
Fiskars Group

Q3/2013

1.1. – 30.9.2013 Helsinki, November 1, 2013



Fiskars brands and design awarded once again

4 out of 10 Most Respected Brands
in Finland 2013

2013	2012 Brand
1	1 Fazerin Sininen
2	2 Fazer
3	5 Fiskars
4	4 Joutsenmerkki (ympäristömerkki)
5	8 Hackmann
6	3 Hyvää Suomesta -merkki (joutsenlippu)
7	6 Valio voi
8	9 Arabia
9	7 Iittala
10	12 Lego

2nd Strongest Brand
11th Most Valuable Brand
On NASDAQ OMX Helsinki

Brandworxx study 2013



DESIGNPREIS
DER
BUNDESREPUBLIK
DEUTSCHLAND
2013

3rd Best Company Reputation
in Finland



FISKARS

Q3 2013: Strong performance maintained through determined efforts

Net sales
177.9 MEUR, +6%

EBIT excl. NRI
15.4 MEUR, +17%

Result driven by
Royal Copenhagen,
operational efficiency
and cost control

Garden net sales
+9% cn

First pan-European
garden campaign boosts
fall season

Outlook for 2013
unchanged:
FY sales and EBIT
excl. NRI to grow



LATVIA



FINLAND

7000 DISPLAYS
9 COMPANY SALES DAYS



FRANCE



RUSSIA

Fiskars 365: Celebrating centuries of pride, passion and design – every day



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200 FISKARS EMPLOYEES AND FAMILY MEMBERS IN FINLAND CAME TOGETHER IN THE SPIRIT OF COMMUNITY VOLUNTEERING



New Iittala locations



Cafe, Shuzhou, China



Store, Shenzhen, China



Flagship Store, Helsinki, Finland

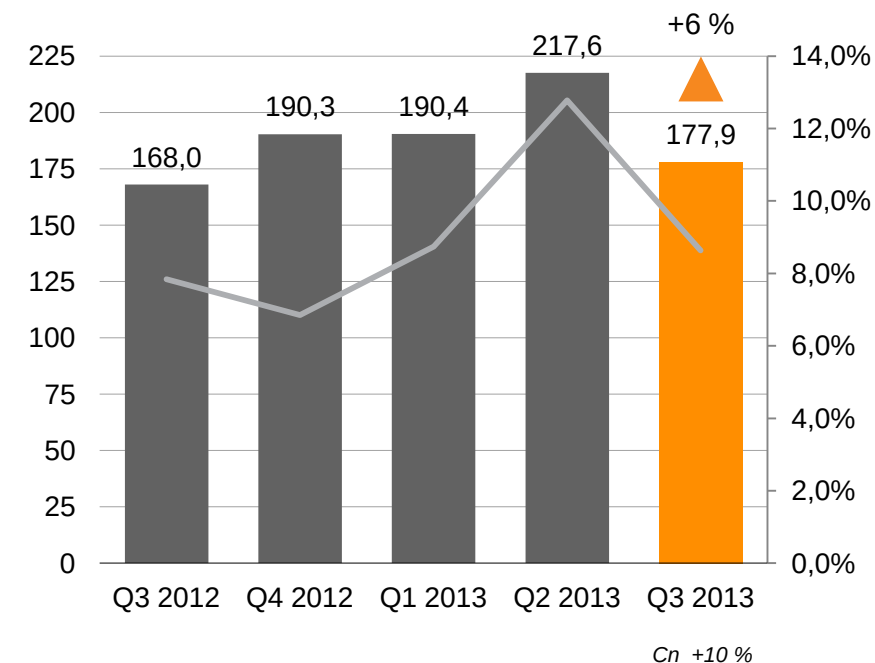
Showroom Milan, Italy



Net Sales and EBIT in Q3 2013

Fiskars Group

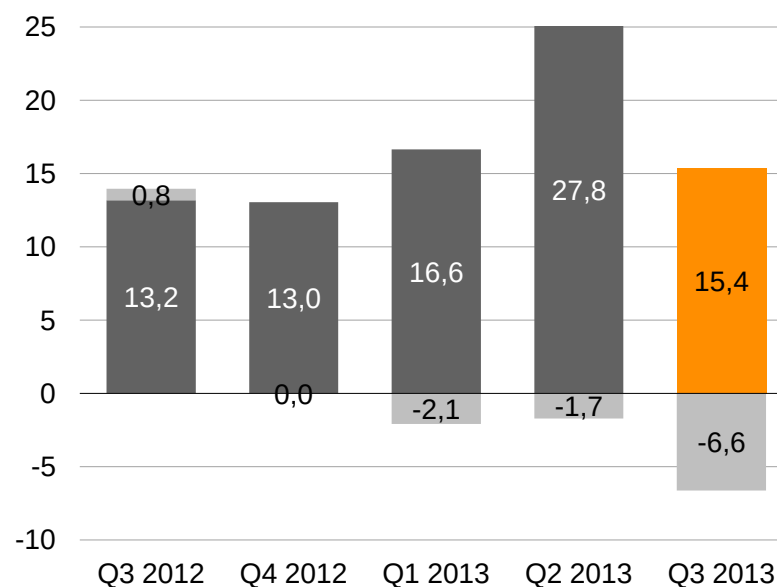
Net sales by quarter, MEUR



EBIT excl. NRI, %

Quarter	EBIT excl. NRI, %
Q3 2012	7,8 %
Q4 2012	6,9 %
Q1 2013	8,7 %
Q2 2013	12,8 %
Q3 2013	8,6 %

EBIT by quarter, MEUR



EBIT excluding non-recurring items
Non-recurring items

EMEA and Americas in Q3 2013

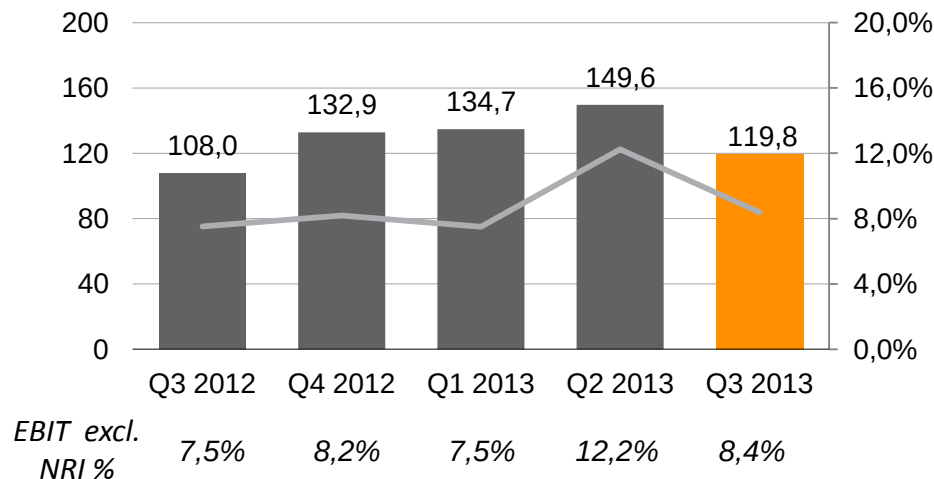
EMEA

- Net sales 119.8 MEUR, +11 %, cn, excl. RC, -2 %
 - Strong Garden sales, Home sales contracted
- EBIT excl. NRI +24% due to RC, operational efficiency and cost control
 - NRIs: 3.7 MEUR goodwill impairment and 0.9 real estate write-down, 2.0 MEUR restructuring costs

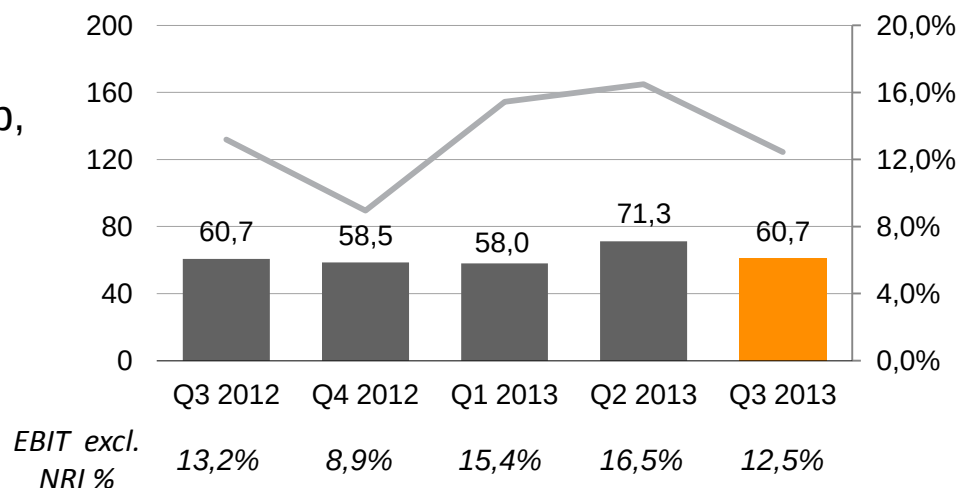
Americas

- Net sales 60.7 MEUR, +0%, cn +6%
- Garden and Outdoor Commercial sales up, Outdoor institutional sales down
- EBIT 7.6 MEUR, -6%

EMEA Net sales and EBIT % by quarter, MEUR



Americas Net sales and EBIT % by quarter, MEUR



Q3 Spotlight:

EMEA transformation programs

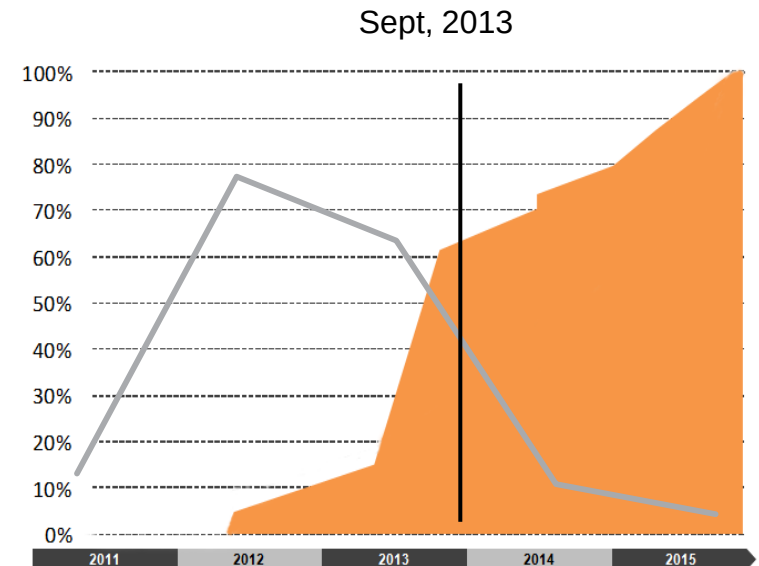


Implementation of common systems proceeds in EMEA

Strategy global growth and increased efficiency	65 MEUR 5 years (2011-2015) 5 year investment program with updated scope	From 13 to 1 ERP and way of working in EMEA
	EMEA2015 restructuring program 25-30 MEUR 2 years (2013-2014)	9-11 MEUR savings/year Optimized supply chain and sales units

A more efficient Fiskars

- Single largest system implementation in September
- Effects on deliveries in the Nordic countries seen in Q3
- May affect operational efficiency and cost levels during the rest of the year



Strategy global growth and increased efficiency	65 MEUR 5 years (2011-2015)	From 13 to 1 ERP and way of working in EMEA	A more efficient Fiskars
	5 year investment program with updated scope		
EMEA 2015 restructuring program			
	25-30 MEUR 2 years (2013-2014)	9-11 MEUR savings/year Optimized supply chain and sales units	

EMEA 2015 restructuring program update

- Estimated total restructuring costs 25-30 MEUR 2013-2014
 - 3.8 MEUR in Q1-Q2
 - 2.0 MEUR in Q3, of which 0.8 related to ceramics production in Helsinki
- Extension of Iittala glass factory begun, consolidation of glass manufacturing in Q1 2014
- Helsinki ceramics factory to focus on flatware and product development
- Organization in Sweden restructured, new sales unit based in Stockholm



Q3

Business Review



Operating environment in Q3

- Business environment and consumer confidence started to improve in Europe during the third quarter but demand was still cautious and volatile
- In Finland economic indicators were negative and the retail environment weak, with many retailers reporting a strong decline in sales towards the end of the quarter
- In North America, federal budget uncertainty continued and businesses were conservative with their spending
- Employment continued to improve, albeit slowly, and retail growth slowed from the first half of the year
- Institutional spending was hampered by the federal budget issues

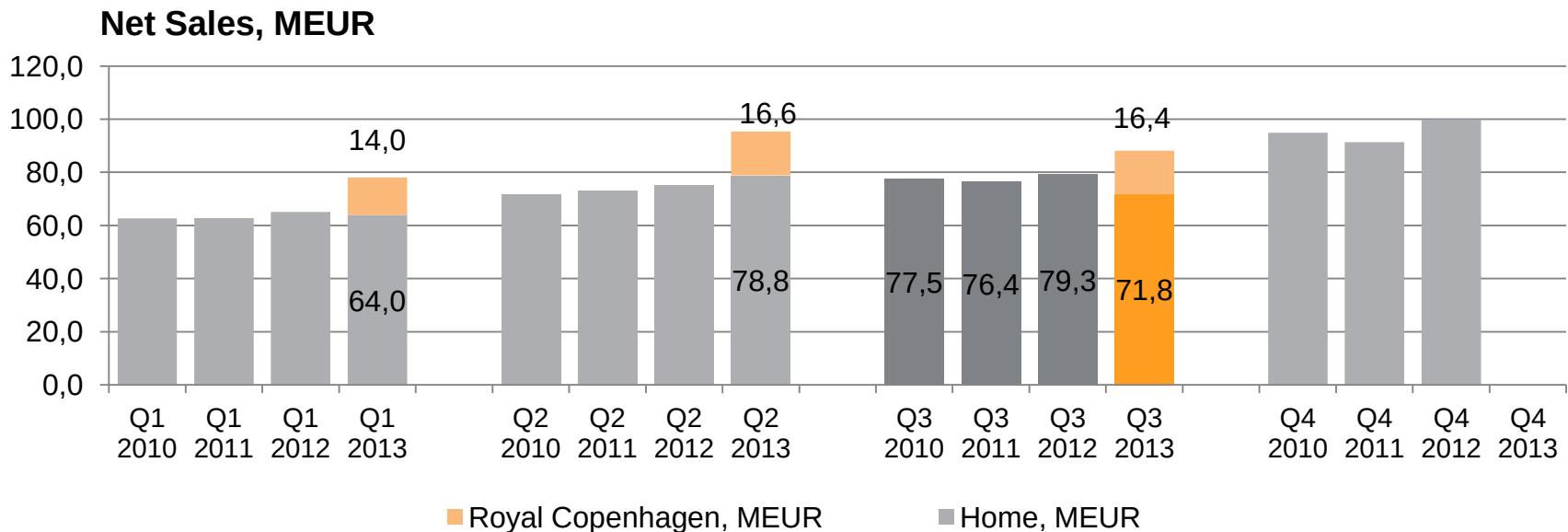
Q3

Home



Home Q3 2013

- Net sales 88.2 MEUR, + 11 %, comparable net sales (cn. and excl. Royal Copenhagen) -7%
- In EMEA, net sales were affected by weak retail environment in Finland
 - Major system implementation hampered deliveries in Nordic markets
 - Royal Copenhagen performed well
- In Americas, good back-to-school season continued



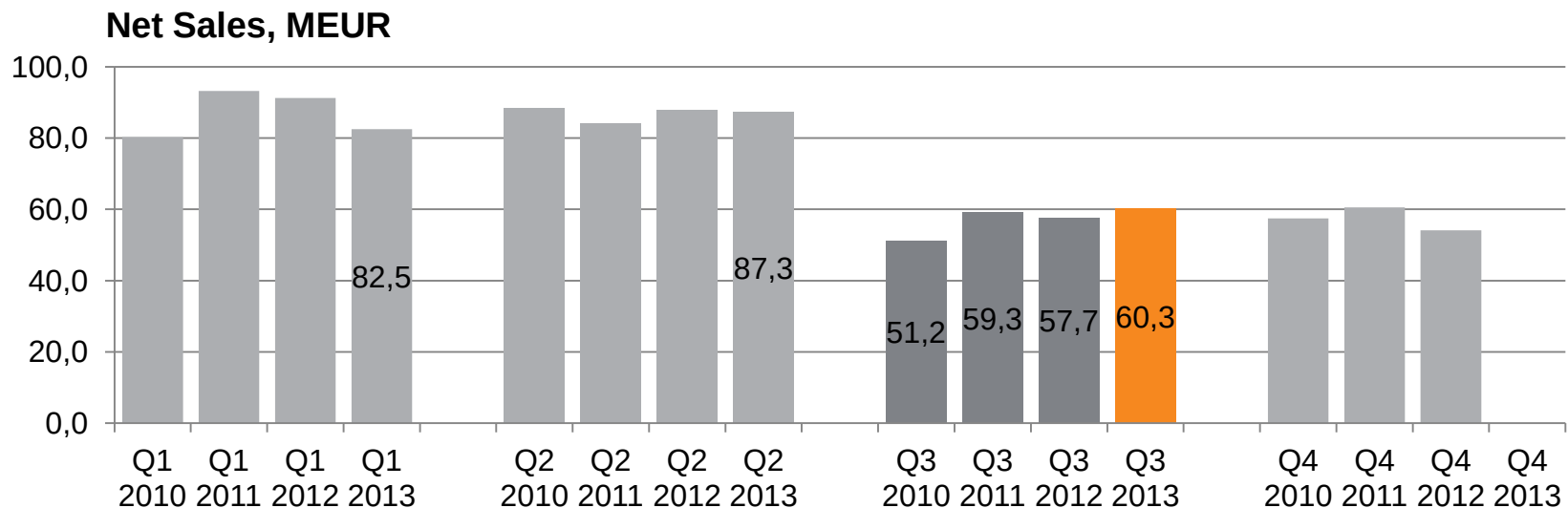
Q3

Garden



Garden Q3 2013

- Net sales 60.3 MEUR, +5 %, cn +9%
- In EMEA, pan-European campaign boosted sales and successful business-to-business initiatives brought Fiskars to new consumers in Central and Eastern Europe
- In Americas, strong performance driven by wood preparation and increased placement among key customers



Q3

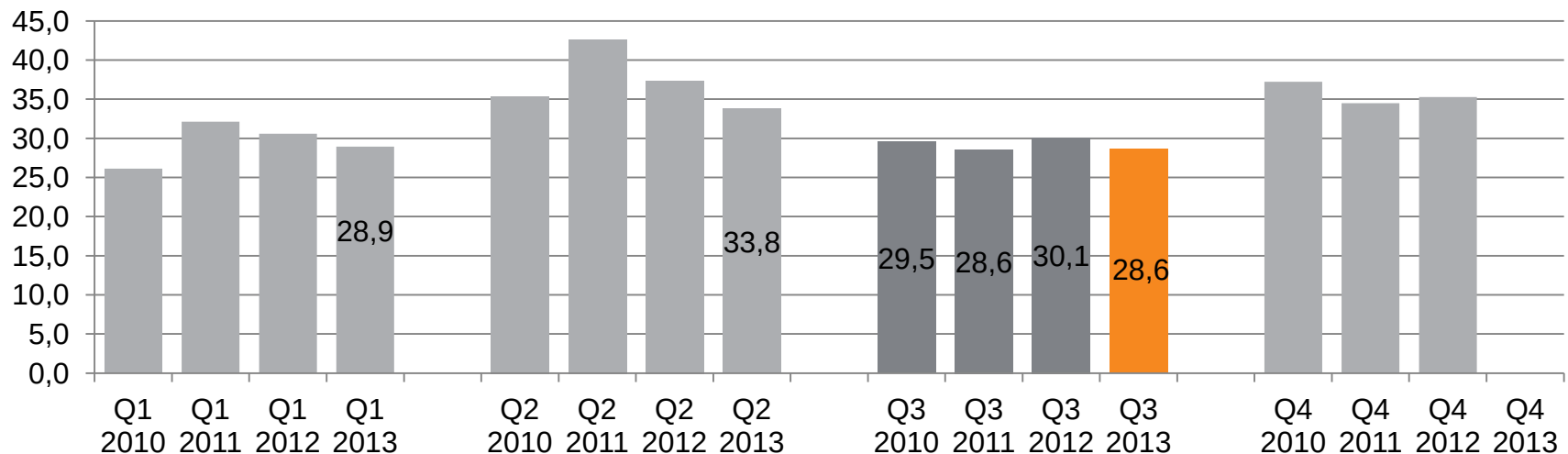
Outdoor



Outdoor Q3 2013

- Net sales 28.6 MEUR, -5%, cn. +1%
- In EMEA, Gerber sales topped 2012 level thanks to successful business-to-business campaigns.
 - Boats sales at last year's level despite market decline.
- In Americas, Outdoor sales flat as continued slump in government spending affected institutional sales
 - Commercial segment grew, driven by survival category

Net Sales, MEUR

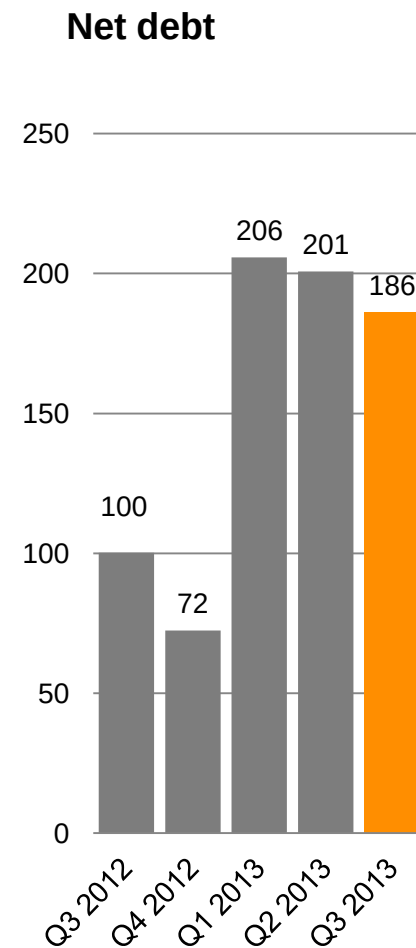
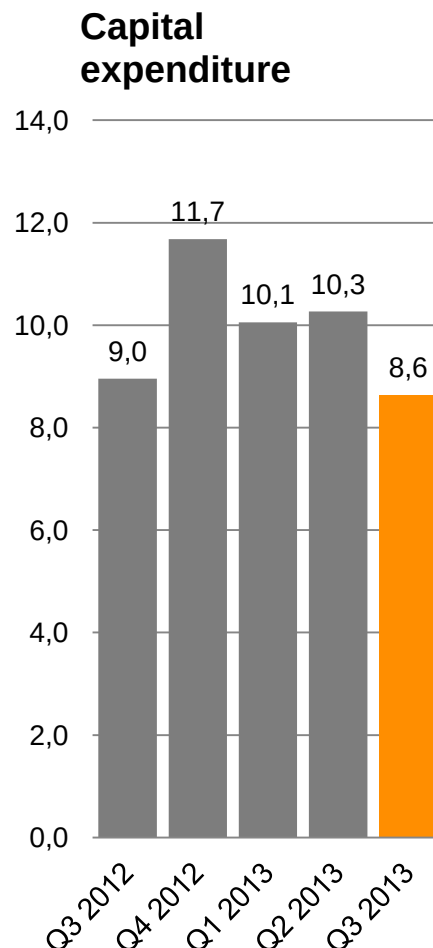
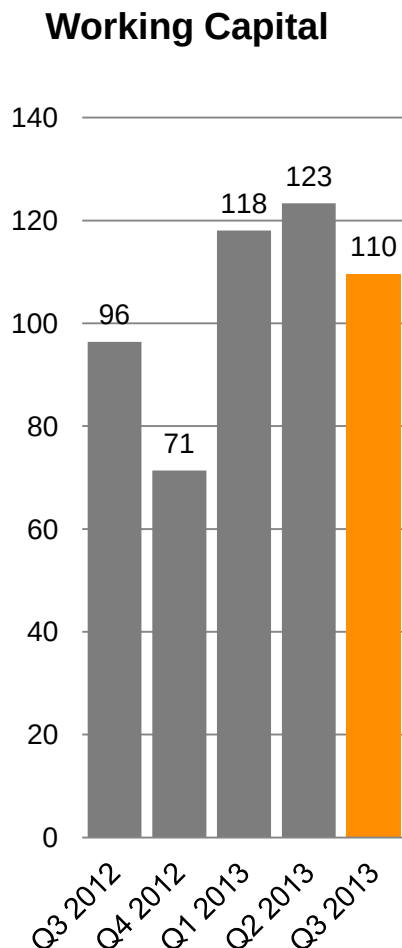
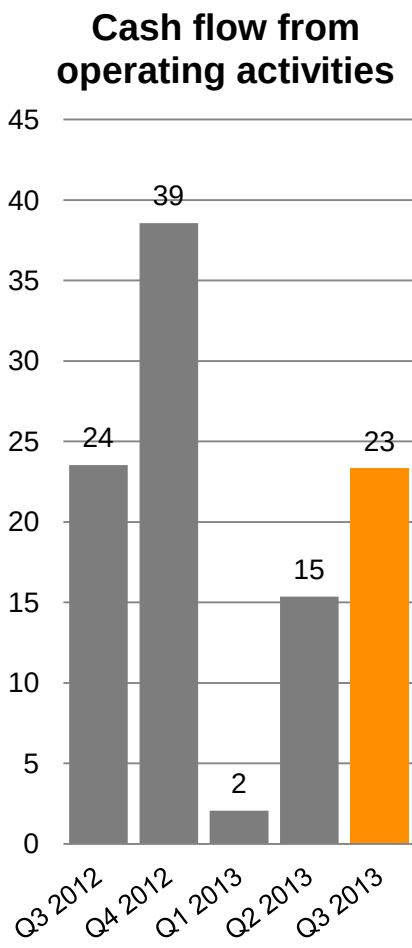


Q3

Business Review

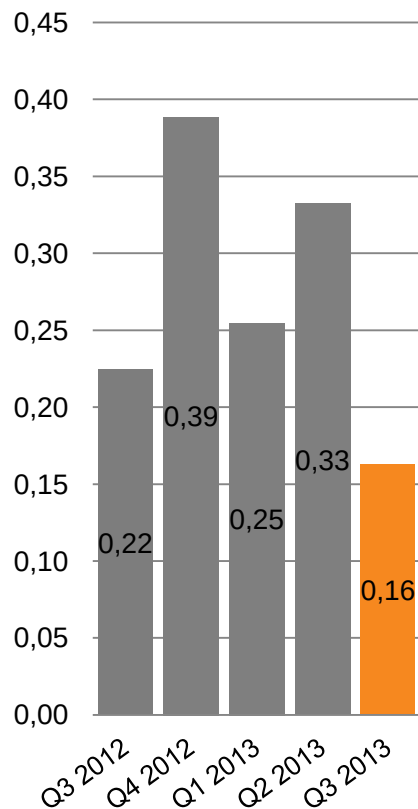


Cash flow and debt Q3 2013, MEUR

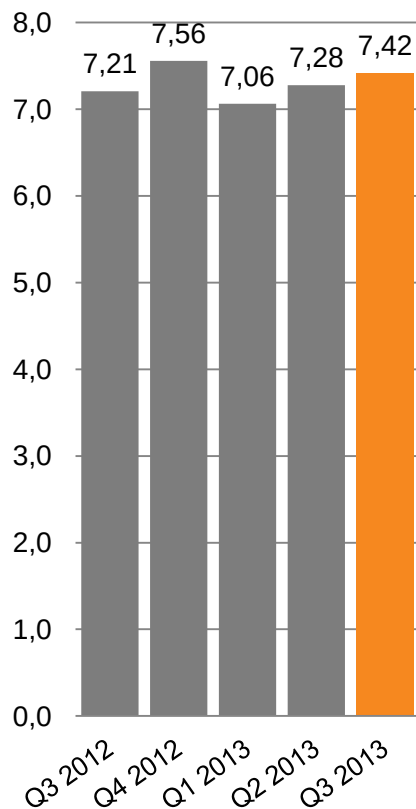


Key ratios Q3 2013

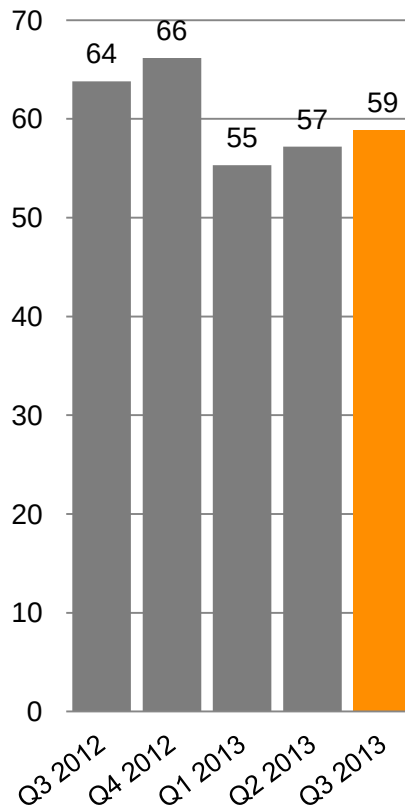
EPS*



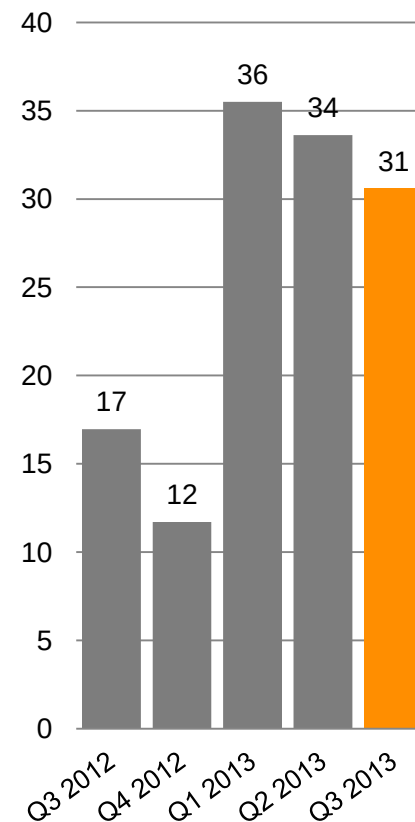
Equity per Share



Equity ratio, %



Gearing, %



Outlook for 2013

- Business environment and consumer confidence in Europe started to improve during the third quarter, except for Finland, which is a significant market for Fiskars.
- Uncertainty related changes in manufacturing and significant rollouts of common systems that took place in the third quarter may temporarily impact sales and operational efficiency during the rest of the year, and increase fixed costs.
- Following the acquisition of Royal Copenhagen, the weight of the fourth quarter in full-year sales and profit has further increased. Negative issues related to demand for Home products during the last quarter could affect the full-year results.
- We expect the Group's full-year 2013 net sales and operating profit excluding non-recurring items to be above 2012 levels.

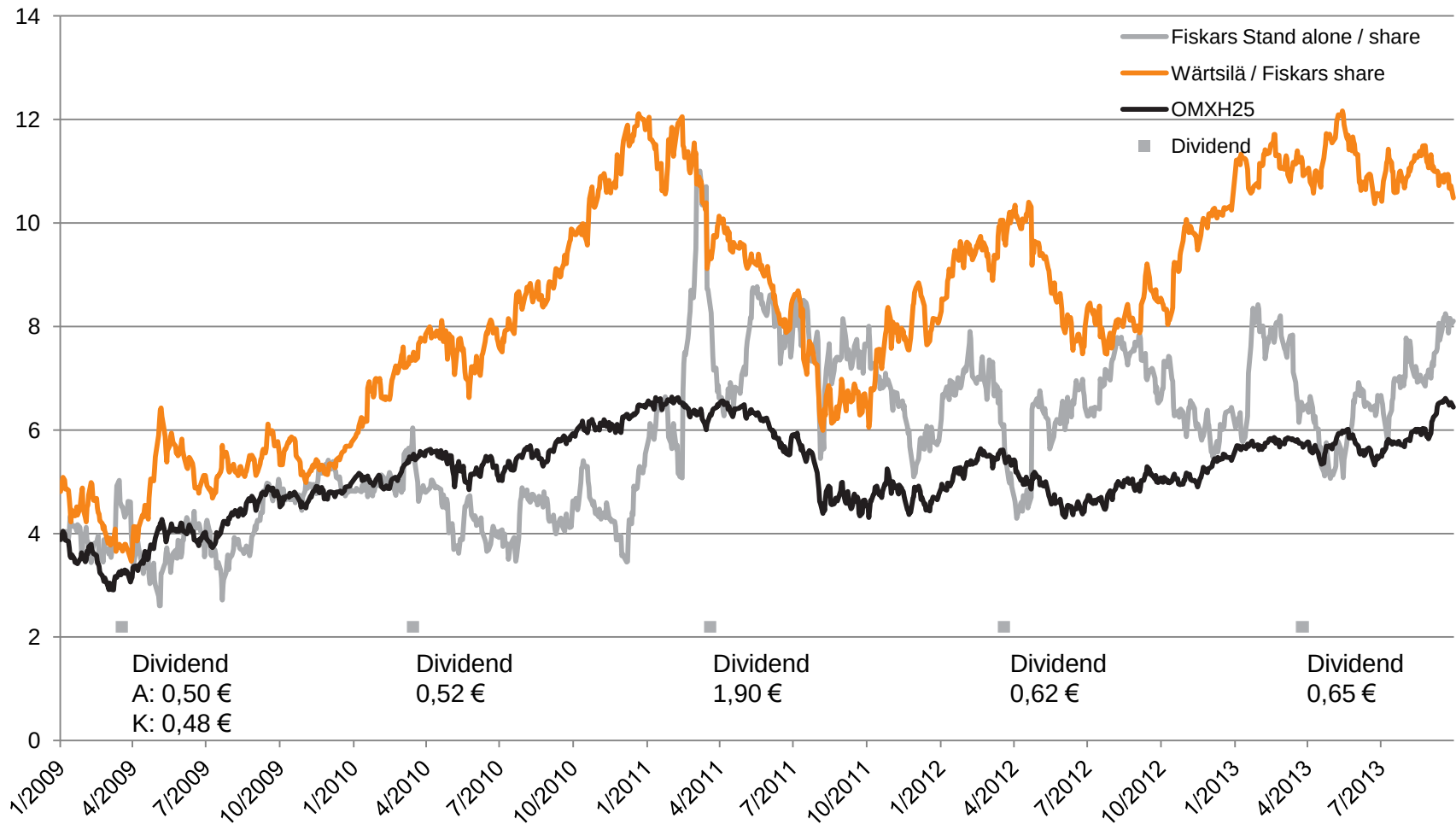


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Fiskars share price development 2009 – Q3 2013

Valuation of Fiskars' own operations and the share of Wärtsilä shares



TOMORROW'S FISKARS

World Class Branded Consumer Goods Company