Fiskars Group

Q2/2011

1.1.–30.6.2011

Helsinki, August 5, 2011

FISKARS

Agenda

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

Q2
Highlights

Good performance in mixed markets

Overall a good quarter, many businesses performed above market

Consumer demand developed unevenly and uncertainty increased

Excellent development in Outdoor Americas

Net sales 200.6 MEUR

EBIT 19.0 MEUR

Sales impacted by weaker US dollar,

Profit by temporary inefficiencies and marketing investments

Outlook for 2011 unchanged:

increase in sales and operating profit excl. non-recurring items

Q2
Business Review

Operating environment in Q2

Uncertainty increased

- Consumer confidence weakened in Europe
  - Uneven development from country to country, between segments and month to month
- In the Americas, the recovery in retail trade was yet again delayed
  - Institutional spending remained curbed due to federal funding issues
- Overall, predictability of business environment weakened and the level of uncertainty increased

FISKARS

Good performance in home products
Q2/2011

- Home product sales higher than in 2010
  - Growth driven by Finland and export markets
- SOC sales in the Americas above 2010 levels
  - Back- to-school sell-in began well
  - Employment situation affects office business
- Decision to move distribution center from Höganäs (Swe) to Hämeenlinna (Fi) to increase efficiency in line with the integrated operating model

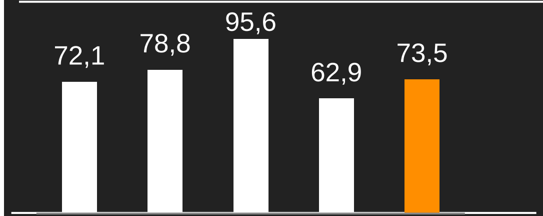
HOME

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

73.5 MEUR

net sales +2% (Q2 2010: 72.1)

37% of consolidated net sales



iittala FISKARS ARABIA FINLAND HACKMAN Rörstrand HØYANG-POLARIS HÖGANÄS KERAMIK BodaNova RAADVAD MONTANA KAIMANO Kitchen Devils gingher

FISKARS

Mixed quarter for the Garden business

Q2/2011

- Good performance in EMEA
  - Driven by stick tools and wood preparation
- Unusual weather resulted in exceptionally short selling season in the Americas
  - Wettest April in 20 years, Easter later in the year than in 2010
  - Sales decreased but market position strengthened
- Marketing campaigns continued in selected European markets

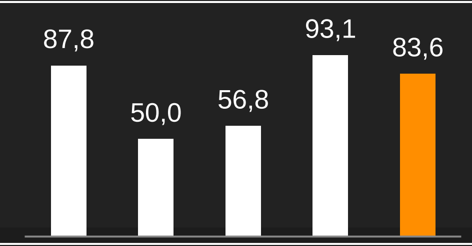
GARDEN

Ergonomically designed tools for the garden and construction

83.6 MEUR

net sales, -5% (Q2 2010: 87.8)

42% of consolidated net sales



FISKARS

leborgne

EBERT

Zinck Lysbro

SANKEY

FISKARS

Strong performance in Outdoor business

Q2/2011

- Successful outdoor product launches boosted whole category in the Americas
  - Record quarter for Gerber
  - Institutional spending still curbed by federal funding issues
- Strong growth in boat business continued
  - Buster gained market share in all key markets
- Gerber's international distribution to move from Silva to Gerber to strengthen distribution in key markets
- In July, 2011, Fiskars divested Silva



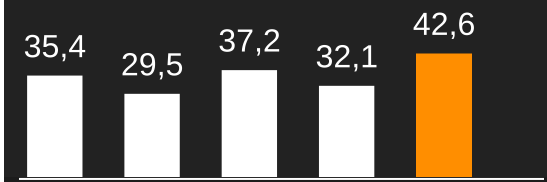
OUTDOOR

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

42.6 MEUR

net sales,+20% (Q2 2010: 35.4)

21% of consolidated net sales



GERBER Buster SILVA

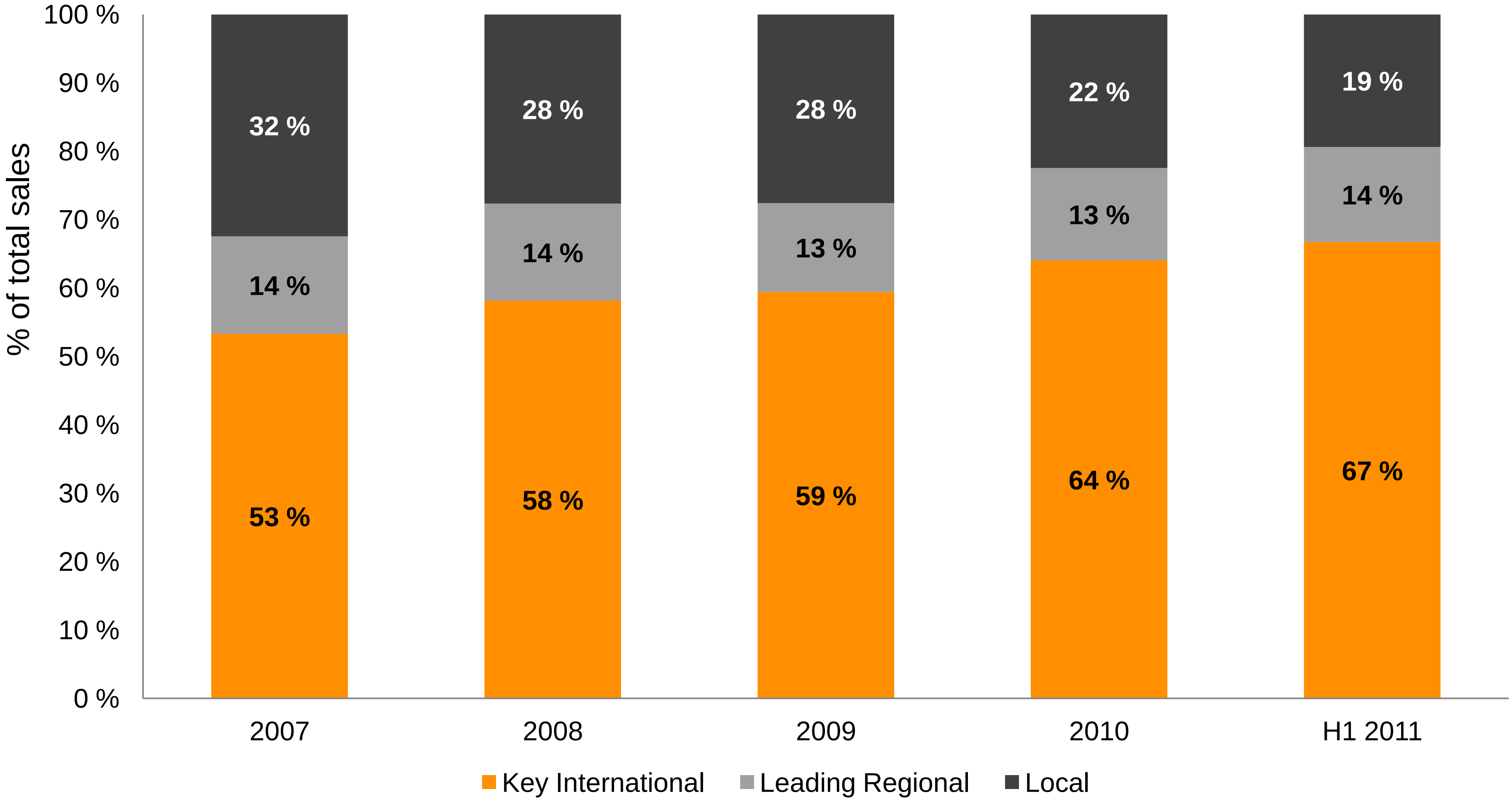
FISKARS

Q2 spotlight:

Focus on international brands

FISKARS

Growth of key international brands continues in 2011



FISKARS

Continued focus on brand portfolio

Key international brands

FISKARS®
Leading global brand for scissors and garden tools

iittala
Internationally renowned design brand

GERBER®
Essential equipment for outdoor activities

Leading regional brands

Buster®
Finland's most popular motor boats

~~**SILVA**~~
~~Products for outdoor and wellness~~

ARABIA FINLAND
Finnish design for the home for over 135 years

HACKMAN®
Nordic expert in cookware & cutlery

Local and tactical brands

~~BODANOVA~~
DRIVE BOATS
EBERT

GINGHER
HÖGANÄS KERAMIK
HØYANG-POLARIS

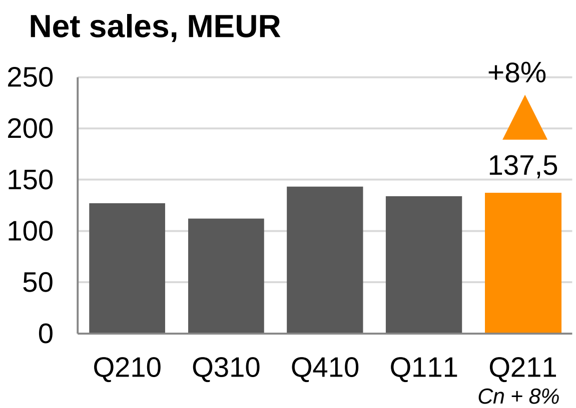
KAIMANO
KITCHEN DEVILS
LEBORGNE
MONTANA

RAADVAD
RÖRSTRAND
SANKEY
ZINCK-LYSBRO

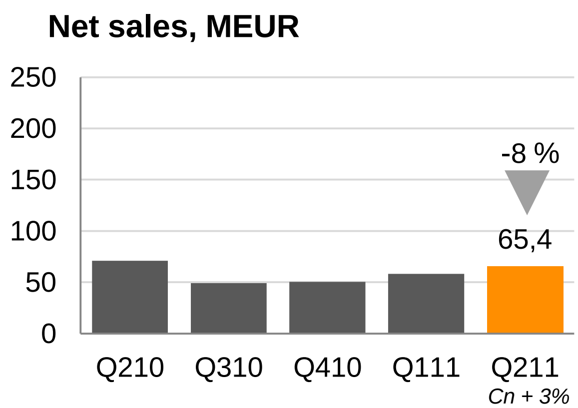
Q2
Financial position

FISKARS

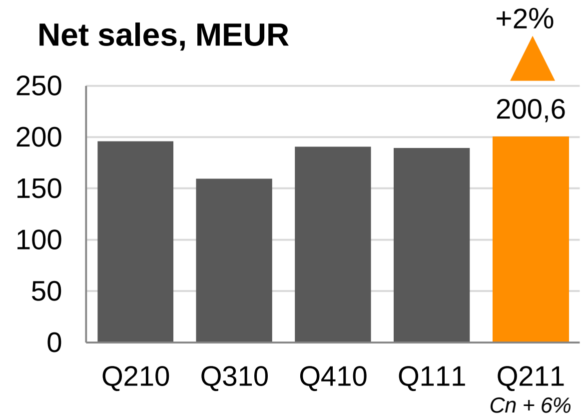
Net Sales Q2 2011
by Segment



EMEA



Americas



Fiskars Total

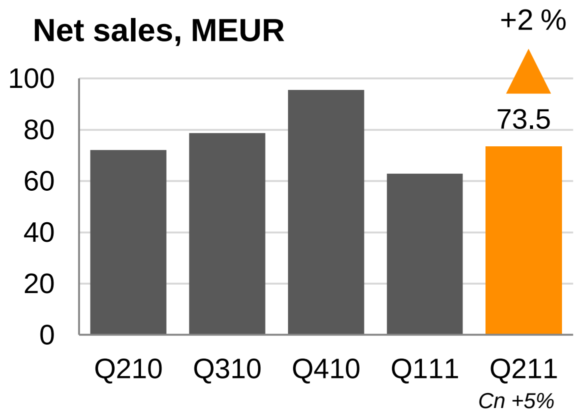
68% of total sales

32% of total sales

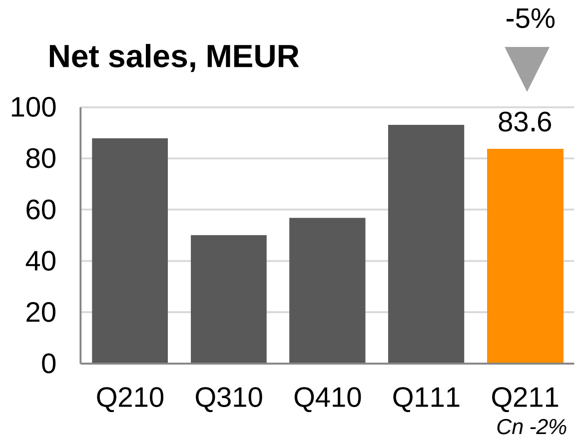
100% of total sales

FISKARS

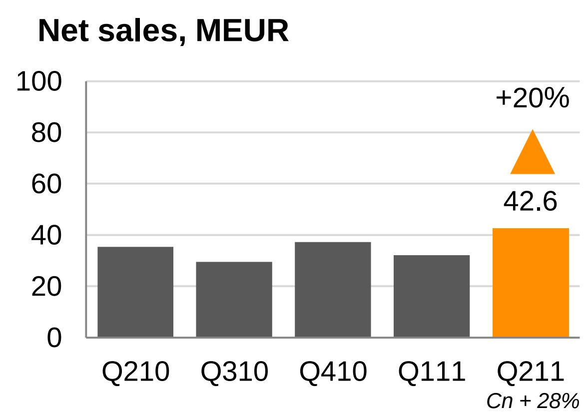
Net Sales Q2 2011
by Business Area



Home



Garden



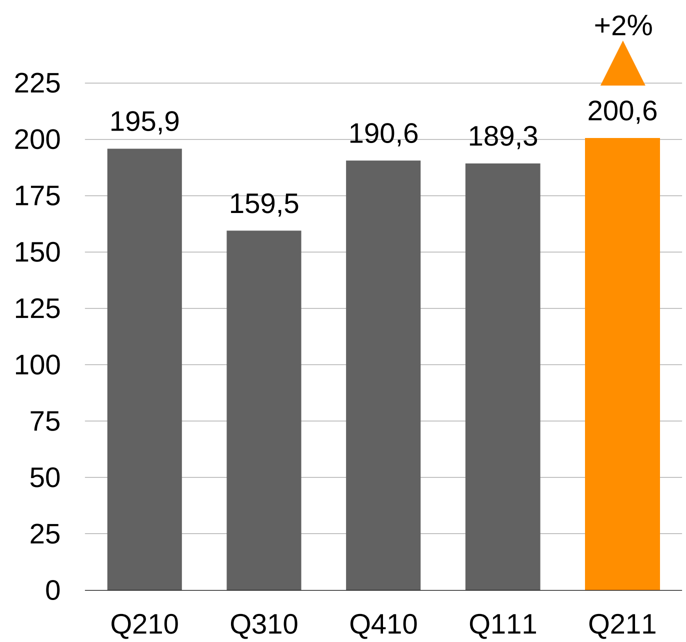
Outdoor

FISKARS

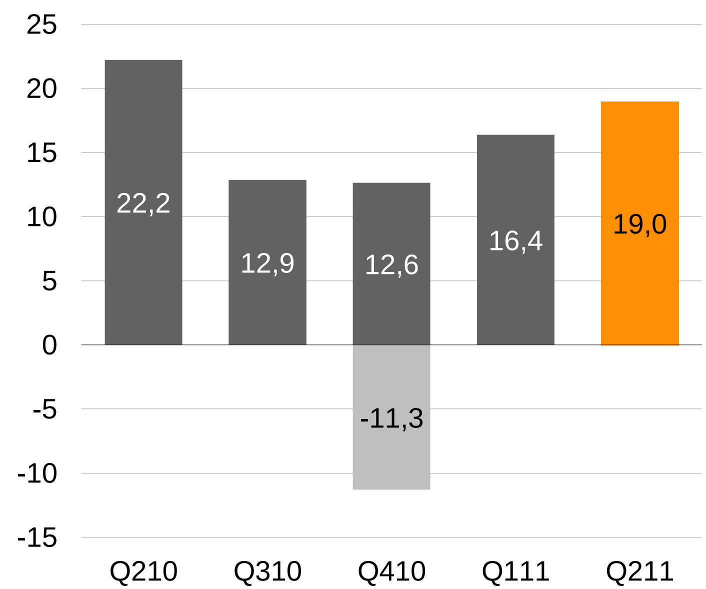
Net Sales and EBIT in Q2 2011

Fiskars Group

Net sales by quarter, MEUR



EBIT by quarter, MEUR



EBIT %	*11.3 %*	*8.1 %*	*6.6 %*	*8.6 %*	*9.5 %*

EBIT excluding non-recurring items
Non-recurring items

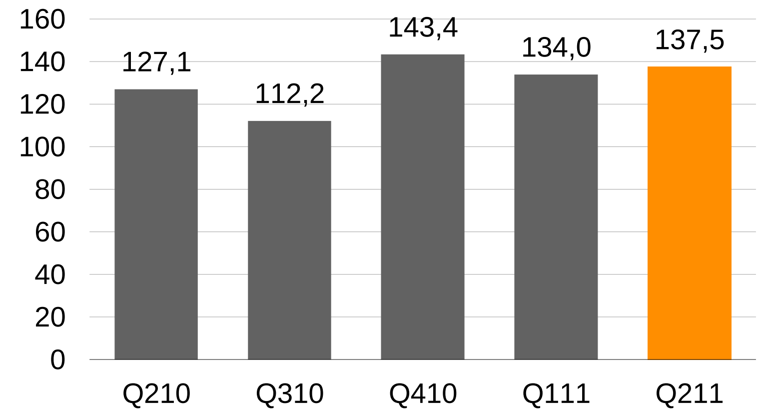
Net Sales and EBIT in Q2 2011

EMEA segment

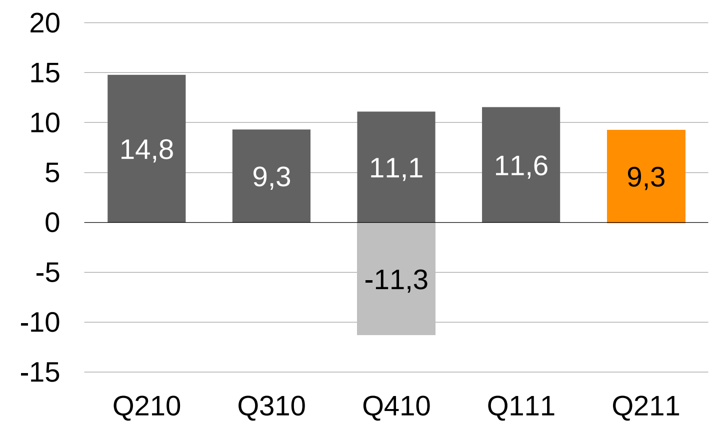
- Net sales 137.5 MEUR (127.1); +8% or +8 at comparable currency rates
- EBIT excl. non-recurring items 9.3 MEUR (14.8); -37%

- Sales growth driven by good development in all businesses, especially strong growth in Boats
- Temporary, volume growth-related production inefficiencies and increased marketing investments impacted profit

Net sales by quarter, MEUR



EBIT by quarter, MEUR



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

EBIT excluding non-recurring items
Non-recurring items

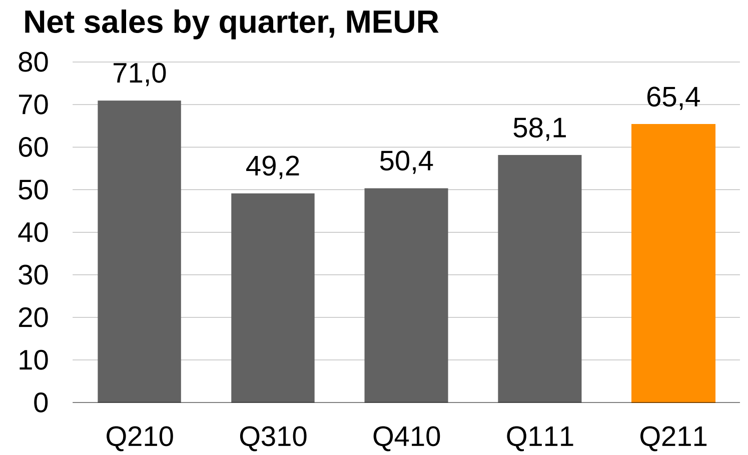
FISKARS

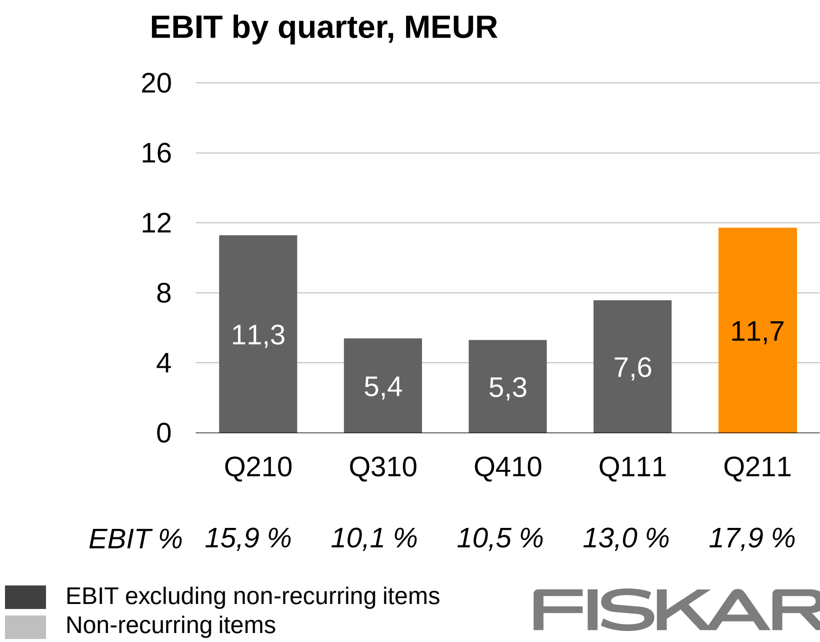
Net Sales and EBIT in Q2 2011

Americas segment

- Net sales 65.4 MEUR (71.0); -8% or +3 at comparable currency rates
- EBIT excl. non-recurring items 11.7 MEUR (11.3); +4%

- Reported net sales decreased due to weaker US dollar and poor weather impacting Garden sales
- EBIT improvement driven by strong sales and favorable product mix in the Outdoor and SOC businesses

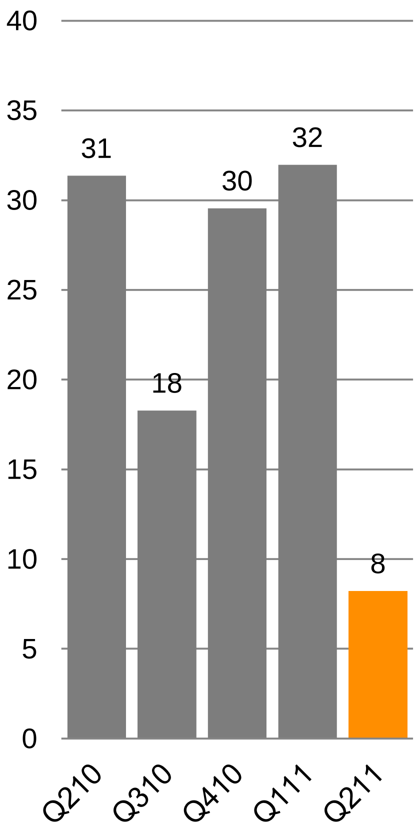




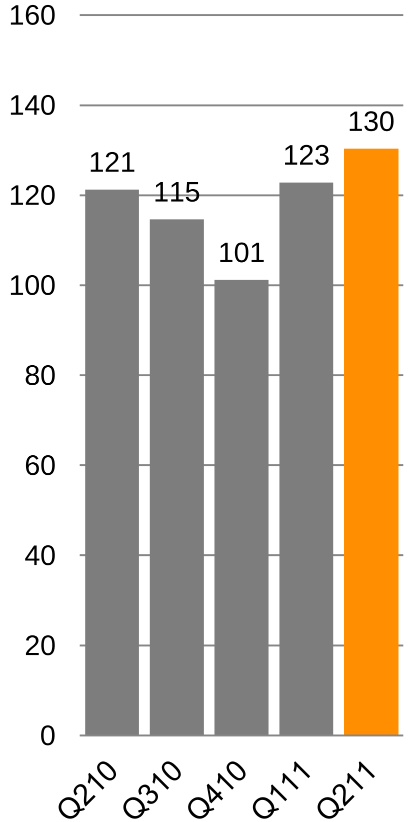
FISKARS

Cash flow and debt Q2 2011, MEUR

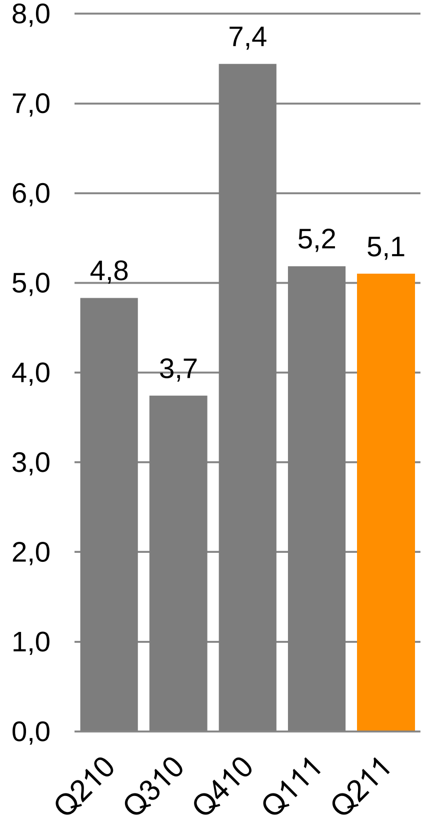
CF from operating activities



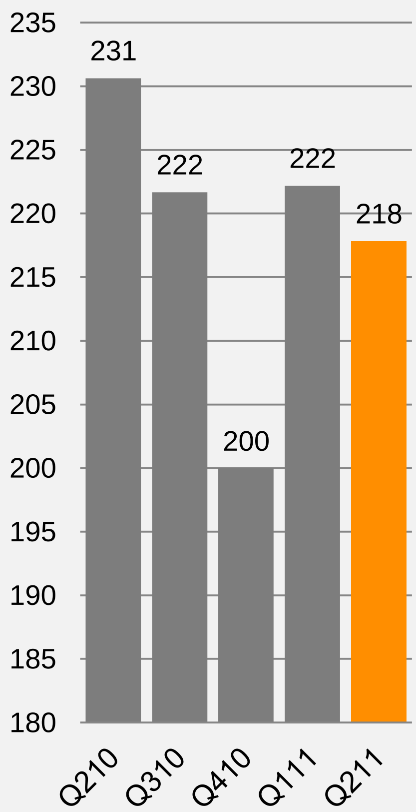
Working Capital



Capital expenditure



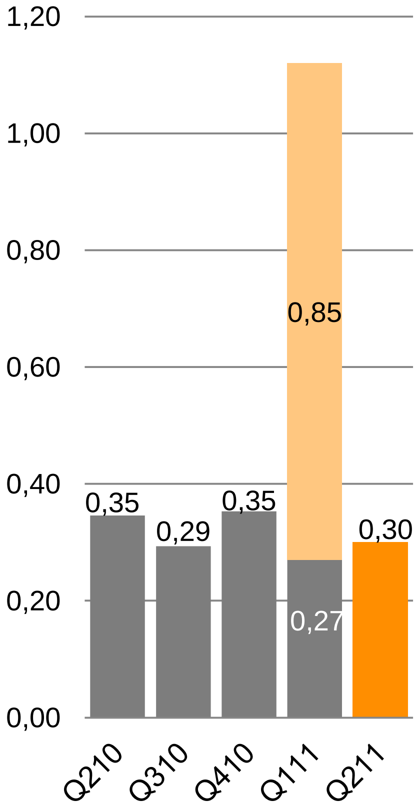
Net debt



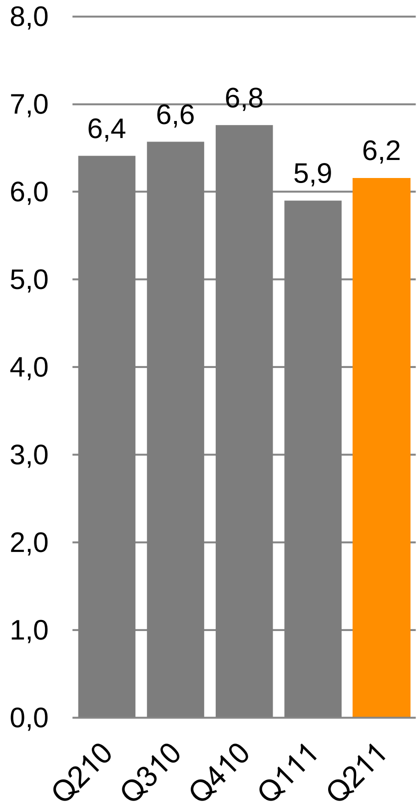
FISKARS

Key ratios in Q2 2011

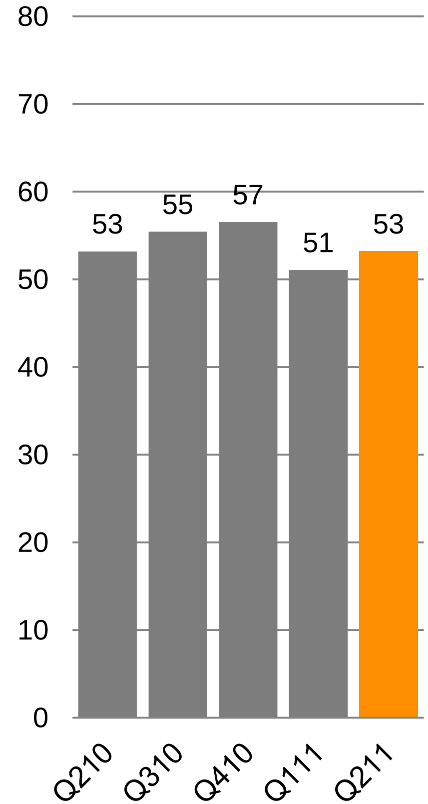
EPS*



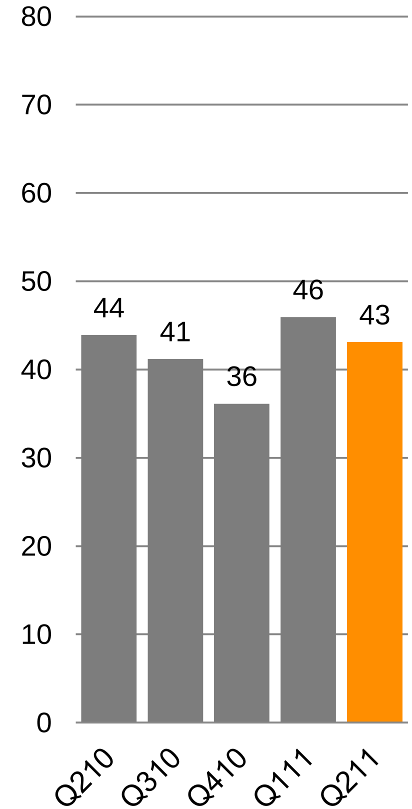
Equity per Share



Equity ratio, %



Gearing, %



Gain of Wärtsilä sales
Excl. Wärtsilä sales

FISKARS

Fiskars share price development Jan 2010 – July 2011

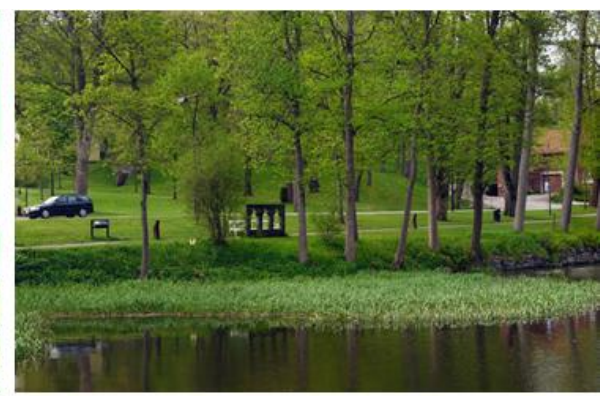
Valuation of Fiskars' own operations and the share of Wärtsilä shares

FISKARS

Q2
Outlook for 2011

Outlook for 2011 unchanged

- Full-year net sales and operating profit excluding non-recurring items are expected to increase compared to 2010
- In the beginning of the year, Fiskars expected the general market situation to remain positive in 2011. Since then, uneasiness about the economic outlook has increased.
- 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



Q2 2011

In a nutshell

Key figures Q2 2011

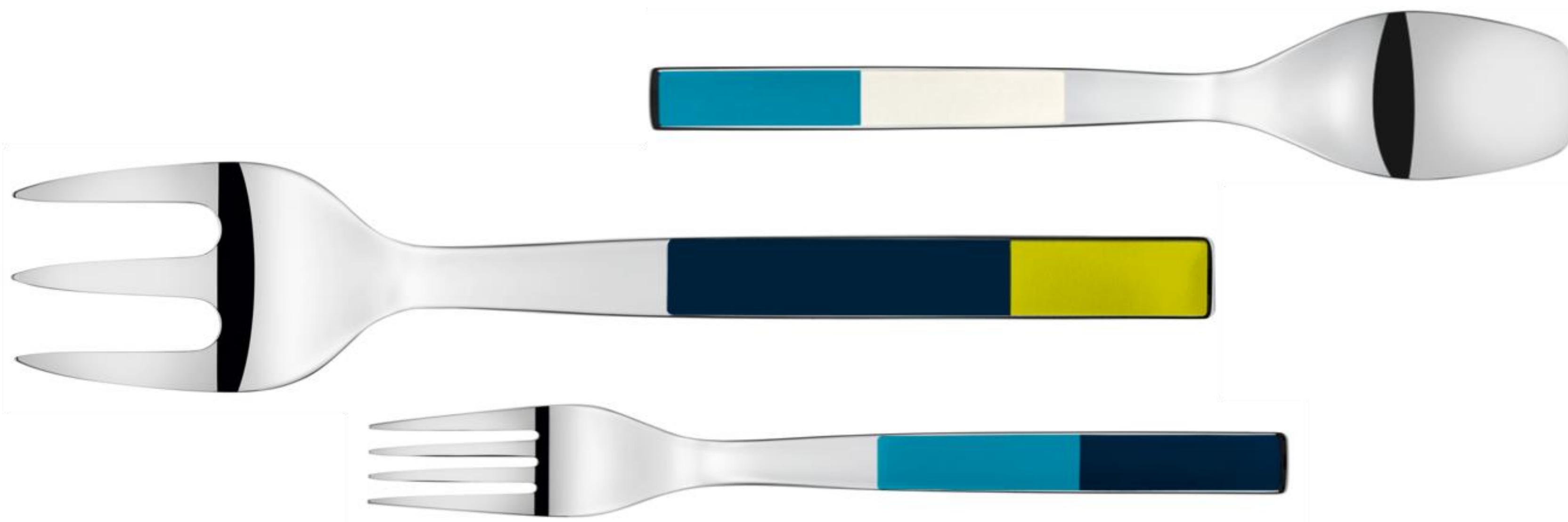
EUR million	Q2 2011	Q2 2010	Change	2010
Net sales	200.6	195.9	2%	715.9
Operating profit (EBIT)	19.0	22.2	-15%	49.1
Share of profit from associated company	10.6	13.2	-20%	65.9
Change in the fair value of standing timber	-0.2	-0.6		-2.2
Profit before taxes*	28.6	34.0	-16%	106.7
Profit for the period*	24.2	28.4	-15%	94.3
Earnings per share, EUR	0.30	0.35		1.15
Equity per share, EUR				6.76
Cash flow from operating activities**	8.2	31.4	-74%	92.6
Equity ratio, %	53%	53%		57%
Net gearing, %	43%	44%		36%
Capital expenditure	5.1	5.0	2%	18.6
Personnel (FTE), average	3,714	3,594	3%	3,612

*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)

FISKARS

Q2

Appendixes



FISKARS

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
  firstname.lastname@fiskars.com

- IR Contact
  Anu Ilvonen
  Tel +358 20439 5446
  Anu.ilvonen@fiskars.com

FISKARS

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
  - Evli Bank
    Mika Karppinen, +358 9 4766 9643
    mika.karppinen@evli.com
  - FIM
    Mona Grannenfelt, +358 9 6134 6503
    mona.grannenfelt@fim.com
  - Nordea Bank
    Johannes Grasberger, +358 9 165 59929
    johannes.grasberger@nordea.com
  - Pohjola Bank
    Jari Räisänen, +358 10 252 4504
    jari.raisanen@pohjola.com
  - Swedbank
    Tomi Tiilola, +358 20 746 9154
    tomi.tiilola@swedbank.fi

FISKARS

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

FISKARS