Fiskars in brief

Company presentation 2014

FISKARS 365
EVERYDAY • SINCE 1649

FISKARS

Our over 365-year heritage

From Finnish ironworks to global consumer product business

FISKARS

The oldest company in Finland

FISKARS 365
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FISKARS

Our Heritage

Fiskars ironworks founded

1649

1757

Copper found in Orijärvi

1822

The Julin family era begins in Fiskars

Fiskars becomes a limited company

1883

1830's

Machine workshop and fine forging mill founded

Business expanded through acquisitions

1920's

1915

Fiskars shares listed on the Helsinki Stock Exchange

1967

Fiskars manufactures the world's first plastic-handled scissors

Scissor production moved from Fiskars to Billnäs

1973

Fiskars scissors factory founded in the USA

1977

1985

Fiskars begins producing modern Garden tools

Gerber acquired

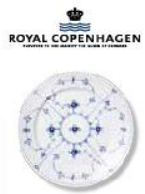
1986

2007

Iittala Group and Leborgne acquired

Integrated consumer goods company strategy launched

2008



2013

Royal Copenhagen acquired

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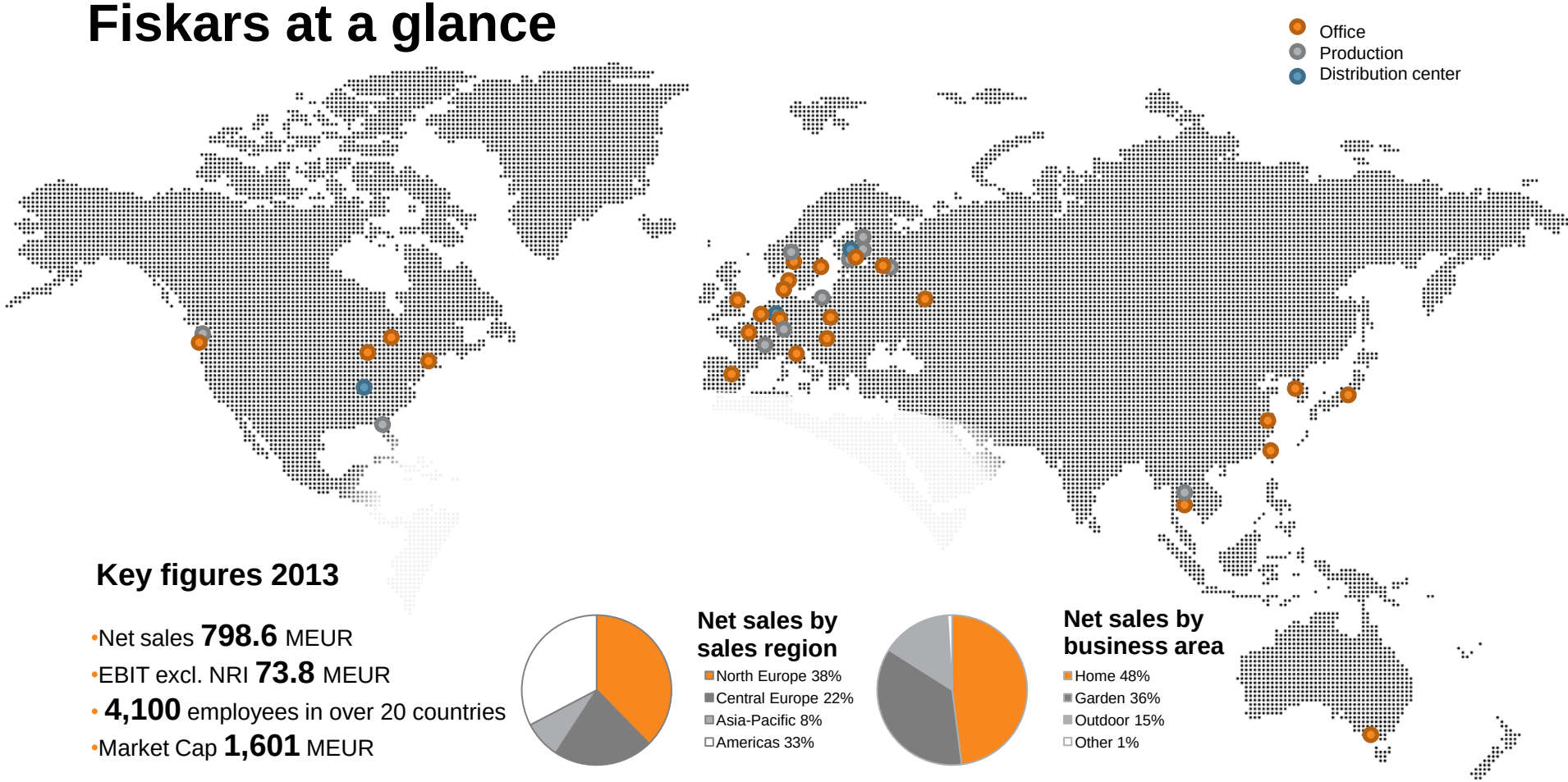
Fiskars at a glance



Key figures 2013

- Net sales **798.6** MEUR
- EBIT excl. NRI **73.8** MEUR
- **4,100** employees in over 20 countries
- Market Cap **1,601** MEUR

Net sales by sales region

- North Europe 38%
- Central Europe 22%
- Asia-Pacific 8%
- Americas 33%

Net sales by business area

- Home 48%
- Garden 36%
- Outdoor 15%
- Other 1%

Fiskars is a leading global supplier of branded consumer goods for the home, garden, and outdoors. The group has a strong portfolio of respected international brands, including Fiskars, Iittala, and Gerber. Founded in 1649 and listed on NASDAQ OMX Helsinki, Fiskars is Finland's oldest company.

FISKARS 365
EVERYDAY • SINCE 1649

Our business areas

FISKARS

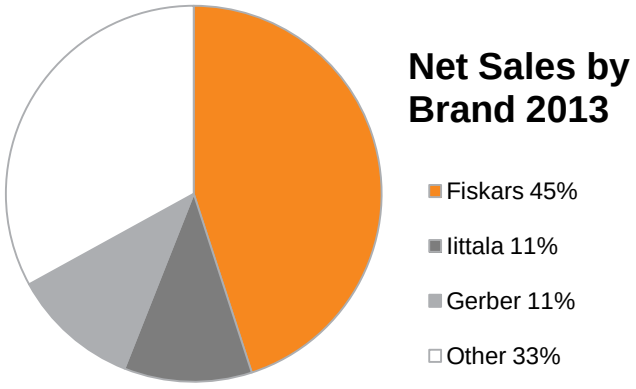
Our mission

is to enrich lives with lasting products that increase enjoyment and solve everyday problems through their functionality, innovation and design.

FISKARS

Focusing on and investing in strong international key brands

- Our key brands are internationally renowned and developed with global ambitions
- The sale of Fiskars branded products has increased 50% since 2008



Legacy of iconic products

Blue Fluted Plain
1775

Flora Danica
1790

Aino Aalto
1932

Alvar Aalto
-Collection
1936

Teema/Kilta
1952

Kartio
1958

Sarpaneva
1960

Mark II Knife
1966

Fiskars Classic
1967

Birds by Toikka
1972

Axe Sharpener
1987

Kivi
1988

Gator Knife
1991

PowerGear™
Lopper
1995

PowerGear™
Pruner PRO
1997

Tools
1998

MP600
Multi-Plier
1998

Universal Cutter
1998

Large Garden
Leaf Rake
2002

Weed Puller
2004

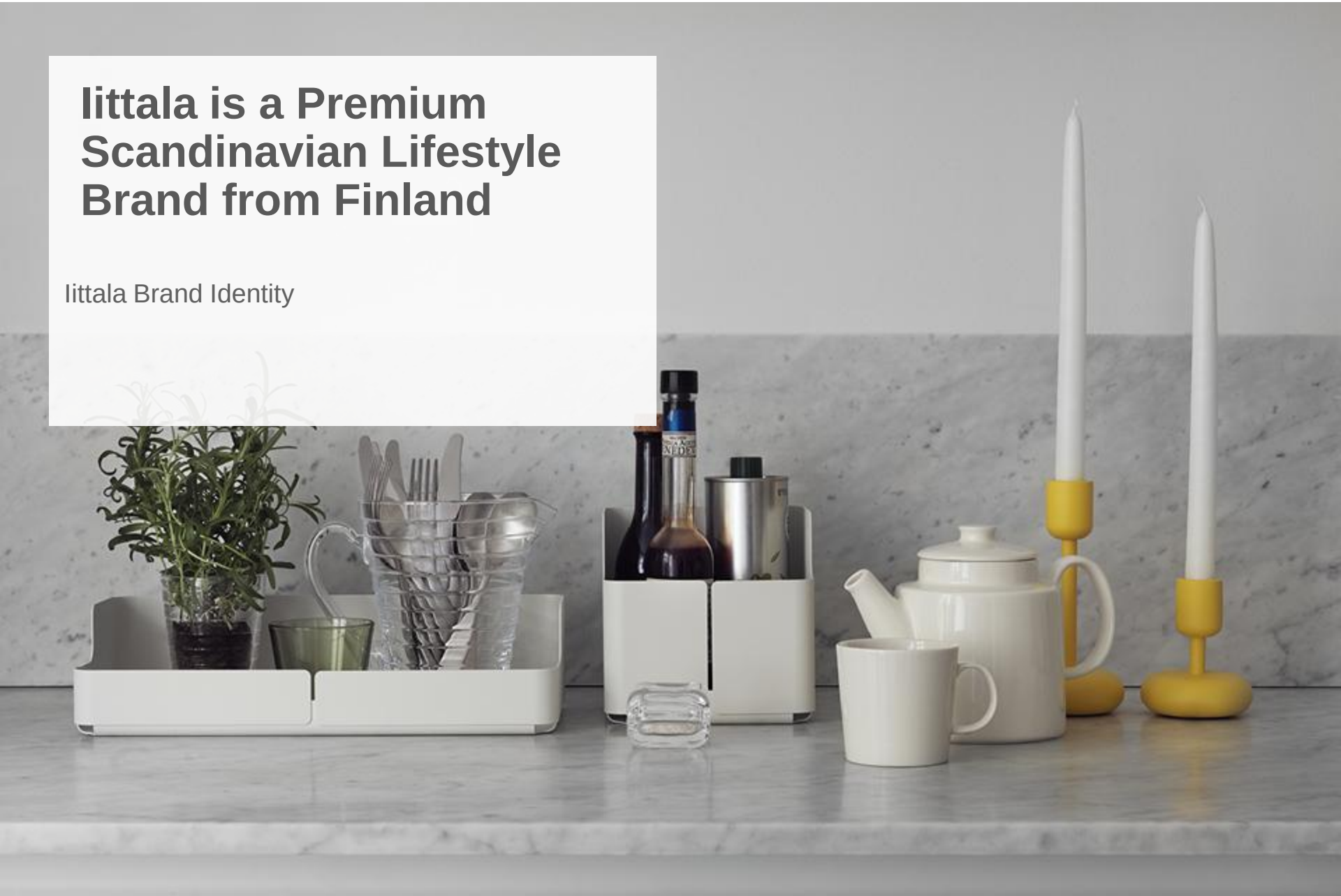
Splitting Axe X17
2011

Gerber BG
Ultimate Knife
2011

FISKARS

Iittala is a Premium Scandinavian Lifestyle Brand from Finland

Iittala Brand Identity



Home of Scandinavian Design

FISKARS

Timo Sarpaneva, 1956

- In the red dot of the logo, there is the glassblower´s most important tool, the blowing pipe with the white hot parison at the end.

“Whatever we do, we should do consciously. Then even the most simple things begin to express their own poetry.”

Timo Sarpaneva

Brand Story

- **Timeless design since 1881**
- What started as a glass factory in Iittala, Finland, now celebrates generations of essential objects that are made to enrich people's everyday lives.
- We believe objects should be distinctive, combinable and multi-functional, with lasting design that allows for individual use and expression.
-
- We don't just create beautiful objects. We believe in timeless design that will never be thrown away.

Timeless Product Icons

”I am not looking for perfection. I want it to be fun!”

Oiva Toikka

1932
Aino Aalto
Aino Aalto

1936
Alvar Aalto Collection
Alvar Aalto

1952
Teema
Kaj Frank

1958
Kartio
Kaj Frank

1960
Sarpaneva pot
Timo Sarpaneva

1964
Kastehelmi
Oiva Toikka

1968
Ultima Thule
Tapio Wirkkala

1972
Birds by Toikka
Oiva Toikka

“Does not ‘beautiful ultimately mean necessary, functional, justified, right?”

Kaj Franck

1988
Kivi
Heikki Orvola

1998
Tools
Björn Dahlström

1999
Origo
Alfredo Häberli

1999
Lantern
Harri Koskinen

2001
Essence
Alfredo Häberli

2007
Taika
Klaus Haapaniemi
Heikki Orvola

2010
Vitrini
Anu Penttinen

2013
Leimu
Magnus Pettersen

”Form is the basis for everything in my objects. It is the solid foundation to build upon.”

Heikki Orvola

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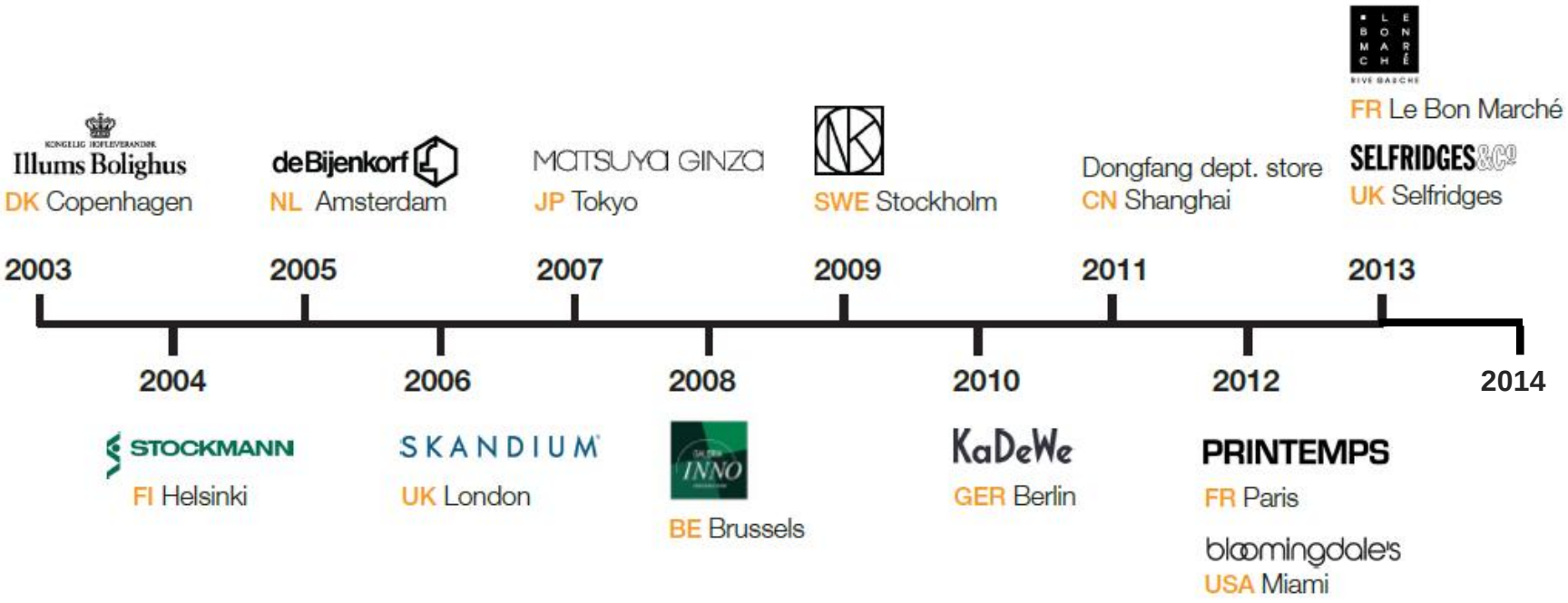
Iittala shop-in-shops 2003 – 2013

Department stores



Iittala Design Philosophy

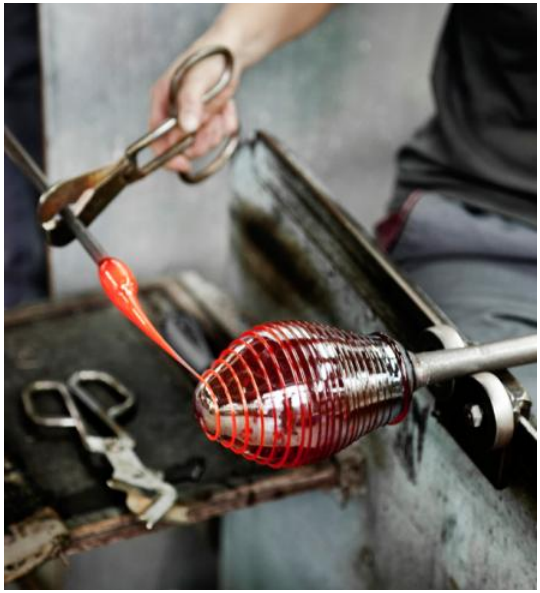
Design with a thought

1952
Teema
by Kaj Franck (1911-1989)

2014
Teema
by Kaj Franck (1911-1989)

Lasting design against throwawayism

Intuitive everyday functionality



Passion for art & craftsmanship

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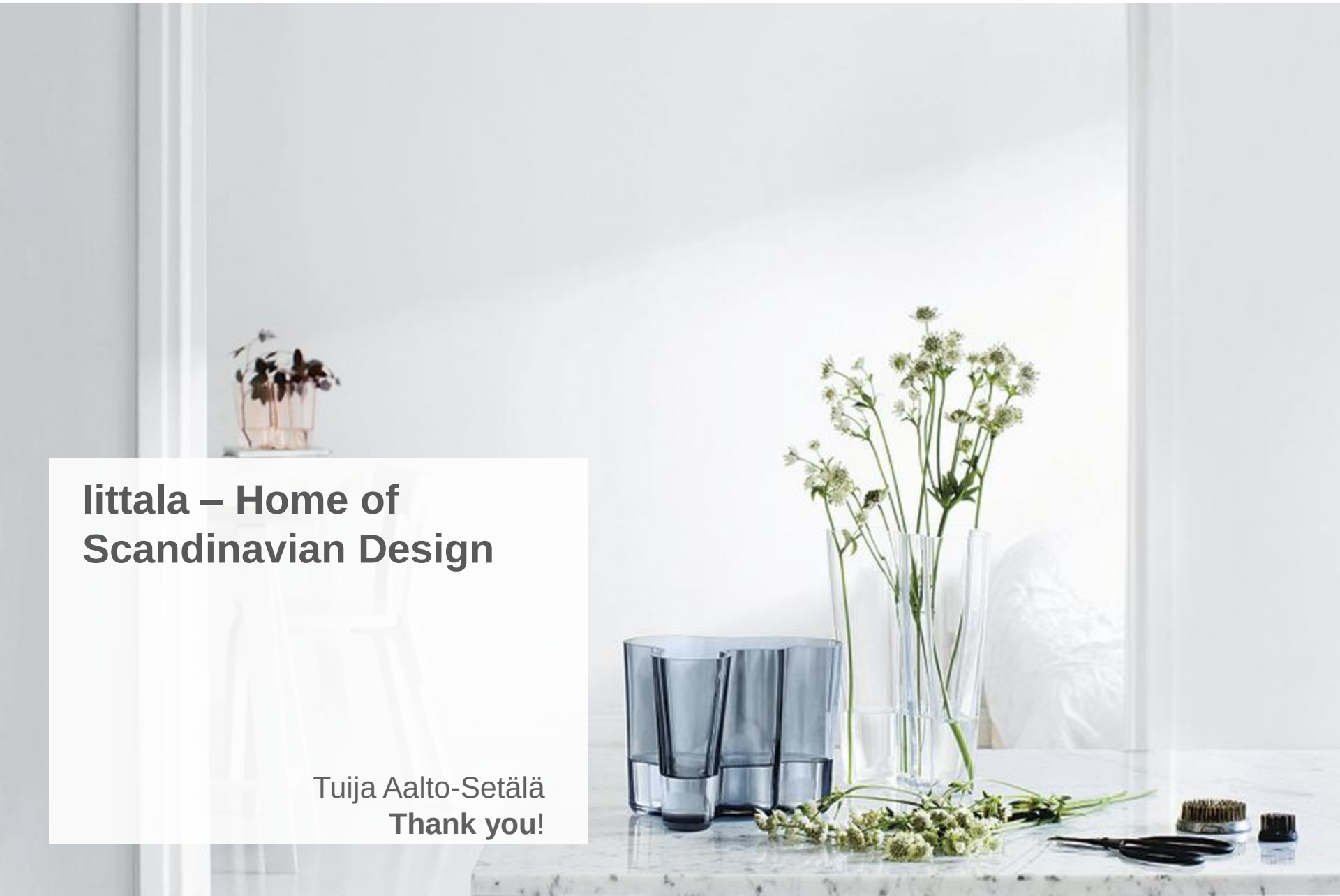

Iittala – Home of Scandinavian Design

Tuija Aalto-Setälä

Thank you!