

Fiskars Group

November 2, 2010



FISKARS

Agenda

- Fiskars today
 - Key events in Q3 2010
 - Financial performance in Q3 2010
 - Outlook for 2010
-
- New IR contact as of December 1, 2010:
Anu Ilvonen, Corporate Communications Manager
anu.ilvonen@fiskars.com

Fiskars today

Our net sales totaled €660 million in 2009, and our products are sold in over 60 countries worldwide



Developing products that are leading in functionality, innovation, and design



Strong business areas



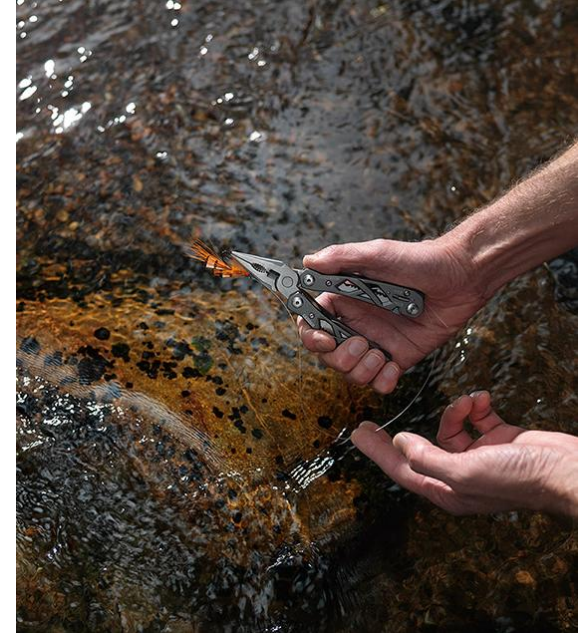
HOME

€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

Respected brands

Key international brands

FISKARS®

Leading global brand for
scissors and garden tools

iittala

Internationally renowned
design brand



Essential equipment
for outdoor activities

Leading regional brands

Buster®

Finland's most popular
motor boats

SILVA
Get out there™

Products for outdoor
and wellness



Finnish design for the
home for over 135 years

-HACKMAN®

Nordic expert in
cookware & cutlery

Local and tactical brands

BODANOVA
DRIVE BOATS
EBERT

GINGHER
HÖGANÅS KERAMIK
HØYANG-POLARIS

KAIMANO
KITCHEN DEVILS
LEBORGNE
MONTANA

RAADVAD
RÖRSTRAND
SANKEY
ZINCK-LYSBRO

Transformation towards an integrated branded consumer products company



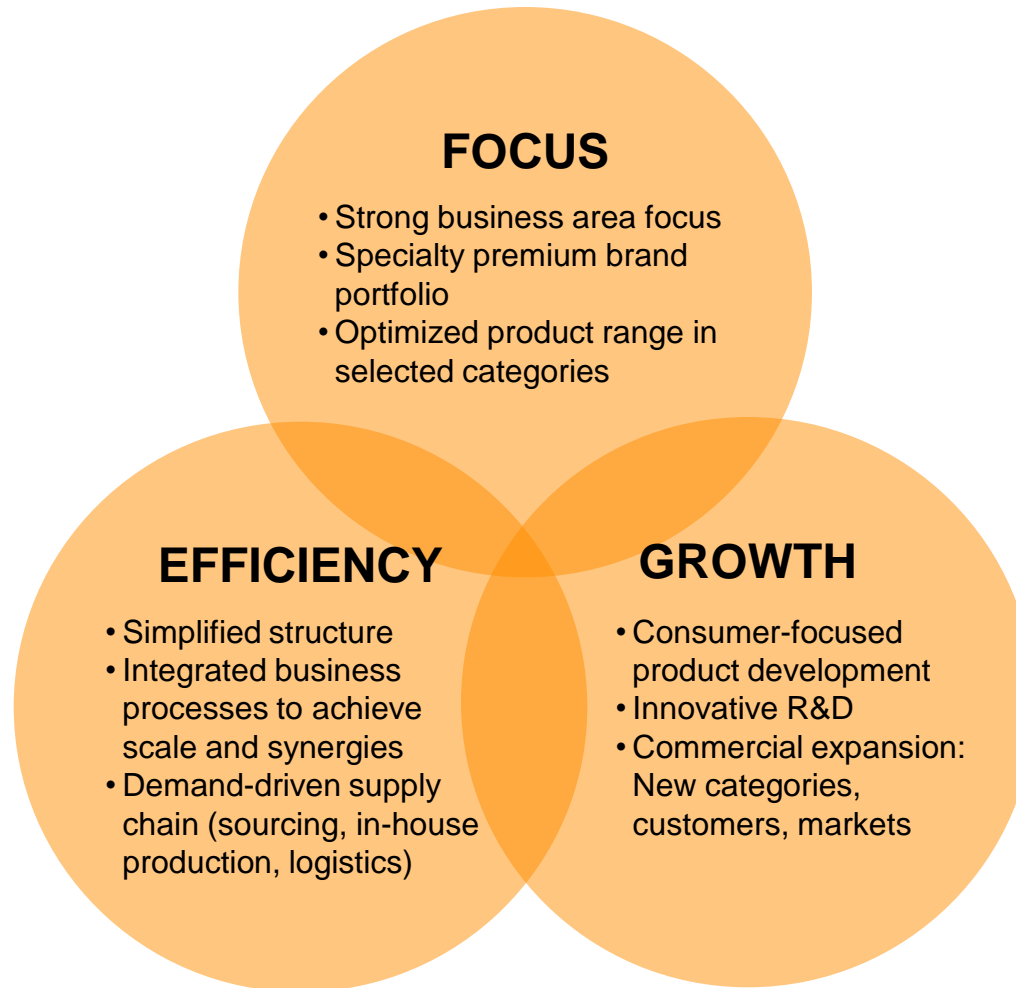
- Conglomerate of independent companies
- Locally optimized
- Acquisitions (Iittala, Silva, Leborgne) and divestments

- 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 Q3 2010

Growth in net sales and operating profit



Highlights in Q3 2010

- Strong overall performance in the quarter
- All business areas improved in EMEA
- Positive development in the Americas
 - Favorable USD currency rate contributed to the net sales
- Focus on selected businesses and brands starts to pay off
- Outlook unchanged



Business area Home

- Products for the home and kitchen; also scissors and craft products
- Net sales €78.8 million in Q3 2010 (Q3 2009: €73.7 million), +7%
- Sales of home products rose
 - Finland and Norway developed particularly well
- Sales of SOC products down in Europe, up in the Americas
 - Successful back-to-school campaigns in the US



Business area Garden

- Garden and construction tools
- Net sales €50.0 million in Q3 2010 (Q3 2009: €42.3 million), +18%
- Sales of Fiskars-branded products improved
 - Increased sales of garden cutting tools
 - New product categories (rain barrels, reel mowers) in the US
 - New ax product range launched in Europe
 - Marketing campaigns particularly in Germany and France



Business area Outdoor

- Outdoor equipment and boats
- Net sales €29.5 million in Q3 2010 (Q3 2009: €24.9 million), +18%
- Boat and outdoor equipment sales (Silva and Gerber) grew in Europe
- Gerber product sales improved but total sales in the US down, due to the Brunton divestment in December 2009



New products in Q3 2010



Financials in Q3 2010

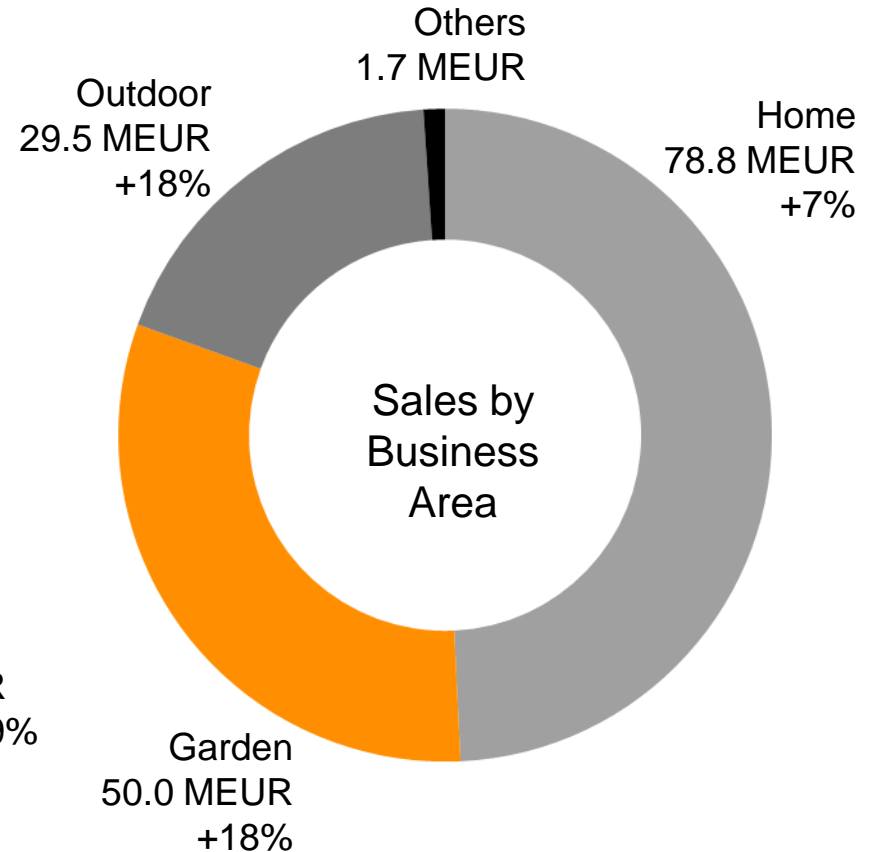
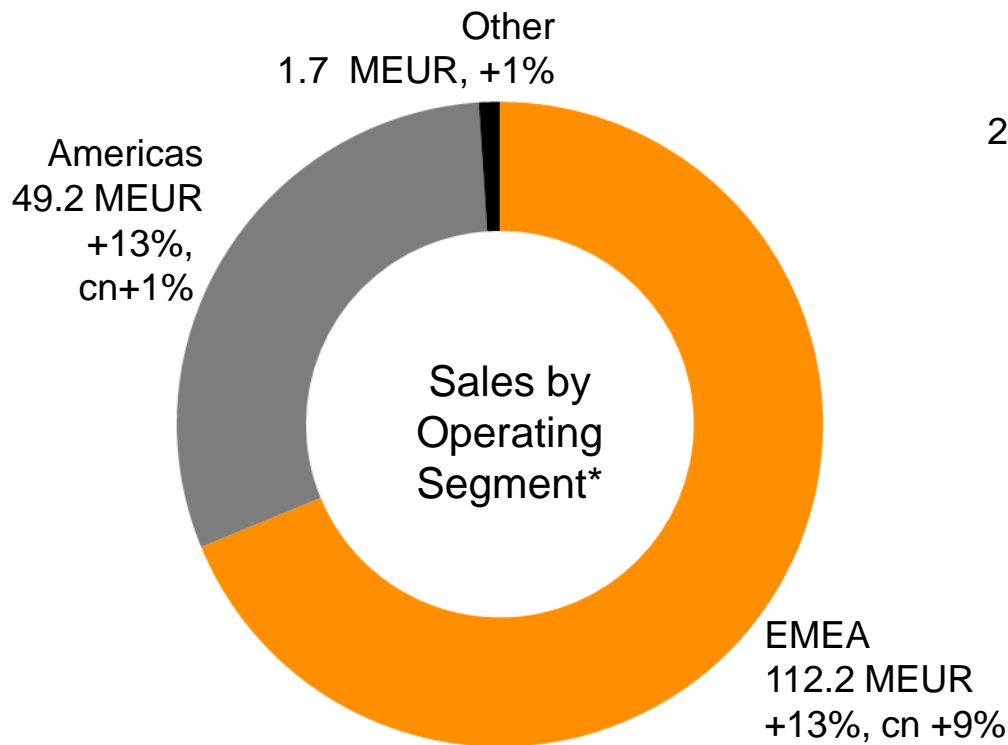
Growth continued in the quarter



FISKARS

Net sales in Q3 2010

- Total net sales €159.5 million (Q3 2009: €142.0 million)
- Growth 12% or 6% at comparable currency rates

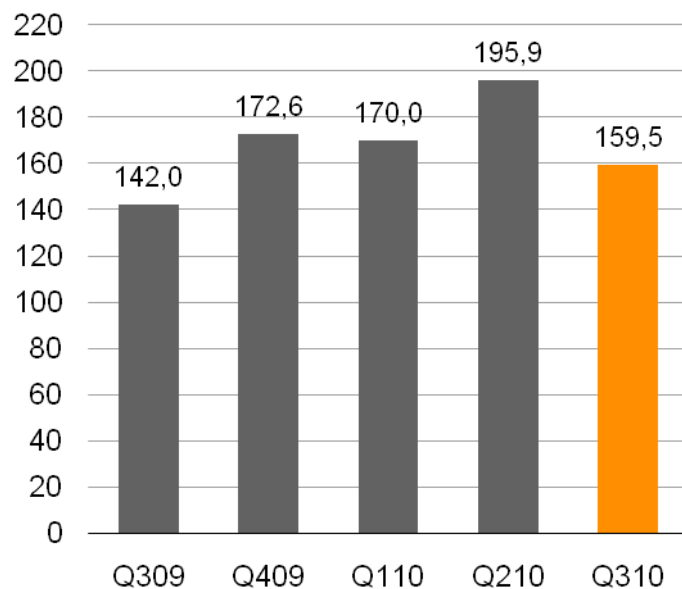


* Inter-segment sales 3.7 MEUR (3.0 MEUR)
Cn = currency neutral

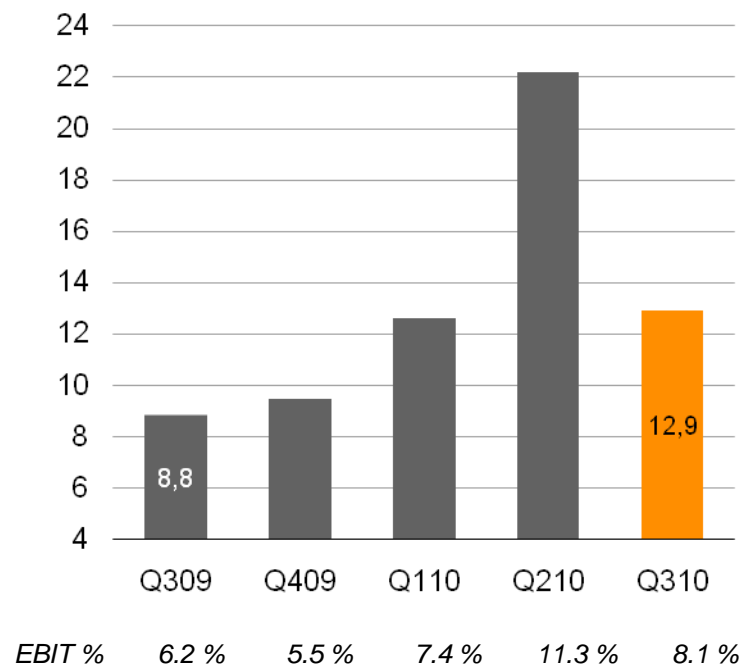
Quarterly sales and EBIT

- Net sales €159.5 million (142.0)
- Growth 12% or 6% at comparable currency rates

Net sales by quarter, MEUR



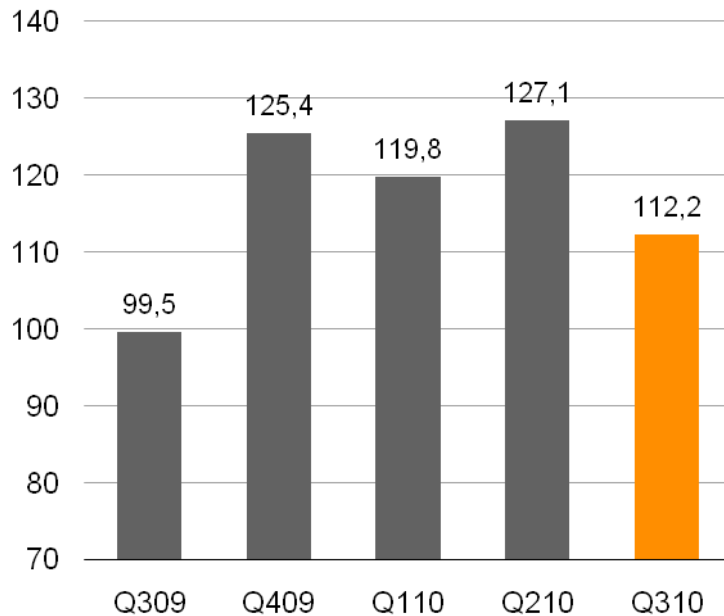
EBIT by quarter, MEUR



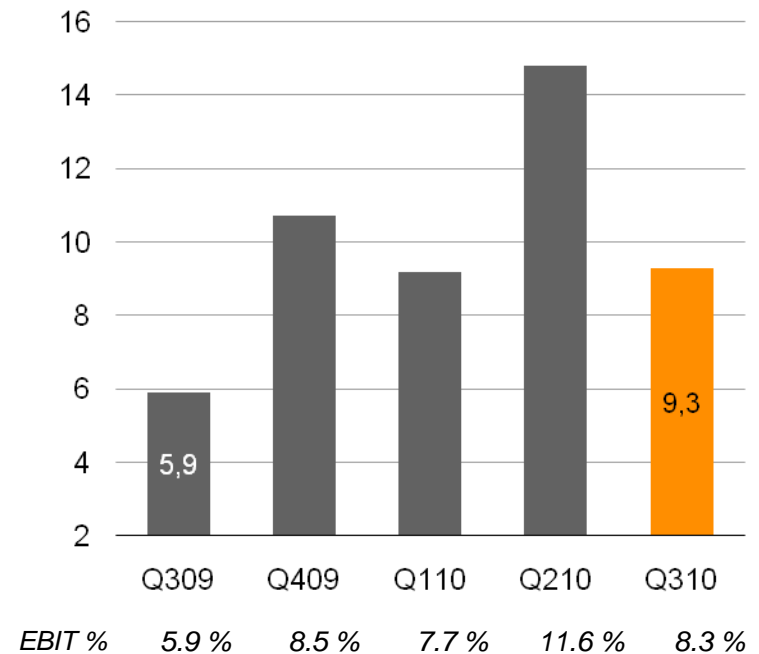
EMEA in Q3 2010

- Net sales €112.2 million (99.5)
- Growth 13% or 9% at comparable currency rates

Net sales by quarter, MEUR



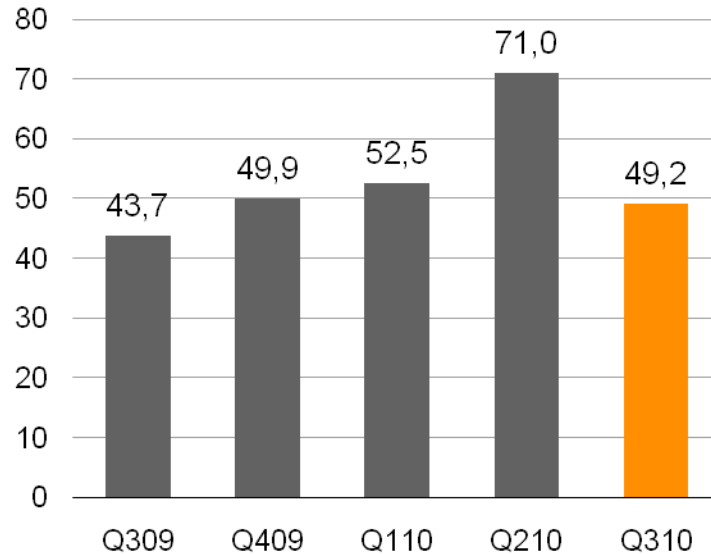
EBIT by quarter, MEUR



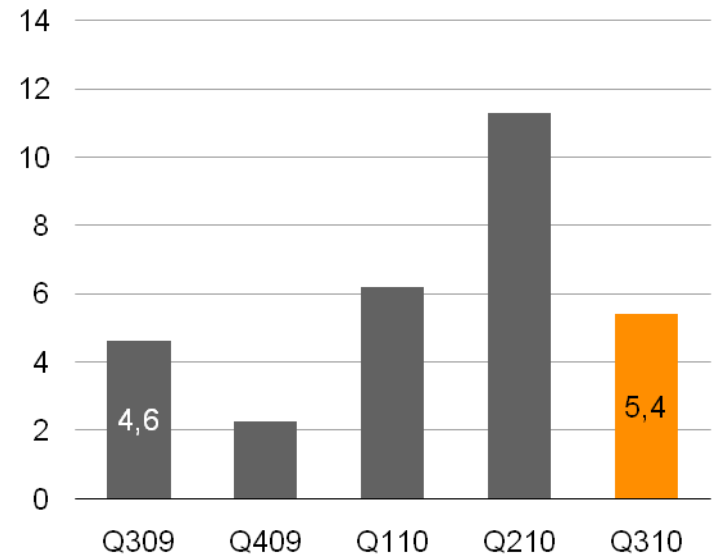
Americas in Q3 2010

- Net sales €49.2 million (43.7)
- Growth 13% or 1% at comparable currency rates

Net sales by quarter, MEUR

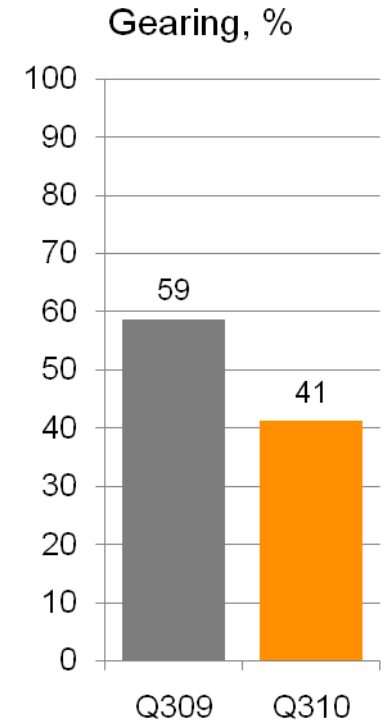
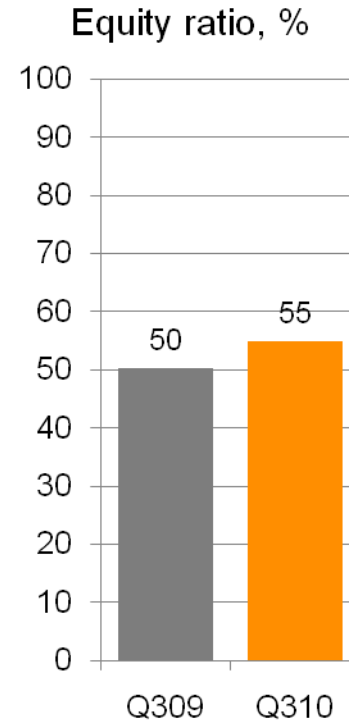
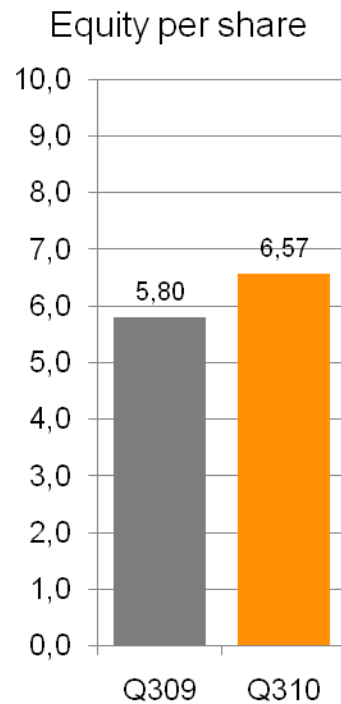
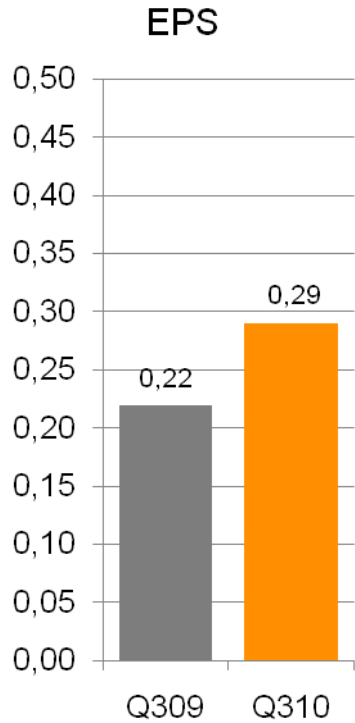


EBIT by quarter, MEUR



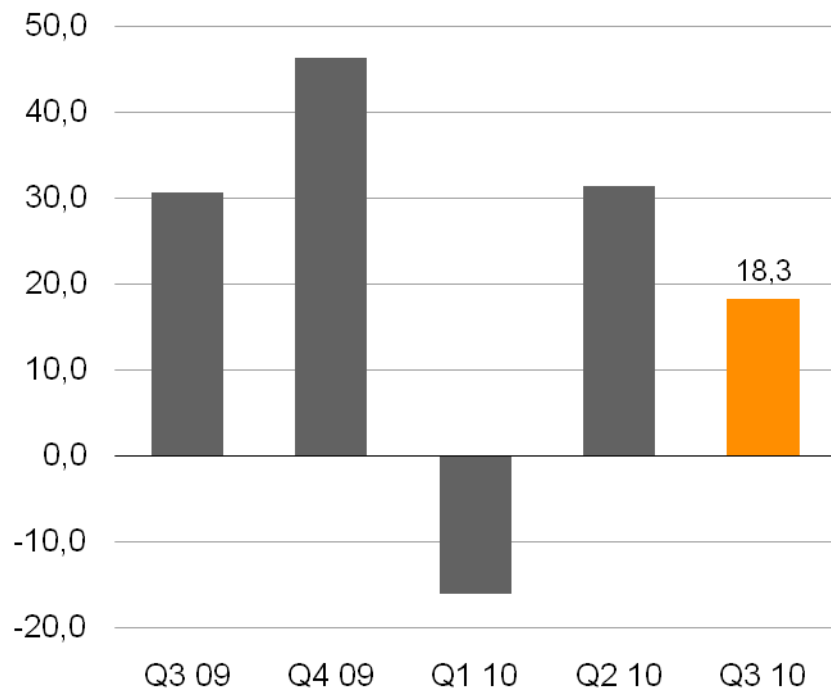
EBIT % 10.5 % 4.5 % 11.8 % 15.9 % 10.9 %

Key ratios in Q3 2010

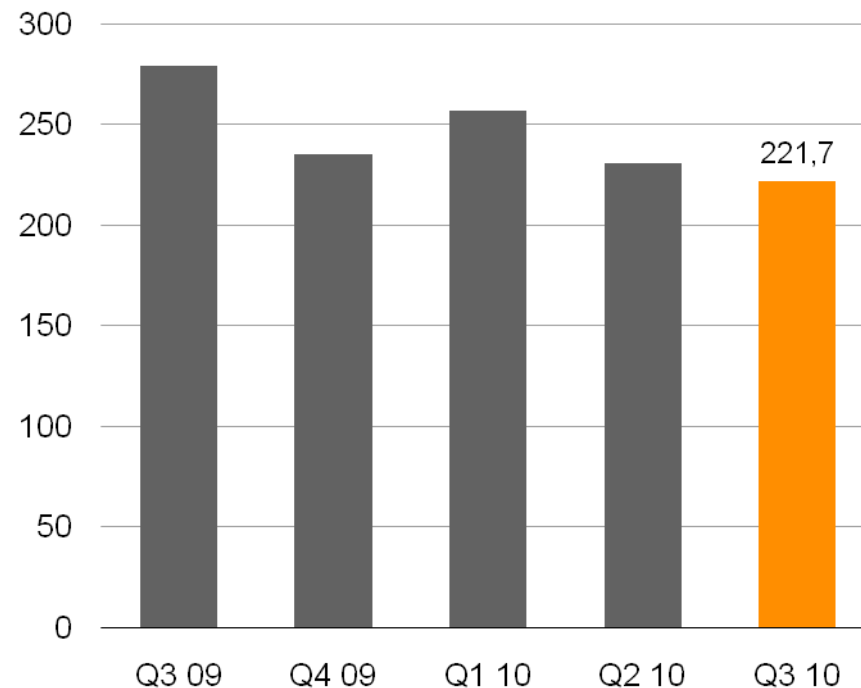


Cash flow and debt in Q3 2010

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 Wärttilä 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



Lasting everyday design, since 1649

