
Fiskars Group

Q3/2012

1.1. - 30.9.2012

Helsinki, November 1, 2012



FISKARS

Agenda

Highlights

Business Review

Spotlight: New Sales Organization

Financials

Appendixes

Q3: Good performance, driven by the Americas

Net sales
168.0 MEUR, + 2 %

EBIT
14.0 MEUR, + 106 %
EBIT excl. NRI
13.2 MEUR, +1 %

Americas
Sales + 17%
EBIT excl. NRI + 45 %

Garden and SOC
performed well in the
Americas

Operational efficiency
improved in EMEA

Five-year investment
program in EMEA
progresses according
to plan

Q3

Business review



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Operating environment in Q3

- Market conditions remained challenging in Europe, especially in Southern Europe
 - Stream of worrying financial news impacted consumer behavior and shopping was still value-driven
 - Trade remained cautious, keeping tight control on inventory levels
- In the Americas, consumer sentiment improved amid a string of encouraging signs from the economy
 - Retail sales increased compared both to the previous quarter and the previous year
 - Retailers still monitored their inventories carefully



Home sales driven by good momentum in SOC

Q3/2012

- Net sales for Home products at 2011 levels
 - Export sales continued to develop well
 - Successful product launches boosted sales in Dining category
- Iittala's international expansion continued in Japan and France
- In the Americas, School, Office and Craft products (SOC) maintained good momentum
 - Expanded retail availability and robust sales for die-cutting novelty
 - Good back-to-school sales to key accounts



HOME

Modern Scandinavian design products for the kitchen, table, living room and school, office and craft

80.5 MEUR net sales +4%

48 % of total sales

Iittala FISKARS®

HACKMAN®

ARABIA
FINLAND

HØYANG-POLARIS®



RAADVAD

gingher
a tradition of quality



KAIMANO

Kitchen
Devils

Rörstrand

Ergonomically designed tools for gardening and construction

56.5 MEUR net sales, -3 %

34 % of total sales

Strong Garden sales in the Americas

Q3/2012

- In the Americas, Garden business performed strongly
 - Positive development across main accounts
 - Growth driven by strong axe sales
 - Successful marketing programs drove incremental sales at key accounts
- Net sales in EMEA decreased during the quarter
 - Sale of snow tools behind previous year's exceptional levels
 - Rainy weather affected container gardening products
 - Core Garden & Yard Care categories developed well
- Ebert and Sankey brands consolidated into one container gardening offering under EbertSankey brand

FISKARS®

leborgne

Zwick & Stribo

ebertsankey 



Gerber sales boosted by international expansion

Q3/2012

- European distribution for Gerber progressing
- In Europe, growth in Gerber sales offset tough market conditions in boat business
- In the Americas, Sales of Outdoor products did not reach previous year's high levels due to decrease in institutional demand
- Sales grew in commercial segment also in the Americas



OUTDOOR

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

30.1 MEUR net sales, +5%

18% of total sales



Buster DRIVE



Q3

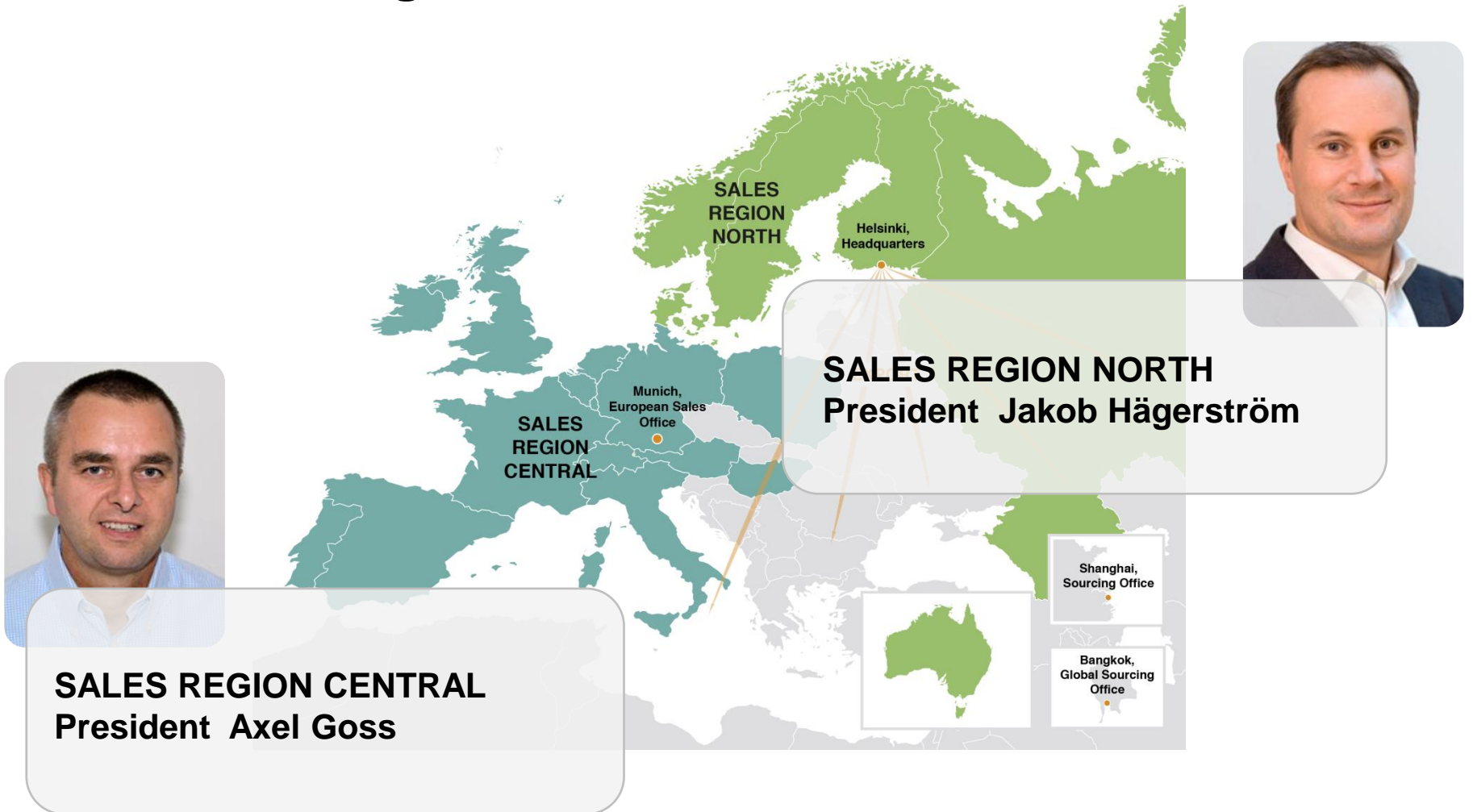
Spotlight: New sales organization

FISKARS INTEGRATION
360°

TOMORROW'S
EMEA

Design for
Function
and Growth

Two Sales Regions in EMEA



Fiskars products are sold in multiple channels

Focused strategy and execution across channels

← 3rd Party Sales →

← Direct Consumer Sales →

Wholesale

DIY
Garden Centers
Hardware Stores

Hyper and supermarkets
Department Stores
Design Stores
Furniture Stores
Grocery Stores

Soft Discounters

Web stores

B2B

Sales Promotion
Business Gifts

HoReCa

Customer Loyalty

e-commerce

Web store, direct



Stores & Outlets

Flagship Stores
Shop in Shops
Outlets



Focused Channel Strategy
Consistent Consumer Experience
World-class Sales Execution

The two regions differ from each other

SALES REGION

CENTRAL

- Focused investments for growth in selected key markets
- Well-established presence in Garden categories
- Access to a broad national and international customer base

Opportunities

- Leverage on total brand offering
- Increase distribution
- Expand assortment and improve in-store execution at current customers
- Expand Outdoor business

SALES REGION

NORTH

- Strong position across categories
- High market shares in Home business
- Broad Nordic customer base
- Strong direct consumer sales

Opportunities

- Grow Key International brands
- Invest in and enter new categories and channels
- Maximize launches and seasonalities
- Maximise return from regional and local brands
- Expand in Russia and Export countries

Q3

Financials

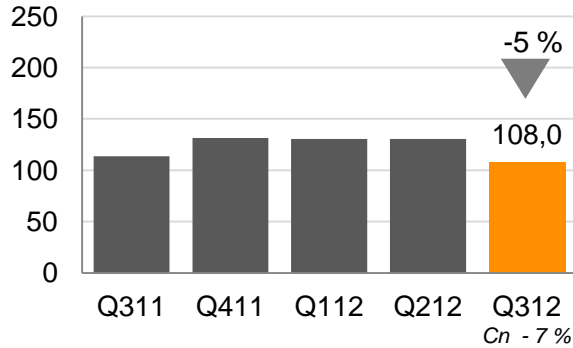


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Net Sales in Q3 2012

by Segment

Net sales, MEUR

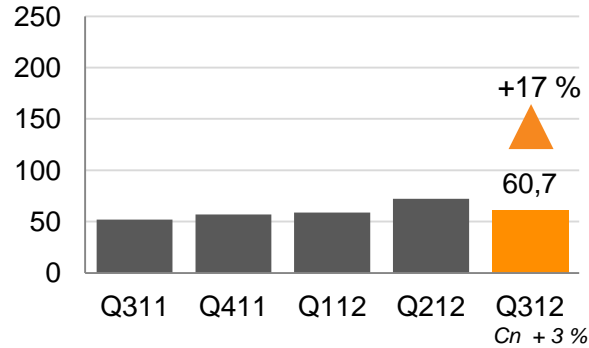


EMEA



64% of total sales

Net sales, MEUR

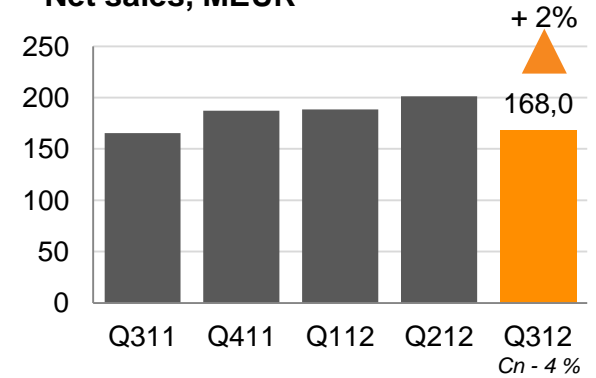


Americas



36% of total sales

Net sales, MEUR



Fiskars Total

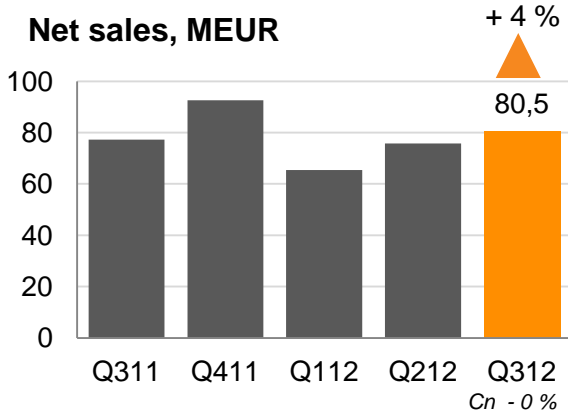


100% of total sales

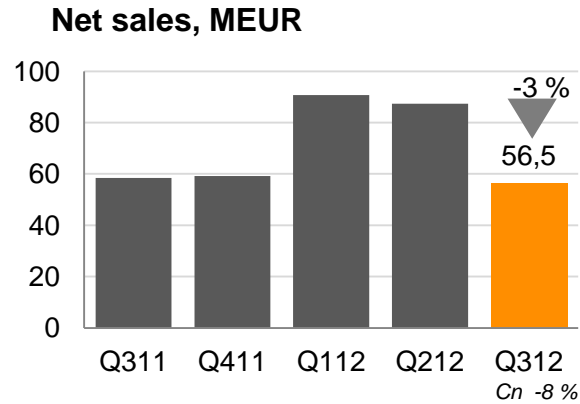
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Net Sales in Q3 2012

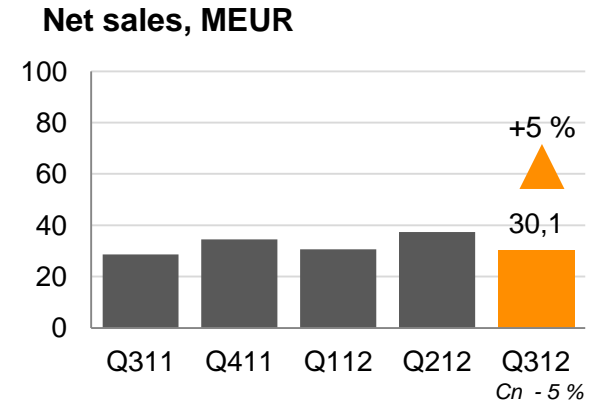
by Business Area



Home



Garden



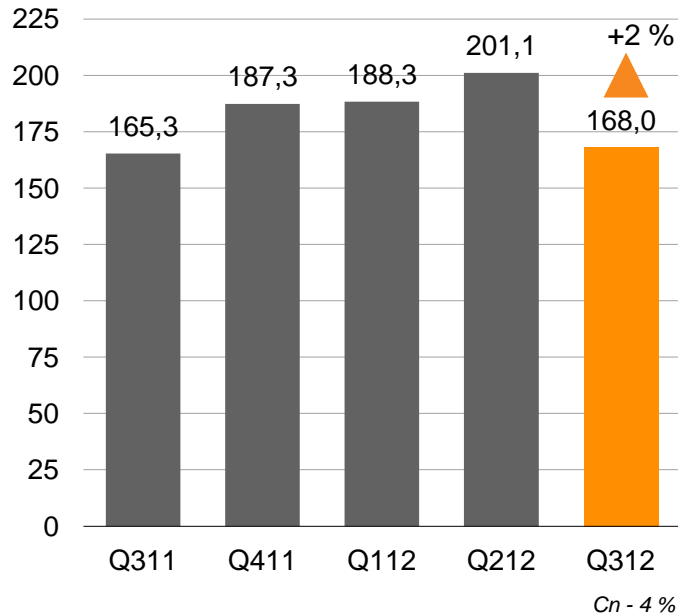
Outdoor



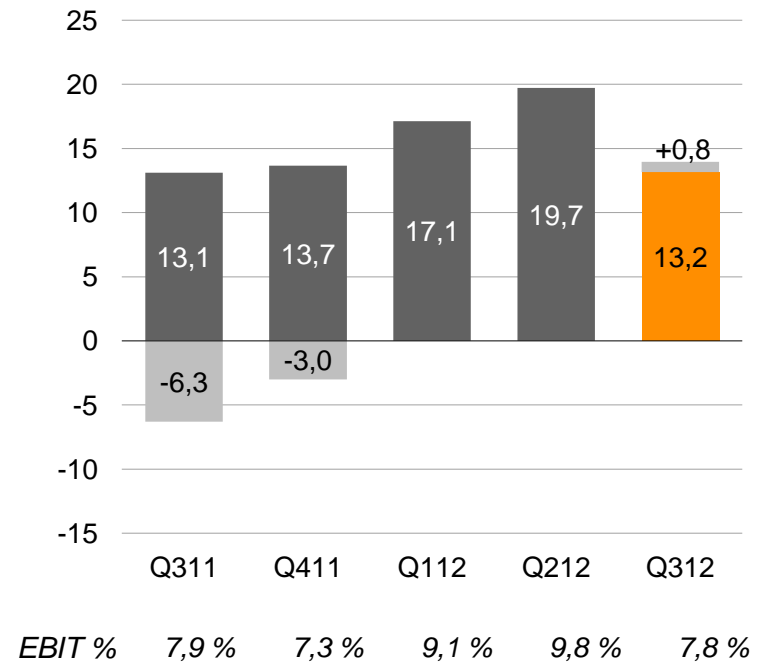
Net Sales and EBIT in Q3 2012

Fiskars Group

Net sales by quarter, MEUR



EBIT by quarter, MEUR



EBIT excluding non-recurring items
 Non-recurring items

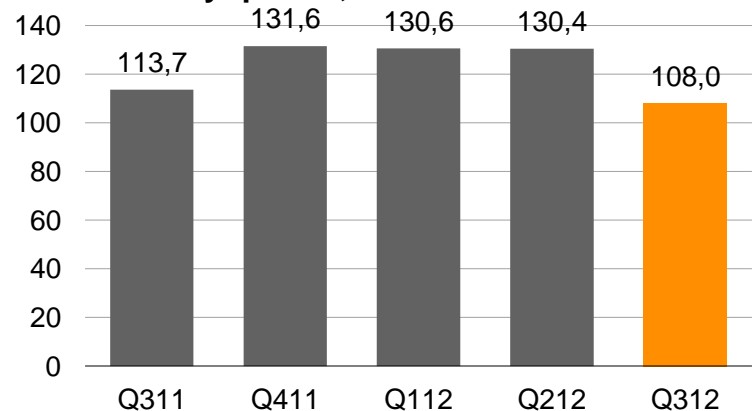
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Net Sales and EBIT in Q3 2012

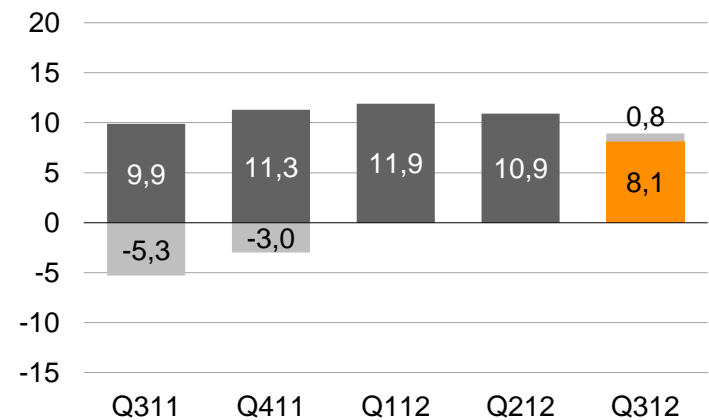
EMEA segment

- Net sales -5% at EUR 108.0 million (113.7), as Garden sales did not reach previous year's levels
- Operational efficiency in EMEA continued to improve
- EBIT excl. NRI EUR 8.1 million (9.9), mainly reflecting the increase in costs related to the five-year platform investment program

Net sales by quarter, MEUR



EBIT by quarter, MEUR



EBIT % 8,7 % 8,6 % 9,1 % 8,4 % 7,5 %

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

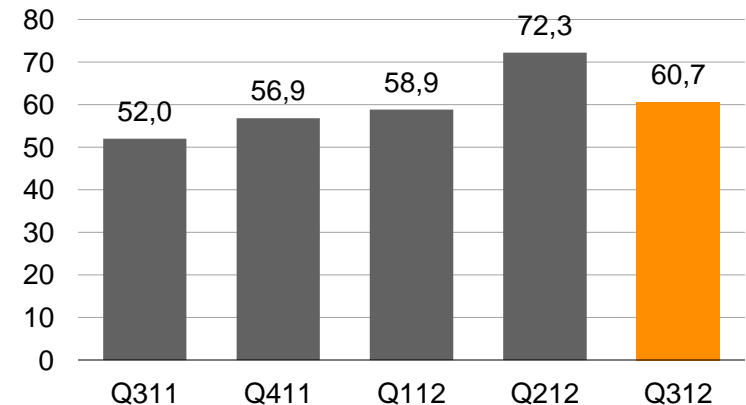
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Net Sales and EBIT in Q3 2012

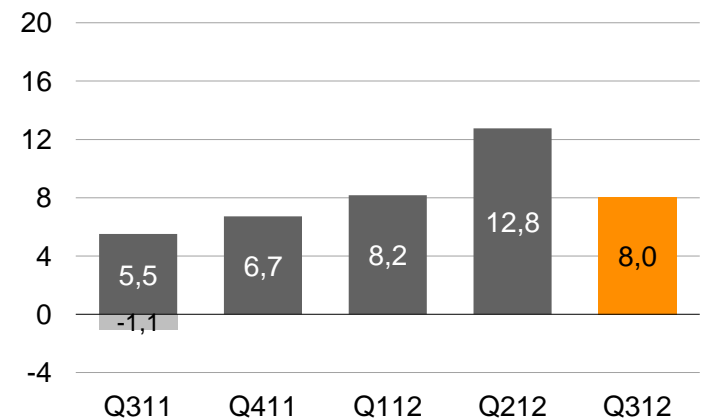
Americas segment

- Net sales +17% to EUR 60.7 million (52.0), boosted by the strengthening of the US dollar and good development in Garden and SOC
- Using comparable currency rates, sales increased by 3%
- EBIT EUR 8.0 million (5.5, excluding a EUR 1.1 million non-recurring loss), boosted by volume increase and sales mix in Garden and SOC businesses

Net sales by quarter, MEUR



EBIT by quarter, MEUR



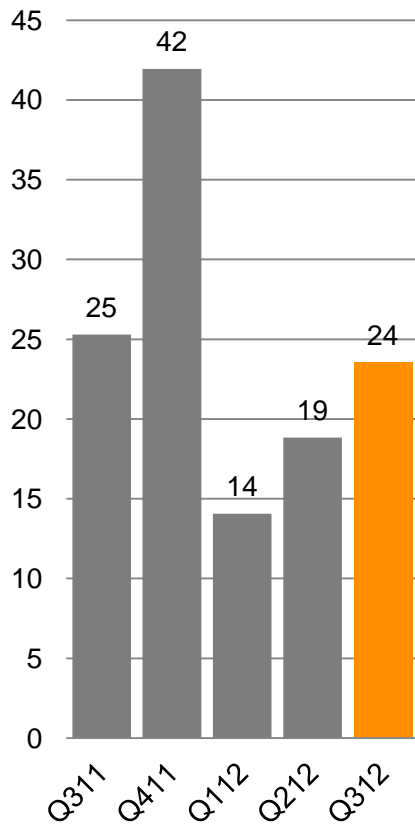
EBIT % 10,7 % 11,8 % 13,9 % 17,7 % 13,2 %

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

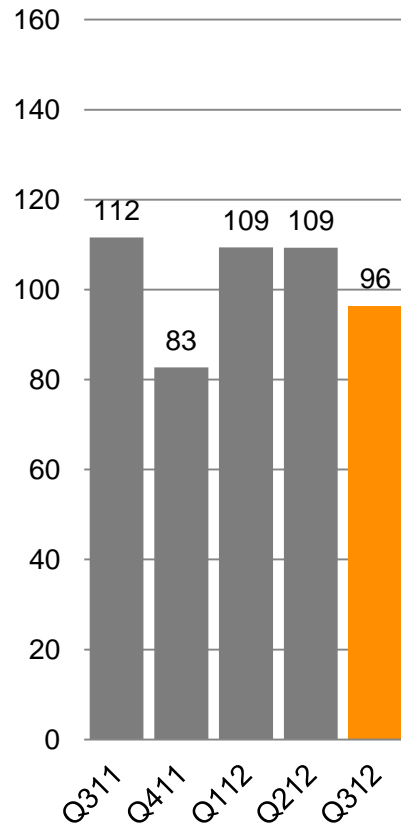
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Cash flow and debt Q3 2012, MEUR

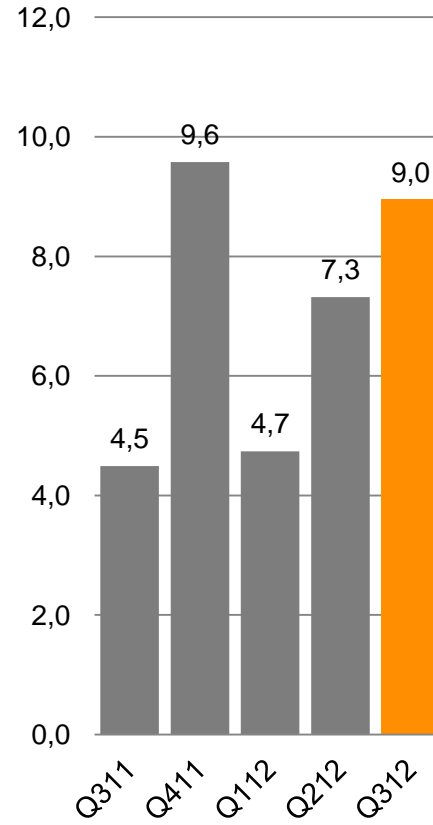
CF from operating activities



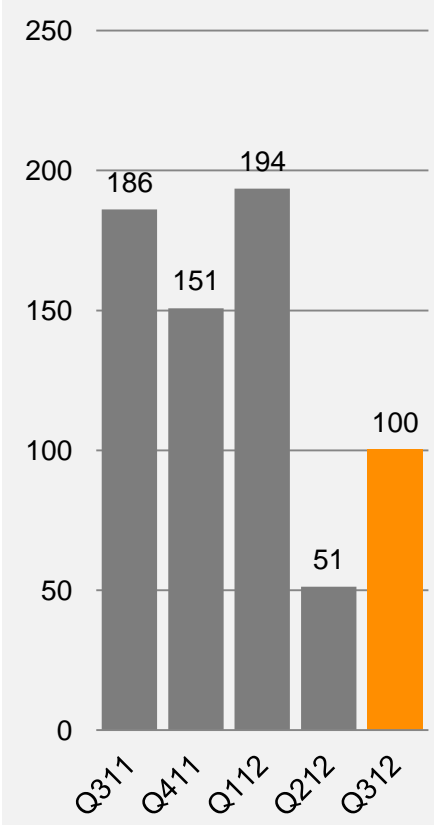
Working Capital



Capital expenditure

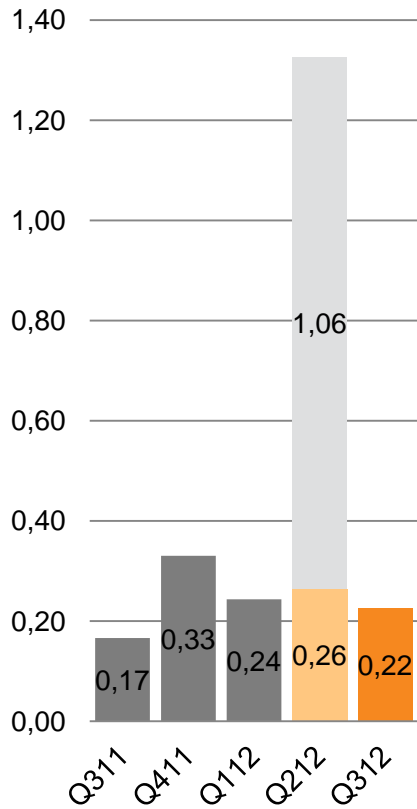


Net debt

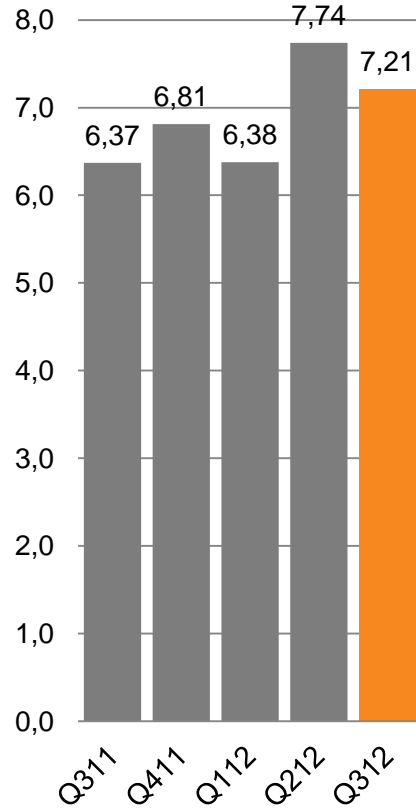


Key ratios Q3 2012

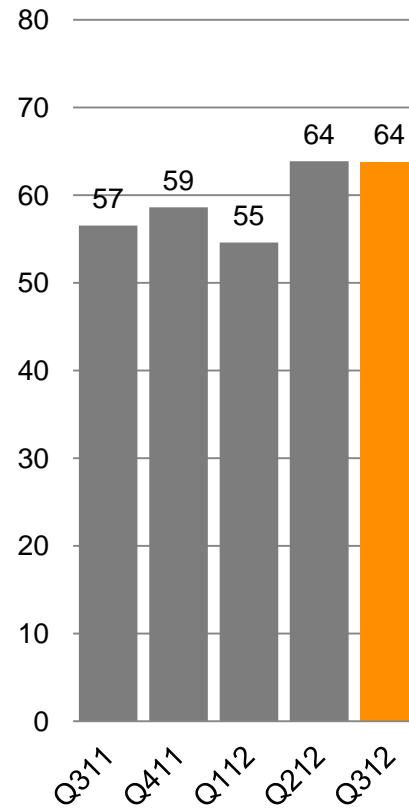
EPS



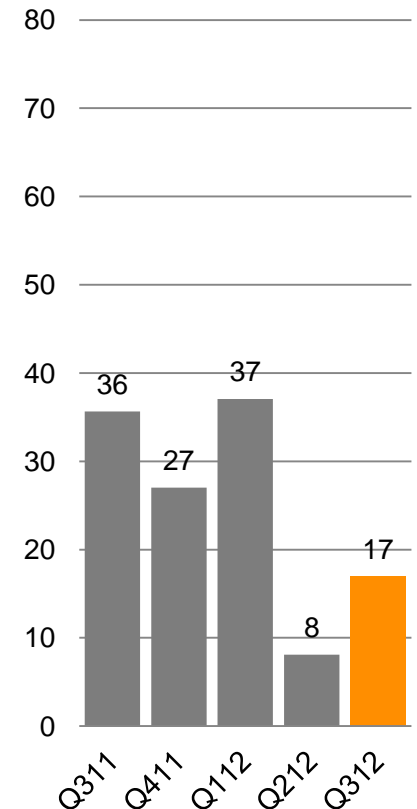
Equity per Share



Equity ratio, %



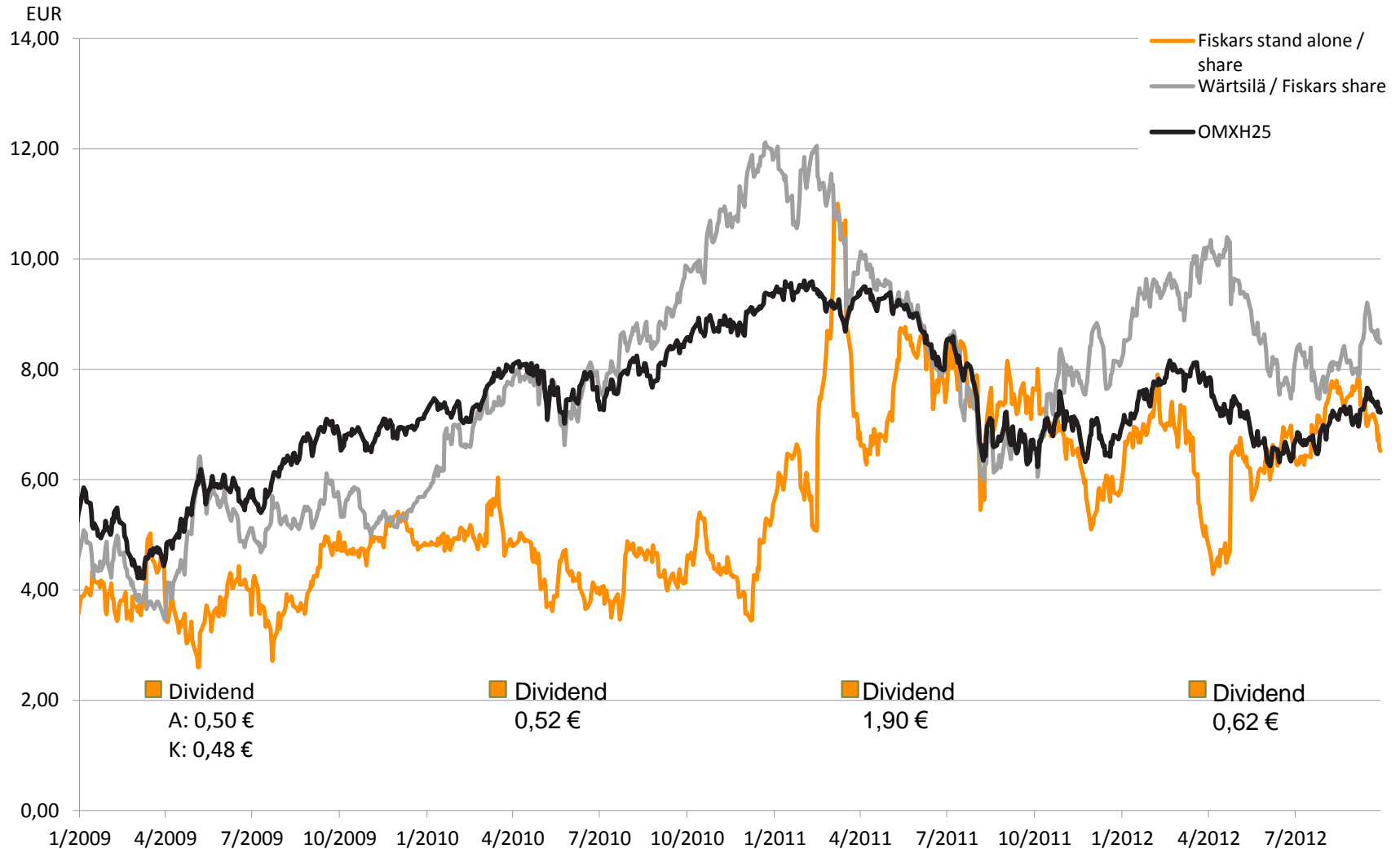
Gearing, %



Gain of Wärtsilä sales
 Excl. Wärtsilä sales

Fiskars share price development 2009 – Q3 2012

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



Outlook for 2012 unchanged

- Fiskars' operating environment remained uncertain during the third quarter, and further instability could affect consumer and trade behavior adversely
 - Changes in demand, for Home products in particular, during the last quarter could affect the full-year results
 - In the Garden business, demand for snow tools has been exceptionally high over the last two winters
- Fiskars will continue implementing its integrated company strategy, the investment program in EMEA and investments in new product development and marketing
- We expect full-year 2012 net sales and operating profit excl. non-recurring items to amount to similar levels as in 2011
- The associated company, Wärtsilä, will continue to have a major impact on Fiskars' profit and cash flow in 2012



Q3

Appendixes



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Key figures Q3 2012

EUR million	Q3 2012	Q3 2011	Change	Q1-Q3 2012	Q1-Q3 2011	Change	2011
Net sales	168.0	165.3	2%	557.5	555.2	0%	742.5
Operating profit (EBIT)*	14.0	6.8	106%	50.8	42.1	21%	52.8
Operating profit excluding non-recurring items	13.2	13.1	1%	50.0	48.4	3%	62.1
Share of profit from associated company	9.8	7.5	29%	28.1	29.3	-4%	42.7
Change in the fair value of standing timber	0.7	-0.1		1.0	-0.9		-1.0
Profit before taxes**	22.8	14.8	54%	163.4	138.3	18%	161.8
Profit for the period**	18.4	13.6	35%	147.1	129.7	13%	156.3
Earnings per share, EUR***	0.22	0.17	35%	1.79	1.58	13%	1.91
Equity per share, EUR				7.21	6.37	13%	6.77
Cash flow from operating activities****	23.5	25.3	-7%	56.4	65.5	-14%	107.4
Equity ratio, %				64%	57%		59%
Net gearing, %				17%	36%		27%
Capital expenditure	8.8	4.6	90%	21.2	14.9	42%	24.7
Personnel (FTE), average	3,371	3,463	-3%	3,377	3,606	-6%	3,545

*Incl. non-recurring items: in Q3 2012 income of EUR 0.8 million from the release of a provision related to the sale of Silva, in Q4 2011 a fine of EUR 3 million, in Q3 2011 losses of EUR 5.3 million from the sale of Silva and EUR 1.1 million from product recalls

**Including non-recurring profit from the sale of Wärtsilä shares of EUR 87.0 million in Q2 2012 and EUR 69.8 million in Q1 2011

***Including EUR 1.06 from the sale of Wärtsilä shares in Q2 2012 and EUR 0.85 in Q1 2011

****Including a Wärtsilä dividend of EUR 26.8 million in Q1 2012 (40.9)

Fiskars IR Calendar and Contact Information

- Q1 Interim Report May 3, 2012
 - Q2 Interim Report August 2, 2012
 - Q3 Interim Report November 1, 2012

 - EGM September 12, 2012
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