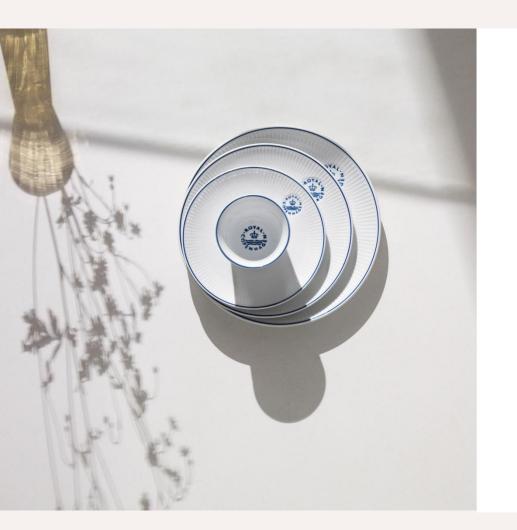
♦

## Investor presentation



UPDATED AUGUST 17, 2023

### Content



# Fiskars Group in brief

Strategy

**Business Areas** 

Financials

Q2 2023

Appendices

OUR PURPOSE

# Pioneering design to make the everyday extraordinary

THE GLOBAL HOME OF DESIGN-DRIVEN BRANDS FOR INDOOR AND OUTDOOR LIVING

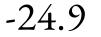


# Fiskars Group key figures 2022

Net sales EUR million 1,248.4  $\frac{\text{Comparable EBIT}}{\text{EUR million}} \\ 151.0$ 

Earnings per share EUR 1.21

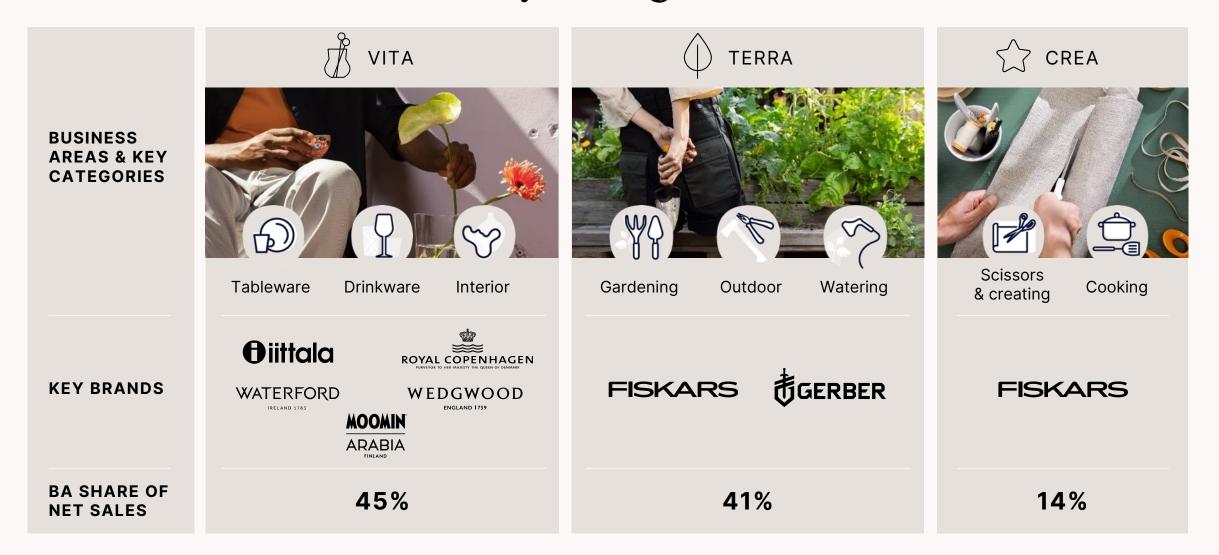
Cash flow from operating activities before financial items and taxes EUR million



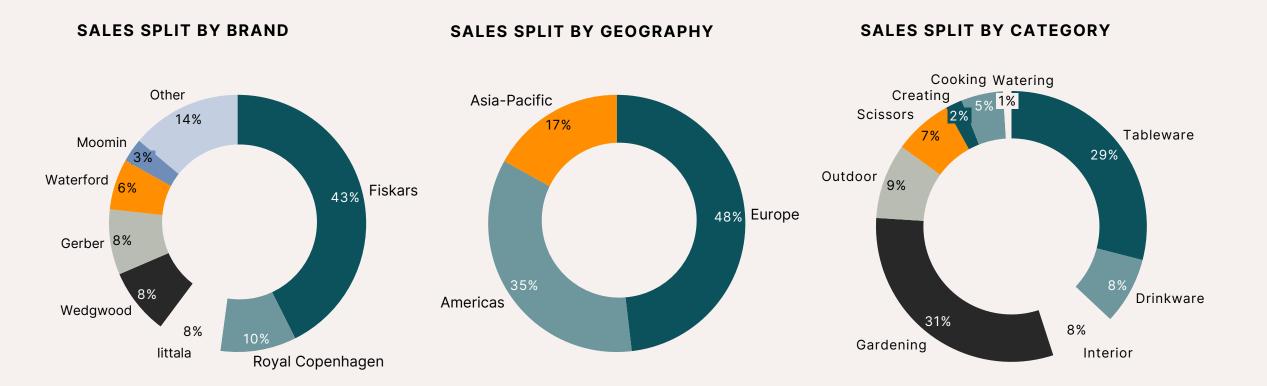
Personnel Dec 31, 2022 6,595



### Business Areas and key categories



## Fiskars is the largest brand – 2022 sales splits



## Our global presence

Our brands are present in over **100** countries

We have ~350 own stores

Close to **7,000** employees globally

11 own manufacturing units

### Content



Fiskars Group in brief

Strategy

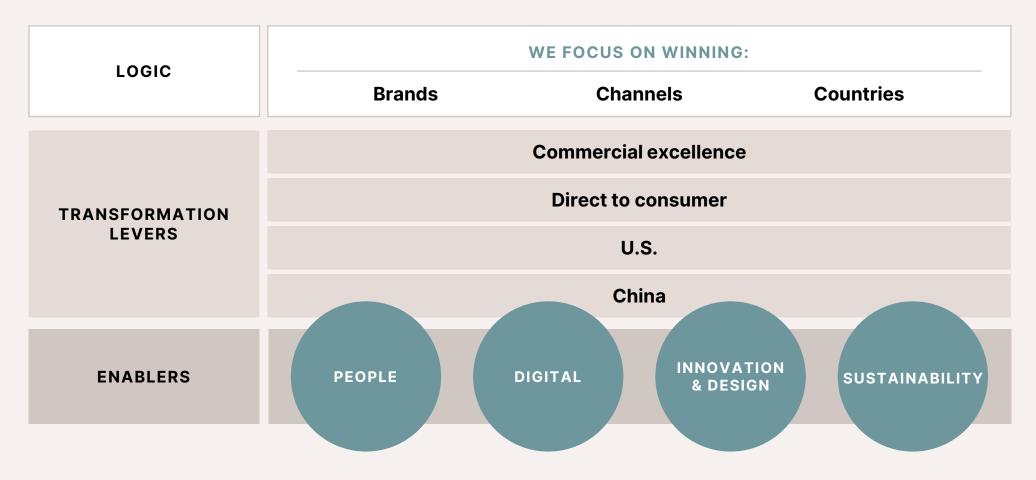
Business Areas

Financials

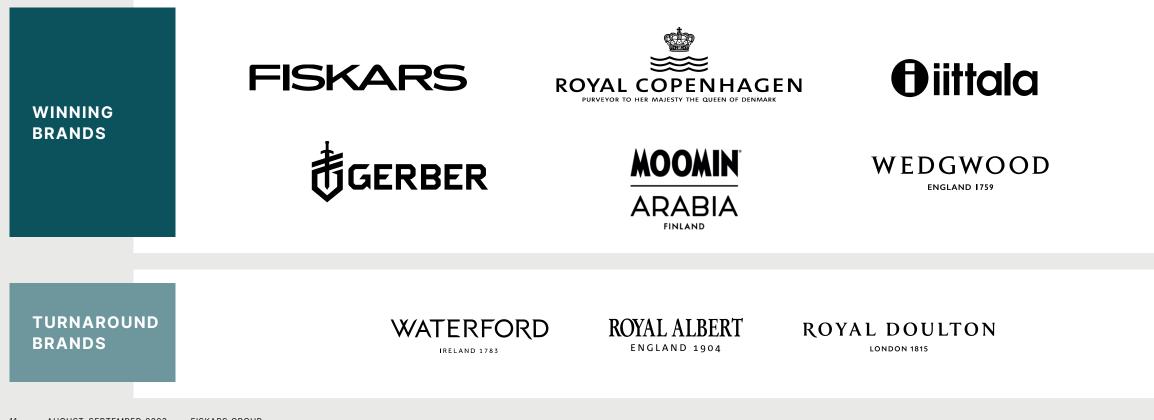
Q2 2023

Appendices

### The Growth Strategy – clear strategic focus and transformation levers



## We focus on winning brands, enabled through clear roles across our portfolio



### Driving Fiskars as our #1 brand

Global brand with strong recognition Strong historical performance

- >40% of Fiskars Group net sales
- Approx. 7% comp. net sales CAGR 2017

Further room to utilize brand stretch and surround the consumer

- Product portfolio across key markets
- Clothing range well received and visible globally Pioneering design, Red Dot awards, e.g. Team 2020

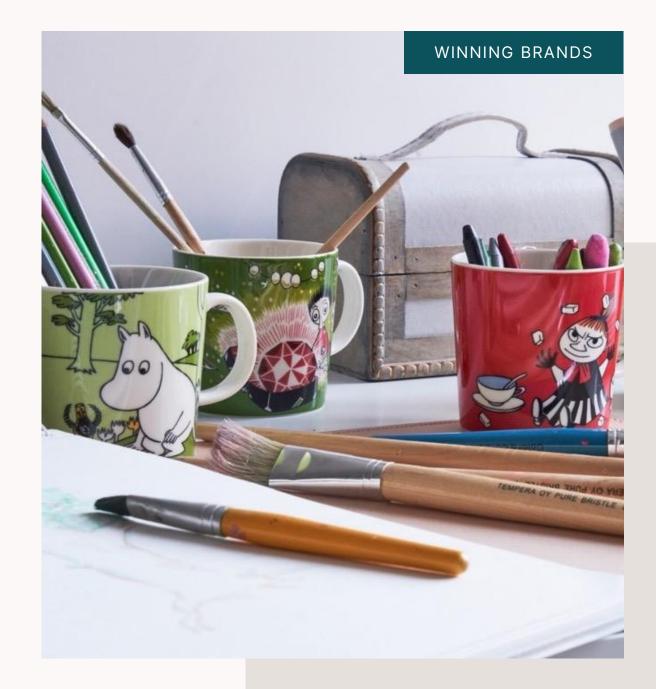


We are building winning brands through new ways of thinking

Case Moomin

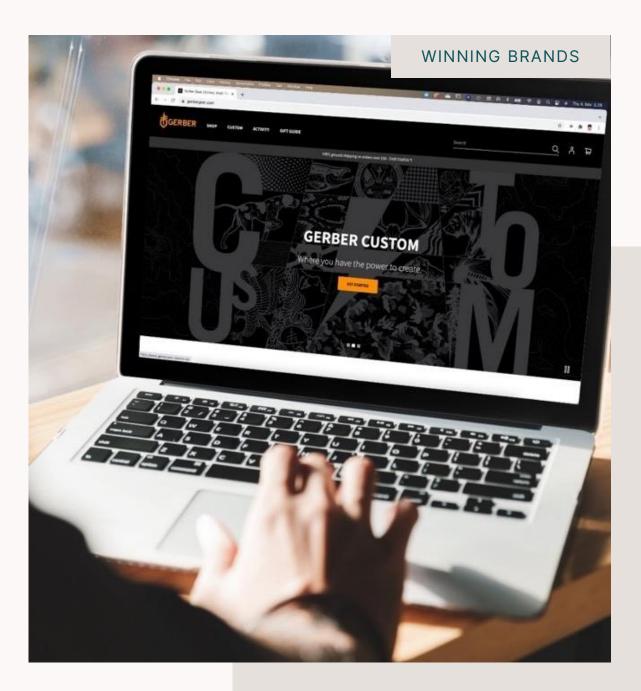
- Story telling translated into collectibles
- Currently net sales close to EUR 40 million
- Fiskars Group minority shareholder in Rights & Brands since Sept '21

Strategic partnership enables global growth beyond our Nordic stronghold



Strengthening our DTC to address the needs of the modern consumer

- Win in the channel shift; focus on growing in the direct channel, incl. eCom and own stores
- Invest significantly in digital organization and capabilities
- Optimize store presence, incl. new store openings in China



# The direct channel (DTC) increasingly important – already 21% of group net sales



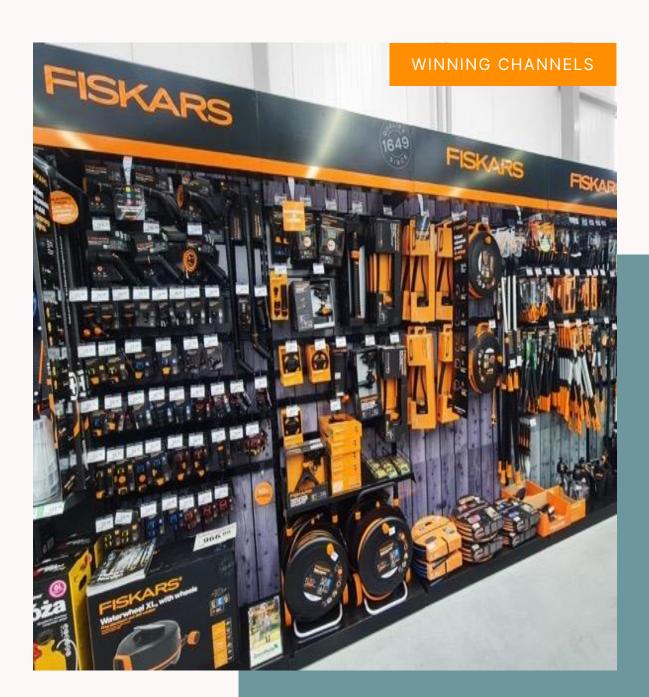
AUGUST-SEPTEMBER 2023 FISKARS GROUP

15

### Commercial excellence drives our performance improvement across all channels

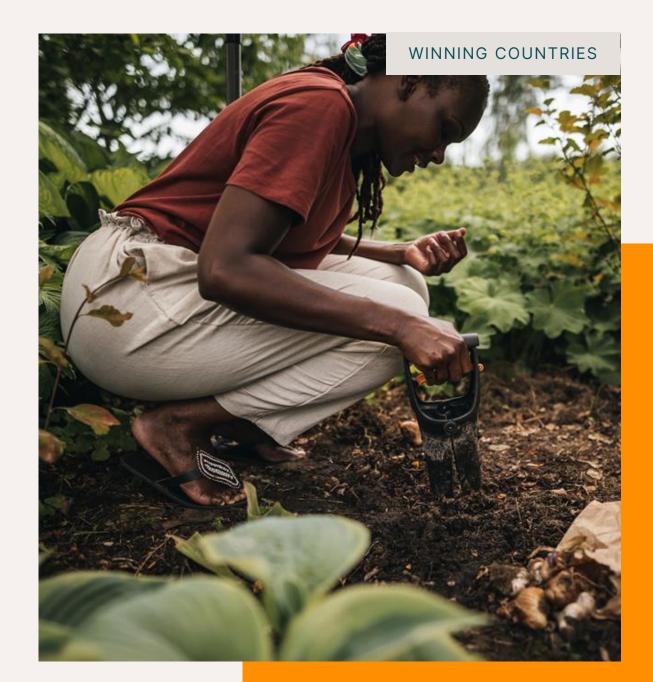
Our Commercial Excellence, examples

- Win with the Winners
- Value-based pricing
- In-store and online excellence
- Distribution and product coverage



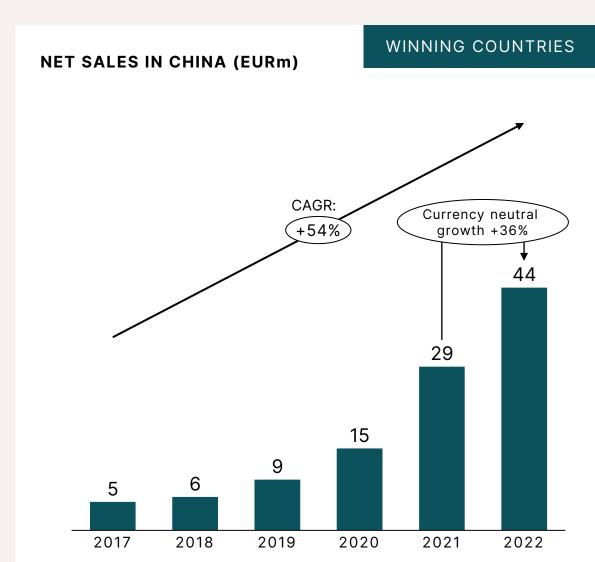
## U.S. market offers a lot of growth opportunities

- Favorable market dynamics in the longterm
  - Demand driver for branded consumer products
- Strong platform with scale in place
  - Fiskars leading gardening brand
  - Strong presence at key big-box retailers and e-tailers
- Further improvement in sight
  - Fiskars product portfolio not fully utilized
  - Gerber with untapped potential
  - Vita turnaround well underway



## We have a strong start in China with significant growth opportunities ahead

- Strong market demand
- Solid foundation, impressive track-record
  - Capable local team in place
  - >50% net sales CAGR during past few years
  - Growth driven by Wedgwood, #1 in its category
- Strong net sales growth continues
  - Continued leadership with Wedgwood
  - Further opportunity from other brands in our portfolio (Royal Copenhagen leveraged only since 2021)



## 3/4 of transformation levers delivering

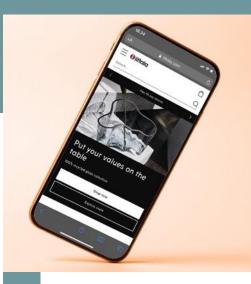
	Q2 2023	1-6/2023
Commercial excellence	• Gross margin +340 bps	• Gross margin +160 bps
Direct to consumer	<ul> <li>DTC: 8% growth; and 22% of net sales</li> <li>E-commerce +31%; own retail network stable</li> </ul>	<ul> <li>DTC: 6% growth; and 21% of net sales</li> <li>E-commerce +22%; own retail network stable</li> </ul>
U.S.	<ul> <li>Net sales -15%</li> <li>Decline especially due to Terra: shipments in the gardening season were clearly lower due to retailer's high inventories and cold spring</li> </ul>	<ul> <li>Net sales -18%</li> <li>Decline especially due to Terra: shipments in the gardening season were clearly lower due to retailer's high inventories and cold spring</li> </ul>
China	<ul> <li>Net sales +50%</li> <li>Strong growth driven by e-commerce and the Wedgwood brand</li> </ul>	<ul> <li>Net sales +30%</li> <li>Strong growth since February</li> </ul>

### Our enablers for the future



#### PEOPLE

We are committed to building an inclusive culture. We want to ensure that we have the right people capabilities, the right organization and efficient ways of working to achieve our ambitious goals and create value.



### DIGITAL

We want to be data-driven, and are investing significantly in our digital organization and capabilities.



### INNOVATION & DESIGN

We are known for our design, and want to develop bold new initiatives and growth opportunities that enrich people's lives.

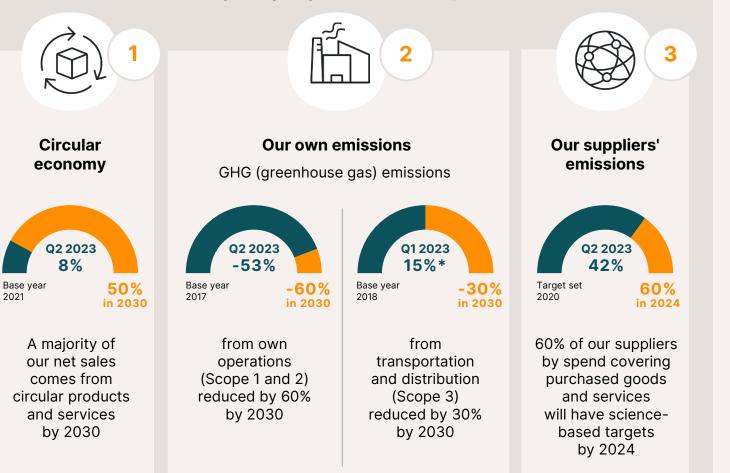


### SUSTAINABILITY

We are on a mission for the lasting wellbeing of people and the planet.

### We are making good progress in our ESG targets

Environmental: Pioneering design against throwaway culture





\* Updated once a year

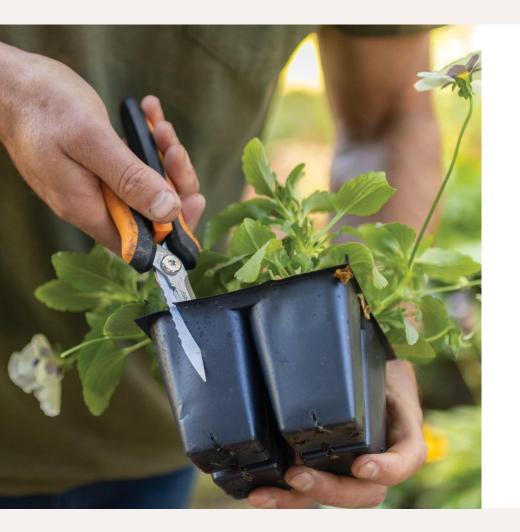
\*\*the score is updated every six months with the latest data and might change depending on how the global benchmark develops

# Concrete actions towards our sustainability targets

Approximately EUR 10 million energy efficiency investment in our littala factory in Finland

- Natural gas powered furnaces replaced with electricitypowered furnaces
- With this investment, Fiskars Group's annual direct carbon dioxide emissions (Scope 1) will be reduced by 26% by the end of 2026

### Content



Fiskars Group in brief Strategy

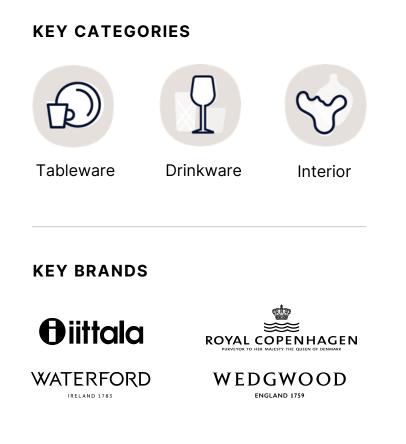
## **Business** Areas

Financials

Q2 2023

Appendices





#### **NET SALES AND COMPARABLE EBIT MARGIN**

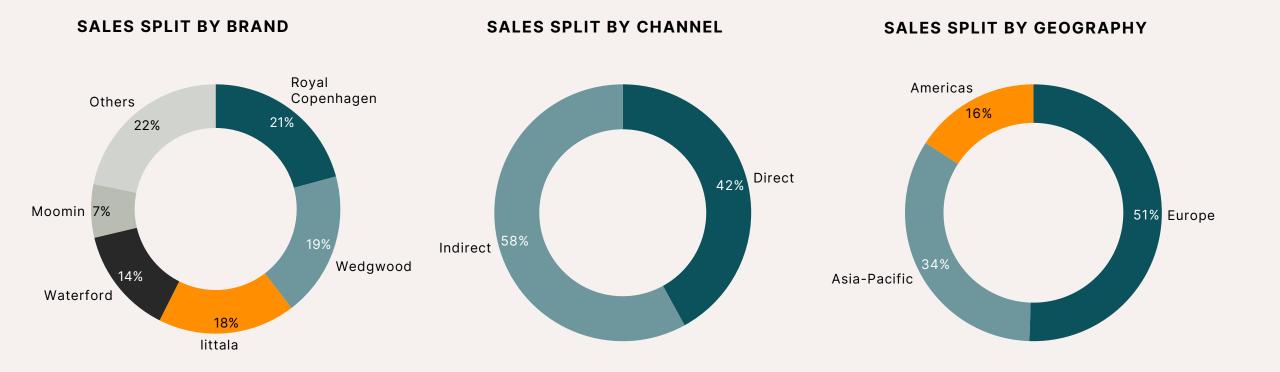


- Comp. EBIT %

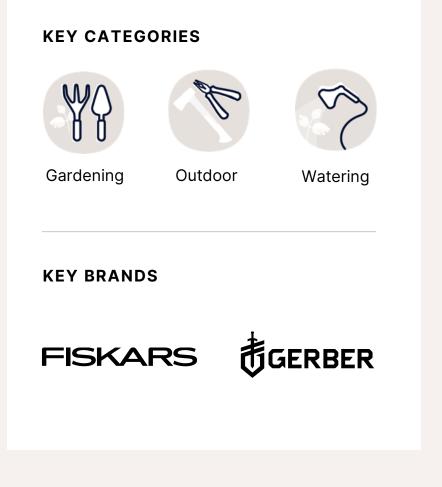
## BA Vita – Markets and channels



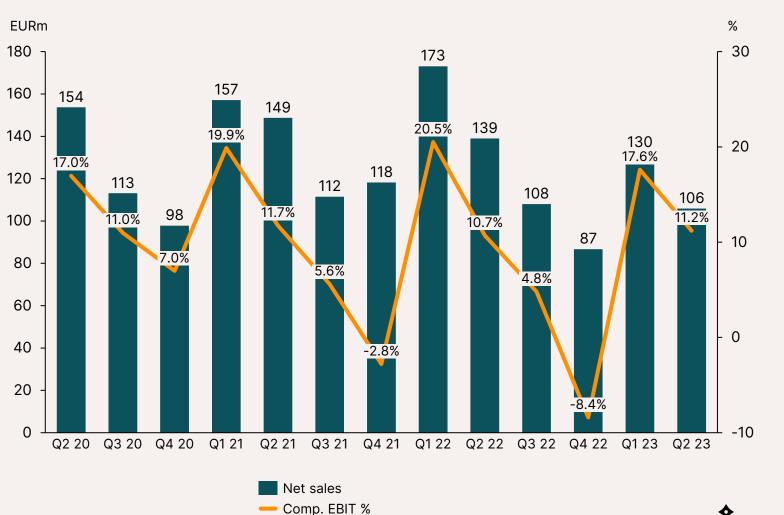
BA Vita – net sales splits (2022)



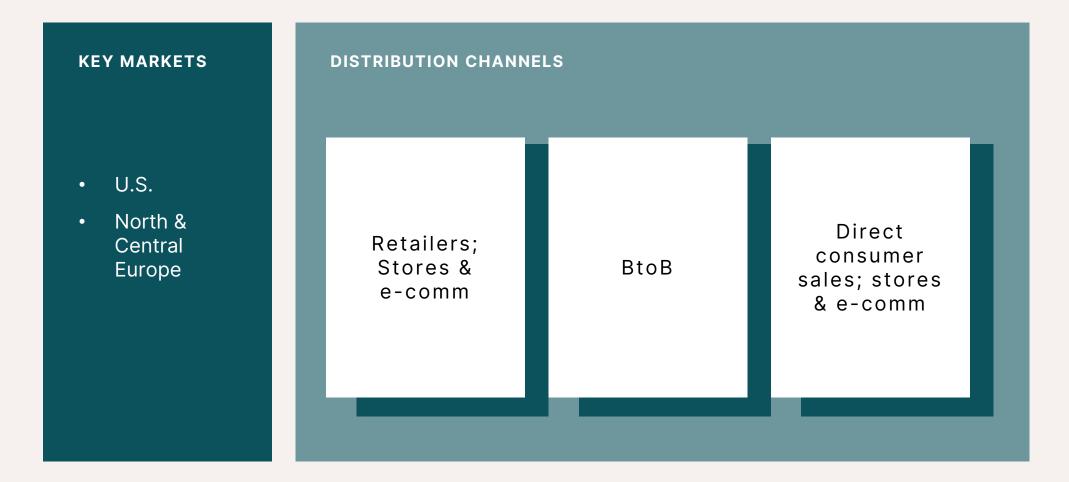




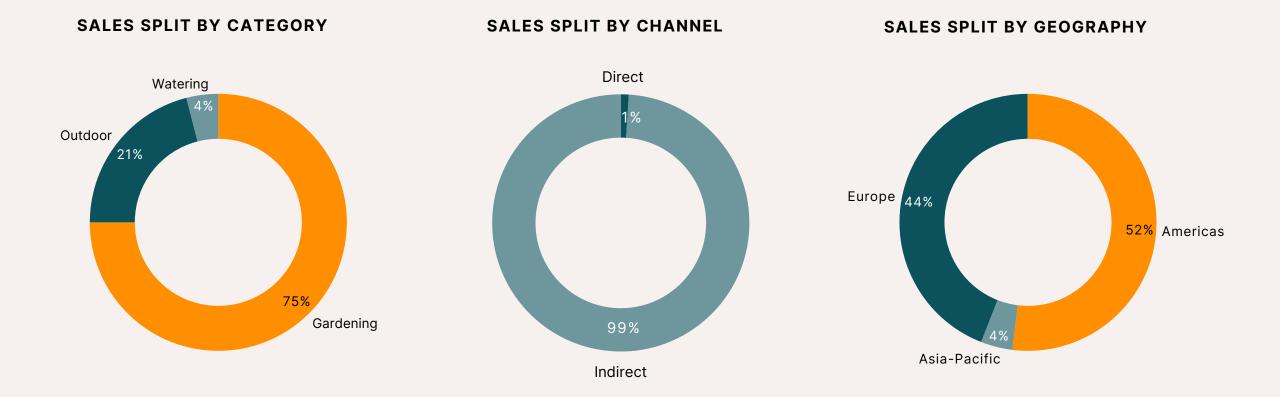
#### **NET SALES AND COMPARABLE EBIT MARGIN**



## D BA Terra – Markets and channels



BA Terra – net sales splits (2022)





Cooking

**KEY CATEGORIES** 

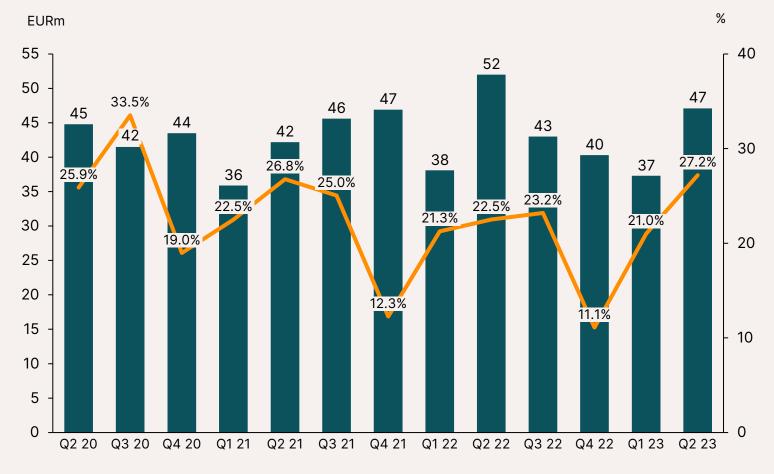


Scissors & creating

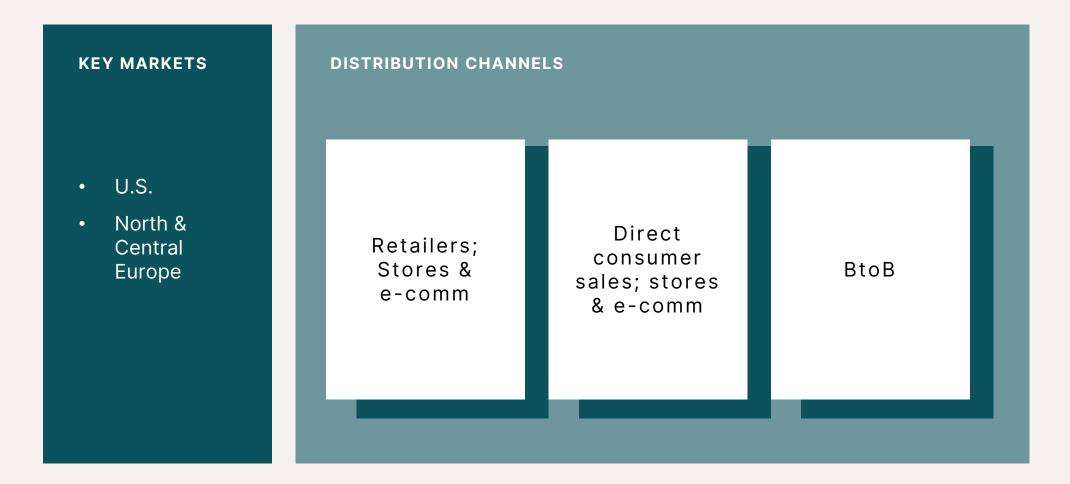
**KEY BRANDS** 

### **FISKARS**

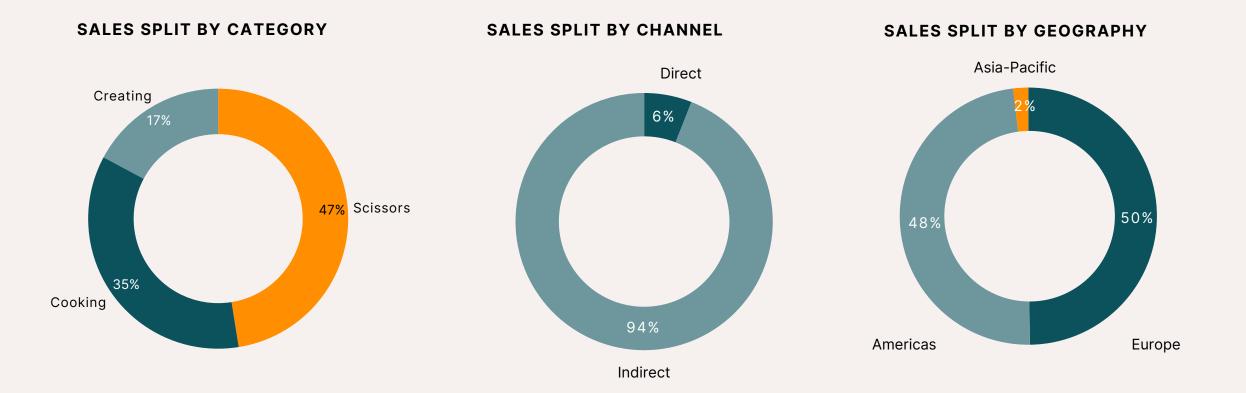




### ☆ BA Crea – Markets and channels

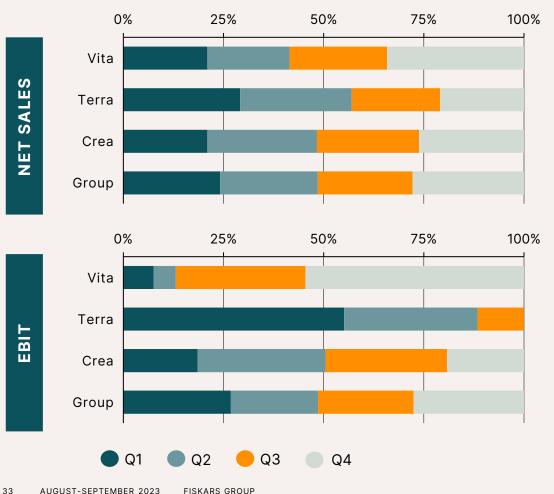


☆ BA Crea – net sales splits (2022)



## Seasonality is balanced by portfolio

### Net Sales and EBIT – Quarterly Split (2019-2022)



### Seasonal features by Business Area

### Vita

- · Highest season in year-end holiday period
- Seasonal pre-orders approx. one-third of the business; the rest from replenishment and DTC
- Order in-take some 2-3 months in advance

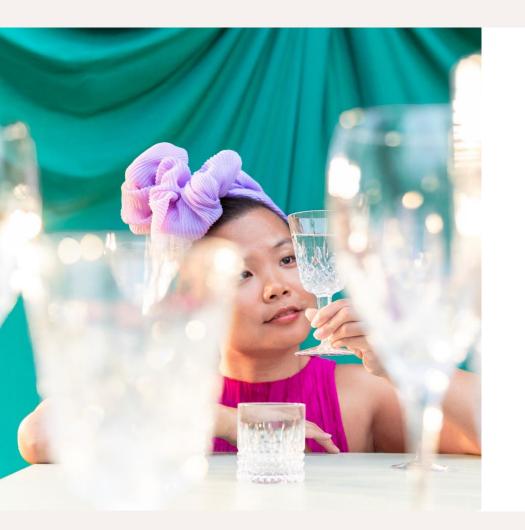
### Terra

- Highest season in spring/summer
- Seasonal pre-orders approx. half of the business both in Europe and USA with replenishment making the rest.
- Order in-take 4-7 months in advance and shipping 1-2 months in advance in Europe; 3-5 months and 2-3 months in USA, respectively.

### Crea

- Highest season in Back-to-School (BTS) and year-end holiday period (Cooking)
- Majority of BTS pre-ordered 2-3 quarters in advance
- Cooking order in-take some 2-3 months in advance, replenishments based on demand

### Content



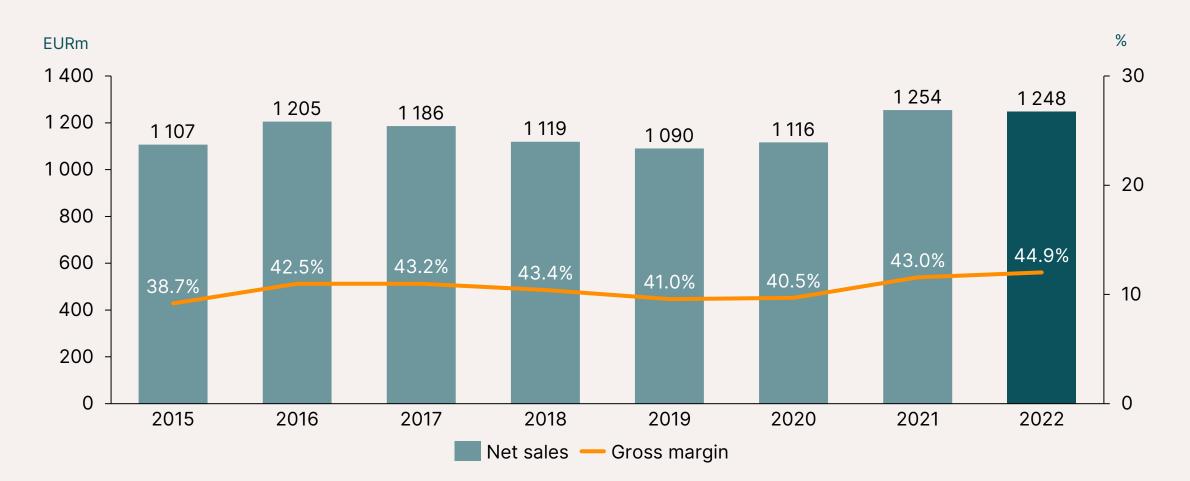
Fiskars Group in brief Strategy Business Areas

## Financials

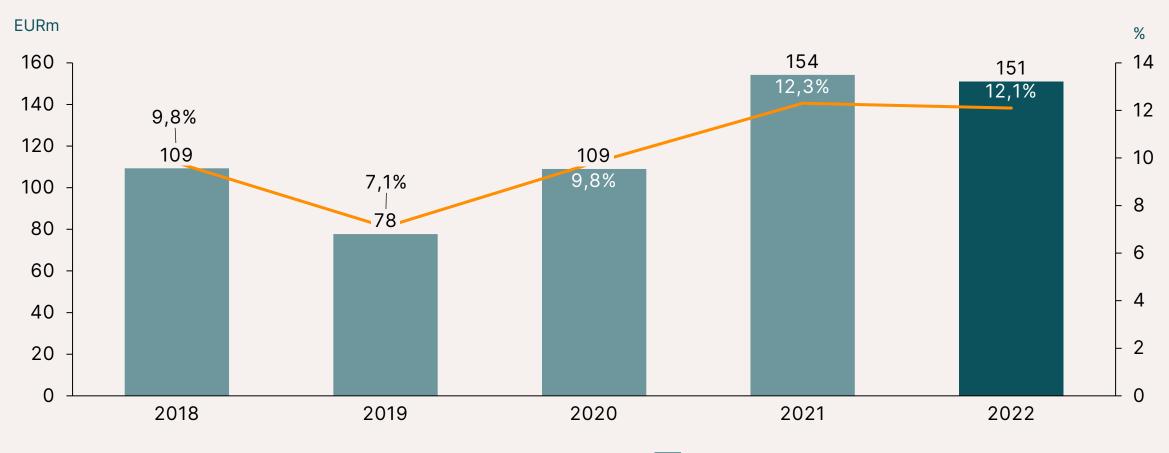
Q2 2023

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### Group net sales and gross margin development

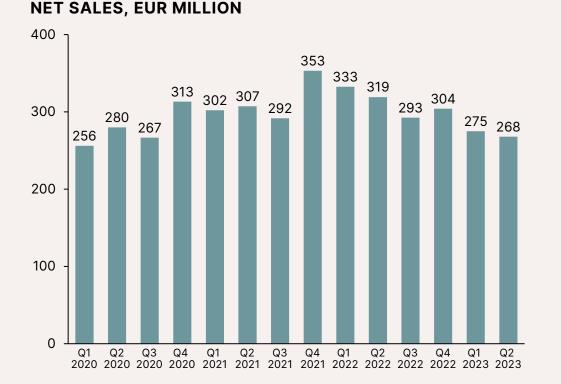


### Profitability has improved

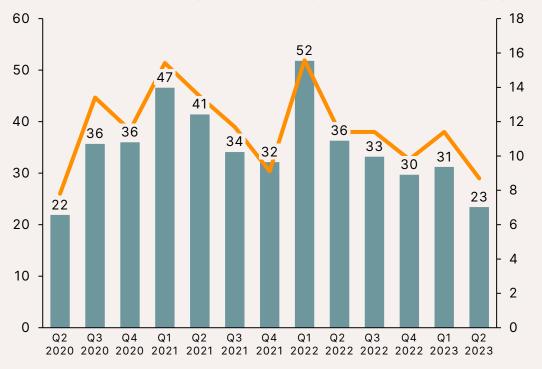


- Comparable EBIT margin Comparable EBIT

### Quarterly development – last 3 years



COMPARABLE EBIT (EUR MILLION) AND EBIT MARGIN (%)



## Challenging operating environment is reflected in the progress towards our financial targets

FINANCIAL TARGETS TRACKING

КРІ	TARGET	FY 2021	FY 2022	LTM JUNE 2023
NET SALES	Organic, FX neutral Mid-Single-Digit growth	14.2%	<b>()</b> 1.7%	-6.3%
ЕВІТ	Mid-teen EBIT margin (excl. IAC) by end of 2025	12.3%	8 12.1%	8 10.3%
CASH FLOW	Free Cash Flow / Net Profit ≥ 80%	09%	Neg.	8 40%
BALANCE SHEET	Net Debt / LTM EBITDA ≤ 2.5X	Ø 0.7X	✓ 1.7X	✓ 2.08X

# The Growth Strategy addresses all value creation levers

	TSR DRIVERS	
	PROFIT GROWTH	<ul> <li>We secure profit growth through increased focus on Gross Margin improvement</li> <li>OPEX fluidity to ensure funding of the strategic growth investments</li> <li>We manage both short- and long-term profit improvement thru our tight drumbeat</li> </ul>
C	CHANGE IN COMPANY PROFILE	<ul> <li>From flattish topline to sustainable MSD growth</li> <li>Modern channel expansion: increased focus on DTC and digital marketing step-change</li> <li>Increased focus on sustainability</li> </ul>
	CASH FLOW CONTRIBUTION	<ul> <li>Whilst increasing CAPEX in strategic growth drivers, we continue delivering stable free cash flow</li> <li>Dividend policy unchanged: stable, over time increasing dividend</li> </ul>
C	CASH FLOW	<ul> <li>Increased focus on sustainability</li> <li>Whilst increasing CAPEX in strategic growth drivers, we continue delivering stable free cash flow</li> </ul>

## **Net Sales** | Winning brands, countries and channels share of Net Sales and contribution to Net Sales growth

Net Sales structure by Winning brands, countries and channels... MSD 1,248 1,248 1,248 1.7% target E-comm 6% Retail 14% Winning USA >30% 43% Fiskars Other Finland >10% Denmark Royal ~6% 10% Copenhagen Sweden ~6% Wedgwood 8% Germany ~5% Other 79% ~4% Channels China Gerber 8% Other 8% littala -3% Moomin Other <40% Countries Winning Other Brands Brand Channel Brand Country

... and their contribution to the 2022 growth vs. expected contribution to the MSD growth target

MSD

target

Country

Winning

Other

1.7%

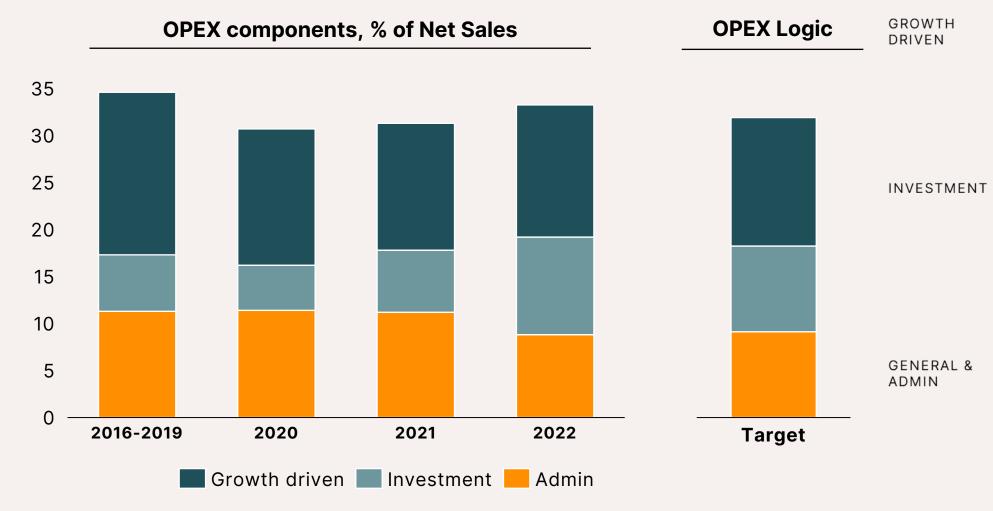
Channel

MSD

target

1.7%

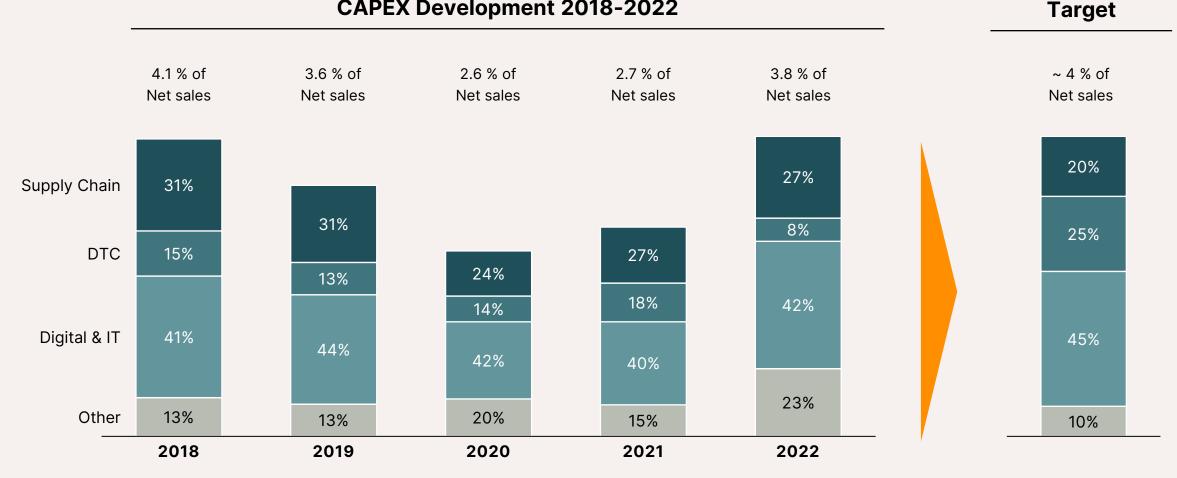
# **OPEX** Investments in growth building blocks are funded through fluidity and Gross Profit improvement



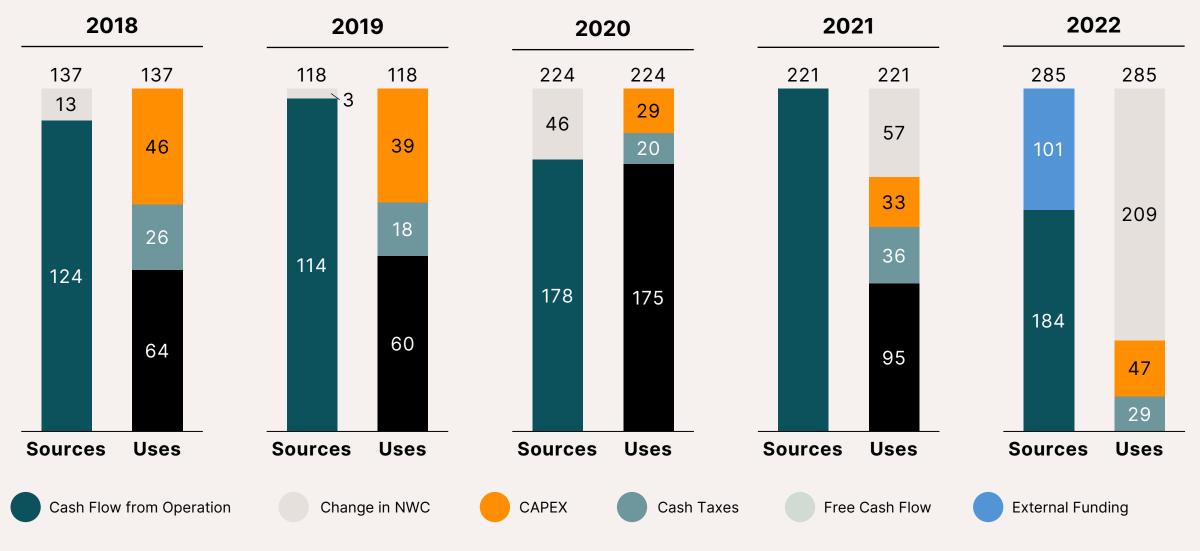
- Sales expenses (incl. DTC)
- Expected to follow topline
   growth
- Sales expenses growth driven by DTC mitigated thru efficiency improvements in other channels
- Commercial excellence, product development, product marketing and ecomm/digital
- Expected to grow faster than topline, driven especially by Digital
- Corporate functions
- Expected to grow slower than topline
- Managing growth thru fluidity

#### Capital Expenditure Fund allocation follows the strategic acceleration – DTC and Digital share to increase

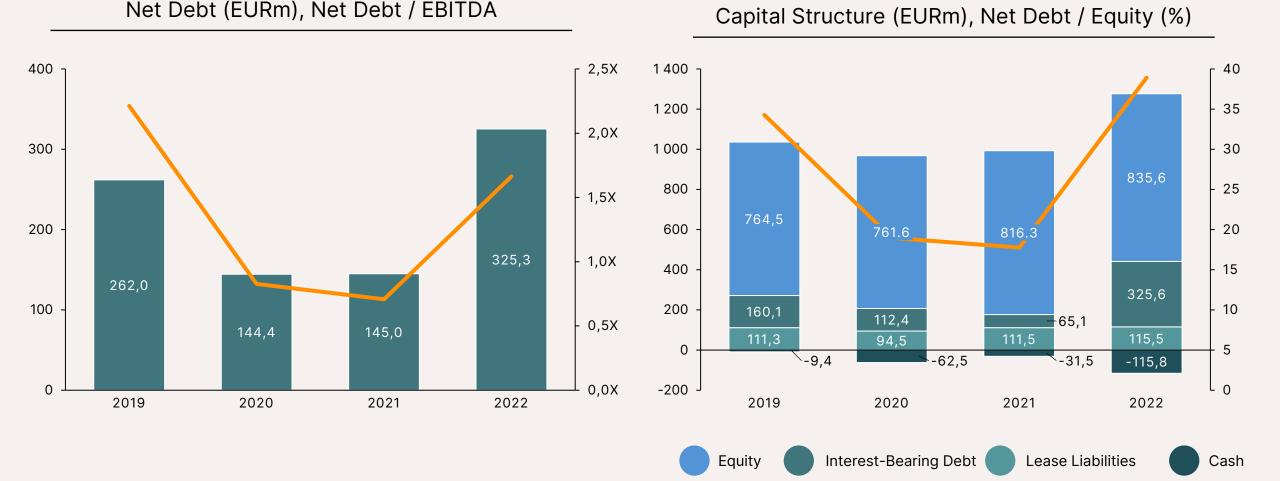
CAPEX Development 2018-2022



### Free Cash Flow | Sources and Uses



#### Balance Sheet Structure | Balance Sheet remains strong

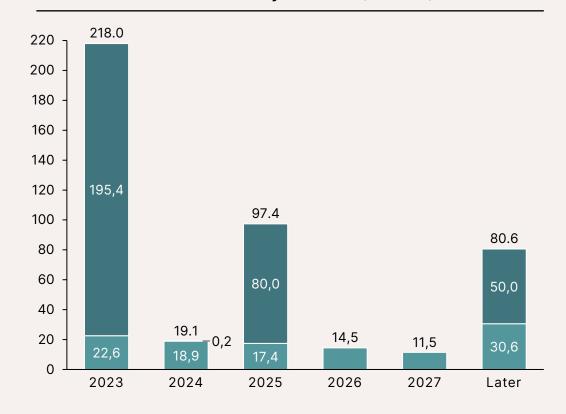


## **Financing** Interest expenses increased mainly due to higher leverage. Average interest rate 2.9%

Financial Items (EURm)

	2018	2019	2020	2021	2022
Dividends	15.0	7.8	-	-	0.3
Interest income	-	-	-	-	2.8
FV change of investments	3.4	3.8	-	6.4	-
FX gains - hedges	0.3	-	-	3.7	1.4
FX gains - other	-	1.6	-	0.6	0.6
Financial Income total	18.7	13.2	-	10.6	5.1
Interest expenses on debt	-3.6	-1.4	-2.9	-1.5	-8.1
Interest costs on lease liability	-	-2.8	-2.4	-1.9	-2.1
Other interest expenses	-	-0.4	-	-6.2	-
FV change of investments					-1.3
FX losses - hedges	-1.1	-3.7	-1.8	-	-
FX losses - other	-3.7	-	-0.6	-0.2	-2.5
Other financial expenses	-1.0	-1.5	-1.2	-0.8	-2.8
Financial Expenses Total	-9.4	-9.8	-8.9	-10.6	-16.8
Financial Items, net	9.4	3.4	-8.9	-	-11.7

Debt Maturity Profile (EURm)

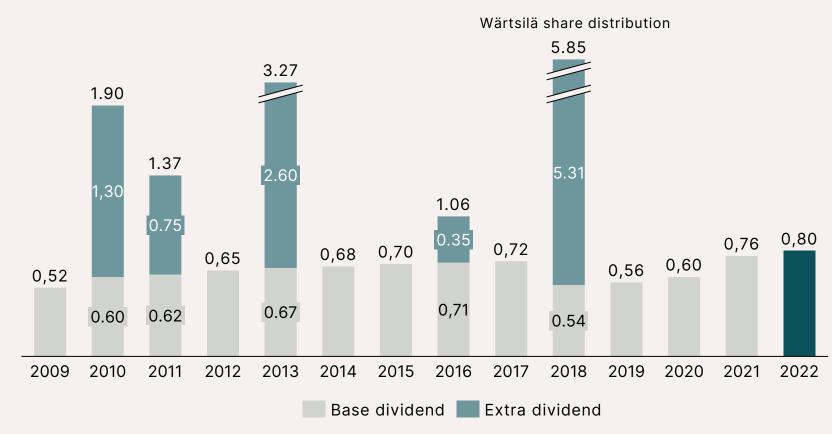


Interest-Bearing Debt

Lease Liabilities

# Aiming to distribute a stable, over time increasing dividend

**DIVIDEND PER SHARE, EUR** 



#### **DIVIDEND IN 2022:**

- Payout ratio: 66%\*
   (2021: 71.5%)
- Dividend yield: 5.2%\*
   (3.3%)
- **Dividend growth:** 5.3%\*

### Content



Fiskars Group in brief Strategy Business Areas Financials

Q2 2023

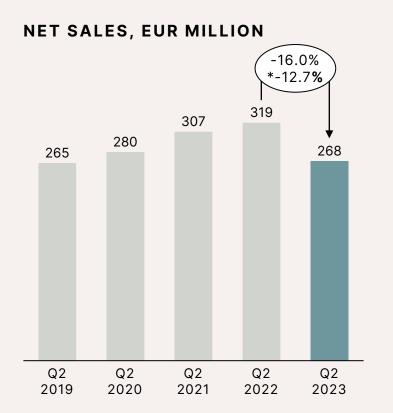
Appendices

# Highlights of Q2 2023

SALES AND EBIT DECLINED IN A CHALLENGING MARKET, CASH FLOW INCREASED SIGNIFICANTLY GROSS MARGIN IMPROVED -A POSITIVE ENGINE WHEN VOLUMES RECOVER STRATEGIC FOCUS PAYS OFF: DTC CONTINUED TO OUTGROW OTHER CHANNELS 2023 GUIDANCE UPDATED ON JULY 5:

COMPARABLE EBIT EXPECTED TO BE IN THE RANGE OF EUR 120-130 MILLION

## Q2 2023 Group key figures



**COMPARABLE EBIT (EUR MILLION)** AND EBIT MARGIN (%) 50 13,5% 15 11.4% 41,4 10 7.8% / 8.7% 40 36,3 4,9% 5 30 0 23,4 21,9 -5 20 13,1 -10 10 -15 0 -20 Q2 Q2 Q2 Q2 Q2 2019 2020 2021 2022 2023



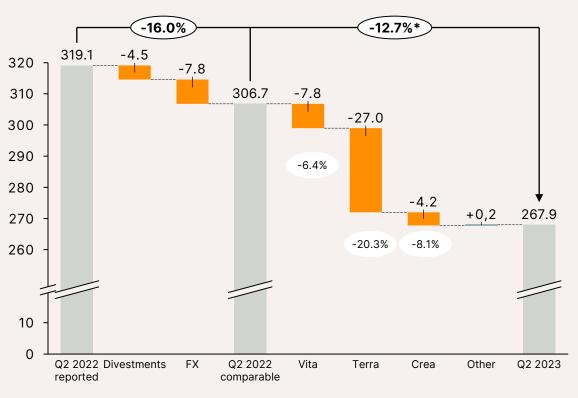
FREE CASH FLOW EUR MILLION 41.6 Q2/2022: -3.1

EARNINGS PER SHARE EUR

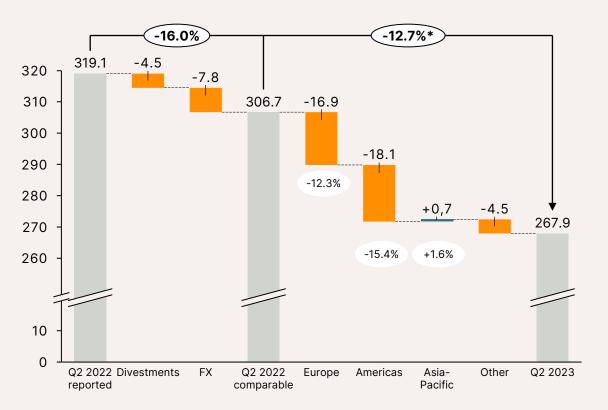
0.16 Q2/2022: 0.41

Q2 Net sales decline driven by Terra

#### Q2 2023 NET SALES BRIDGE BY BUSINESS AREAS, EUR MILLION



#### Q2 2023 NET SALES BRIDGE BY GEOGRAPHICAL AREAS, EUR MILLION

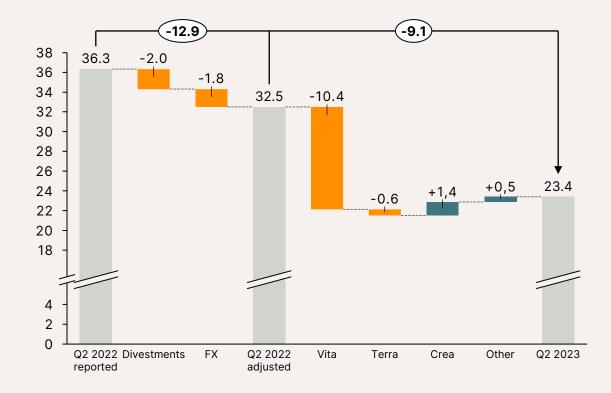


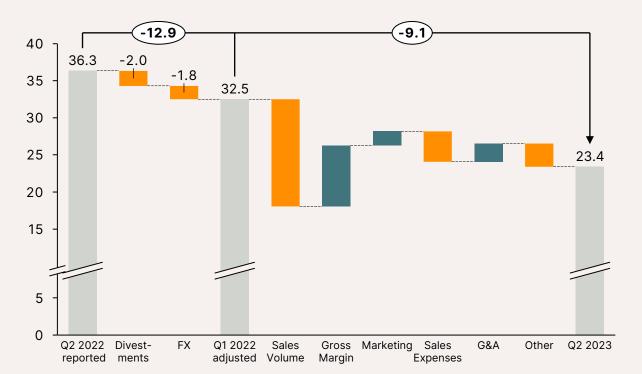
\*Comparable change = currency neutral & excl. divestments

50 AUGUST-SEPTEMBER 2023 FISKARS GROUP

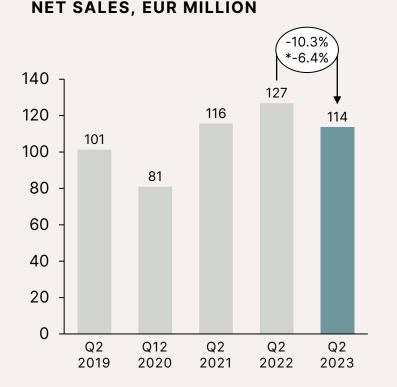
# Q2 Comparable EBIT declined due to volumes, gross margin improved clearly

Q2 2023 EBIT BRIDGE BY BUSINESS AREAS, EUR MILLION Q2 2023 EBIT BRIDGE BY COMPONENTS, EUR MILLION

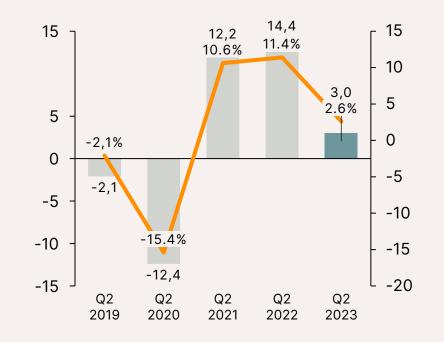




## Vita Q2: Sales decreased in the retailer channel, own e-commerce continued to develop positively

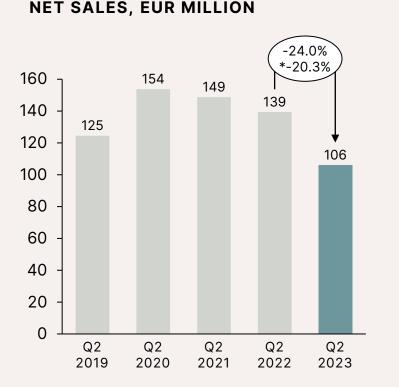


COMPARABLE EBIT (EUR MILLION) AND COMPARABLE EBIT MARGIN, %

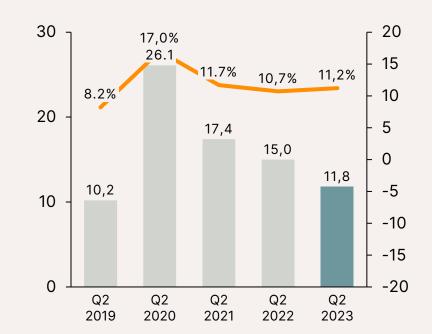


- E-commerce growth driven especially by China and the Wedgwood brand
- EBIT decreased as a result of lower volumes, a decline in gross margin due to capacity downtime and credit losses in the U.S.

# Terra Q2: Clearly lower shipments in the gardening season due to retailers' inventories and cold spring

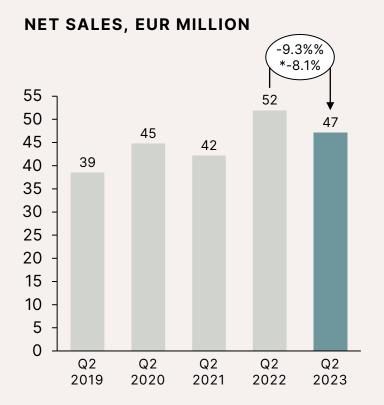


COMPARABLE EBIT (EUR MILLION) AND COMPARABLE EBIT MARGIN, %

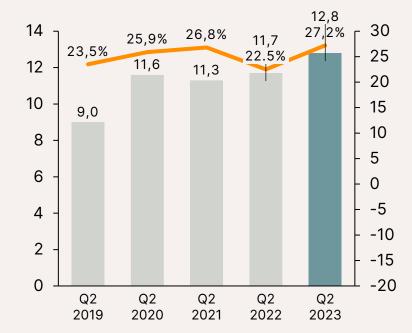


- Similar development in the U.S. and in Europe
- EBIT decreased due to lower volumes – gross margin improved

# Crea Q2: All-time high second quarter EBIT despite lower volumes



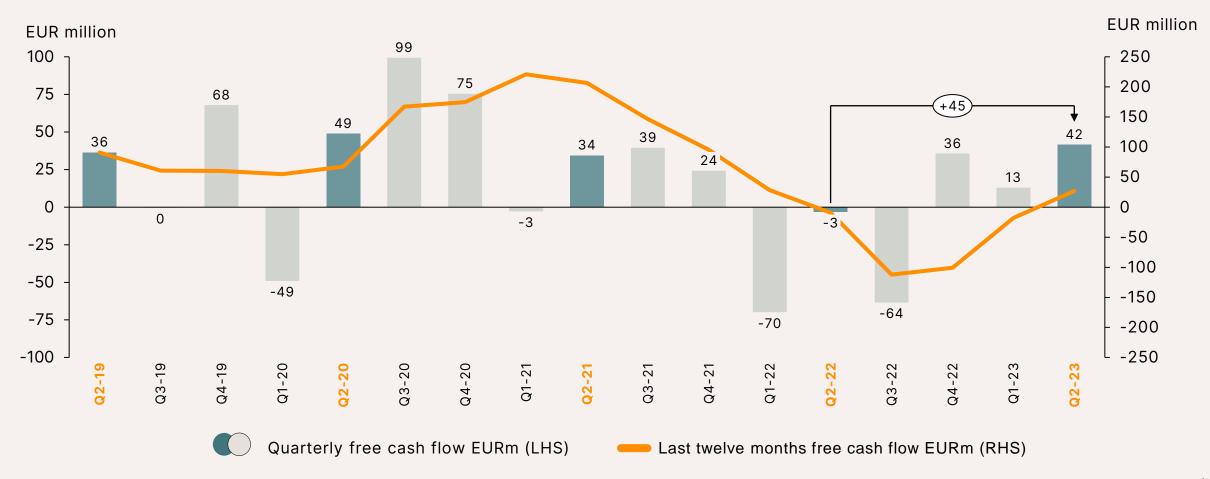
#### COMPARABLE EBIT (EUR MILLION) AND COMPARABLE EBIT MARGIN, %



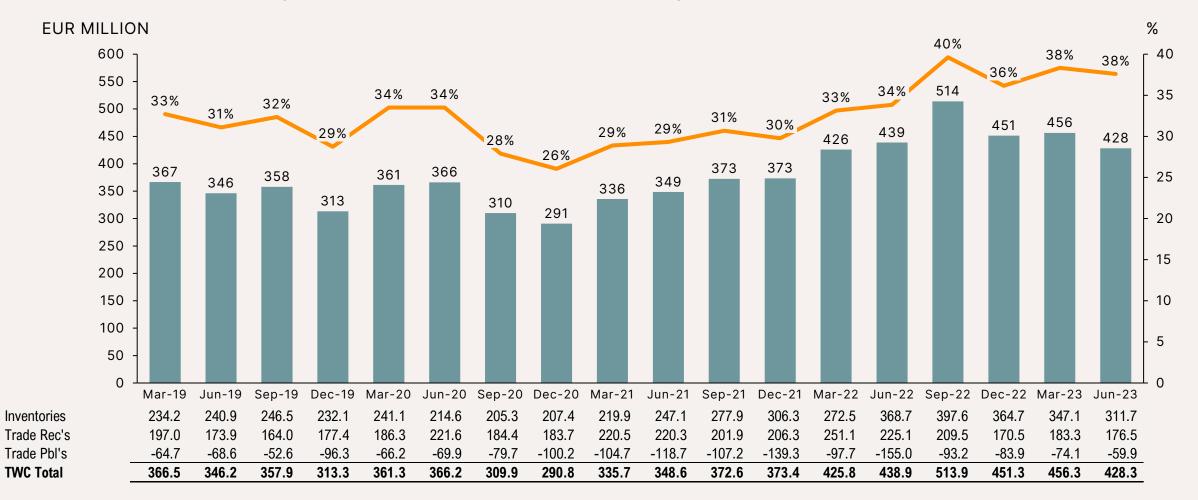
- Sales decreased in Europe

   in the U.S., sales were rather stable driven by back-toschool season and timing of shipments
- EBIT increase driven by improved gross margin and prudent cost management

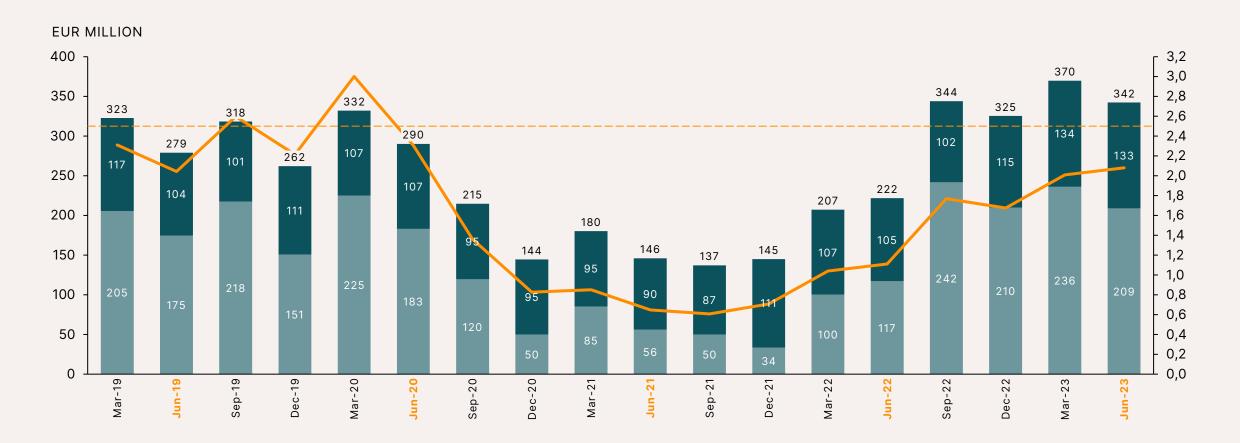
# Q2 Cash flow increased significantly driven by continued actions to adjust supply volumes



## Q2: Trade Working Capital reduced by EUR 23 million vs. year-end driven by Terra inventories



## Net debt decreased in Q2 but still above the yearend level due to increased lease liabilities



Senior Net Debt EURm 🚺 🛑 Lease Liabilities 📒 💳 Net Debt / LTM EBITDA

#### Q2: Capital Employed slightly down from the year-end driven by Trade Working Capital reduction. ROCE down due to both declined profitability and asset efficiency.

#### **Capital Employed (EURm)**

	30.06.22	31.12.22	30.06.23
GW and other intangible	497	500	502
PPE and biological assets	195	193	196
Capitalised leases (ROU)	99	111	127
Non-Current Assets	791	803	825
Inventories	369	365	312
Trade receivables	225	170	177
Trade payables	-155	-84	-60
Trade Working Capital	439	451	428
Other int-free receivables	47	55	55
Other int-free payables	-274	-203	-214
Operating Capital	1,003	1,107	1,095
Net tax liabilities	-10	3	-4
Capital Employed	993	1,109	1,091

#### Funding (EURm)

	30.06.22	31.12.22	30.06.23
Equity	818	824	789
Interest-bearing debt	191	326	251
Lease liabilities	105	115	133
Cash	-74	-116	-42
Net Debt	222	325	342
Financial assets	-46	-40	-41
Financing Total	993	1,109	1,091

#### **Balance Sheet KPI's**

	30.06.22	31.12.22	30.06.23
Comparable EBIT margin (LTM)	11.9%	12.1%	10.3%
Capital turnover (average)	1.40	1.22	1.09
<b>ROCE% (LTM)</b>	<b>16.6%</b>	<b>14.8%</b>	<b>11.3%</b>
Cash conversion (LTM)	Negat.	Negat.	40%
<b>Net debt / EBITDA (LTM)</b>	<b>1.11</b>	<b>1.66</b>	<b>2.08</b>
Net debt / equity	27%	39%	43%

**September 14, 2023: Information on guidance published in the stock exchange release related to the acquisition of Georg Jensen** Fiskars Group's current guidance does not take into account the impact of the now disclosed transaction on the company's comparable EBIT in 2023. Fiskars Group is conducting a review of Georg Jensen's accounting policies and will finalize the purchase price allocation only after the transaction is completed. Potential implications on Fiskars Group's guidance for 2023 will be announced as soon as a reasoned estimate can be made. However, Fiskars Group anticipates its guidance to be negatively affected by the impact of the transaction's purchase price allocation.

## Guidance for 2023

(updated on July 5, 2023)

Fiskars expects comparable EBIT to be in the range of EUR 120-130 million (2022: EUR 151.0 million).

#### Assumptions behind the guidance

- continued volatility of the market environment; low consumer confidence and retailer focus on inventory management affecting demand and sales negatively

- investments into key strategic building blocks

 savings from the targeted organizational changes from H2 onward and prudent cost management

### Content



Fiskars Group in brief Strategy Business Areas Financials Q2 2023 Appendices

AUGUST-SEPTEMBER 2023 FISKARS GROUP

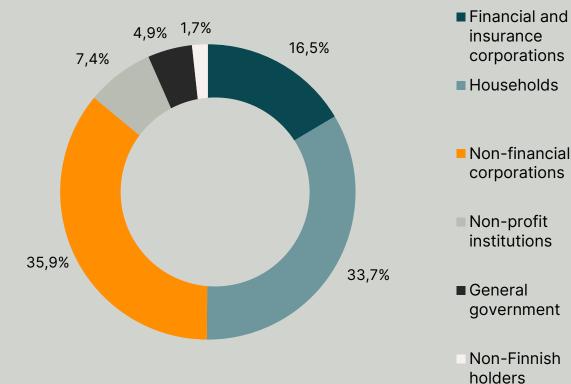
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# Largest shareholders as of July 31, 2023

#	SHAREHOLDER NAME	NUMBER OF SHARES	% OF SHARES AND VOTES
1	Virala Oy Ab	12,740,000	15.73
2	Turret Oy Ab	11,430,961	14.11
3	Holdix Oy Ab	10,165,537	12.55
4	Sophie Von Julins Stiftelse	2,556,000	3.16
5	Julius Tallberg Corp.	2,554,350	3.15
6	Gripenberg Gerda Margareta Lindsay Db	1,982,000	2.45
7	Varma Mutual Pension Insurance Company	1,659,326	2.05
8	The estate of Greta Von Julin	1,560,000	1.93
9	Ilmarinen Mutual Pension Insurance Company	1,428,930	1.76
10	Ehrnrooth Albert Carl Göran	855,372	1.06
	10 largest shareholders, total	46,932,476	57.94
	Other shareholders	34,067,524	42.51
	Total	81,000,000	100.00



DATA SUPPLIED BY INVESTIS



# Shareholder structure as of July, 2023

SECTOR	NUMBER OF SHARES	% OF SHARES AND VOTES
Financial and insurance corporations	10 000 517	10.10
Households	13,330,517 27,253,446	16.46 33.65
Non-financial corporations	29,079,281	35.90
Non-profit institutions	5,992,708	7.40
General government	3,948,106	4.87
Non-Finnish holders	1,395,942	1.72
Total		
Of which nominee registered	81,000,000	100.00

#### DATA SUPPLIED BY INVESTIS

## Leadership Team



Nathalie Ahlström CEO *Employed 2020* 



**Jussi Siitonen** CFO *Employed 2021* 



**Christian Bachler** Executive Vice President, Business Area Vita, *Employed 2010* 



**Charlene Zappa** Executive Vice President, Business Area Terra *Employed 2022* 



Aamir Shaukat Chief Supply Chain Officer *Employed 2023* 



Johan HedbergPeChief Sales Officer,ClAmericas and PresidentEnAmericasEmployed 201963AUGUST-SEPTEMBER 2023FISKARS GROUP



Peter Cabello Holmberg Chief Digital Officer Employed 2021



Anna Mindelöf Chief People Officer *Employed 2022* 



**Gennady Jilinski** Chief Sales Officer, Europe and APAC (excl. China) *Employed 2022* 

### Board of Directors



PAUL EHRNROOTH



JYRI LUOMAKOSKI



ALBERT EHRNROOTH



LOUISE FROMOND



JULIA GOLDIN



CARL-MARTIN LINDAHL

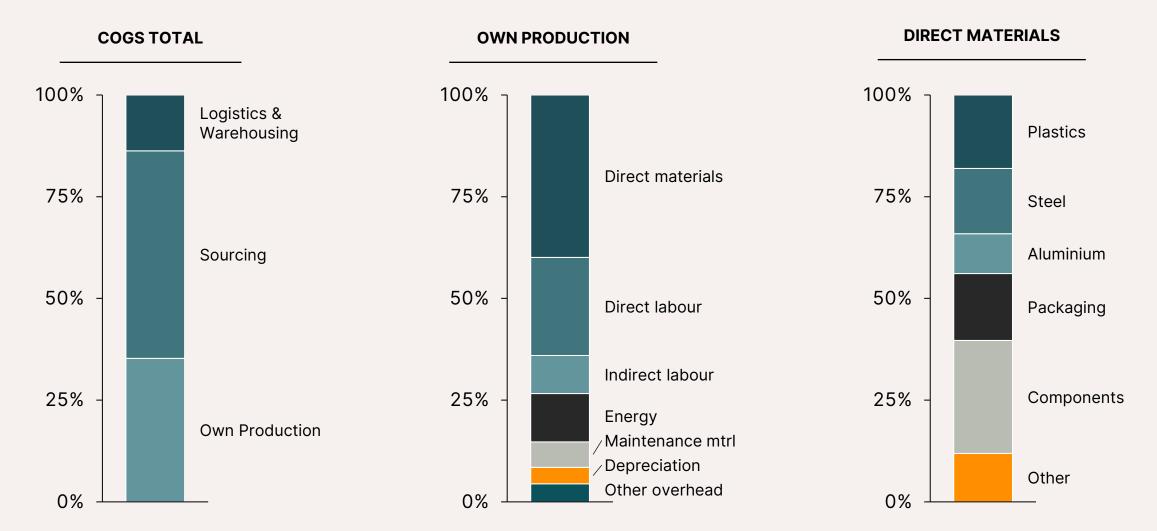


VOLKER LIXFELD



RITVA SOTAMAA

### Cost of Goods



### Calculation of financial indicators

INDICATOR	DEFINITION
EBIT	Operating profit
Comparable EBIT	Operating profit (EBIT) +/- items affecting comparability
Free Cash Flow	EBITDA + change in provisions + non-cash adjustments – capital expenditure +/- change in inventories, trade receivables and trade payables – cash taxes
Cash conversion	Free cash flow / net income for the period
Capital employed	Non-current assets + trade working capital + Other interest-free receivables and payables +/- net tax liabilities
Capital turnover	Net sales / Capital employed
ROCE	Capital turnover * EBIT margin

### Disclaimer

This presentation contains forward-looking statements that reflect management's current views with respect to certain future events and potential financial performance. Although Fiskars Group believes that the expectations reflected in such forward-looking statements are reasonable, no assurance can be given that such expectations will prove to have been correct. Accordingly, results could differ materially from those set out in the forward-looking statements as a result of various factors.

Important factors that may cause such a difference for Fiskars Group include, but are not limited to: (u) the macroeconomic development and consumer confidence in the key markets, (ii) change in the competitive climate, (iii) change in the regulatory environment and other government actions, (iv) change in interest rate and foreign exchange rate levels, and (v) internal operating factors.

This presentation does not imply that Fiskars Group has undertaken to revise these forward-looking statements, beyond what is required by applicable law or applicable stock exchange regulations if and when circumstances arise that will lead to changes compared to the date when these statements were provided.

