

Fiskars Corporation Press Release January 24, 2013

Fiskars expands its regional brand offering

In connection with the launch of a new organization in autumn 2012, the new, sharpened focus in business categories and sales units enables Fiskars to further leverage the strength of its brand portfolio for international growth and to elevate formerly local brands and sell them in additional countries.

Following the acquisition of Royal Copenhagen, Fiskars' Home business is now able to consolidate a unique, internationally-appealing offering of Scandinavian dining brands, consisting of the regional brands Royal Copenhagen, Rörstrand (formerly a local brand) and Arabia.

In the Garden business, the Danish garden tool brand Zinck-Lysbro's unique offering will be integrated into the Fiskars offering and sold across Scandinavian markets. The offerings of the two local container gardening brands, Ebert and Sankey, have been combined and will be offered across EMEA under the new combined brand EbertSankey. Thanks to the new organization Fiskars is also able to expand the footprint of the French construction tool brand Leborgne to new markets outside France.

Fiskars has a unique portfolio of trusted brands, each one with a clearly defined role in realizing the company's growth ambition. As of 2013, Fiskars' brand family includes the following:

- Key international brands: Fiskars, Iittala and Gerber
- Leading regional brands: Arabia, Buster, EbertSankey, Hackman, Leborgne, Royal Copenhagen and Rörstrand
- Local and tactical brands: Drive Boats, Gingher, Høyang-Polaris, Höganäs Keramik, Kaimano, Kitchen Devils, Montana and Raadvad

Further information:

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Fiskars is a leading global supplier of consumer products 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 recorded net sales of EUR 743 million in 2011, and employs some 3,400 people in over 20 countries. www.fiskarsgroup.com