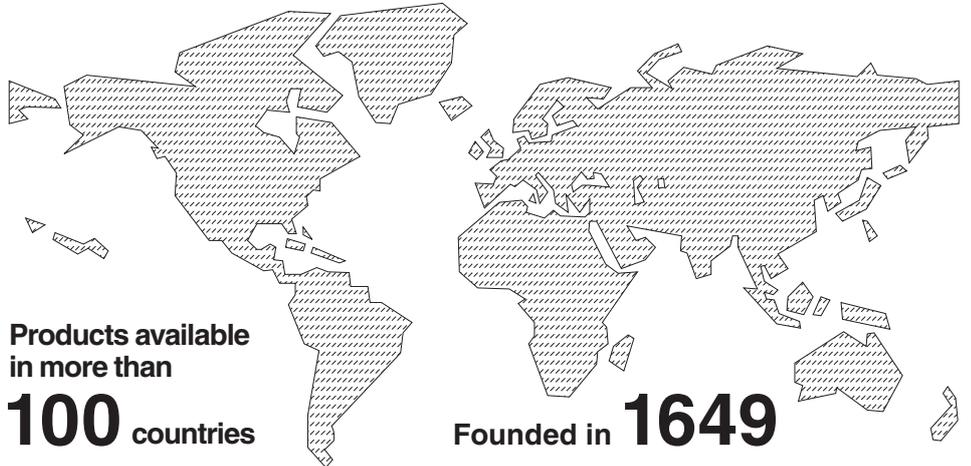


Fiskars – Making the everyday extraordinary

Fiskars serves people around the world with globally recognized brands including Fiskars, Gerber, Iittala, Royal Copenhagen, Waterford, and Wedgwood. We are building a family of iconic lifestyle brands with the vision to create a positive, lasting impact on our quality of life.

Fiskars is listed on Nasdaq Helsinki (FSKRS).

7,900 employees in over **30** countries



Products available
in more than
100 countries

Founded in **1649**

FISKARS®

Fiskars is a premium lifestyle brand that makes high-quality gardening, cooking, and crafting tools that empower enthusiasts' everyday creativity through purposeful design.



ROYAL COPENHAGEN

PURVEYOR TO HER MAJESTY THE QUEEN OF DENMARK

Founded in 1775, Royal Copenhagen has for more than 240 years made products with not only the deepest respect for tradition, but also the highest standards of craftsmanship. Today, Royal Copenhagen is a highly distinguished brand, renowned for its exclusive quality porcelain products and its immaculate design.

ARABIA 1873

Arabia is one of Finland's most beloved brands. For over 140 years, Arabia has been part of Finnish homes, celebrations and the everyday. Beautiful, practical and made to last, Arabia tableware brings people together in treasured everyday moments. Arabia. All set for life.

ROYAL DOULTON LONDON

Established in London in 1815, Royal Doulton has been at the forefront of contemporary lifestyle design, setting trends in tableware and interiors. From casual dinnerware to wedding gifts, decorative collectables to urban wall art, the brand is original and eclectic.

GERBER

Gerber is a leading global supplier of personal knives, multi-tools and problem-solving gear. Built on the pillars of craftsmanship, innovation, and an unrelenting commitment to quality, the trusted brand features a diverse portfolio of equipment for recreational and professional end users.

WATERFORD

An icon of Irish conviviality since 1783. Today more than two hundred years later Waterford has the finest quality crystal sought after by collectors and connoisseurs around the world and the reputation for creating glass of unsurpassed beauty and quality has transcended the intervening centuries.

Gilmour

Gilmour, a category leader in watering, has a long-standing reputation for innovation with a complete portfolio of products, including hoses, nozzles, sprinklers and accessories. Designed for quality, efficiency and control, Gilmour tools empower passionate doers to achieve the outdoor spaces they envision.

Rörstrand

The Swedish tableware brand Rörstrand was founded in Stockholm in 1726, and is hereby the second oldest porcelain brand in Europe. Its timeless, beautiful porcelain helps you to enjoy every meal in style.

Iittala

As a pioneer of Nordic design, Iittala is dedicated to the pursuit of better living. For us, design is a human issue, a way of looking forward. We believe in striving for balance by focusing on the essential things in life.

WEDGWOOD ENGLAND 1759

Founded in 1759 by Josiah Wedgwood, an astonishing craftsman and potter but also an exceptional pioneer, philanthropist and marketer, Wedgwood cherishes Josiah's principles of design, quality and innovation to make the highest quality fine bone china dinnerware, teaware, and iconic Jasperware, as well as beautifully crafted ornamental pieces.

ROYAL ALBERT ENGLAND 1904

For over 100 years, Royal Albert has been passionate about pretty floral teaware. Royal Albert is the quintessentially English floral gifting brand, adding an element of fun, romance, nostalgia and indulgence. Enjoyed today and treasured forever.

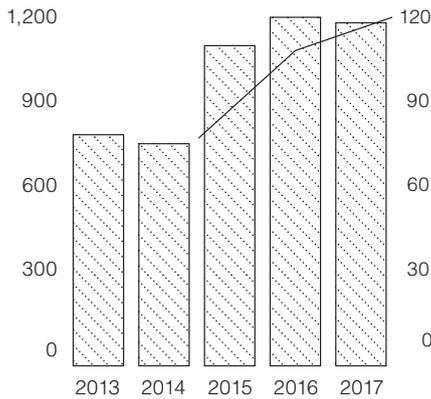


Read more at fiskarsgroup.com

2017 highlights

NET SALES
EUR million (2016: 1,204.6)

1,185.5



Net sales
Comparable EBITA

COMPARABLE EBITA
EUR million (107.1)

119.0

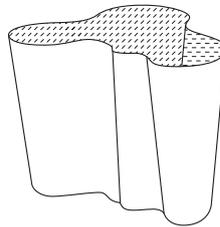
NET SALES BY REPORTING SEGMENT

Living

49%

EUR million

573.9



INCREASE IN COMPARABLE NET SALES
EUR million (1.6%)

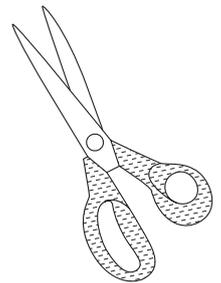
1.5%

Functional

51%

EUR million

607.8



CASH FLOW FROM
OPERATING ACTIVITIES
EUR million (83.8)

103.8

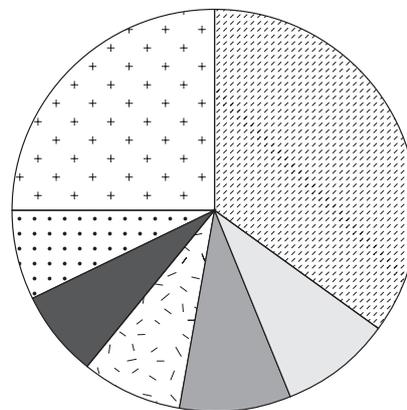
NUMBER OF SHAREHOLDERS
Dec 31, 2017 (18,643)

19,536

MARKET CAPITALIZATION
Dec 31, 2017
EUR million (1,438.2)

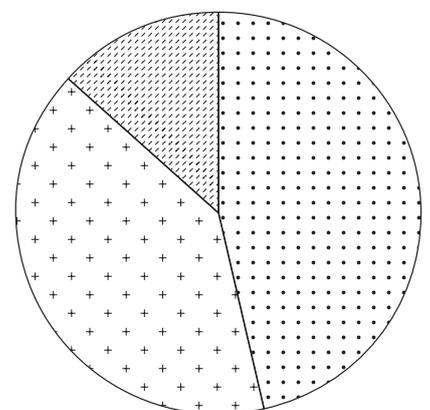
1,957.9

SALES BY BRAND



Fiskars
Royal Copenhagen
Waterford
littala
Wedgwood
Gerber
Other brands

NET SALES BY GEOGRAPHICAL AREA



Europe 48%
Americas 39%
Asia-Pacific 13%