



FISKARS  
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GROUP

Making the  
**Everyday**  
**Extraordinary**

Old rituals made better,  
New crafts mastered,  
Joy in the small moments;

We call this the Everyday Extraordinary.

It's what we all strive for.

Because the small things we do each day,  
Have a big impact on us and our future.

Everyday is different for everyone.

It's shaped by what we do,

Where we live,

And what we love.

It's why we bring together different people  
and ways of thinking,

to explore, learn and create.

To make daily life better for each other,  
and the world around us.

# Building loved brands

At Fiskars Group, we want to make the everyday extraordinary.

With our brands including Fiskars, Gerber, Iittala, Royal Copenhagen, Waterford, and Wedgwood, our vision is to create a positive, lasting impact on our quality of life. We are present in people's everyday lives – at home, in the garden, and outdoors.

Since our journey started in 1649 we have explored, learned and created, making daily life better for each other and the world around us. Our portfolio of brands is held tightly together by our unique craftsmanship and our attention to detail – we know it is the small things we do each day that have a big impact on us and our future.

We have a presence in 30 countries, and our products are available in more than 100 countries. Our shares are listed on the Nasdaq Helsinki (FSKRS).

**With our brands,  
we make the  
everyday the  
extraordinary**





## Vision

Fiskars Group's vision is to create a positive, lasting impact on our quality of life.

Our vision is what we strive for today, without forgetting our heritage. Since our founding in 1649 we have been focused on running our business in a responsible manner.

The world is changing, and we are changing with it, yet we continue to approach our business with a long-term view. Our vision can only be fulfilled by integrating sustainability into everything we do.



## Purpose

# Our purpose is to make the everyday extraordinary

The everyday matters because the small things we do daily have a big impact on us and our future. The everyday is different for everyone. It's shaped by where we live, what we do and what we love.

At Fiskars Group we bring together different people and different ways of thinking to explore and learn about the everyday. To make life better for each other and the world around us.

Through our brands we are intimately involved in people's everyday – from cooking and dining, gardening and experiencing the outdoors, to celebrations and festivities. We are present there when life happens.

## Our values



### Creating change

In a constantly changing world, we have always had the courage to take the lead. We shape our own future.



### Celebrating the everyday

We're present in the small moments of the everyday. We appreciate the little things we do, as we know they have a big impact on us and our future.



### Growing with compassion

We know that by looking at the world from the perspective of others we can become the best at what we do.

# Our brands



1

## 1 Fiskars

A leading global lifestyle brand dedicated to empowering people to shape their world in the home and garden. Established in 1649 as an iron-works in a small Finnish village, the brand encourages everyday creativity through purposeful design.



2

## 2 lippa

As a pioneer of Nordic design, lippa embraces the essence of Nordic living. lippa believes in design that lasts from generation to generation. What started as a glass factory in 1881, now celebrates generations of essential objects that are made to enrich people's everyday lives.



3

## 3 Royal Copenhagen

Founded under the patronage of the Royal Danish Court in 1775, Royal Copenhagen has been manufacturing fine porcelain with respect for the historic craftsmanship acquired through the past 245 years – continuously renewing and respecting historic aesthetics and traditions.



4

## 4 Wedgwood

The home of curious, creative and imaginative people. A place fuelled by creativity, self-expression, humour and lots of tea. We're of Britain but not only British. Welcome to Wedgwood, the home of eclectic originals.



5

## 5 Waterford

Earth, wind, fire, water and spirit, we have forged these elements into fine crystal for over two hundred years. Inspiring moments and creating lasting memories. Crafted since 1783 for this very moment.



6

## 6 Gerber

A leading global brand of activity specific knives, multi-tools and problem-solving gear. Built on the pillars of craftsmanship, innovation, and an unrelenting commitment to quality and service to others, the trusted brand features a diverse portfolio of equipment for recreational and professional end users.

Our unique portfolio of well-loved and respected lifestyle brands is defined by our strong craftsmanship, beautiful and functional design, and our deep understanding and appreciation of the everyday.

**FISKARS®**

Fiskars as our Power brand provides high growth opportunities, targeting especially the gardening and cooking categories with broad distribution.

**iittala**

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

**WEDGWOOD**  
ENGLAND 1759

**WATERFORD**

 **GERBER®**

The Focus brands will help us improve profitability by strengthening the market position in the core market and seeking growth initiatives in selected markets and categories.

**ARABIA**  
1873

  
**Rörstrand**

**ROYAL DOULTON**  
LONDON

**Gilmour®**

**ROYAL ALBERT**  
ENGLAND 1904

The Local brands will have an important role in their specific country or channel.

# Sustainability approach

**We believe that operating with a strong sustainability approach is the right thing to do for people and the planet and the prerequisite to future-proof and grow our business. Sustainability is an opportunity for us to further strengthen our reputation and increase brand love.**

We want to take a stand with our new long-term ambition to be the sustainability leader in our industry. Our sustainability approach describes how we are going to reach our ambition, we are on a mission: for lasting wellbeing of people and planet. The future calls for actions today.

To do this we need to challenge ourselves and demonstrate sustainable leadership in all areas of our operations. Together with the best partners, we find sustainable solutions to ensure that our business will perform and contribute positively to this generation and to the ones to come.

It seems the more advanced society becomes, the more people search for balance and wellbeing, which is a great platform for us at Fiskars Group. We want to be loved

for our ability to shape the everyday into something extraordinary. We are proud of our heritage and culture of lasting design. For us this involves not only how we design lasting products and services, but also how we can create a positive impact going forward.

Our responsibility is to grow and evolve the business with compassion for people and planet. Aligned with UN Sustainable Development Goals we have set ambitious targets to fight throwaway culture, contribute to a carbon neutral future and increase joy.





## Against throwaway culture

We fight throwaway culture by developing circular solutions to extend the joy they provide and to minimize the strain on the planet.



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## For a carbon neutral future

We take climate action by reducing our impact in line with a 1.50 future. We are transforming to a carbon neutral business.



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## For increased joy

We create a positive impact on the quality of life for people and communities.



# Sustainability highlights

**Fiskars Group integrates sustainability into everything we do and takes meaningful action in many fronts. Sustainability is present at how we design and product our product and service, how work as a team and how we act in the communities around us.**

## **1 COMBATTING CLIMATE CHANGE**

We are committed to climate action by joining the Business Ambition for 1.5°C initiative, and our emission reduction targets have been approved by the Science Based Targets Initiative, aligned with the most ambitious goal of the Paris Agreement. The actions are one step forward in our journey towards a carbon-neutral business.

## **2 VINTAGE SERVICE – BASED ON CIRCULAR PRINCIPLES**

Our Vintage service buys and sells second-hand Iittala and Arabia everyday tableware, available in all Iittala stores in Finland. In 2020, the service expanded to Sweden with a pilot at five of our stores, where the service buys and resells used glasses and ceramic dishes by Iittala and Rörstrand. Going forward, we will continue to explore expansion opportunities to other markets.

## **3 SUPPORTING WWF TO PROTECT BIODIVERSITY**

Fiskars Group supports WWF to protect biodiversity through the Greater Mekong region's conservation in Southeast Asia. The destruction of nature and biodiversity is a major contributor to pandemics such as COVID-19. To reduce the risk of future zoonotic outbreaks, WWF Greater Mekong is working to protect forest habitats and the wildlife within them and to end the illegal wildlife trade.

## **4 FISKARS' RECYCLED SCISSORS**

Fiskars' innovative pair of scissors are made from recycled and 100% recyclable materials. The handles are made from material composed of post-consumer plastic and renewable wood fiber; the blades are made from recycled stainless steel. The recycled scissors are the first product to be unveiled from the new scissors series; the range will be expanded in the upcoming years.

## **5 SAFETY FIRST**

Fiskars Group's safety target for 2030 is to have zero harm with a zero Lost Time Accident Frequency (LTAF), taking into account not just our own employees, but our contractors and key suppliers as well. Since 2018, we have put health and safety in focus by organizing annual safety days with specific themes to raise awareness of safety at work and share best practices among our locations.

## **6 IITTALA SPECIAL COLLECTION USES RECYCLED GLASS**

Iittala's special edition collection is made entirely of waste glass from the Iittala Glass Factory. The collection includes iconic designs, and each recycled glass object is unique. Recycled glass saves both energy and natural resources. At the Iittala Glass Factory, all waste glass, which comes about at different stages of the production process, is recycled.



SCIENCE  
BASED  
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

**BUSINESS**  
AMBITION FOR **1.5°C**  

1



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WWF-Myanmar / Hkun Lat



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Please visit us at [www.fiskarsgroup.com](http://www.fiskarsgroup.com) for more information and follow us on Twitter @fiskarsgroup.

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