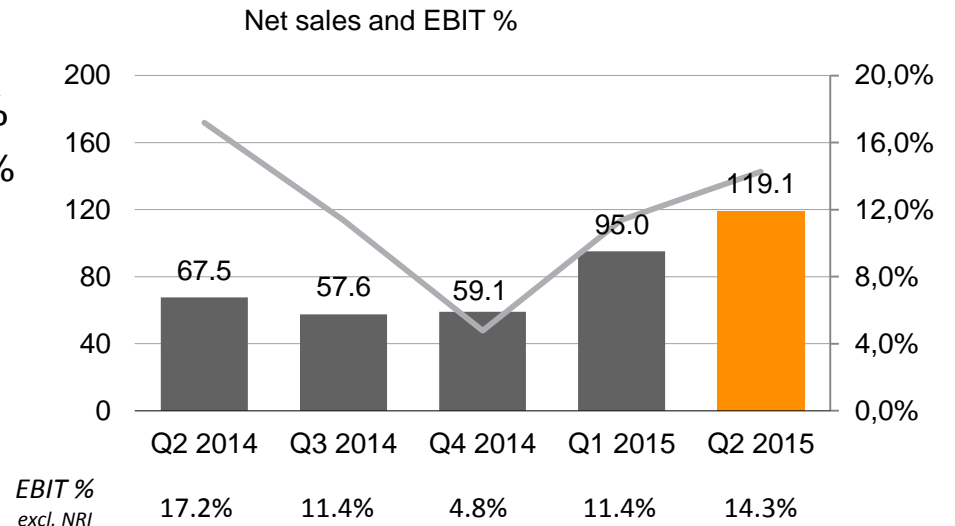
## Europe & Asia Pacific

- Net sales in Q2 122,2 MEUR, -1.4%, cn -1.6 %.
- EBIT excl. NRI 7.8 MEUR, -19.3 %
- Net sales growth:
  - Living Products net sales increased
  - Functional Products net sales decreased



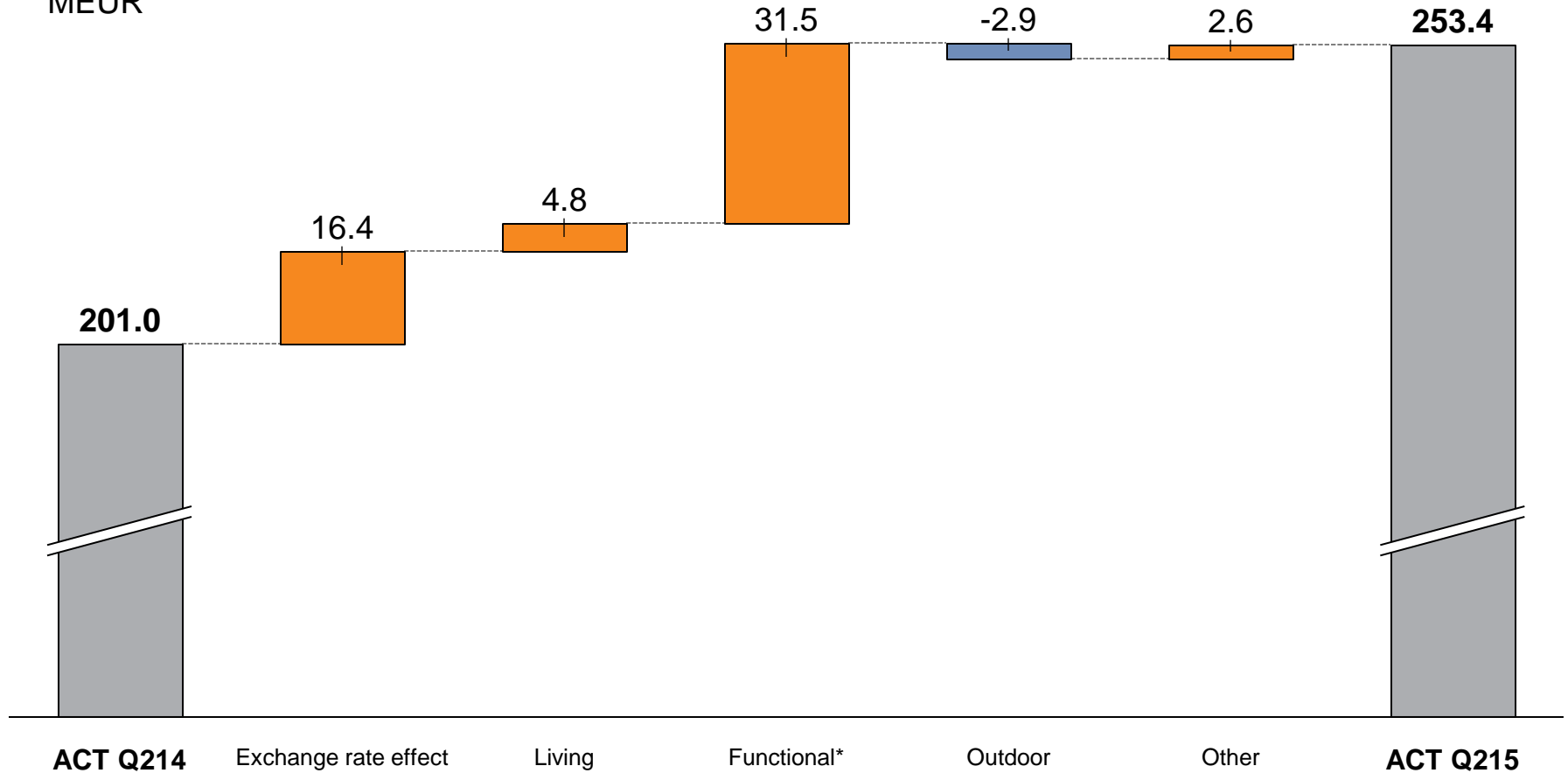
## Americas

- Net sales 119.1 MEUR, 76.3%, cn +42.1%
  - Excl. watering 88.5 MEUR, +31.0 %, cn +5.6%
- EBIT excl. NRI 17.0 MEUR, +46.4%
- Solid performance supported by the watering business.



# Development from ACT Q2 2014 to ACT Q2 2015

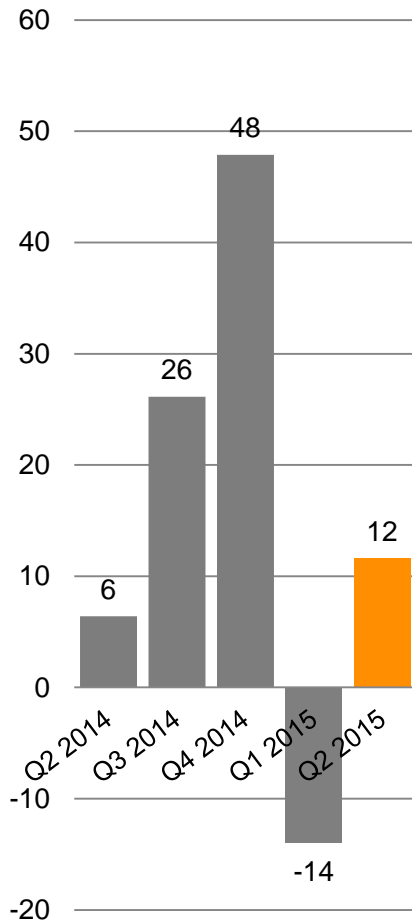
Net sales bridge  
MEUR



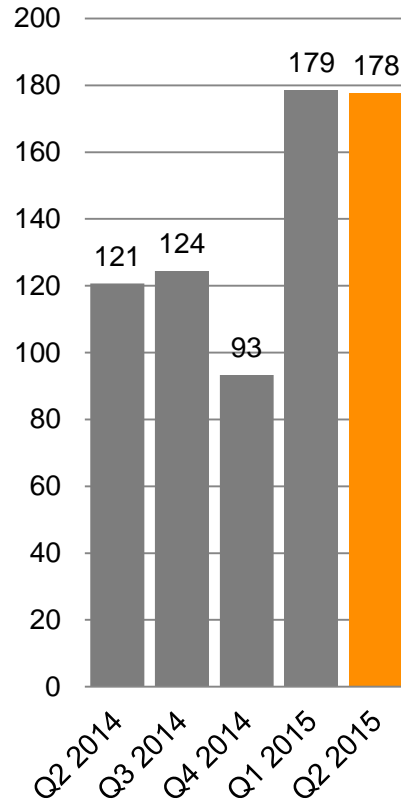
\*Functional including watering business

# Cash flow and debt Q2 2015, MEUR

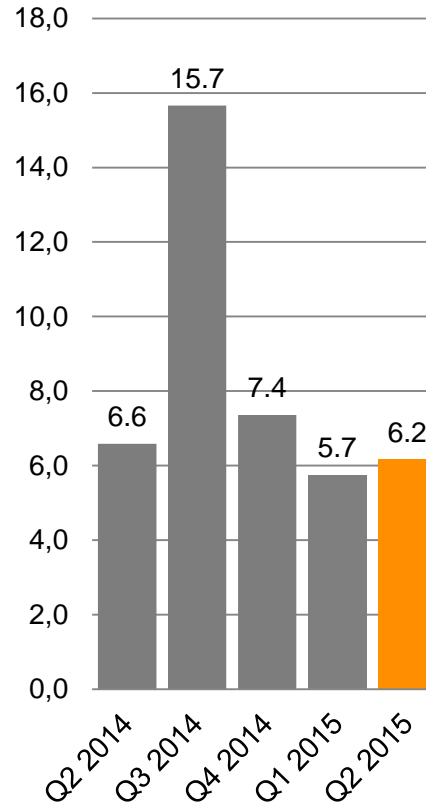
**Cash flow from operating activities**



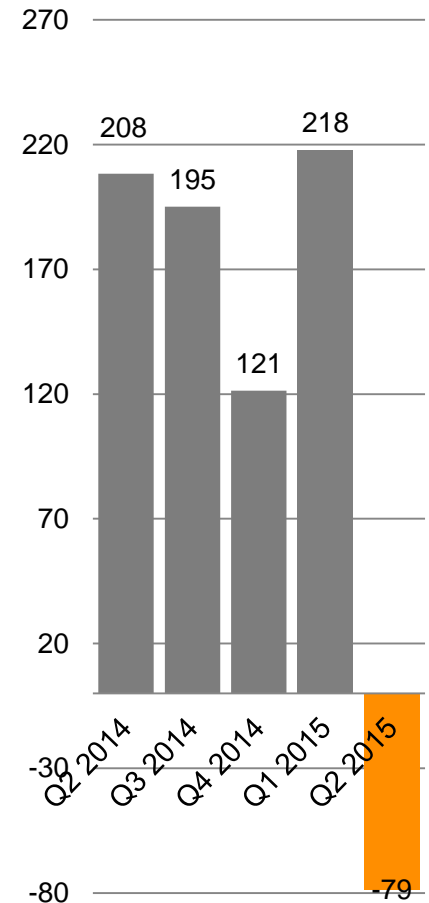
**Working capital**



**Capital expenditure**



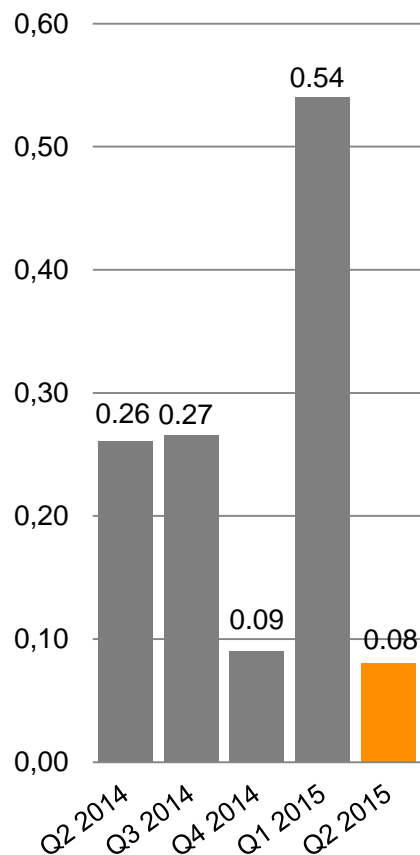
**Net debt\***



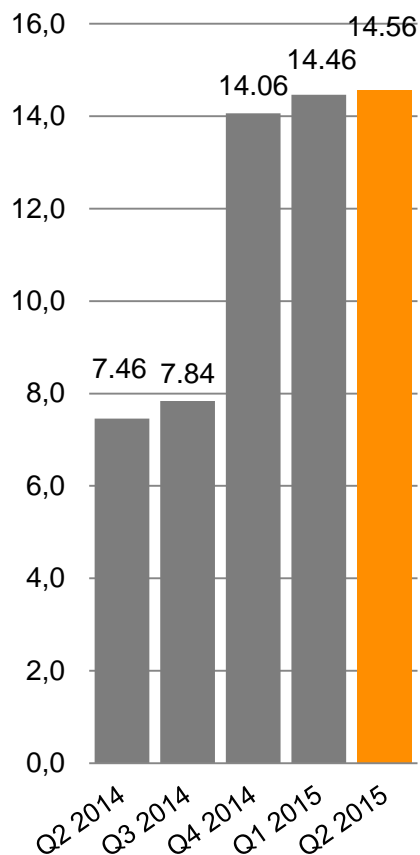
\* 101,2 MEUR investments into short term interest rate fund not included in net debt ratio

# Key ratios Q2 2015

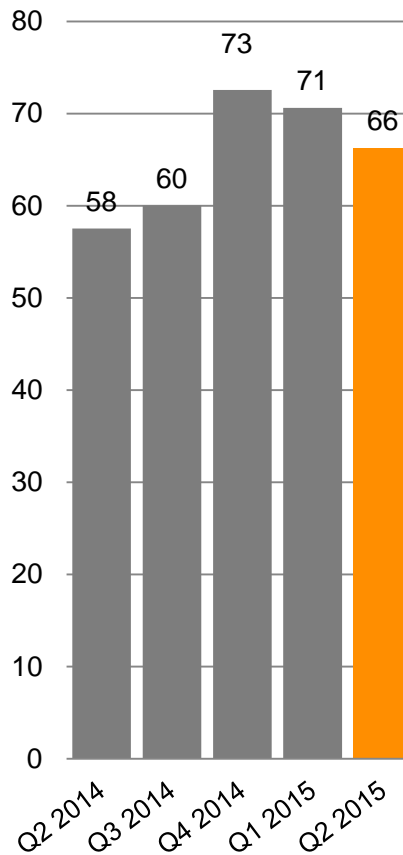
EPS\*



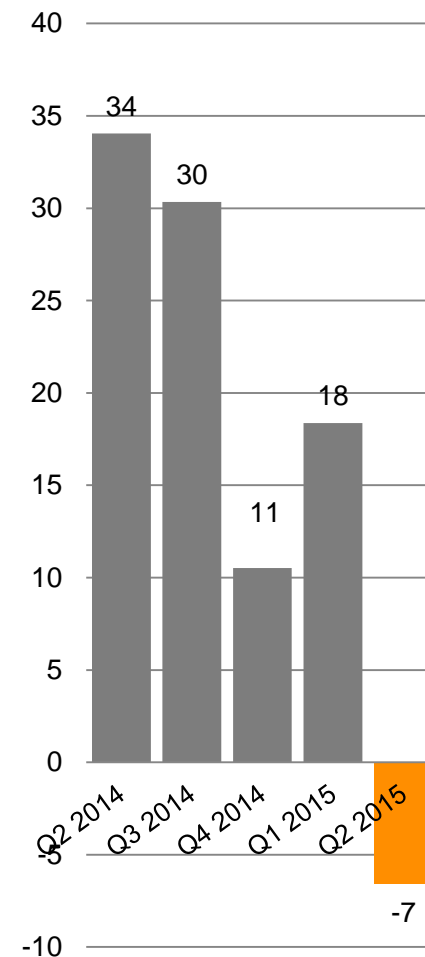
Equity per share



Equity ratio, %



Gearing, %



\* EPS from operating activities  
Wärtsilä treated as associated company until Q3 2014



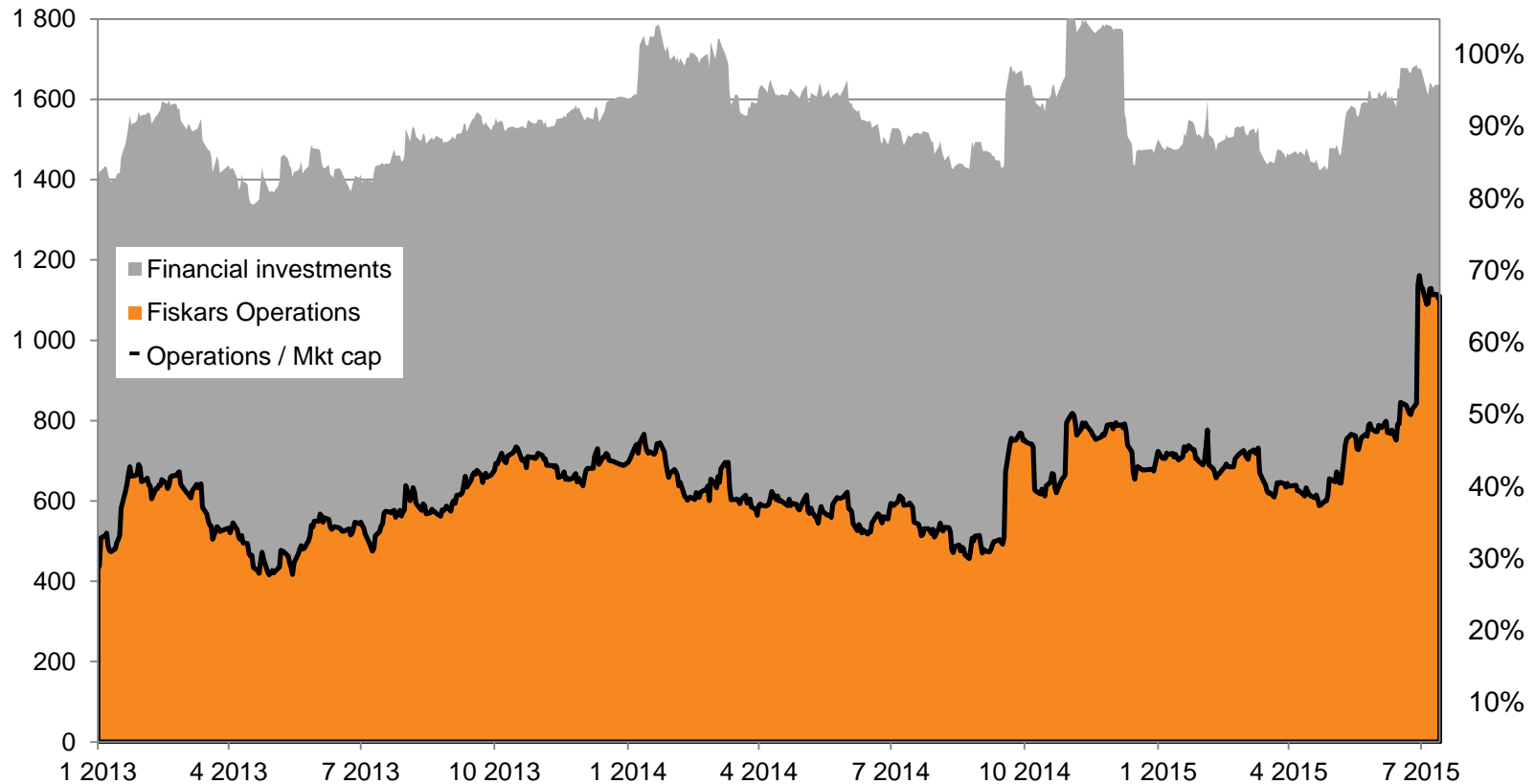
---

## Other segment in Q2 2015

- During the second quarter the company sold EUR 300.4 million worth of investments in short term interest rate funds to fund the acquisition of WWRD.
- At the end of the period, the market value of Fiskars active investments was EUR 522.6 million, consisting of shares in Wärtsilä (EUR 421.4 million) and investments into short term interest rate funds (EUR 101.2 million)

# Share of business operations increased

Implied value calculated from Market Cap



---

## Outlook for 2015

- Outlook for 2015 was updated on July 27, 2015
- Full-year net sales are expected to increase from 2014 levels and operating profit excluding non-recurring items to be at 2014 levels, despite the increased costs related to investments into growth initiatives.
- (Previously: full-year net sales were expected to increase from 2014 levels and operating profit excluding non-recurring items to be below 2014 levels)



**WATERFORD**

**WEDGWOOD**  
ENGLAND 1759



**ROYAL DOULTON**  
LONDON 1815

**ROYAL ALBERT**  
ENGLAND 1904





# Growing Fiskars Living business through acquisitions

**2007**

Iittala Group Ltd.

**iittala®**

ARABIA  
1873

☞  
Rörstrand

**2013**

Royal Copenhagen A/S

  
**ROYAL COPENHAGEN**  
PURVEYOR TO HER MAJESTY THE QUEEN OF DENMARK

**2015**

WWRD

**WATERFORD**

**WEDGWOOD**  
ENGLAND 1759

**ROYAL DOULTON**  
LONDON 1815

**ROYAL ALBERT**  
ENGLAND 1904



## Licensing Partnerships



Licensing partnerships and collaborations with leading designers and world-renowned celebrities

## Inspirational Patterns



A unique and exhaustive archive of inspirational patterns and designs built up over centuries

## Luxury Hospitality



Brands featured in leading luxury hotels, restaurants, airlines and cruise ships around the world



## Tabletop



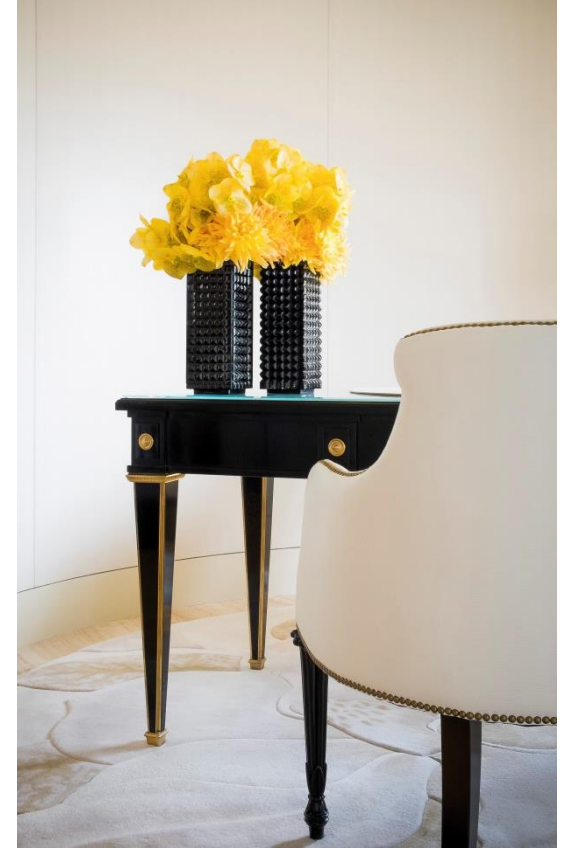
Beautiful assortment of luxury tabletop series under coveted brands

## Gifting



Beautiful and innovatively packaged luxurious gifts and merchandising

## Interior décor



Exquisite and expressive Interior décor objects

# World class crystal and ceramics

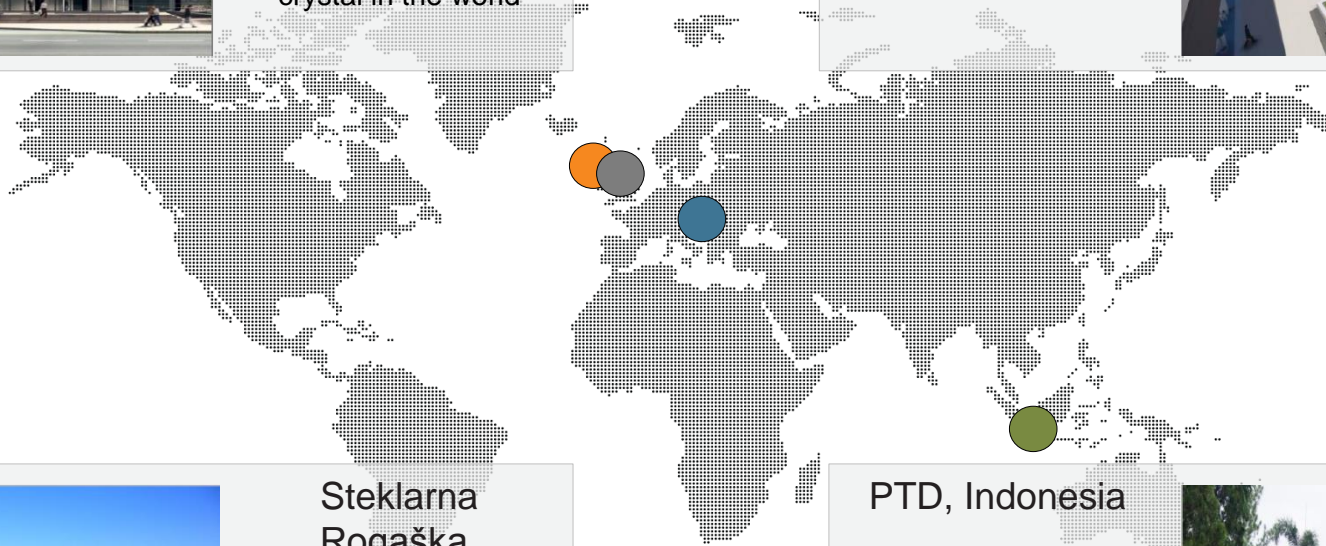


## House of Waterford, Ireland

High-end prestige production of the highest quality hand cut crystal in the world

## Wedgwood Estate, England

Prestige production of the highest quality ceramic in the world



## Steklarna Rogaška, Slovenia

The world's largest production facility for hand-cut and blown crystal

## PTD, Indonesia

The world's leading high quality ceramic production facility





# Fiskars Living – A global leader in premium and luxury tabletop and gifting



**iittala**

ARABIA  
1873

  
**ROYAL COPENHAGEN**  
PURVEYOR TO HER MAJESTY THE QUEEN OF DENMARK

  
Rörstrand

**WATERFORD**  
**ROYAL DOULTON**  
LONDON 1815

**WEDGWOOD**  
ENGLAND 1759  
**ROYAL ALBERT**  
ENGLAND 1904





## Fiskars Living – A global leader in premium and luxury tabletop and gifting



After the WWRD acquisition Fiskars Group is the largest company within the premium Living category globally\*



Today Fiskars is among the top 5 largest companies in total, in Living category (incl. premium and mass channels)



Waterford and Wedgwood are well positioned among the top 10 premium Living brands

\*Based on Fiskars own estimate

**Celebrating centuries of pride,  
passion and design. Every day.**



**FISKARS**