

FISKARS GROUP

Q3 2016

November 2, 2016 - Helsinki, Finland



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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.

Key takeaways

- Net sales of the English & Crystal Living business increased
- Fiskars continued the transformation into an integrated consumer goods company with a family of iconic lifestyle brands
 - Agreement to divest Ebertsankey container gardening business
 - Sale of Spring USA, a provider of foodservice equipment
 - Started deliveries from the partner-operated Central European distribution center in the Netherlands, a shared platform to drive quality and efficiency
- Renewed mission and vision
- Outlook for the full-year 2016 remains unchanged

Fiskars Group in Q3/2016

Improved operating profit and cash flow from operating activities

Net sales

MEUR 280.8
-3%

Adjusted EBIT*

MEUR 21.6
+107%

Cash flow from
operating activities**

MEUR 40.3
(Q3/2015: 4.9)

Comparable net sales

+0.2%

Operative EPS***
EUR 0.15 (-0.18)

EPS
EUR 0.52 (-0.83)

* Costs related to the acquisition of the English & Crystal Living business impacted the operating profit and the adjusted operating profit in Q3 2015

** Cash flow from operating activities before financial items and taxes

*** Excluding net change in the fair value of the investment portfolio and dividends received.

The comparison period has been restated to also exclude the exchange rate gains related to the investment portfolio

Record sales in School, Office and Craft category during the back to school season



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Asian fit littala products launched in key Asian markets

Taika Rice Bowl



Taika Soup Bowl



Partnership with Royal Doulton and world renowned television host and entrepreneur Ellen DeGeneres



Entering the important gifting season in Q4

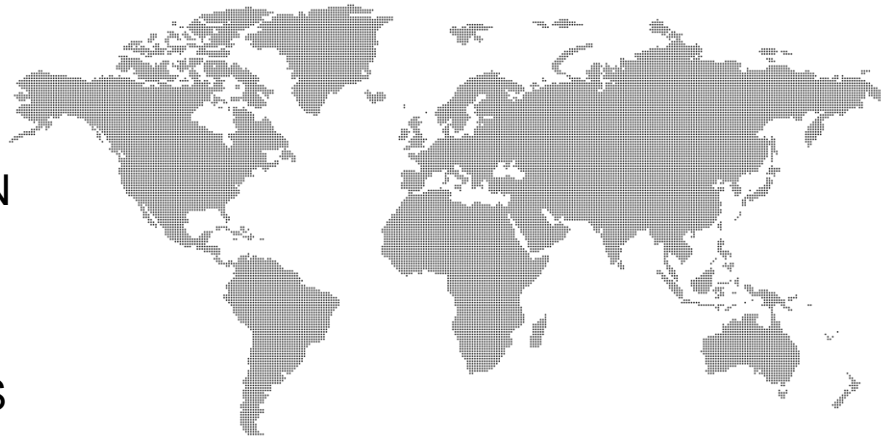


Fiskars transformation continued in Q3/2016

SIMPLIFYING
STRUCTURES

BUILDING COMMON
PLATFORMS

FOCUSING ON
CORE BUSINESSES



FUNCTIONAL
PRODUCTS

LIVING
PRODUCTS

OUTDOOR
PRODUCTS

- Fiskars is on a transformation journey to become an integrated consumer goods company with a family of iconic lifestyle brands
- Agreement to divest Ebertsankey container gardening business in Europe and the sale of Spring USA, a provider of foodservice equipment, increase focus on core businesses
- First deliveries from the partner operated distribution center in the Netherlands. Fiskars plans to transfer logistics of Fiskars-branded products from France, the UK, Poland and Hungary to the Netherlands as well



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Q3 2016

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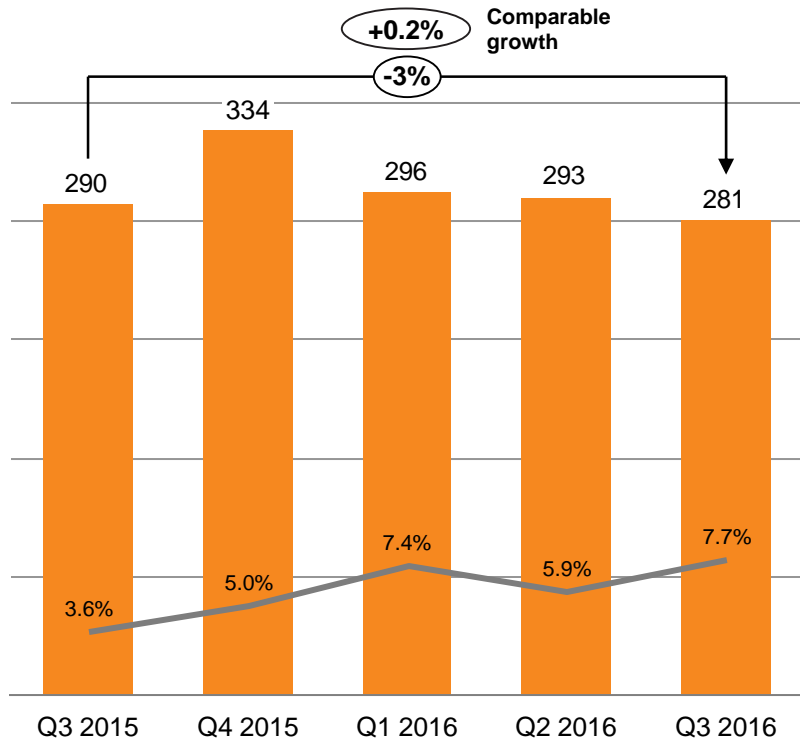
Reporting
segments and key
figures

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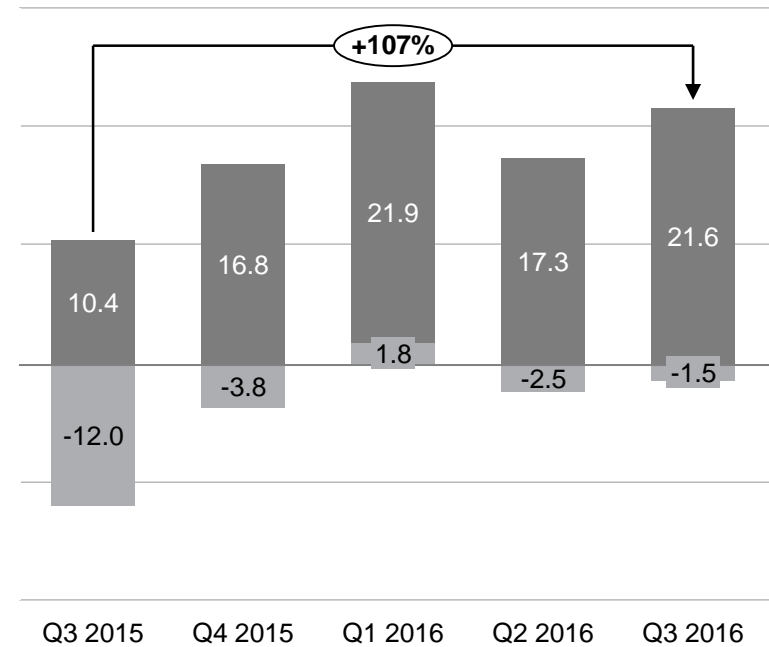
Fiskars Group in Q3/2016

Improved operating profit and cash flow from operating activities

Net sales and Adjusted EBIT %



Adjusted EBIT



■ Net sales
— Adjusted EBIT %

■ Adjusted EBIT
■ Adjustments to operating profit

Net sales bridge Q3/2016

MEUR



Europe & Asia-Pacific in Q3 2016

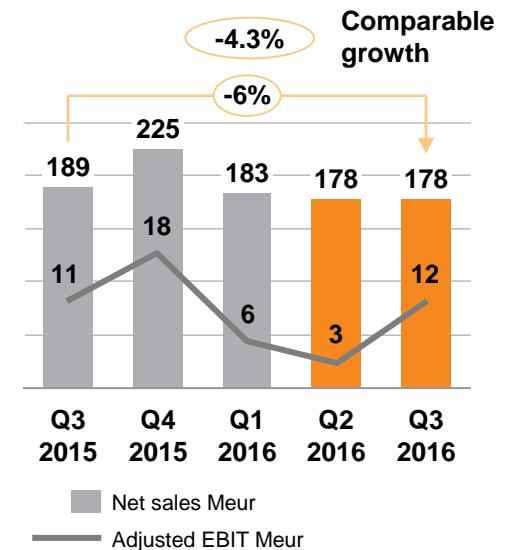
EUR million	Q3 2016	Q3 2015	Change	Q1-Q3 2016	Q1-Q3 2015	Change	2015
Net sales	177.5	188.6	-6%*	539.0	438.2	23%**	663.6
Operating profit (EBIT)	15.0	5.3	184%	19.1	20.2	-5%	34.9
Adjusted operating profit	11.5	11.4	1%	20.6	27.7	-26%	45.3
Capital expenditure	4.7	9.2	-49%	15.2	15.6	-2%	20.2
Personnel (FTE), average	6,557	6,576	-0%	6,624	4,351	52%	4,923

Europe & Asia-Pacific Q3 highlights

- The economic situation in Europe stayed in line with the previous quarter
- No strong indicators of sustainable economic recovery in Finland
- Net sales in the segment impacted by the decrease in the Functional Products and Scandinavian Living businesses
- Adjusted operating profit for the segment remained on the same level
- Net sales of the English & Crystal Living business increased
- Own retail net sales of the Scandinavian Living business increased in the Europe and Asia-Pacific segment
- Net sales of Fiskars-branded products increased in the segment
- Positive initial response from customers and consumers to the new Fiskars-branded Hard Face cookware series

* Using comparable exchange rates net sales in the Europe & Asia-Pacific segment decreased by 4.3% in Q3 2016

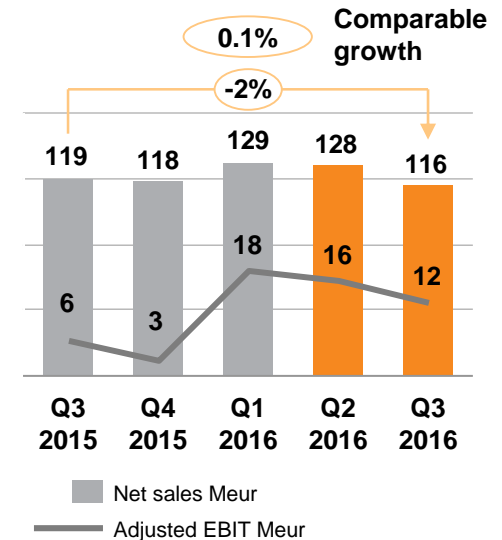
** Using comparable exchange rates and excluding the acquired English & Crystal Living business in the first half of 2016 net sales in the Europe & Asia-Pacific segment decreased by 0.9% in Q1-Q3 2016



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Americas in Q3 2016

EUR million	Q3 2016	Q3 2015	Change	Q1-Q3 2016	Q1-Q3 2015	Change	2015
Net sales	116.4	119.1	-2%*	373.3	333.3	12%**	451.2
Operating profit (EBIT)	7.6	-0.2		43.0	26.3	64%	28.1
Adjusted operating profit	12.4	5.7	116%	46.1	33.5	38%	36.1
Capital expenditure	3.4	1.6	109%	7.0	3.1	130%	4.0
Personnel (FTE), average	1,216	1,318	-8%	1,235	1,088	13%	1,154



Americas Q3 highlights

- Consumers' assessment of the marketplace remained positive in the U.S.
- The home improvement market in the D.I.Y. and professional categories continued to grow, while volumes decreased in the knife and tool category
- Department stores continued to face challenges in the U.S.
- Record sales again in the School, Office and Craft category during the Back to School Season
- Comparable net sales remained flat, consisting of an increase in the English & Crystal Living business and in the School, Office and Craft and watering categories, offsetting the decline in the garden category and Outdoor business
- English & Crystal Living sales increased from the previous year despite the tough retail environment.
- The net sales in the Outdoor business declined due to weak demand in the knife and tool category.

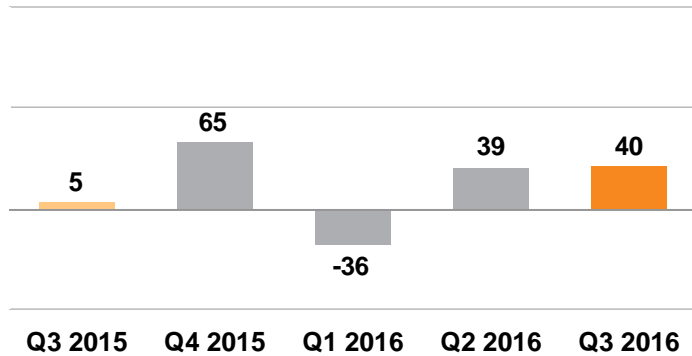


* Using comparable exchange rates and excluding the divested container gardening business net sales in the Americas increased by 0.1% in Q3 2016

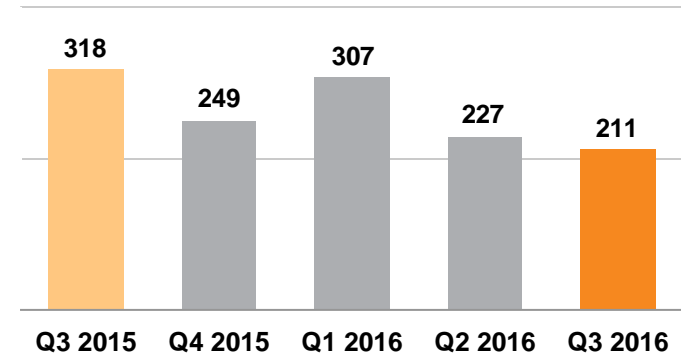
** Using comparable exchange rates and excluding the divested container gardening business and the acquired English & Crystal Living business in the first half of 2016 net sales in the Americas decreased by 1.6% in Q1-Q3 2016

Cash flow and debt Q3/2016

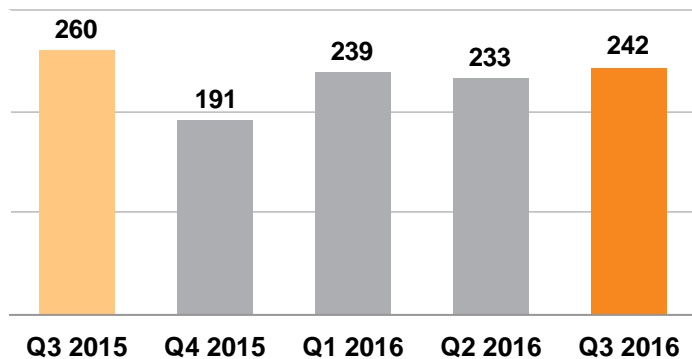
Cash flow after change in net working capital



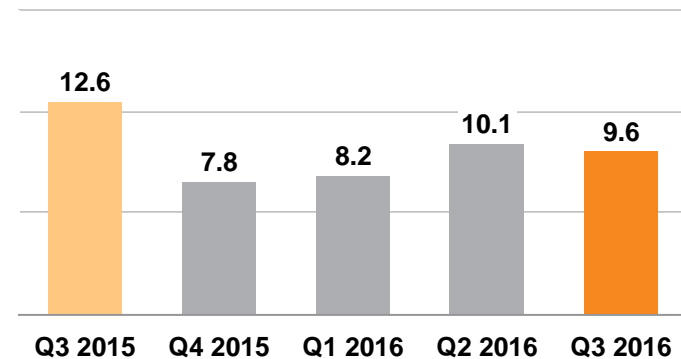
Net debt



Working capital

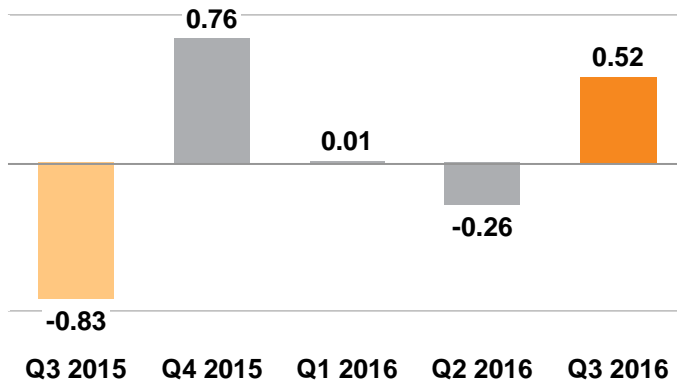


Capex

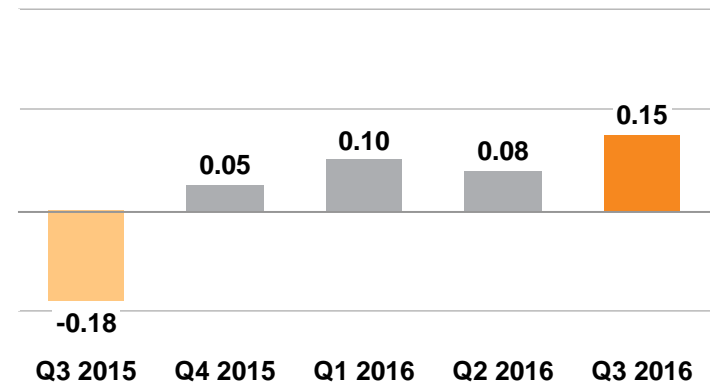


Key ratios Q3/2016

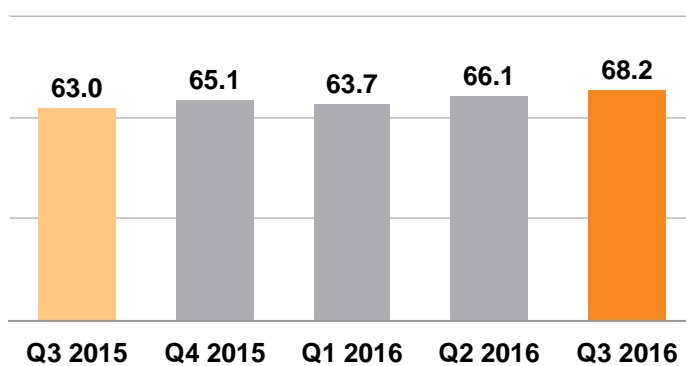
EPS



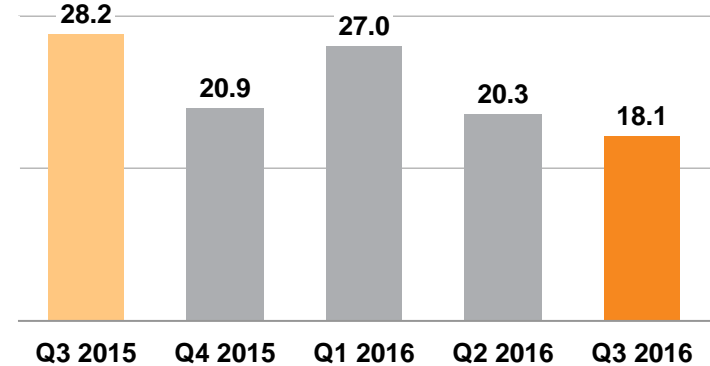
Operative EPS



Equity ratio %



Gearing %



Fiskars' investment portfolio

- At the end of the period, the market value of Fiskars' active investments was EUR 436.0 million (September 30, 2015: 452.3)
 - Consisting of shares in Wärtsilä valued at EUR 436.0 million (381.1), with a closing price of EUR 40.07 (35.47) per Wärtsilä share.
- Fiskars no longer has any investments in short-term interest rate funds (September 30, 2015: 71.2).
- The net change in the fair value of investments through profit or loss amounted to
 - EUR 38.3 million (Q3 2015: -67.2) during the third quarter of 2016
 - EUR -22.3 million (Q1–Q3 2015: -16.6) during the first nine months of the year, consisting mainly of Fiskars' holdings in Wärtsilä.

Fiskars' Other segment includes investments, which are treated as financial assets at fair value through profit or loss. This increases the volatility of Fiskars' financial items in the profit and loss statement and thus the volatility of Fiskars' net results and earnings per share

Outlook for 2016 remains unchanged

- Fiskars expects the Group's 2016 net sales and adjusted operating profit to increase from the previous year, despite the divestments, continued economic uncertainty – particularly in some of the company's key markets – and the increased costs due to unfavorable exchange rates in 2016.
 - The majority of the increase in net sales and adjusted operating profit is expected from the addition of the English & Crystal Living business, which is now a part of Fiskars for the full-year 2016
 - Due to seasonality, the majority of the operating profit in the Living business is delivered during the second half of the year, whereas in the divested businesses all of the profits were delivered during the first half of the year
- Fiskars continues to sharpen focus on its core businesses, build brand equity and bring innovative new products to the market, with the goal to accelerate profitable growth.
- The adjusted operating profit excludes restructuring costs, impairment charges, integration related costs, and profit impact from the sale of businesses

Making the everyday
extraordinary



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