

This is Fiskars

8,600 employees in over **30** countries



Founded in
1649

Products available in more than
100 countries

Fiskars – Making the everyday extraordinary

Fiskars serves consumers and customers around the world with globally recognized brands including Fiskars, Gerber, Iittala, Royal Copenhagen, Waterford, and Wedgwood. Building on our mission to create a family of iconic lifestyle brands, Fiskars' vision is to create a positive, lasting impact on our quality of life.

As of 2017, Fiskars' organizational structure features two Strategic Business Units (SBU) Living and Functional.

Fiskars is listed on Nasdaq Helsinki (FSKRS).

Globally recognized brands

FISKARS®

A globally leading brand in scissors, kitchen utensils and garden tools. Fiskars products are known for their functionality, user-friendliness, ergonomics, longevity and aesthetic appeal.

GERBER®

Gerber is a leading provider of problem-solving, life-saving gear for recreational and professional users. Dedicated to making knives and tools that combine high quality and innovative designs that will stand up to a lifetime of use.

iittala

What started as a glass factory in Iittala, Finland, today represents generations of essential Scandinavian design objects. Today, Iittala is a leading Scandinavian design brand for interior and dining.


ROYAL COPENHAGEN
PURVEYOR TO HER MAJESTY THE QUEEN OF DENMARK

Celebrating a heritage of 240 years, Royal Copenhagen is synonymous with hand-painted porcelain crafted to the highest standards.

WATERFORD

Dazzling in its ability to astonish and delight, Waterford represents all that is opulent, impressive and luxurious in the world of tabletop, giftware and home décor.

WEDGWOOD
ENGLAND 1759

Wedgwood is both dynamic and distinctively English, comprising home and lifestyle products to delight the aspirational consumer.

ARABIA
1873

Gilmour

HACKMAN®

LEBORGNE®

ROYAL ALBERT
ENGLAND 1904

ROYAL DOULTON
LONDON

Rörstrand

Fiskars in 2016

The year 2016 was marked with strong progress in our strategic journey. Fiskars' net sales, operating profit and cash flow increased, and we took steps in developing Fiskars into a world-class consumer goods company with a family of iconic lifestyle brands.

Net sales
EUR million **1,204.6**

Increase in
comparable net sales **1.6%**

Adjusted
operating profit
EUR million **93.8**

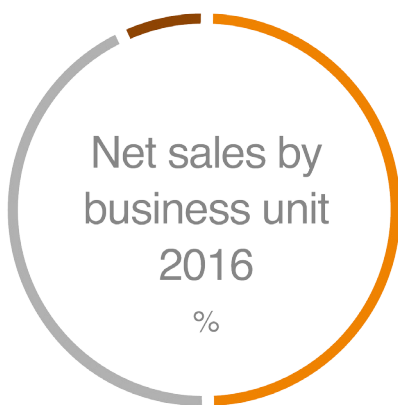
Number of
shareholders
(Dec 31, 2016) **18,643**

Cash flow from
operating activities
EUR million **83.8**



Read more at
www.fiskarsgroup.com

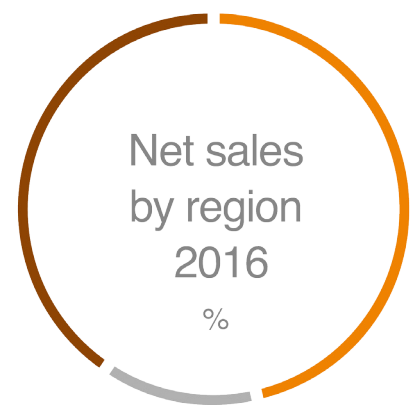
Net sales 2012–2016
EUR million



- Living Products 49%
- Functional Products 43%
- Outdoor Products 7%



- Fiskars
- Waterford
- Wedgwood
- iittala
- Gerber
- Royal Copenhagen
- Other brands



- Europe 46%
- Asia-Pacific 13%
- Americas 40%