

# 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](mailto: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



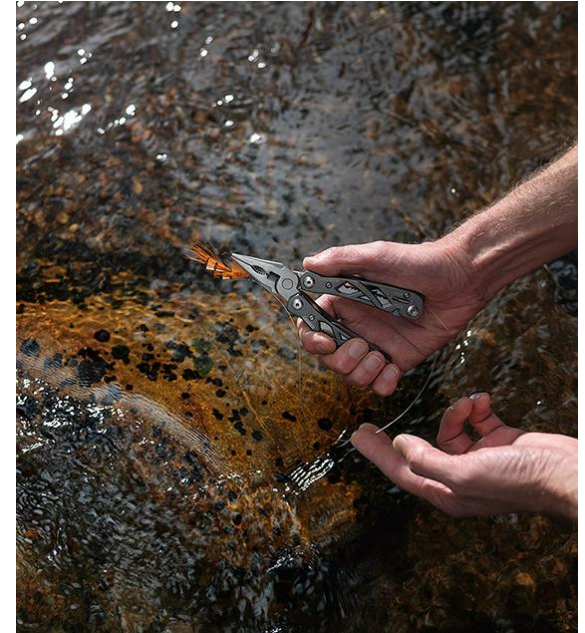
## HOME

€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



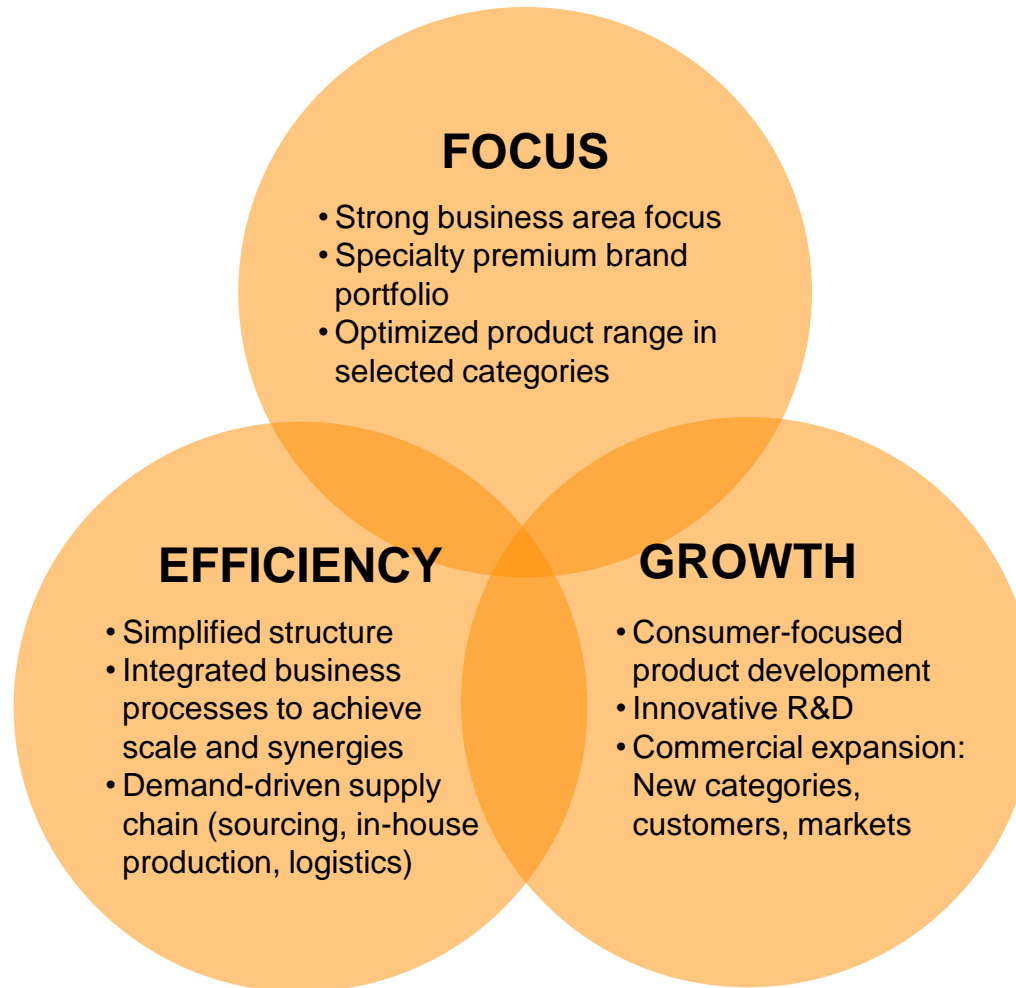
- Conglomerate of independent companies
- Locally optimized
- Acquisitions (Iittala, Silva, Leborgne) and divestments

- 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

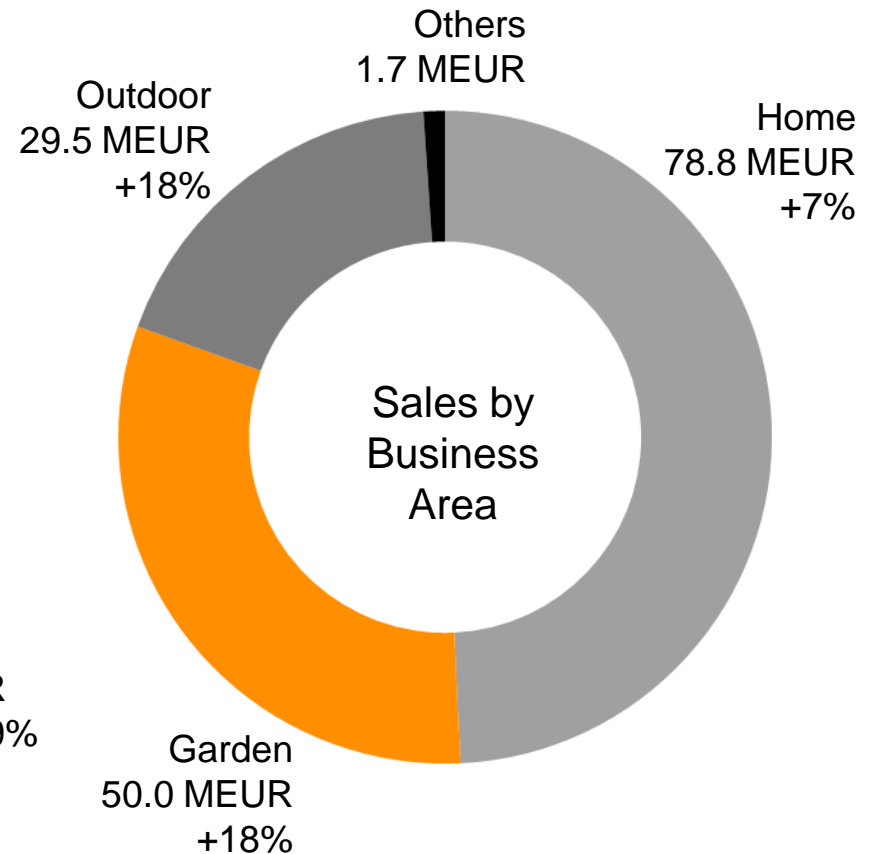
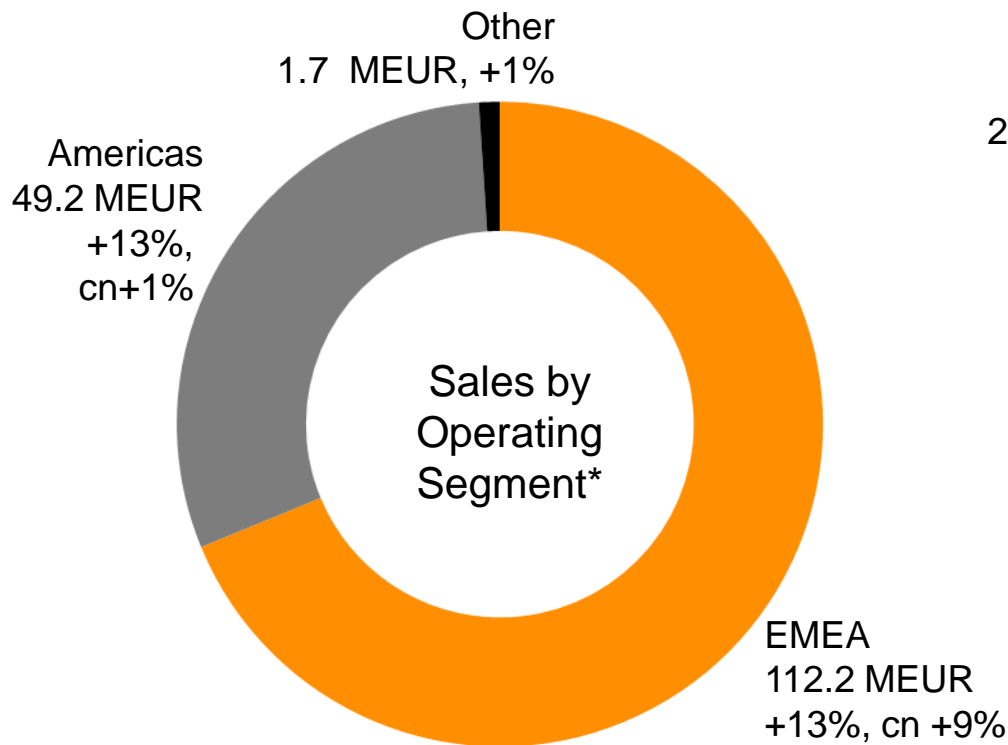
Growth continued in the quarter



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

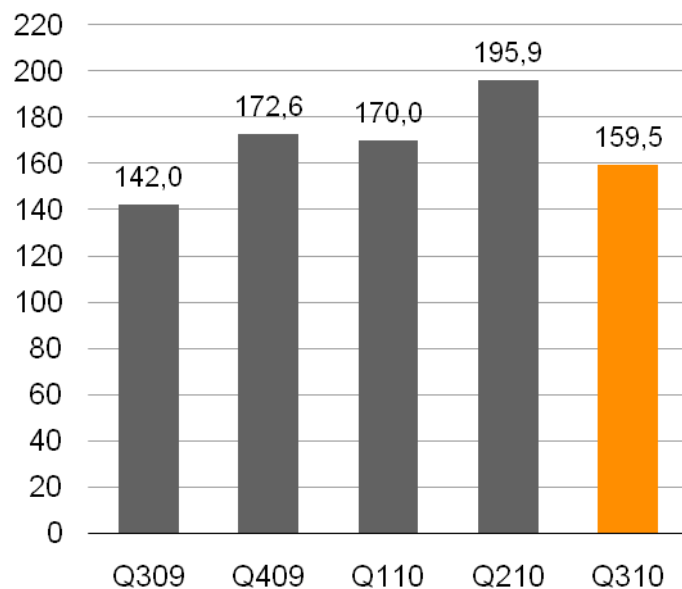


\* Inter-segment sales 3.7 MEUR (3.0 MEUR)  
Cn = currency neutral

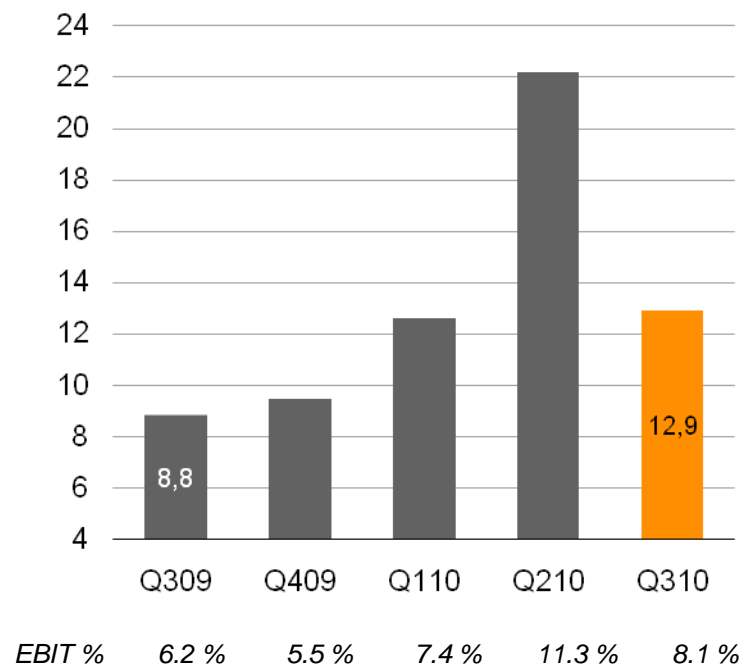
# Quarterly sales and EBIT

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

Net sales by quarter, MEUR



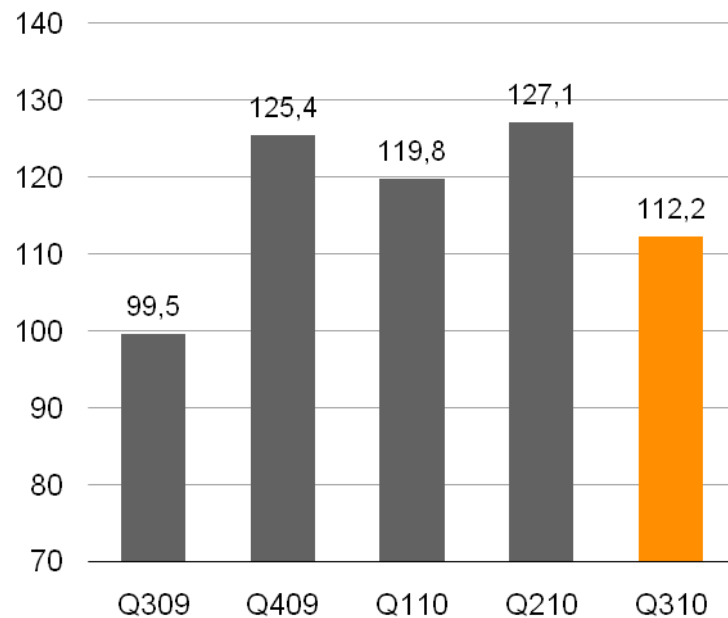
EBIT by quarter, MEUR



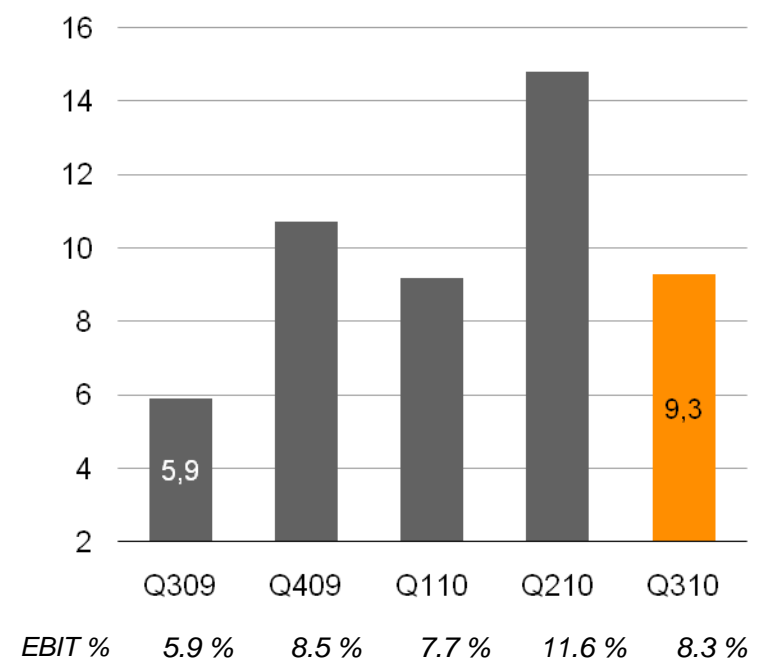
# EMEA in Q3 2010

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

Net sales by quarter, MEUR



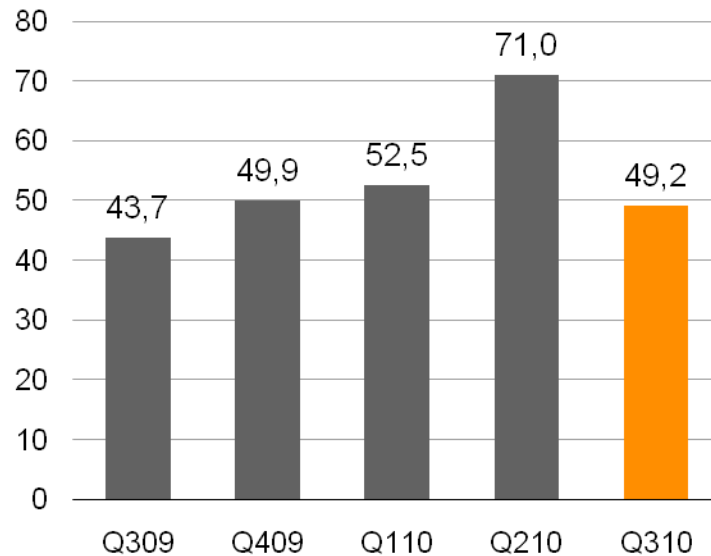
EBIT by quarter, MEUR



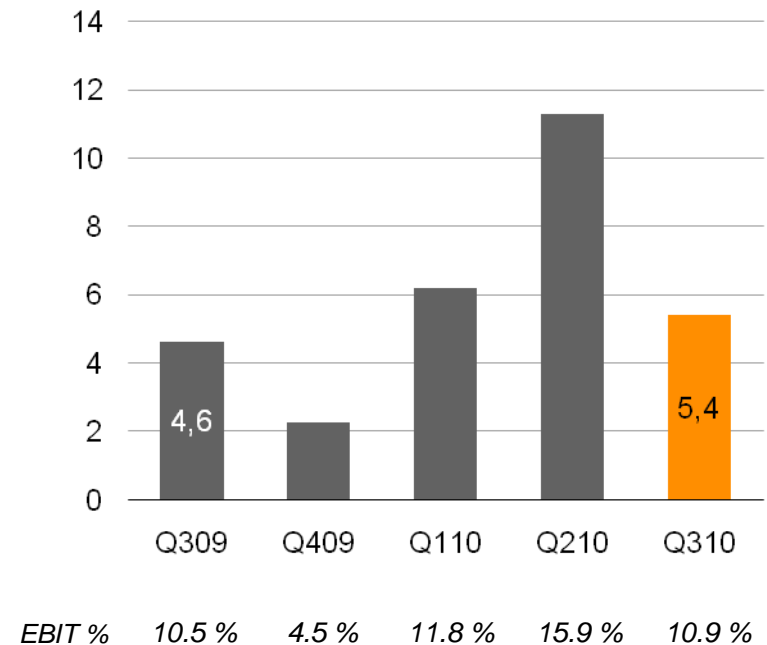
# Americas in Q3 2010

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

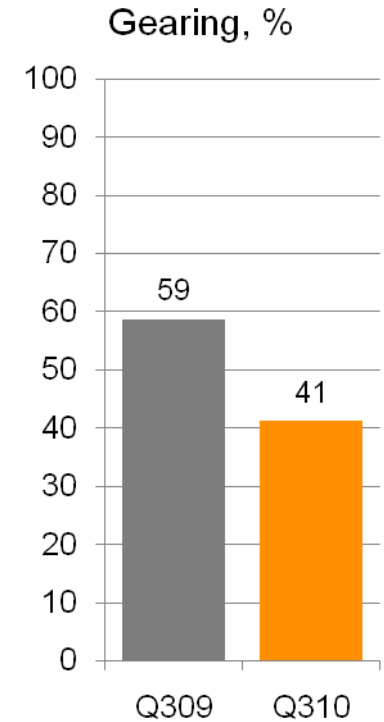
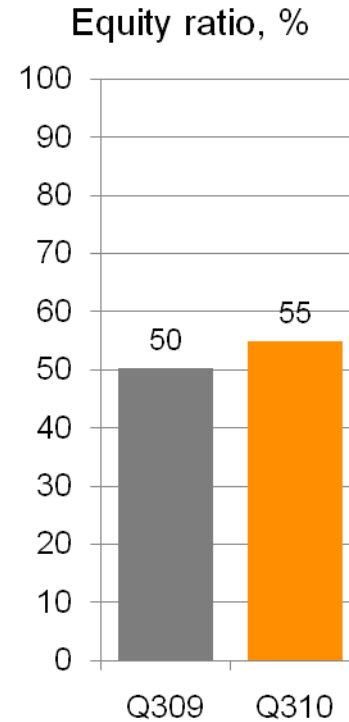
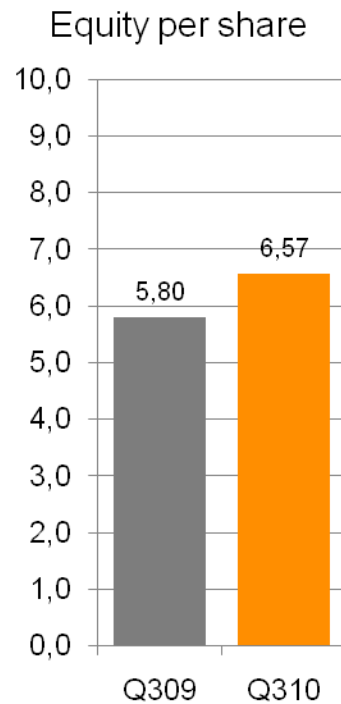
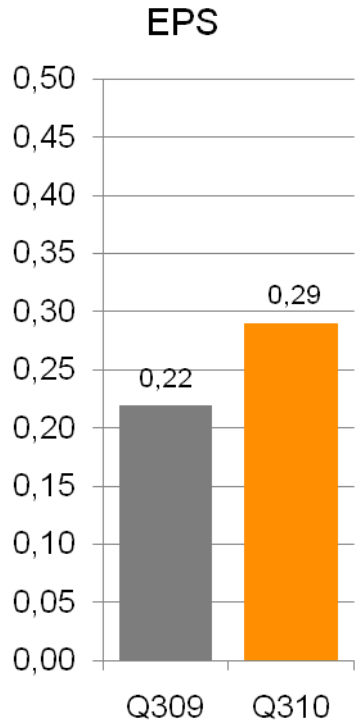
Net sales by quarter, MEUR



EBIT by quarter, MEUR

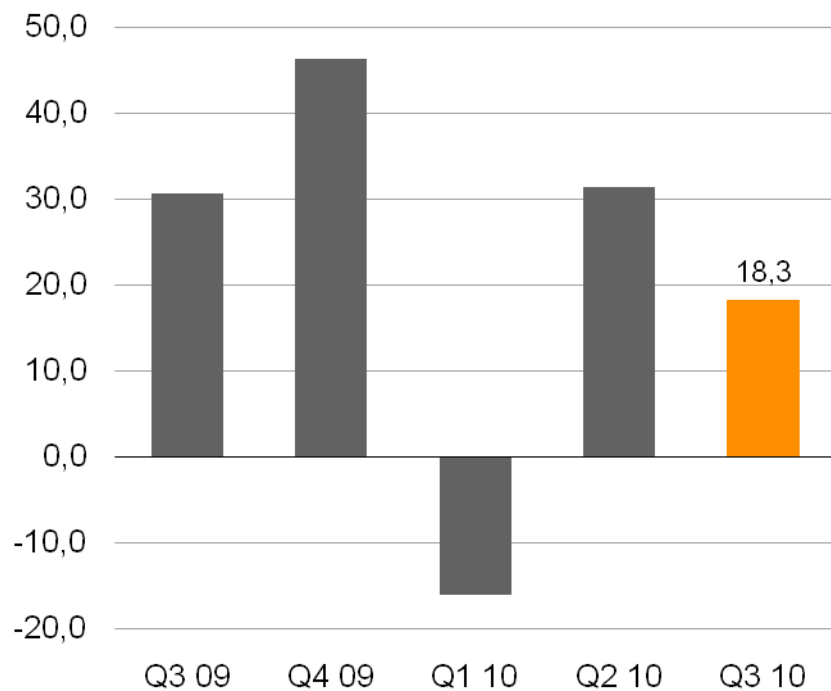


# Key ratios in Q3 2010

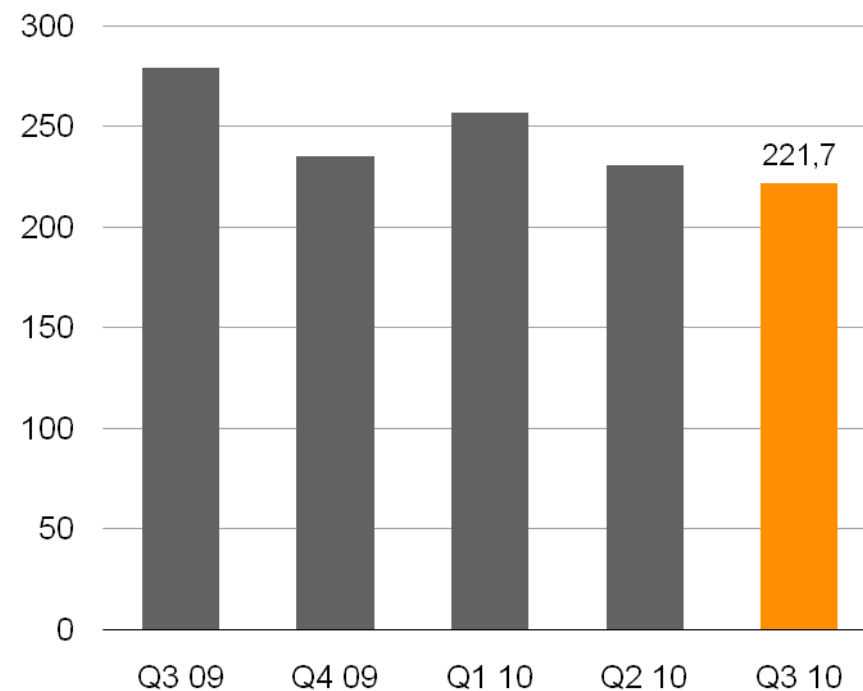


# Cash flow and debt in Q3 2010

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 Wärttsilä shares



# Outlook for 2010 unchanged

- Consumer confidence and retailer purchasing have improved in Europe while the market developments in the Americas remain cautious and 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

