

# Fiskars Group

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FISKARS  
◆  
GROUP



Our purpose:

# Making the **everyday** **extraordinary**

Established in Finland 1649

Globally recognized brands

Products sold in more than 100 countries

Nearly 400 own stores

Net sales in 2018 EUR 1,119 million

7,600 employees in over 30 countries



## Strong brand portfolio

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

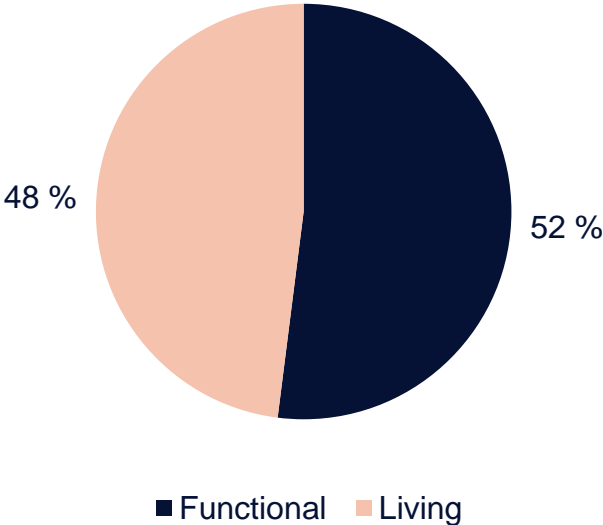


  
Rörstrand

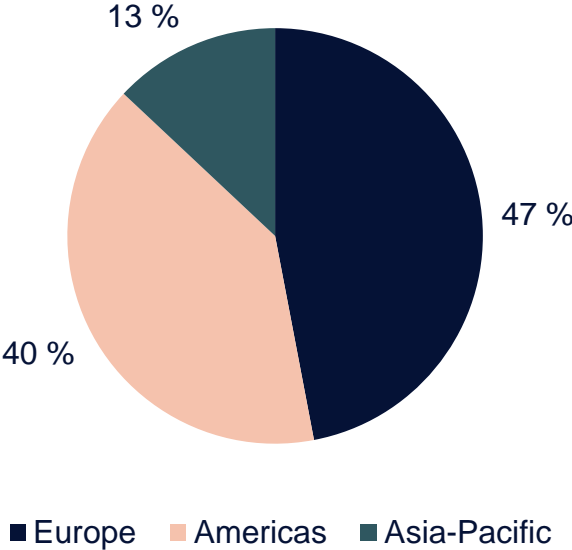


The key international brands make up a majority of our business

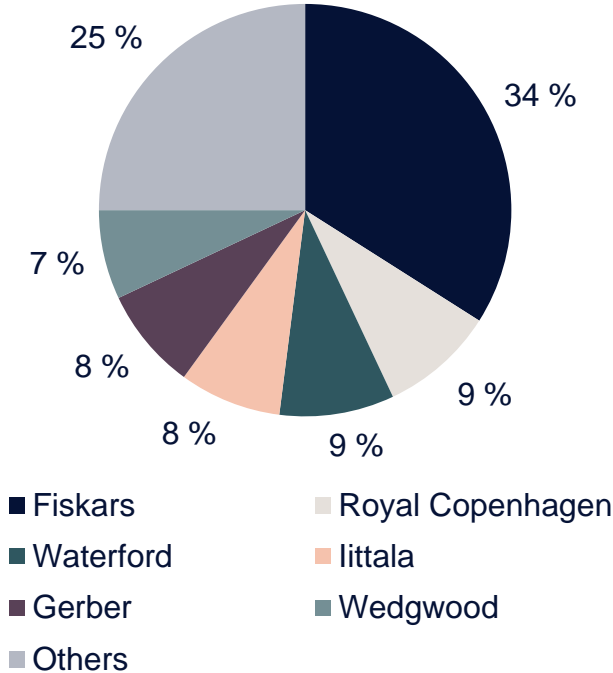
NET SALES SPLIT BY BRAND



NET SALES SPLIT BY GEOGRAPHY



NET SALES SPLIT BY SBU





# SBU Functional



Functional – good position in key markets and categories

### CATEGORIES



Gardening  
45%



School, office  
& craft 18%



Outdoor  
13%



Watering  
13%

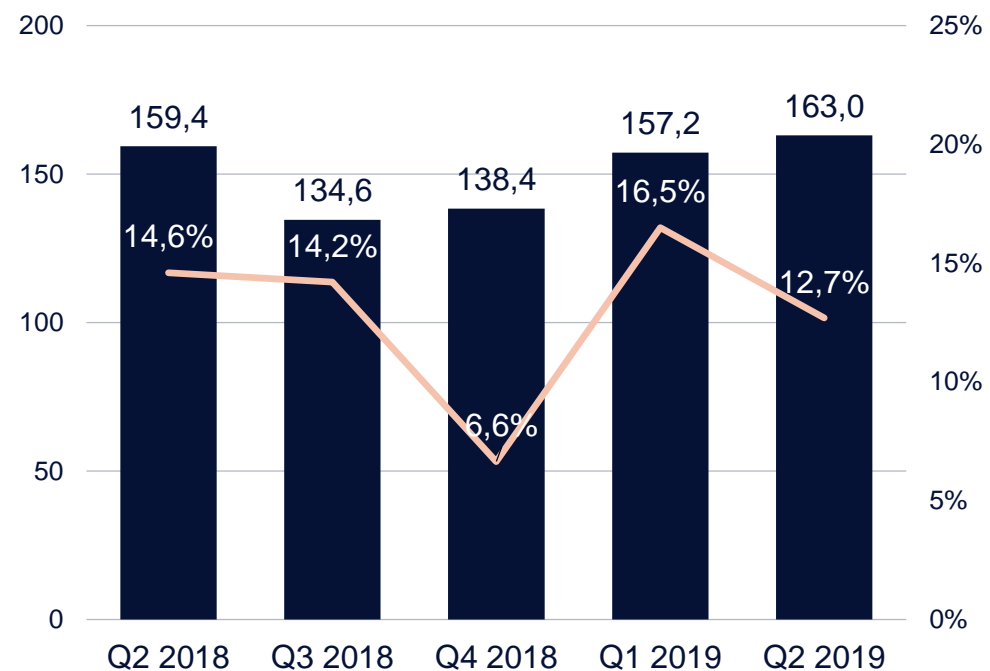


Cooking  
10%

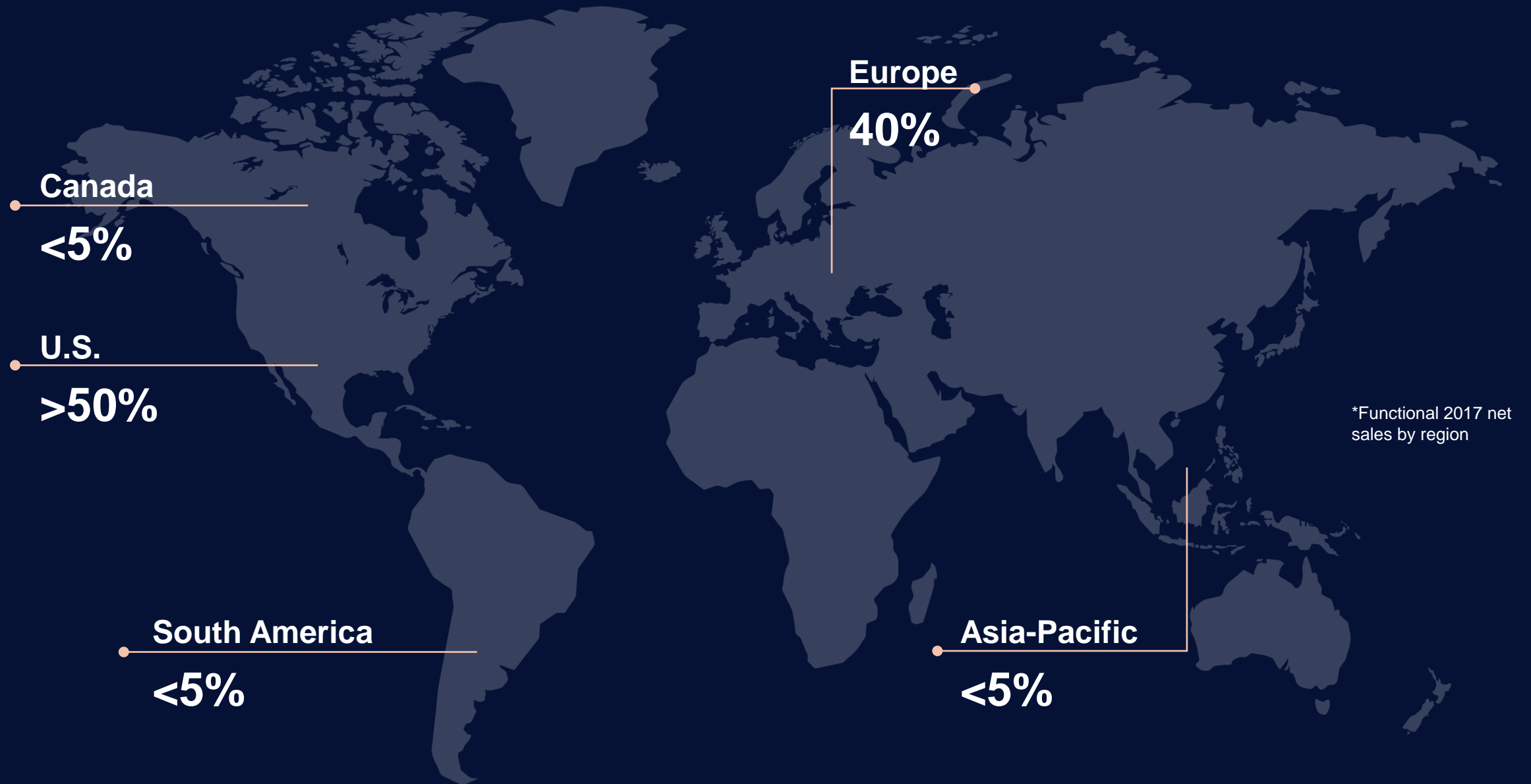


Fixing  
2%

### NET SALES, EUR MILLION COMPARABLE EBITA, %



## Functional – U.S. market a key driver





# SBU Living





## Living – Strong player in fragmented markets

### CATEGORIES



Dinnerware  
45%



Drinkware  
17%

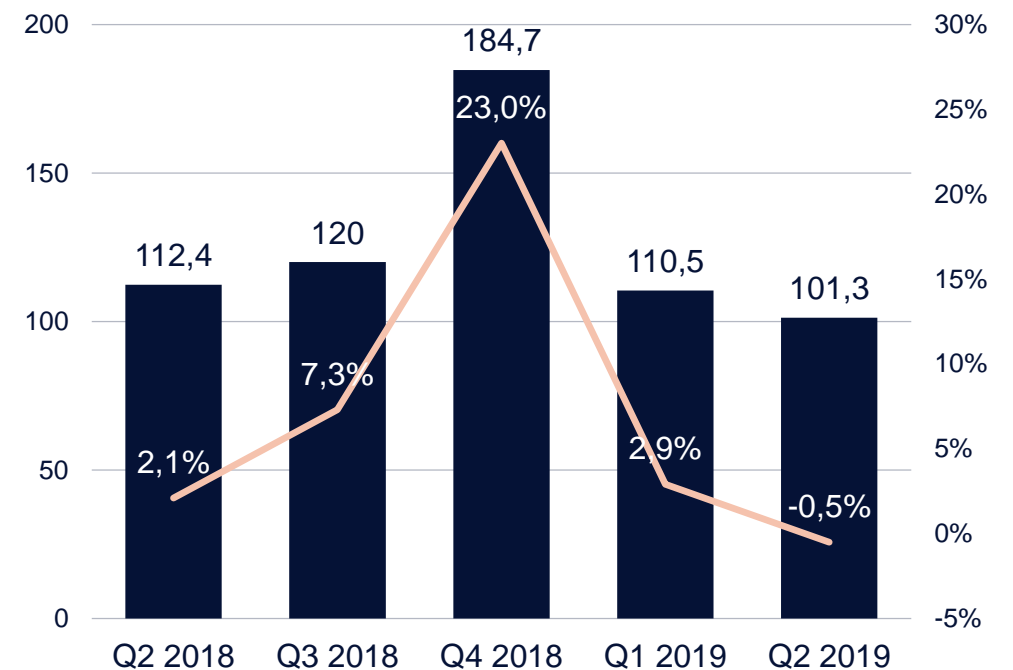


Interior  
22%

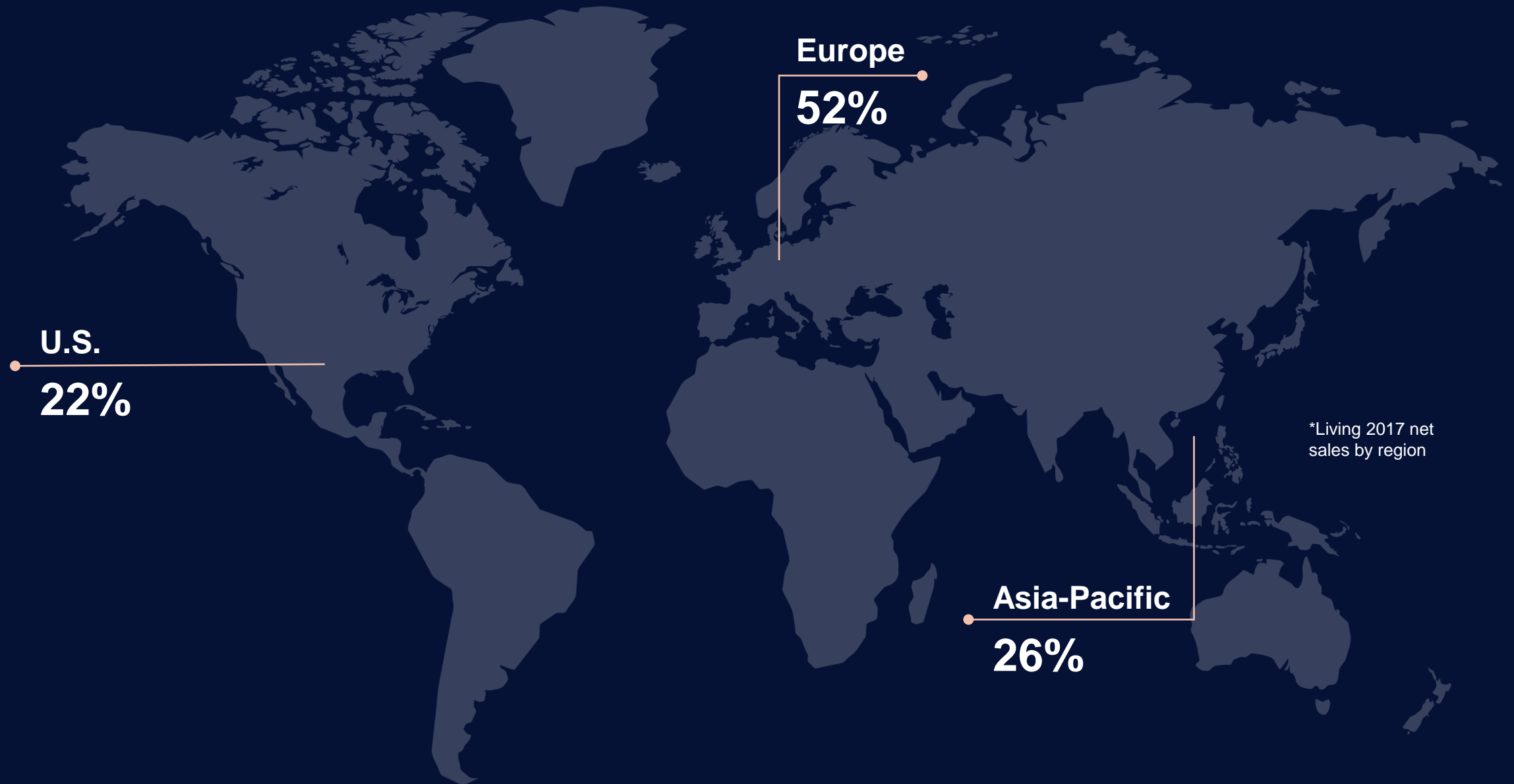


Other  
15%

### NET SALES, EUR MILLION COMPARABLE EBITA, %



## SBU Living – Well balanced footprint



\*Living 2017 net sales by region



## New business models providing growth opportunities

Circular economy is part of Fiskars Group's sustainability program, and the aim is to find new business opportunities based on it.

Circular economy means a new way of thinking in which consumption is based on sharing, renting, recycling, and using services, instead of owning products and manufacturing new ones.

The first of new adopted concepts is Vintage, where we buy and sell used Iittala and Arabia-branded tableware. The concept is being rolled out in Finland during 2019.

Other concepts are being reviewed as well.



## Fiskars Group strategic priorities supporting our value creation

**Growing  
business**



**Inspiring  
people**

**Exciting  
consumers**

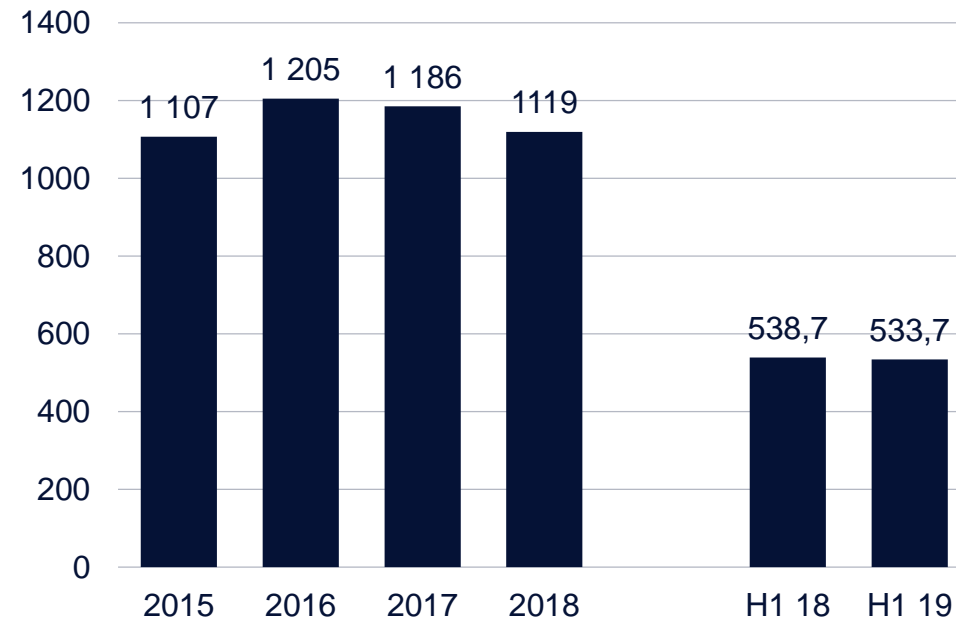


**Improving  
performance**

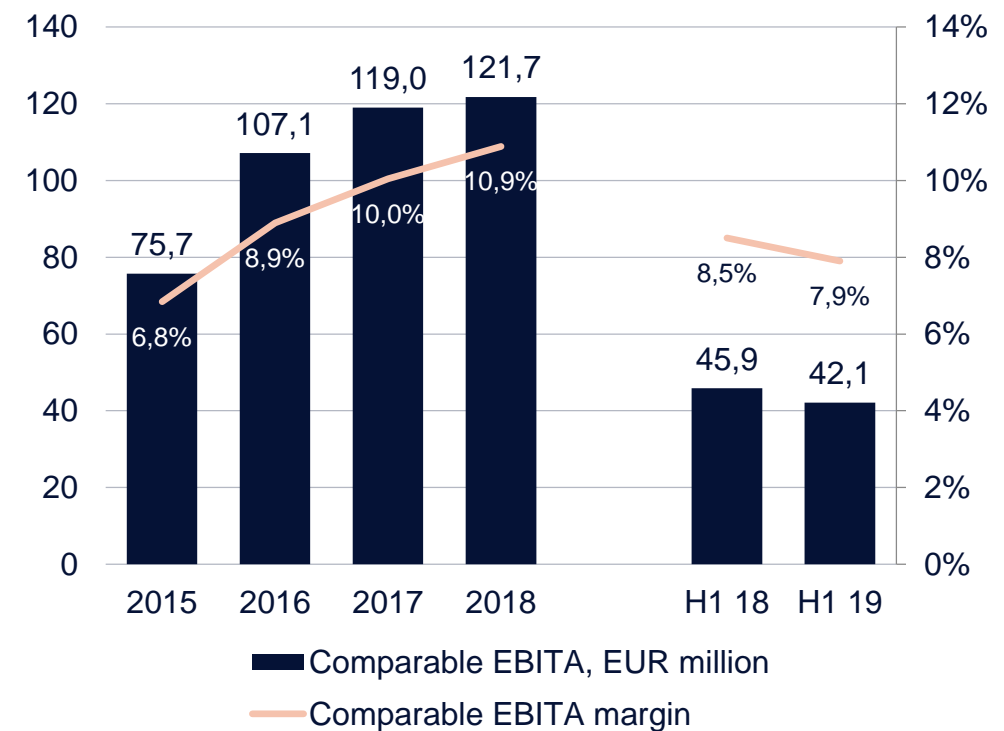


Our profitability has increased significantly over the past years

### NET SALES



### COMPARABLE EBITA



## Long-term financial targets – profitability target increased in November



### Growth

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



### Profitability

EBITA margin to reach 12%



### Capital structure

Net gearing\* below 100%



### Dividend

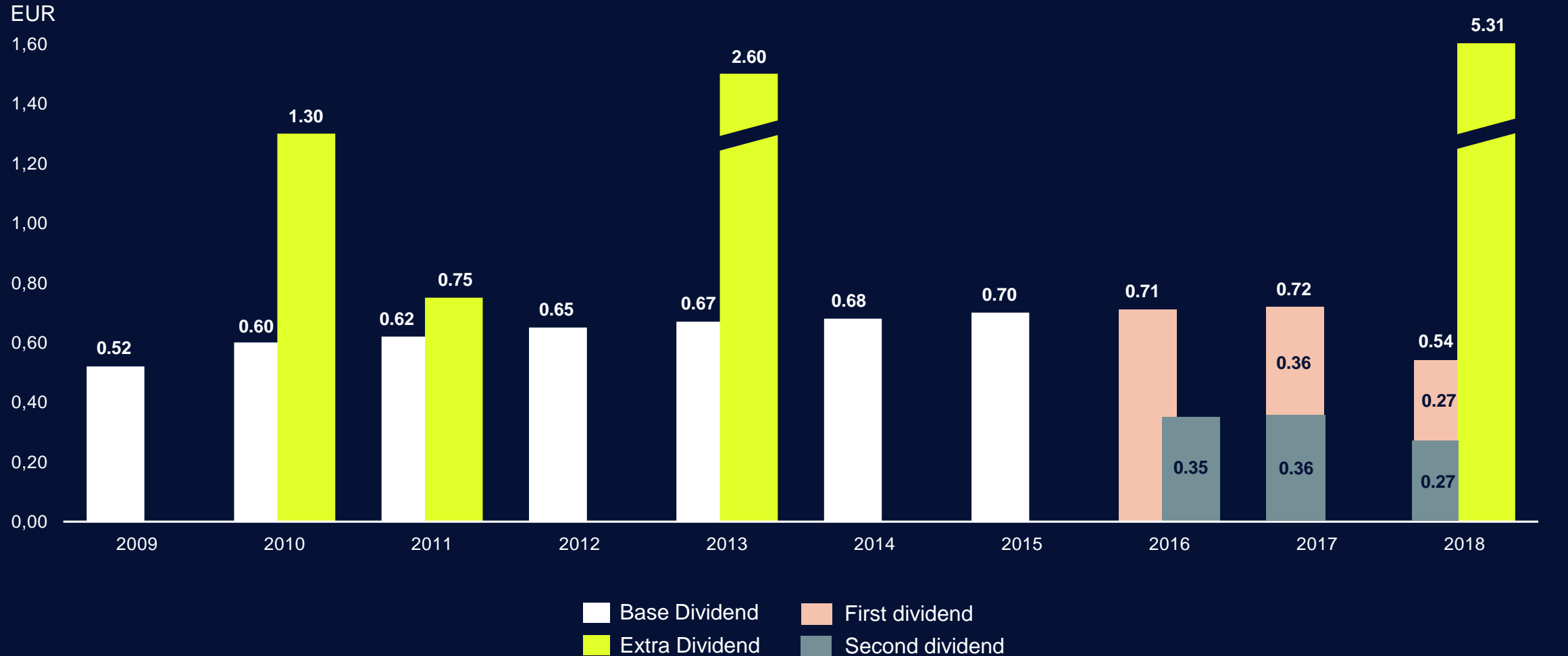
Fiskars aims to distribute a stable, over time increasing dividend, to be paid biannually

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



## Wärtsilä share distribution changed the baseline for dividend growth

### Dividend per share (DPS) history 2009–2018



## 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.



# Making the everyday extraordinary