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to make the everyday  
extraordinary*



## Pre-silent newsletter Q4 2025

*Published December 19, 2025*

Fiskars Group will publish the January-December 2025 Interim Report on February 5, 2026. The webcast will be held on the same day at 11:00 EET. Fiskars Group's silent period ahead of the results begins on January 6, 2026.

### Most important stock exchange releases during Q4

- **November 19, 2025: Inside information, profit warning: Fiskars Corporation lowers its guidance for 2025** (see updated guidance below)
- **October 16, 2025: Inside information: Fiskars Corporation appoints Jyri Luomakoski as President and CEO**: The Board of Directors of Fiskars Corporation appointed MBA Jyri Luomakoski (b. 1967) as President and CEO of Fiskars Corporation. He served as interim President and CEO of Fiskars Corporation since May 8, 2025.

All releases can be found in [Fiskars Group's newsroom](#)

### Guidance for 2025 was lowered on November 19, 2025

Fiskars Corporation lowered its guidance for 2025 on November 19, 2025 due to a greater-than-anticipated impact on the fourth quarter EBIT from actions taken to scale down production and reduce inventories in Business Area Vita.

#### Current guidance:

Fiskars Corporation now expects comparable EBIT to be in the range of EUR 75-85 million (2024: EUR 111.4 million).

#### Previous guidance:

Previously the company expected comparable EBIT to be in the range of EUR 90-100 million with visibility pointing more towards the lower end of the range (2024: EUR 111.4 million).

As communicated in the stock exchange release, Business Area Vita's inventories remain at elevated levels following a prolonged period of subdued demand. Vita is scaling down production at selected manufacturing units to reduce inventories and safeguard cash flow. While these actions strengthen the company's long-term position, they temporarily affect profitability negatively through supply chain variance.

[Read the release for the full context](#)

## Key themes during Q4

### Q4 is the most important quarter in terms of EBIT generation

Fiskars Group's EBIT generation is tilted towards the end of the year, highlighting the importance of the fourth quarter. Business Area Vita generates the vast majority of Fiskars Group's comparable EBIT in this period, highlighting its critical role.

The fourth quarter is seasonally less substantial for Business Area Fiskars.

### Market conditions remain uncertain

The market environment continues to be marked by uncertainty across geographies. Consumer confidence has remained subdued in most of the company's key markets. In the United States, retailers have continued to pursue cautious inventory strategies.

### Tariffs continue to be a headwind

Elevated tariffs contribute to a complex and unpredictable landscape. Fiskars Group expects that its mitigation actions can, over time, largely offset the adverse direct impacts of tariffs. However, tariffs continue to be a headwind in 2026. As significant tariff increases were introduced in April 2025, the first quarter of 2026 will still reflect incremental impacts. In addition, the expanded scope of steel tariffs was only announced in August, meaning their incremental impact will be more pronounced in 2026.

### Inventory reduction actions underway

Business Area Vita's inventories remain elevated following an extended period of subdued demand. To address this, Vita is scaling down production at selected manufacturing units to reduce inventories and protect cash flow. While these actions support the company's long-term position, they temporarily weigh on profitability through supply chain variance.

### New launches by Business Area Fiskars

The Fiskars brand introduced several new products during the fourth quarter, for instance, the Ultra axe range, Pet Care range and Power Tools.

The Ultra Axe range reflects the ongoing refinement of Fiskars' axe design, building on its established heritage.

The Pet Care range provides ergonomic grooming tools that leverage Fiskars' cutting expertise and trusted brand positioning to enter a new category. The range includes nail clippers and files, precision and thinning shears, round-tip safety scissors, and combs for detangling and undercoat care. The range was first introduced with a selected retail partner in Finland in November and has been positively received.

The Power Tools line broadens the brand's offering by building on Fiskars' heritage in cutting and garden tools – now enhanced with battery assistance. The line includes two ePruners, an eLopper, eTree Pruner as well as a versatile battery that can be used as a power bank. The Power Tools will be available in stores in 2026.

## Upcoming financial reporting dates in 2026

- |  |                  |
|--|------------------|
| • Financial Statements Bulletin 2025           | February 5, 2026 |
| • Interim report January–March 2026            | April 23, 2026   |
| • Half-year financial report January–June 2026 | July 16, 2026    |
| • Interim report January–September 2026        | October 22, 2026 |

The Annual Report 2025, including Financial Statements and the Report by the Board of Directors, will be published on the Group's website during week 8. Fiskars Corporation's Annual General Meeting is scheduled to be held on March 11, 2026.



See [Fiskars Group's Investor Calendar](#) for other Investor Relations activities.

## Materials from recent investor events

### "Get to know Business Area Fiskars" event on Nov 11, 2025

Fiskars Group hosted an informative event focusing on BA Fiskars. The event included introductory presentations by Fiskars Group's President and CEO Jyri Luomakoski as well as CFO Jussi Siitonen and a deep dive into BA Fiskars by the CEO of BA Fiskars, Steffen Hahn.

- [See presentation](#)
- [Watch webcast](#)

### Sijoittaja 2025 Fair on Nov 26, 2025

Fiskars Group partnered with Finland's largest investment fair, 'Sijoittaja 2025', where the Group's President and CEO Jyri Luomakoski gave a presentation:

- [See presentation \(in Finnish\)](#)
- [Watch recording \(in Finnish\)](#)

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### Fiskars Group in brief

Fiskars Group (FSKRS, Nasdaq Helsinki) is the global home of design-driven brands for indoor and outdoor living. Since 1649, we have designed products of timeless, purposeful, and functional beauty, while driving innovation and sustainable growth. In 2024, Fiskars Group's global net sales were EUR 1.2 billion and we had close to 7,000 employees. We have two Business Areas (BA), Vita and Fiskars.

BA Vita offers premium and luxury products for the tableware, drinkware, jewelry and interior categories. Its well-known brands include Georg Jensen, Royal Copenhagen, Wedgwood, Moomin Arabia, Iittala and Waterford. In 2024, BA Vita's reported net sales were EUR 605 million. Already 50% of BA Vita's net sales comes from direct-to-consumer sales, comprising approximately 500 stores and approximately 60 e-commerce sites.

BA Fiskars consists of the gardening and outdoor categories, in addition to the scissors and creating, as well as cooking categories. The brands include Fiskars and Gerber. In 2024, BA Fiskars' net sales were EUR 547 million.