

Fiskars Group

August 5, 2010



FISKARS

Agenda

- Fiskars today
- Key events in Q2 2010
- Financial performance in Q2 2010
- Outlook for 2010

Fiskars today

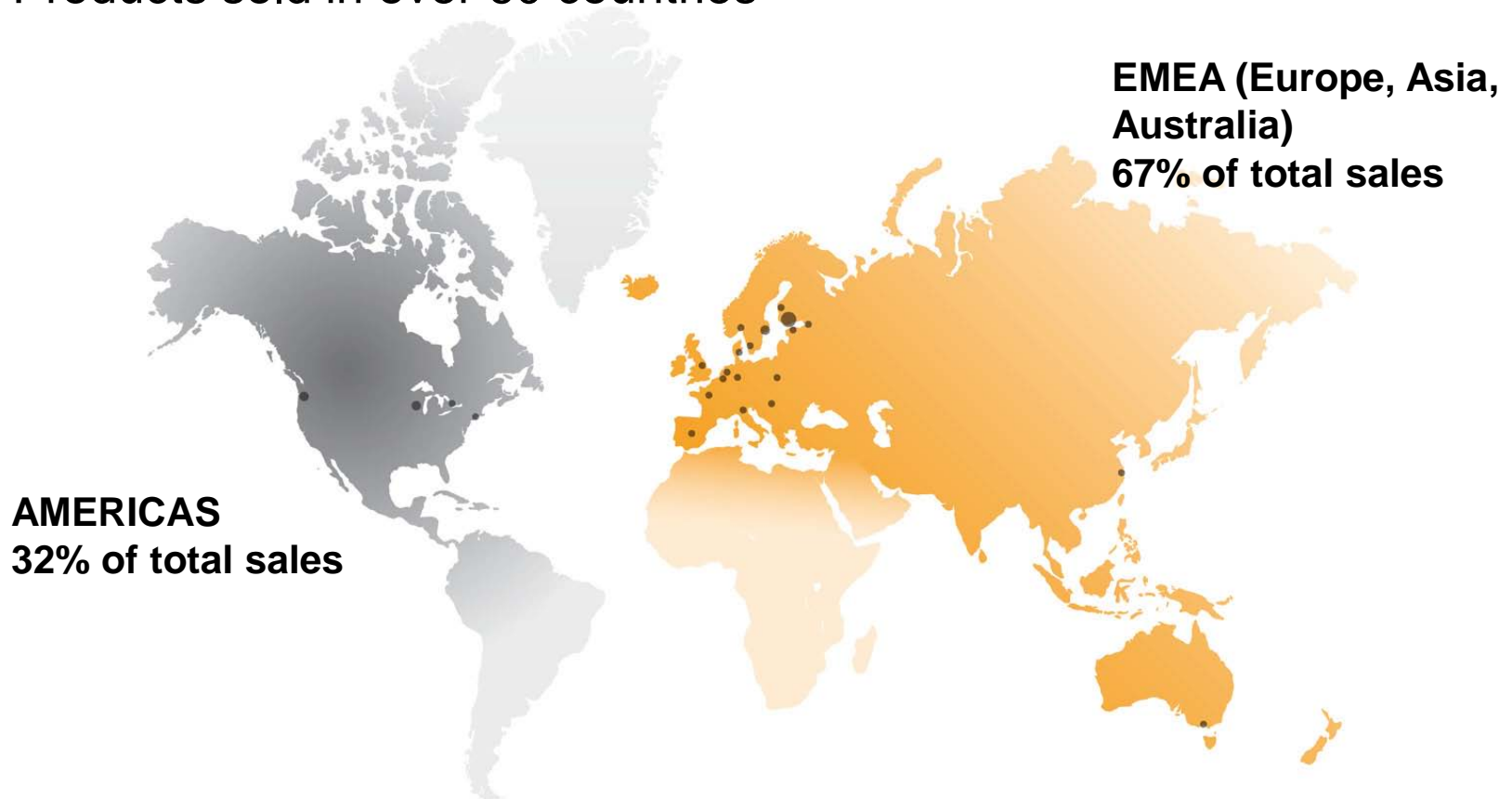
International consumer products company that offers innovative products for the home, garden, and outdoors



FISKARS

Fiskars in brief

- Net sales €663 million in 2009
- Over 3,500 employees in more than 20 countries
- Products sold in over 60 countries



Strong business areas



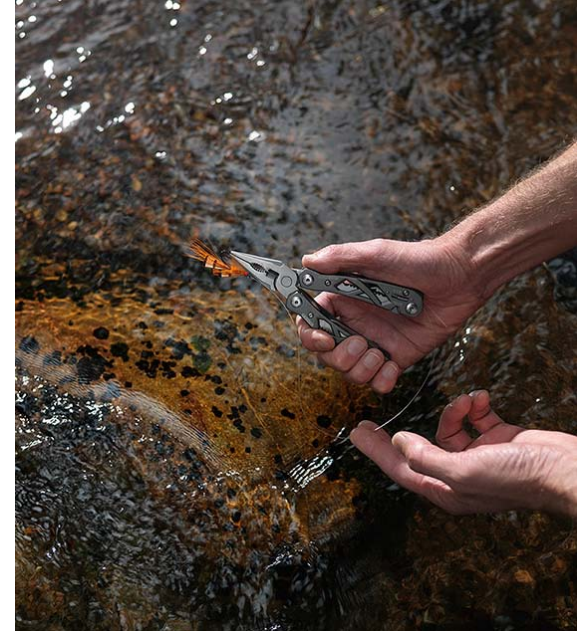
HOME

€300 million in 2009
45% of total sales



GARDEN

€231 million in 2009
35% of total sales



OUTDOOR

€128 million in 2009
19% of total sales

Transformation towards an integrated branded consumer products company



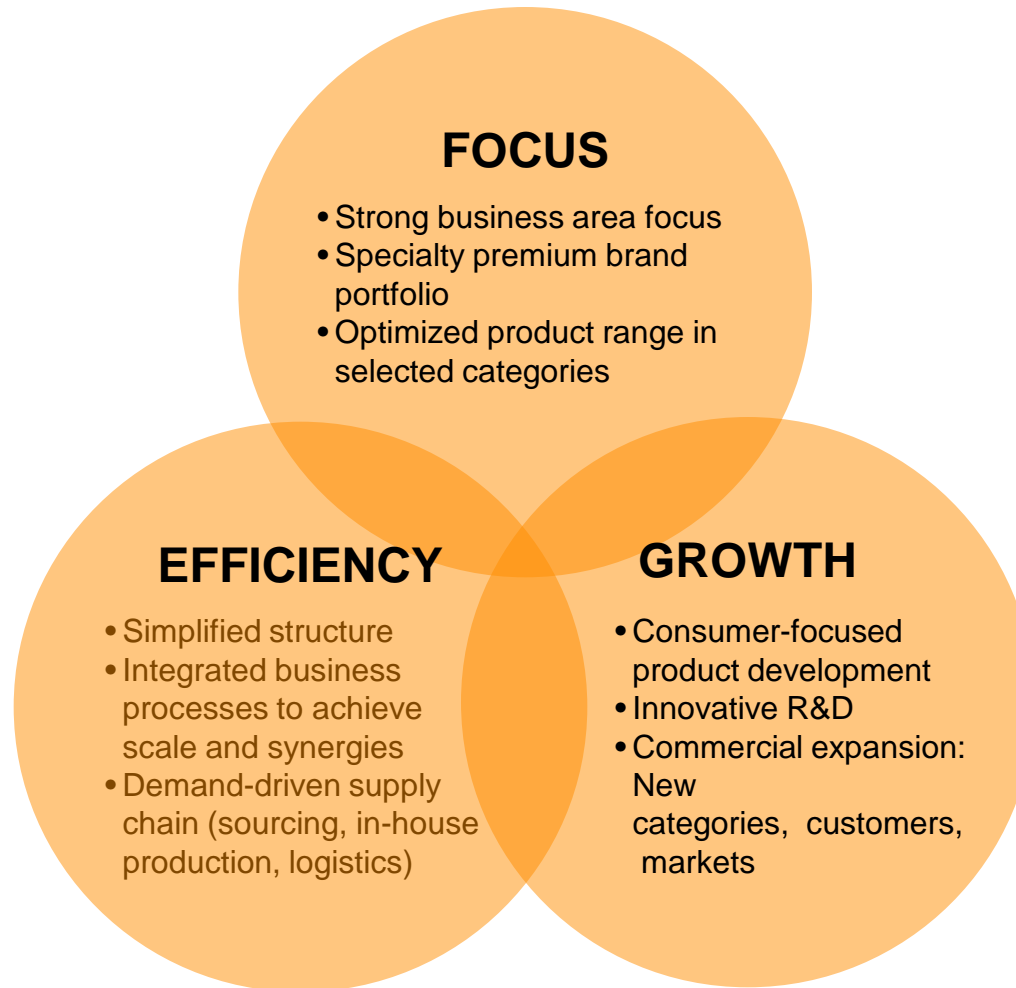
- Conglomerate of independent companies
- Locally optimized
- Acquisitions (Iittala, Silva, Leborgne) and divestments

- New group structure & management
- Combination of share series
- Group-wide integration program started

- Refined, focused business area and brand strategies
- Integration of business processes and systems
- Commercial innovations and platforms for growth
- Continuous improvement

- Focused
- Efficient
- Growing

Fiskars' formula for success



Key events in Q2 2010

Strong growth in net sales and operating profit



Highlights in Q2 2010

- Exceptionally strong quarter as a whole
- Net sales and operating profit grew in EMEA
 - Improvements in Home, Garden, and Boat businesses
- Stable development in the Americas
 - Sales at 2009 levels despite divestments
- Outlook unchanged
 - Market slowly recovering in Europe; more difficult to predict the development in the Americas



Business area Home

- Products for the home and kitchen; also scissors and craft products
- Net sales €72.1 million in Q2 2010 (Q2 2009: €67.3 million)
- Sales of home products rose
 - Finland, Sweden, and Italy developed particularly well
- Sales of SOC products decreased
 - Divestment of craft consumables in the US in July 2009
 - Decline partly offset by improved scissor and tool sales



Business area Garden

- Garden and construction tools
- Net sales €87.8 million in Q2 2010 (Q2 2009: €80.0 million)
 - Sales of garden tools clearly above 2009 levels
 - Increase partly due to late spring; postponed sales from Q1 to Q2
 - Market for construction tools recovering
- Investments in marketing & brand continue, main focus on Germany



Business area Outdoor

- Outdoor equipment and boats
- Net sales €35.4 million in Q2 2010 (Q2 2009: €31.2 million)
- Outdoor sales improved
 - Boat market recovering: Buster gained more market share; a new brand Drive Boats launched
 - Silva's outdoor equipment sales at 2009 levels
 - Brunton divestment in the US in December 2009
 - Sales of Gerber products offset most of the missing Brunton sales



New products in Q2 2010



littala Group's Case under the Competition Act

- The Finnish Competition Authority has proposed to the Market Court that a fine of EUR 4 million should be imposed on littala Group Oy Ab due to violation of the Finnish Competition Act by applying resale price maintenance between 2005 and 2007. The claimed violation occurred in practice before Fiskars acquired the littala Group on 31 August 2007.
- The littala Group submitted its answer to the Market Court on June 30, 2010, in which it denied all claims as being without merits.
- No provision has been booked for the proposed fine.

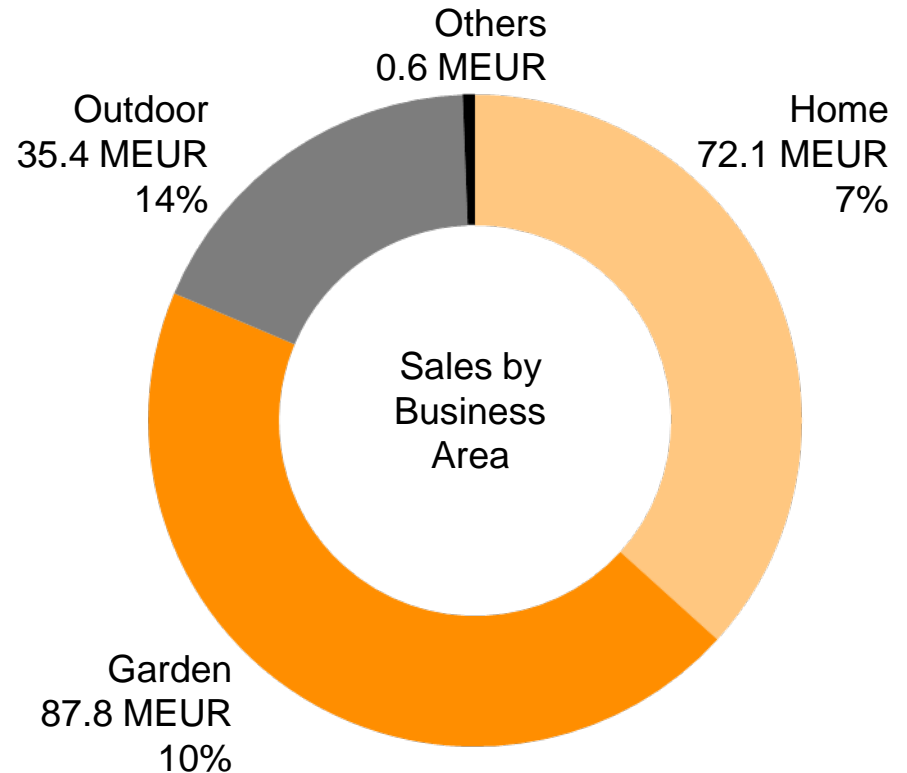
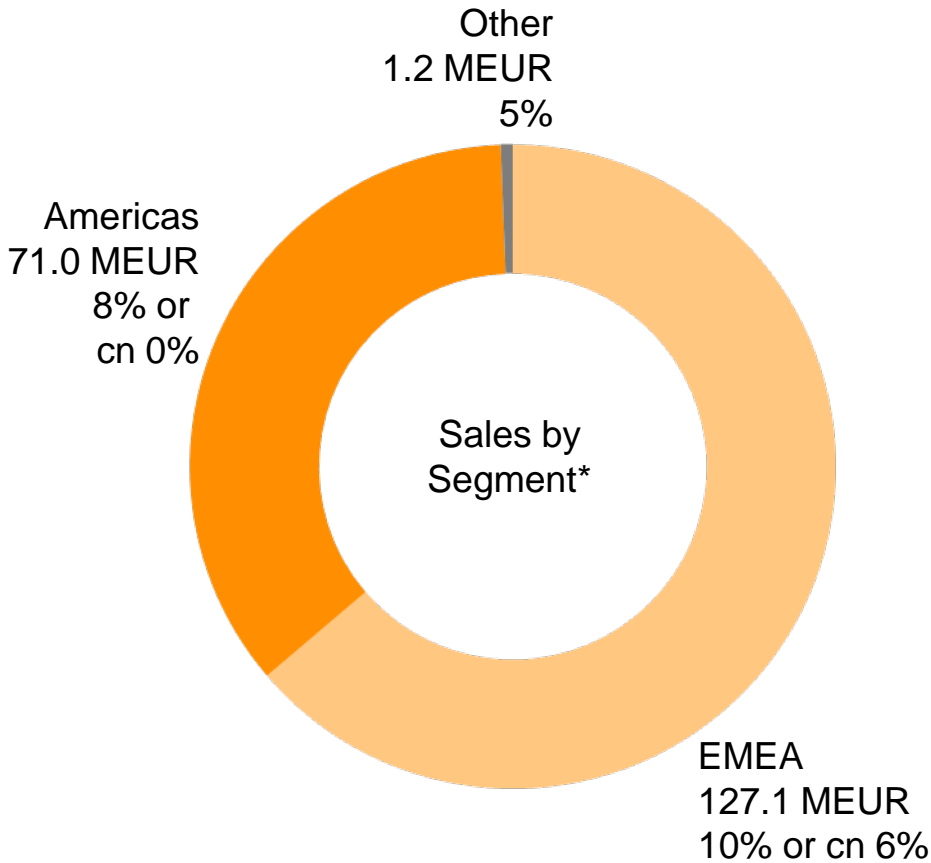
Financials in Q2 2010

Strong performance in the quarter



Net sales in Q2 2010

- Net sales increased 9% to €195.9 million (Q2 2009: €179.0 million)

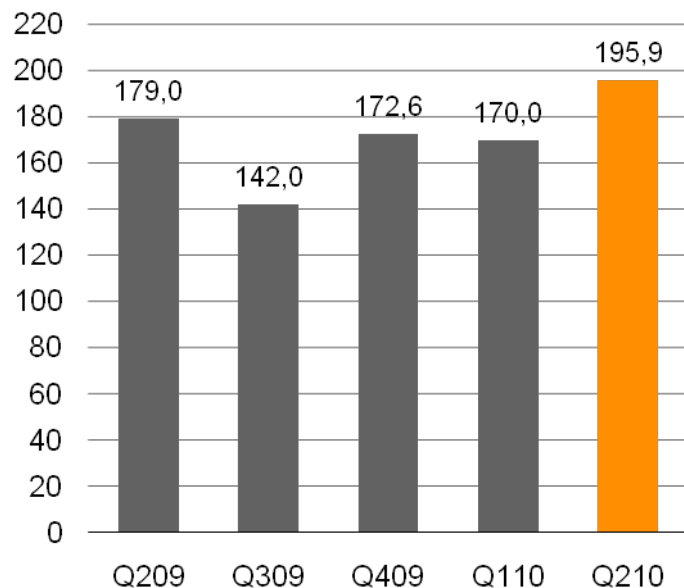


* Inter-segment sales 3.4 MEUR (3.9 MEUR)
Cn = currency neutral

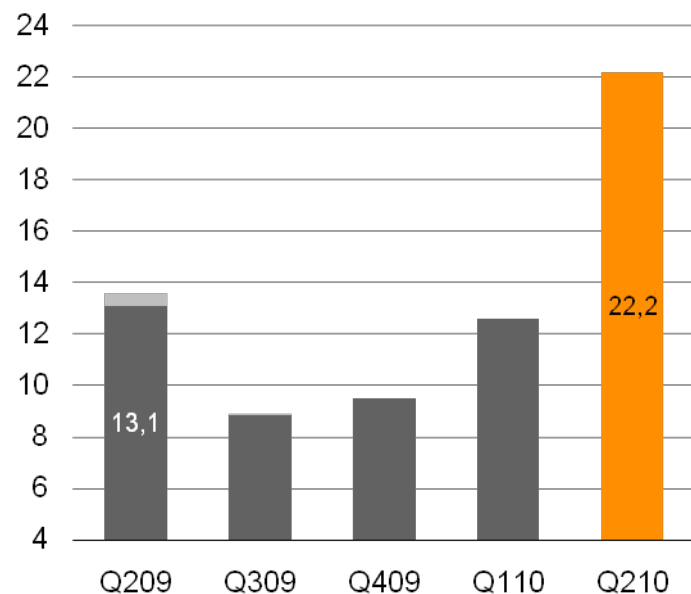
Quarterly sales and EBIT

- Net sales €195.6 million (179.0), operating profit €22.2 million (12.6) in Q2 2010

Net sales by quarter, MEUR



EBIT by quarter, MEUR



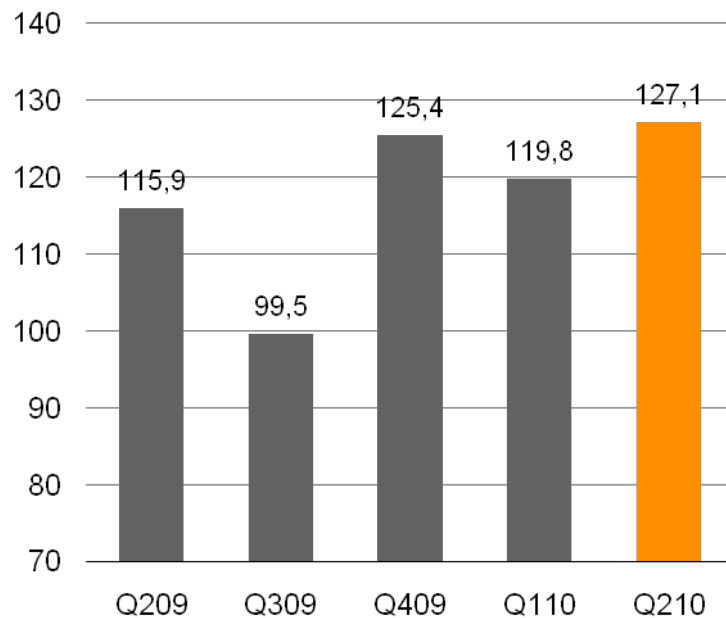
EBIT % 7.3 % 6.2 % 5.5 % 7.4 % 11.3 %

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

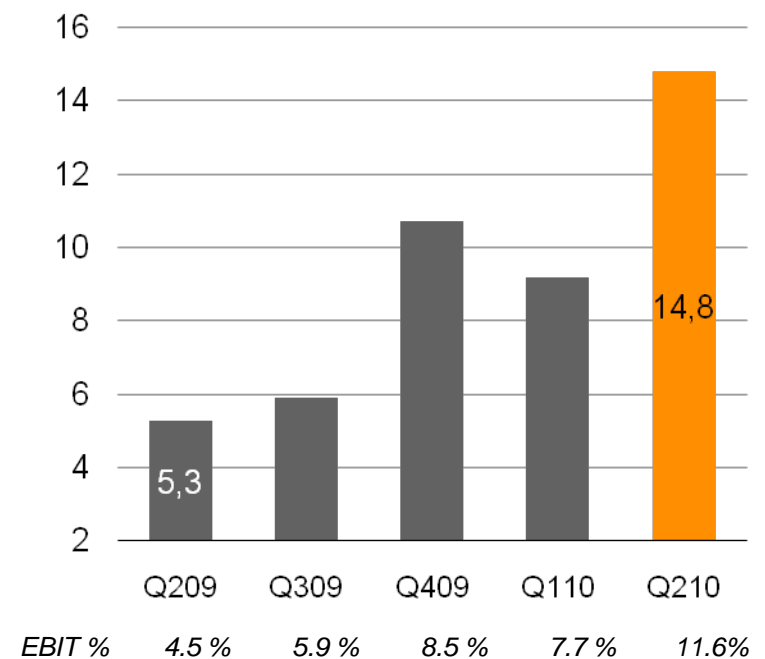
EMEA in Q2 2010

- Net sales €127.1 million (115.9); +10% or +6% at comparable currency rates

Net sales by quarter, MEUR



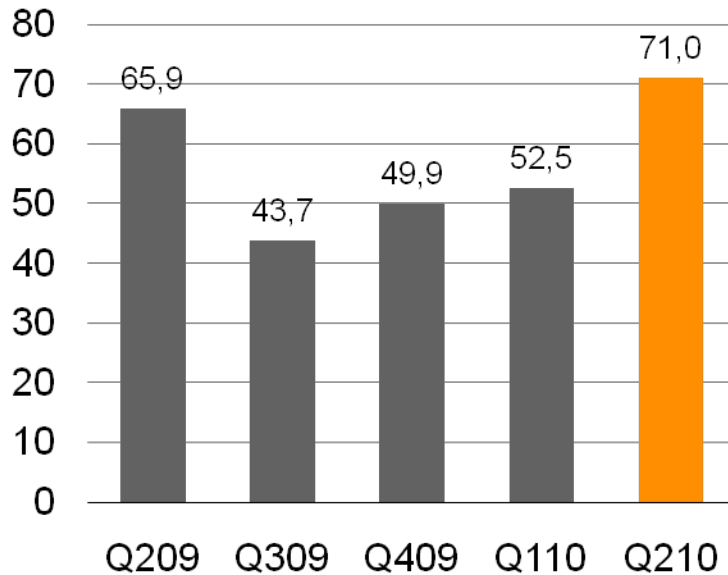
EBIT by quarter, MEUR



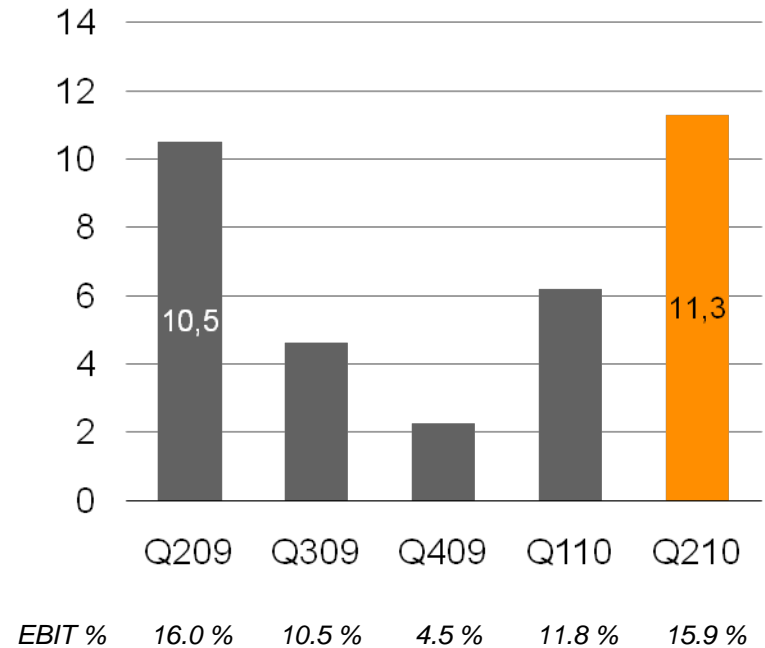
Americas in Q2 2010

- Net sales €71.0 million (65.9); 8% or 0% at comparable currency rates

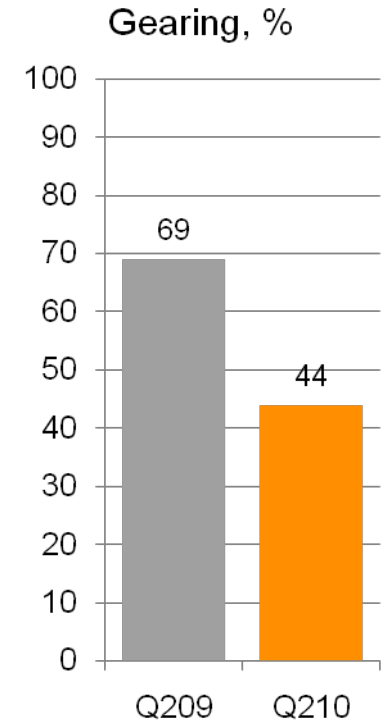
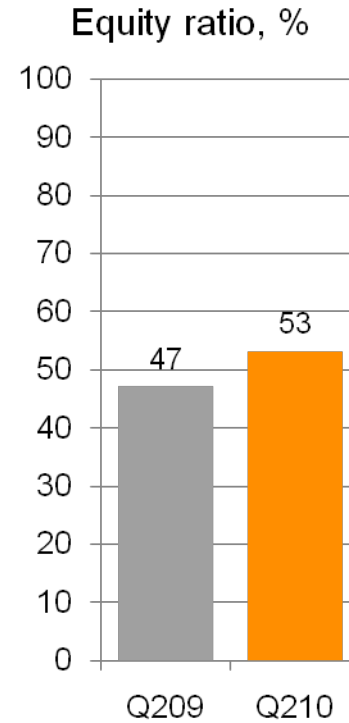
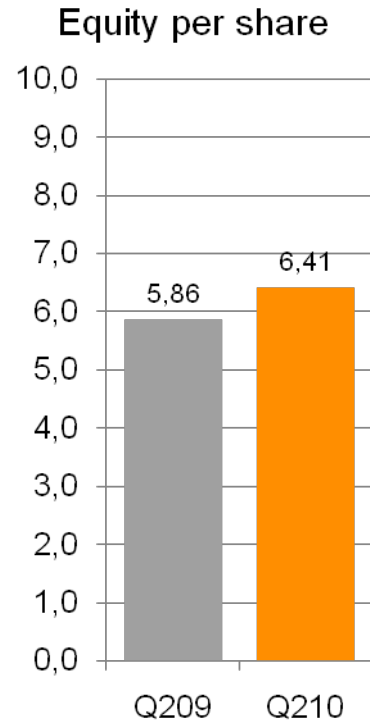
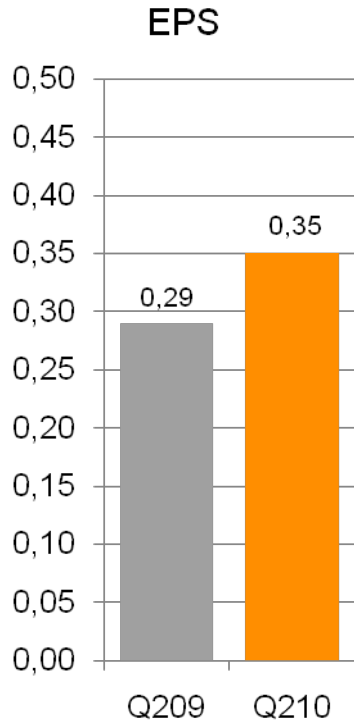
Net sales by quarter, MEUR



EBIT by quarter, MEUR

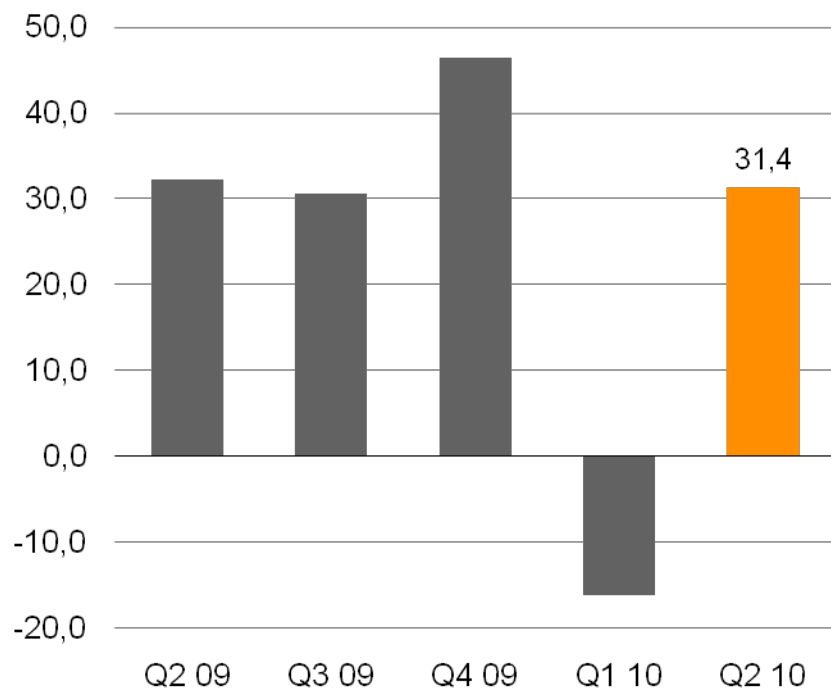


Key ratios in Q2 2010

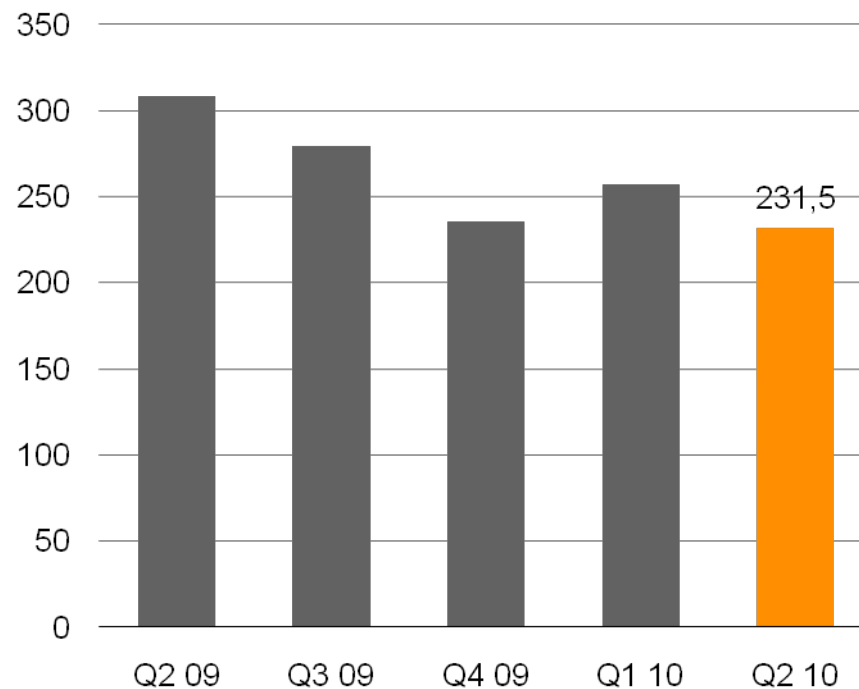


Cash flow and debt in Q2 2010

Cash flow from operating activities*, MEUR



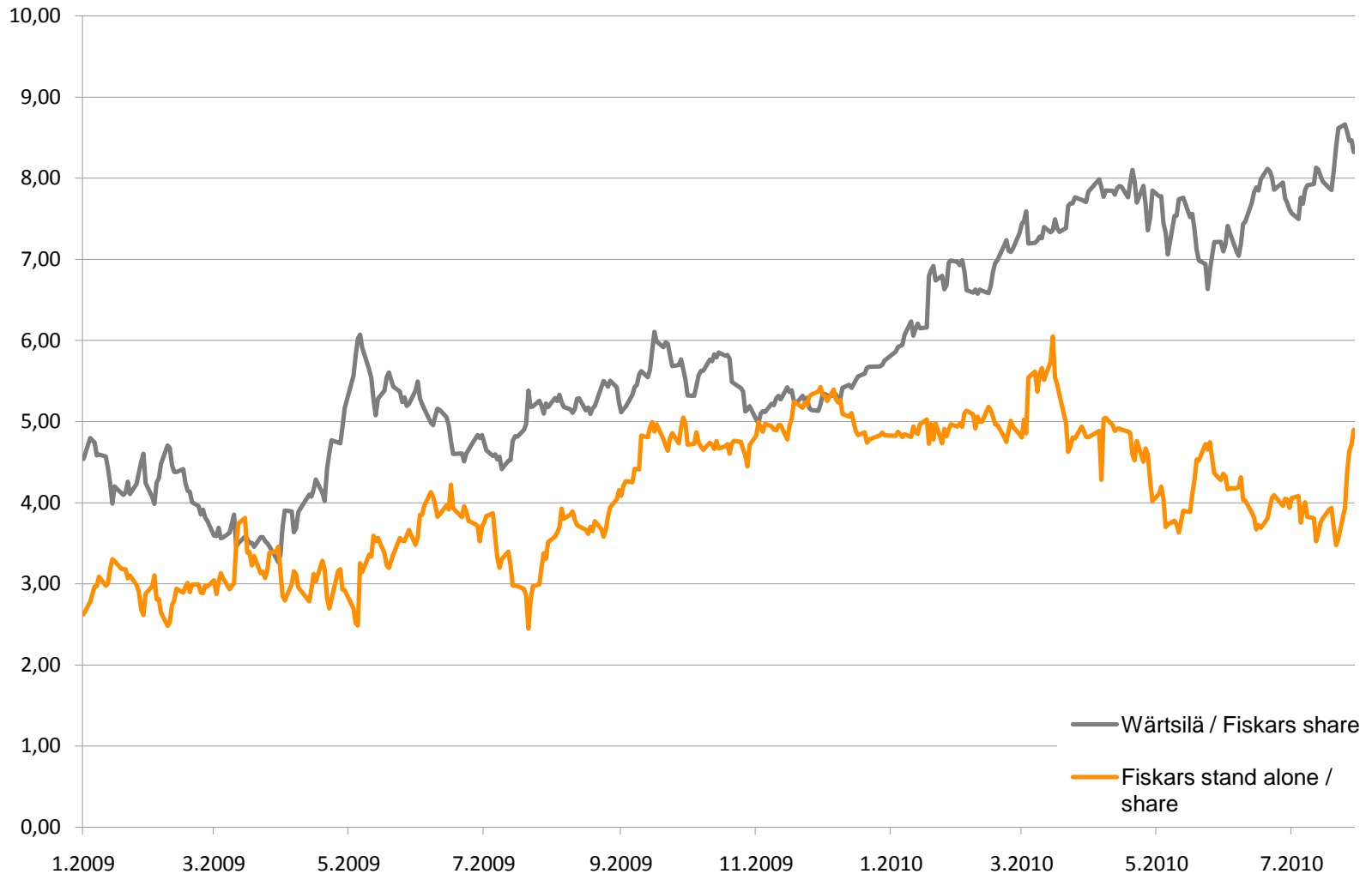
Net debt, MEUR



* excluding dividends from associated company Wärtsilä

Fiskars share price development

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



Outlook for 2010 unchanged

- The market situation is slowly recovering in Europe while the market development in the Americas remains more difficult to predict
- Fiskars' net sales in 2010 are expected to be above 2009 levels
- Full-year operating profit excluding non-recurring items is expected to increase compared to 2009
- Associated company Wärtsilä will continue to have a major impact on Fiskars' profit and cash flow



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