

Fiskars Group

# Q1/2011

1.1.-31.3.2011

Helsinki, May 5, 2011



**FISKARS**

# Agenda

- Highlights
- Business review
- Financial position
- Outlook for 2011
- Appendixes

# Q1

## Highlights



# Strong first quarter performance

Strong overall start  
for the year

Robust Garden  
sell-in

Net sales  
189 MEUR, +11 %  
EBIT  
16,4 MEUR, +30%

Garden EMEA  
continued marketing  
campaigns and  
product launches

Performance  
improvement in Boat  
business

Outlook for 2011  
updated with  
increase in operating  
profit excl. non-  
recurring items

# Q1

## Business Review



# Operating environment in Q1

- Cautious buying and lean inventory programs still a priority at the trade
- In Europe, consumer confidence stabilizing
  - Boat markets clearly recovering
  - Construction markets improving
- In the Americas, overall trade sentiment slowly improving but fragile
  - Consumer spending dampened by price increases and unemployment
  - Institutional spending sluggish due to funding issues
- Spring earlier than last year in Europe, late in the America



# Steady performance in home products

## Q1/2011

- Home product sales higher than in 2010
- SOC sales in the Americas below 2010 levels
- Ceramics production strategy updated, role of Arabia factory strengthened with investments and increased efficiency
- Kaj Franck's Centenary Year celebrated with product launches
- Brand strategy assessed, Boda Nova to be removed from brand portfolio



# HOME

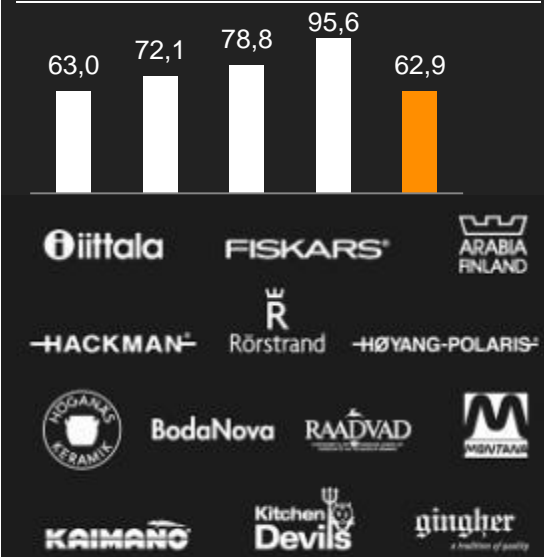
Modern Scandinavian design products for the kitchen, table, rest of the home and school, office and craft

## 62.9 MEUR

net sales -0% (Q1 2010: 63.0)

## 33%

of consolidated net sales





# Strong quarter for the Garden business

## Q1/2011

- Strong performance in both EMEA and the Americas
  - Driven by stick tools, wood preparation and snow tools in Europe
- Focus on global product groups
  - Leborgne garden tools converted to Fiskars brand, Leborgne focuses on construction tools
- Marketing campaigns continued in key Central European markets in Germany, France and Sweden
- Garden EMEA has strengthened its NPD team and invests in capacity increase and new products



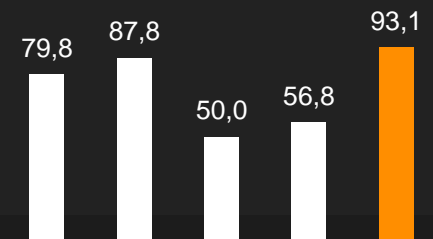
# GARDEN

Ergonomically designed tools  
for the garden and construction

## 93.1 MEUR

net sales, +17% (Q12010: 79.8)

## 49%

 of consolidated net sales

FISKARS®

leborgne  
tools

EBERT  
mit uns wird's Grün

Zinck & Lysbro  
- JARDENS BEDRUK -

SANKEY  
HOME & GARDEN PRODUCTS

# FISKARS



# Clear recovery in Boat markets

Q1/2011

- Significant performance improvement in boat business
  - New Buster models well received, new Drive Boats launched in Q1
- Sales of Silva's outdoor products increased
- Successful outdoor product launches in the Americas
  - Sales to commercial segment increased
  - Institutional sales sluggish
- Gerber web shops launched
- Boats management and marketing moved to Fiskars Campus



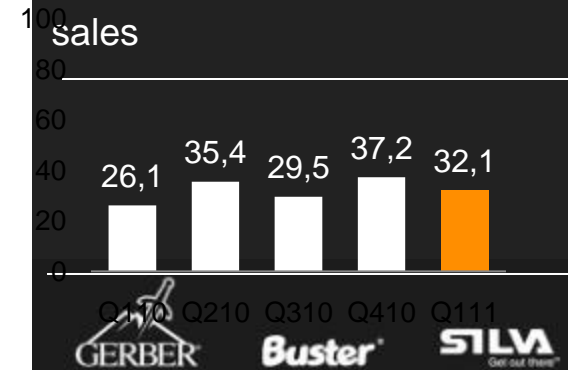
# OUTDOOR

Innovative, essential products for an active lifestyle and durable leisure boats

## 32.1 MEUR

net sales, +23% (Q1 2010: 26.1)

## 17%

 of consolidated net sales

# Q1 Spotlight:

Unified offering with reduced n:o of products



## Investing in strong brands

**FISKARS®**

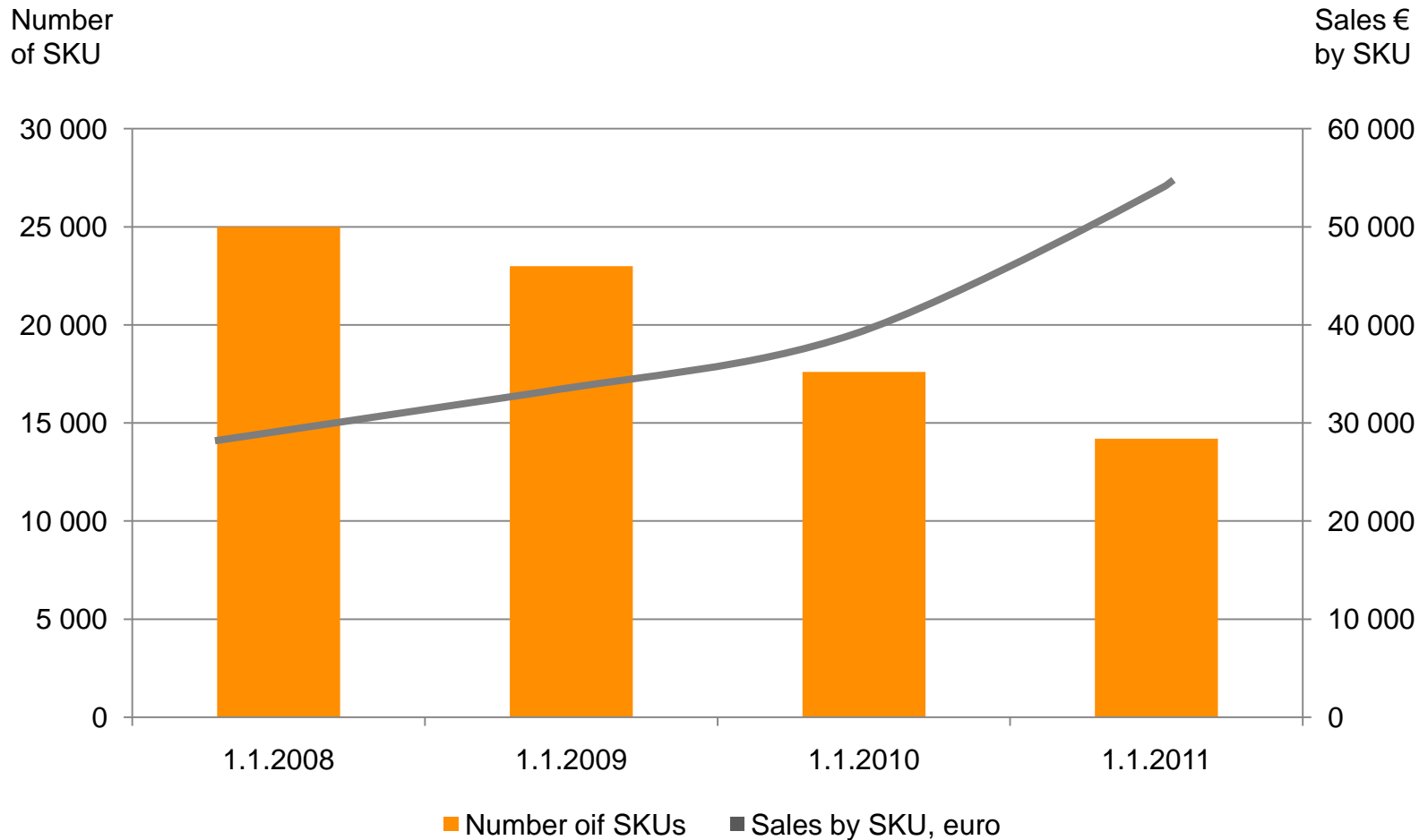
**+ 25%\***

\* Sales of Fiskars branded products 2010 vs 2009

**FISKARS**

# Ensuring future growth through unified offering

Consistently reduced number of SKUs and improving efficiency



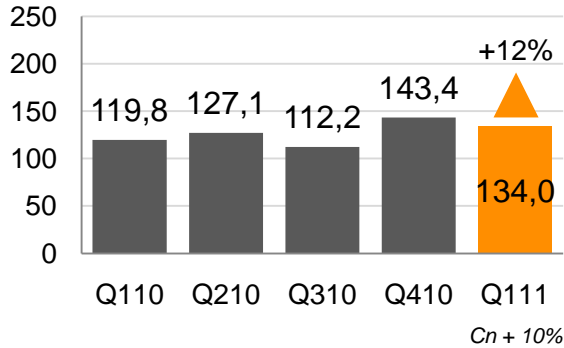
# Q1

## Financial position



# Net Sales Q1/2011 by Segment

Net sales, MEUR

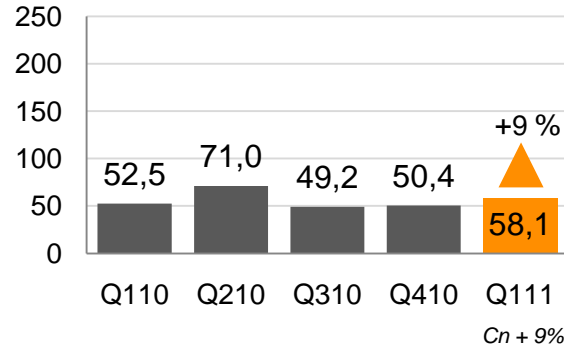


EMEA



70% of total sales

Net sales, MEUR

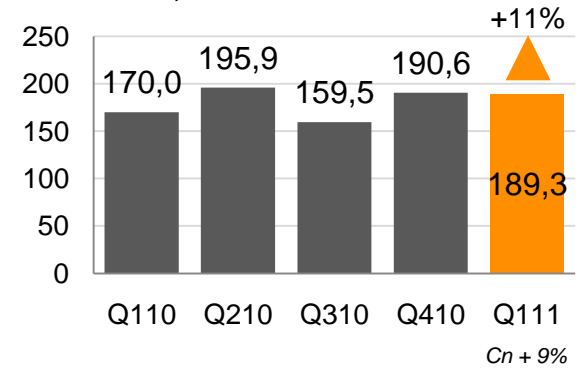


Americas



30% of total sales

Net sales, MEUR



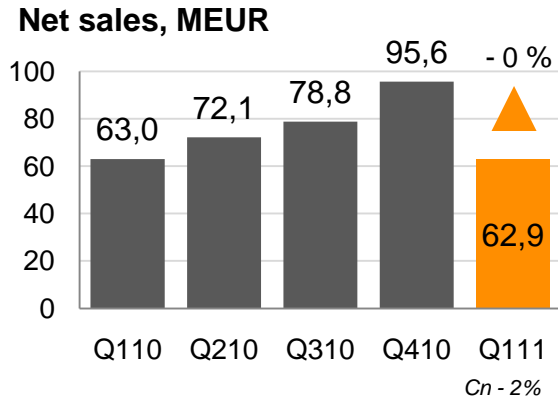
Fiskars Total



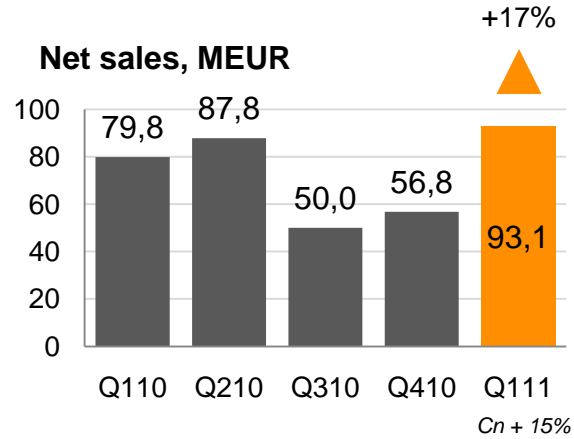
100% of total sales

# Net Sales Q1/2011

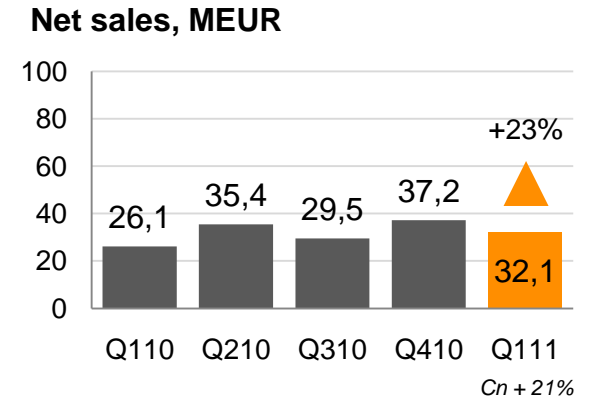
## by Business Area



Home



Garden



Outdoor

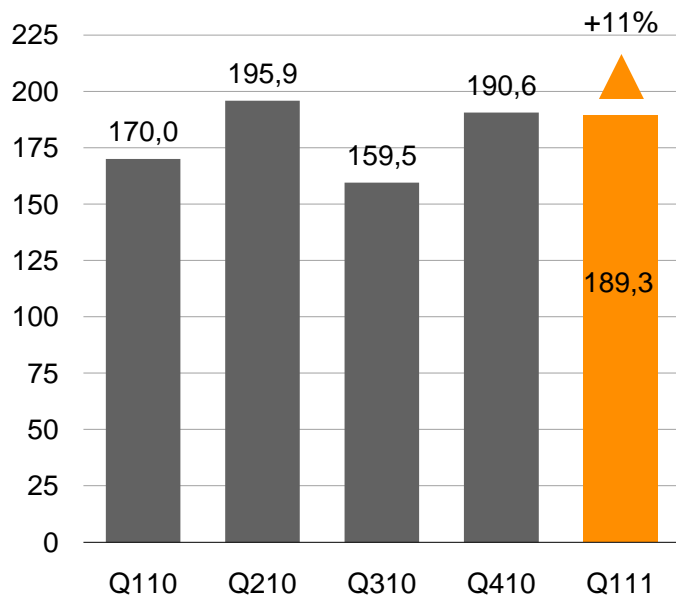




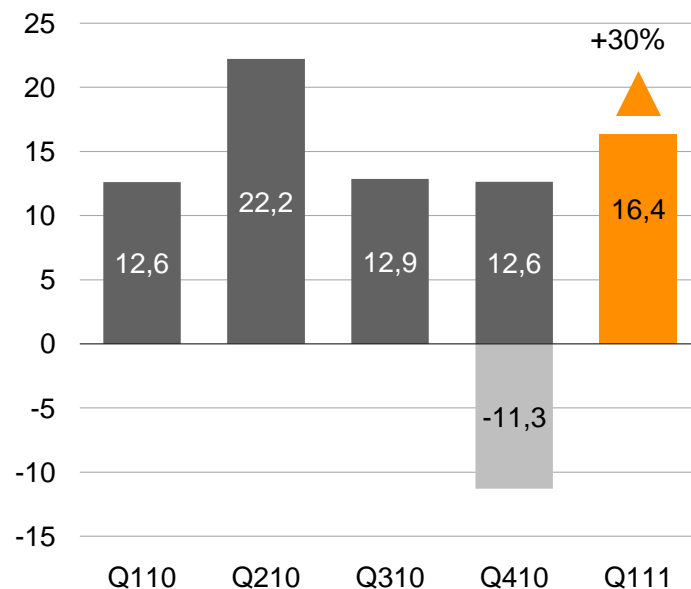
# Net Sales and EBIT in Q1 2011

Fiskars Group

## Net sales by quarter, MEUR



## EBIT by quarter, MEUR



EBIT % 7,4 % 11,3 % 8,1 % 6,6 % 8,6 %

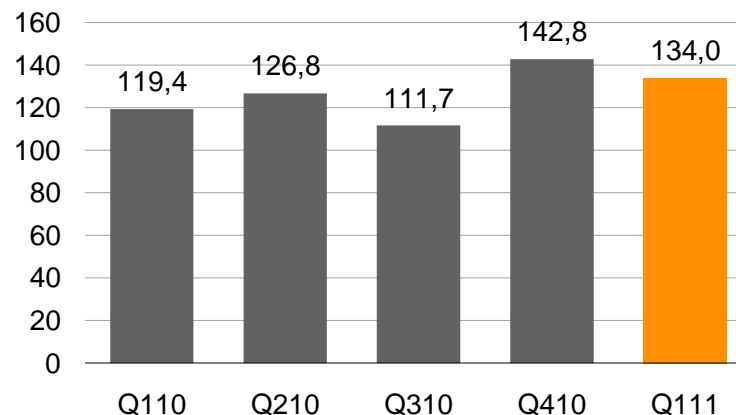
■ EBIT excluding non-recurring items  
■ Non-recurring items

# Net Sales and EBIT in Q1 2011

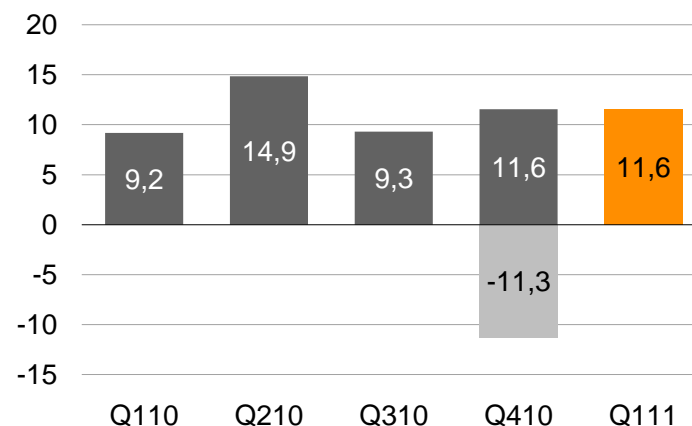
## EMEA segment

- Net sales 134.0 MEUR (119.4); +12% or +10 at comparable currency rates
- EBIT excl. non-recurring items 11.6 MEUR (9.2); +26% or +25 at comparable currency rates
- Sales growth driven by good development in Garden and Boats
- Increased volumes in Garden business and recovery of the Boat business contributed to EBIT improvement

Net sales by quarter, MEUR



EBIT by quarter, MEUR



EBIT % 7,7 % 11,7 % 8,3 % 8,1 % 8,6 %

■ EBIT excluding non-recurring items  
 ■ Non-recurring items

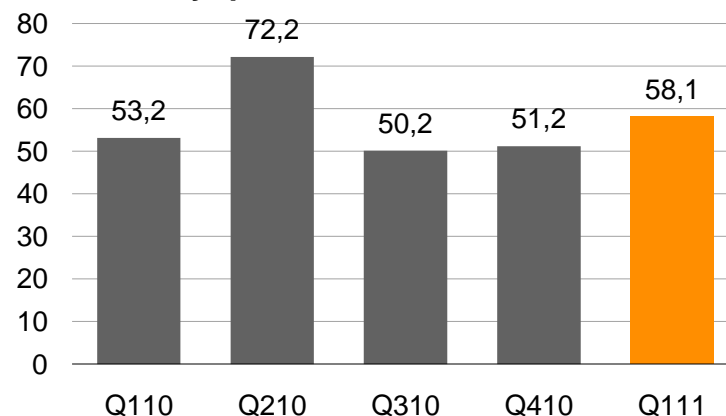


# Net Sales and EBIT in Q1 2011

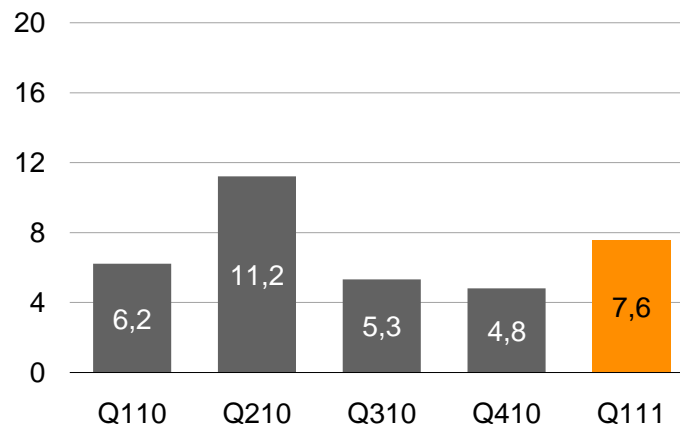
## Americas segment

- Net sales 58.1 MEUR (53.2); +9% or +9 at comparable currency rates
- EBIT excl. non-recurring items 7.6 MEUR (6.2); +22% or +21 at comparable currency rates
- Sales growth driven by good development in Garden and Outdoor
- EBIT improvement driven by strong Garden sales and good development in the Outdoor business

Net sales by quarter, MEUR



EBIT by quarter, MEUR



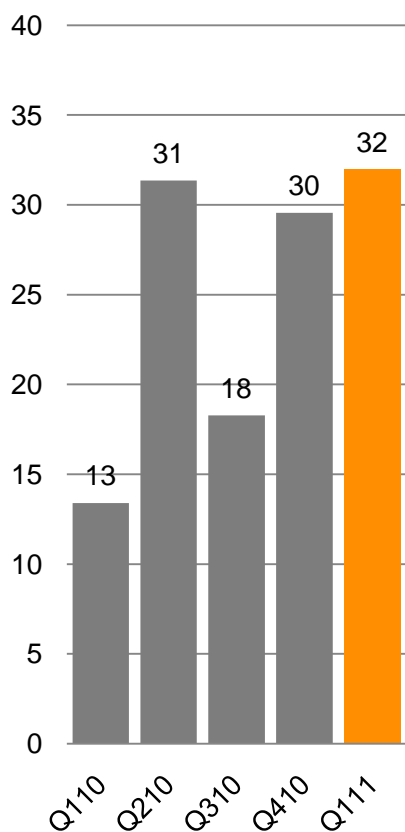
EBIT % 11,7 % 15,5 % 10,6 % 9,4 % 13,0 %

■ EBIT excluding non-recurring items  
■ Non-recurring items

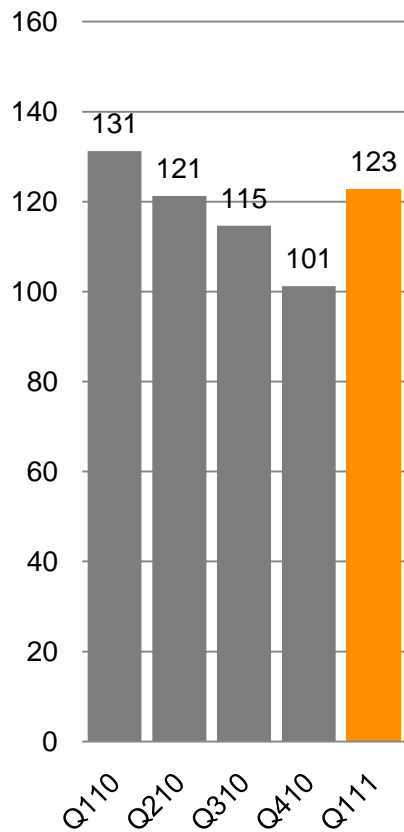
**FISKARS**

# Cash flow and debt Q1 2011, MEUR

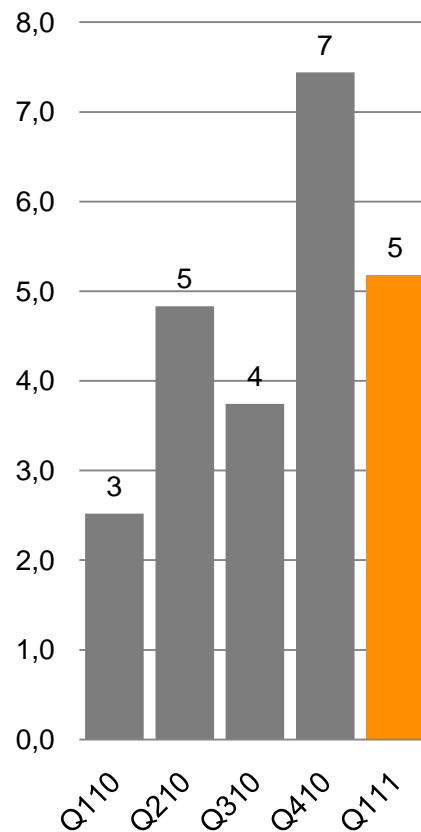
## CF from operating activities



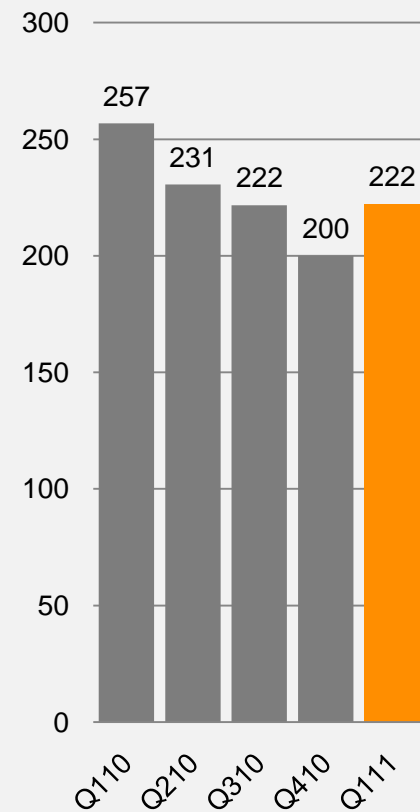
## Working Capital



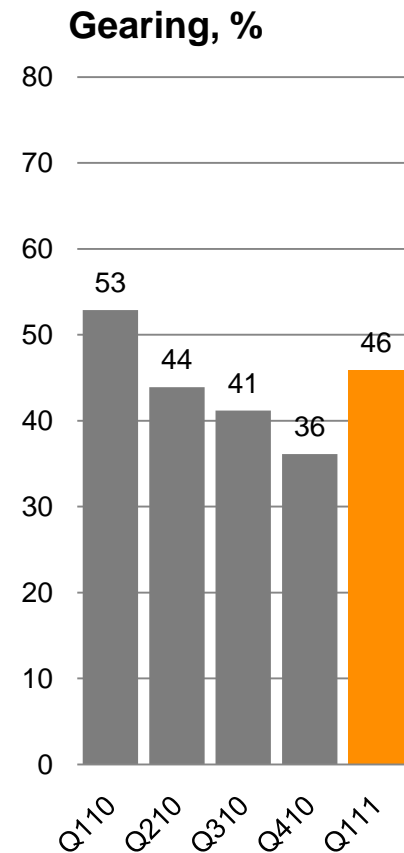
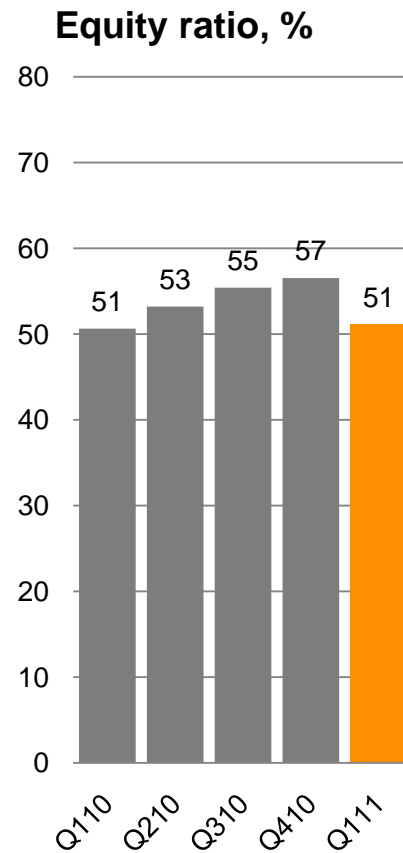
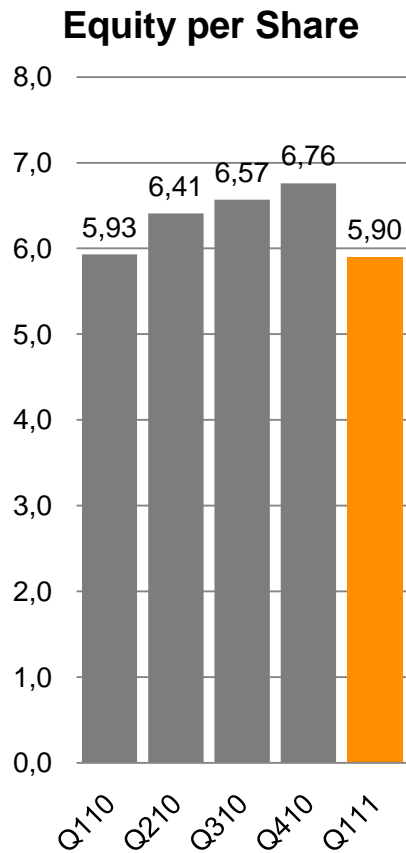
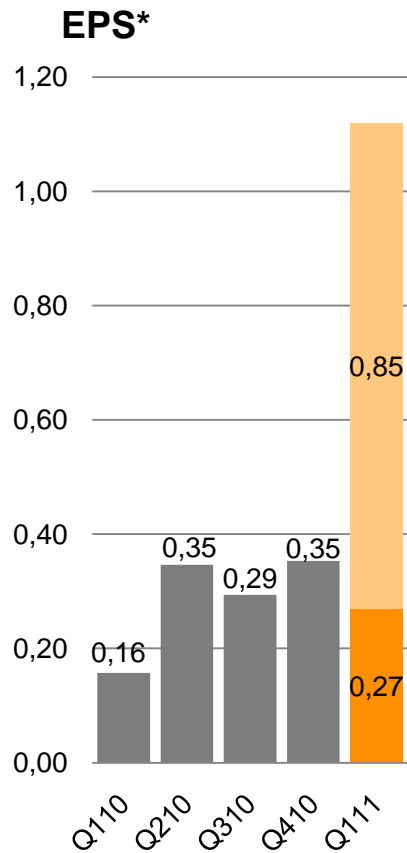
## Capital expenditure



## Net debt



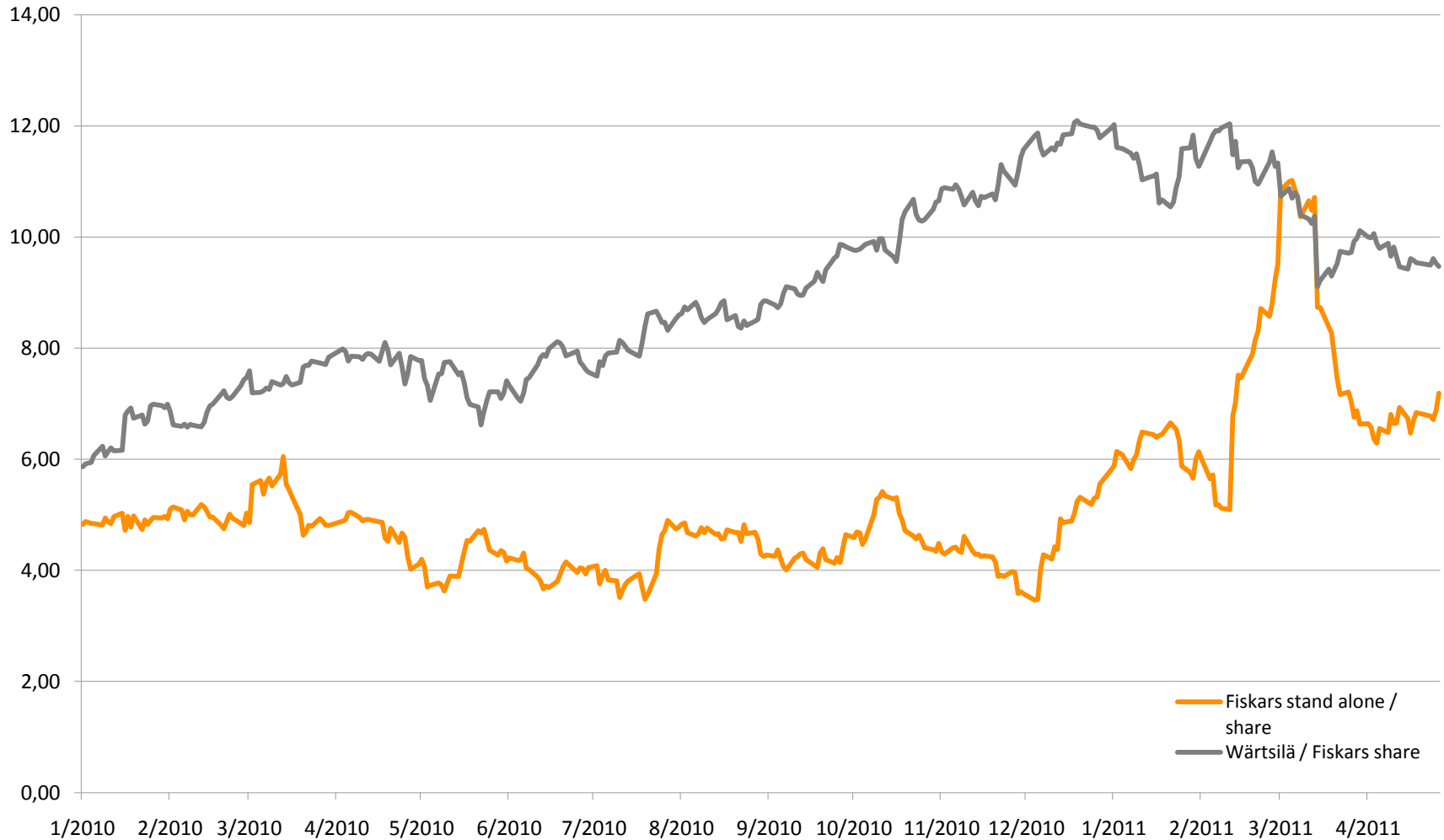
# Key ratios in Q1 2011



■ Gain of Wärtsilä sales  
■ Excl. Wärtsilä sales

# Fiskars share price development 2010 - 4/2011

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



# Q1

## Outlook for 2011





# Outlook for 2011 updated

Net sales outlook unchanged, operating profit outlook increased

- Full-year net sales and operating profit excluding non-recurring items are expected to increase compared to 2010
- Fiskars expects the general market situation to remain positive in 2011, assuming that the prevalent market uncertainty does not turn into renewed economic instability. The trade is expected to continue focusing on working capital, and retailer purchasing to remain cautious
- Associated company Wärtsilä will continue to have a major impact on Fiskars' profit and cash flow in 2011



# Q1 2011

## In a nutshell



# FISKARS

# Key figures

EUR million	Q1 2011	Q1 2010	Change %	2010
Net sales	189.3	170.0	11%	715.9
Operating profit (EBIT)	16.4	12.6	30%	49.1
Share of profit from associated company	11.2	5.5	104%	65.9
Change in the fair value of biological assets	-0.6	-0.6		-2.2
Profit before taxes*	94.9	15.7	503%	106.7
Profit for the period*	91.8	12.9	613%	94.3
Earnings per share, EUR	1.12	0.16		1.15
Equity per share, EUR	5.90	5.93		6.76
Cash flow from operating activities**	32.0	13.4		92.6
Equity ratio, %	51%	51%		57%
Net gearing, %	46%	53%		36%
Capital expenditure	5.1	2.5	102%	18.6
Personnel (FTE), average	3,640	3,558	2%	3,612
Net sales	189.3	170.0	11%	715.9
Operating profit (EBIT)	16.4	12.6	30%	49.1

\*Including a non-recurring profit of EUR 69.8 from the sale of Wärtsilä shares in Q1 2011

\*\*Including Wärtsilä dividend of EUR 40.9 million in Q1 2011 (29.5)

# Q1 2011

## Appendixes



# Fiskars IR Calendar and Contact Information

- Q1 Interim Report May 5, 2011
- Q2 Interim Report August 5, 2011
- Q3 Interim Report October 27, 2011

- Fiskars Corporation  
Hämeentie 135 A  
P.O. Box 130  
FI-00561 Helsinki, Finland  
Tel +358 204 3910  
Fax +358 9 604 053  
[info@fiskars.fi](mailto:info@fiskars.fi)  
[firstname.lastname@fiskars.com](mailto:firstname.lastname@fiskars.com)

- IR Contact  
Anu Ilvonen  
Tel +358 20439 5446  
[Anu.ilvonen@fiskars.com](mailto:Anu.ilvonen@fiskars.com)

# Analyst coverage

- To the best of our knowledge, the following persons follow the Fiskars share. They do so on their own initiative, and Fiskars takes no responsibility for the opinions expressed.
  - Carnegie Investment Bank  
Tommy Ilmoni, +358 9 618 71 235  
[tommy.ilmoni@carnegie.fi](mailto:tommy.ilmoni@carnegie.fi)
  - Evli Bank  
Mika Karppinen, +358 9 4766 9643  
[mika.karppinen@evli.com](mailto:mika.karppinen@evli.com)
  - Nordea Bank  
Johannes Grasberger, +358 9 165 59929  
[johannes.grasberger@nordea.com](mailto:johannes.grasberger@nordea.com)
  - Pohjola Bank  
Jari Räsänen, +358 10 252 4504  
[jari.raisanen@pohjola.com](mailto:jari.raisanen@pohjola.com)
  - Swedbank  
Tomi Tiilola, +358 20 746 9154  
[tomi.tiilola@swedbank.fi](mailto:tomi.tiilola@swedbank.fi)

# Disclaimer

The content of this presentation contains time-sensitive information that is accurate as of the time hereof.

A number of forward-looking statements will be made during this presentation. Forward-looking statements are any statements that are not historical facts. These statements are based on current decisions and plans and currently known factors. They involve risks and uncertainties, which may cause the actual results to materially differ from the results currently expected by Fiskars Group.

If any portion of this presentation is rebroadcast, retransmitted or redistributed at a later date, the Fiskars Group will not be reviewing or updating the material that is contained herein.



# Lasting everyday design, since 1649

