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## **Fenix Outdoor International announces launch of private placement of shares of series B**

Fenix Outdoor International AG (“Fenix Outdoor International”) today announces the launch of a private placement of up to 280,174 new shares of series B through a directed new share issue.

Fenix Outdoor International has retained Handelsbanken Capital Markets as placing agent in a private placement of up to 280,174 new shares of series B directed towards a limited number of institutional investors<sup>1</sup>.

The new shares of series B will be admitted to trading NASDAQ OMX Stockholm following issuance and registration. Pricing and allocation of the private placement is expected to take place before beginning of trading on NASDAQ OMX Stockholm on 20 August 2014.

The proceeds from the private placement are intended to be used to finance the compulsory acquisition of shares of series B in Fenix Outdoor AB.

The private placement is subject (inter alia) to resolution by the Board of Directors of Fenix Outdoor International, pursuant to the authorization given by the extraordinary general meeting on 19 June 2014, to issue new shares of series B following close of the private placement.

The above information has been made public in accordance with the Securities Market Act. The information was submitted for publication at 17.40 (CEST) on 19 August 2014.

### **IMPORTANT NOTICE**

The publication or distribution of this press release in certain jurisdictions may be restricted. This press release does not constitute an offer of, or an invitation to purchase or subscribe for, any securities of Fenix Outdoor International in any jurisdiction.

This press release does not constitute or form part of an offer or solicitation to purchase or subscribe for securities in the United States. The securities referred to herein may not be sold in the United States absent registration or an exemption from registration under the US Securities Act of 1933, as amended. Fenix Outdoor International does not intend to register any portion of the offering of the securities in the United States or to conduct a public offering of the securities in the United States. Copies of this announcement should not be made in and may not be distributed or sent into the Australia, Hong Kong, Japan, Canada, New Zealand, Singapore, South Africa or the United States of America.

This press release is not a prospectus for the purposes of Directive 2003/71/EC (such Directive, together with any applicable implementing measures under such Directive in the relevant home Member State, the “Prospectus Directive”). Fenix Outdoor International has not authorized any offer to the public of shares or rights in any Member State of the European Economic Area and no prospectus or other offering document has been or will be prepared in connection with the private

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<sup>1</sup> Pursuant to Swiss law, the number of investors may not exceed 20.

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placement. With respect to each Member State of the European Economic Area and which has implemented the Prospectus Directive (each, a "Relevant Member State"), no action has been undertaken to date to make an offer to the public of shares or rights requiring a publication of a prospectus in any Relevant Member State. In any Relevant Member State this communication is only addressed to and is only directed at qualified investors in that Member State within the meaning of the Prospectus Directive.

Handelsbanken Capital Markets is acting exclusively for Fenix Outdoor International and no one else in connection with the private placement. Handelsbanken Capital Markets will not regard any other person (whether or not a recipient of this press release) as its client in relation to the private placement and will not be responsible to anyone other than Fenix Outdoor International for providing the protections afforded to its clients nor for giving advice in relation to the private placement or any transaction or arrangement referred to herein. No representation or warranty, express or implied, is made by Handelsbanken Capital Markets as to the accuracy, completeness or verification of the information set forth in this press release, and nothing contained in this press release is, or shall be relied upon as, a promise or representation in this respect, whether as to the past or the future. Handelsbanken Capital Markets assume no responsibility for its accuracy, completeness or verification and, accordingly, disclaim, to the fullest extent permitted by applicable law, any and all liability which they might otherwise be found to have in respect of this release or any such statement.

This press release contains "forward-looking statements", which are statements related to future events. In this context, forward-looking statements often address Fenix Outdoor International's expected future business and financial performance, and often contain words such as "expect", "anticipate", "intend", "plan", "believe", "seek", or "will". Forward-looking statements by their nature address matters that are, to different degrees, uncertain and can be influenced by many factors, including the behaviour of financial markets, fluctuations in interest and exchange rates, commodity and equity prices and the value of financial assets; the impact of regulation and regulatory, investigative and legal actions; strategic actions; and numerous other matters of national, regional and global scale, including those of a political, economic, business and competitive nature. These factors may cause Fenix Outdoor International's actual future results to be materially different than those expressed in its forward-looking statements. Fenix Outdoor International does not undertake to update its forward-looking statements.

This press release has been published in Swedish and English. In the event that there are any differences between the language versions, the Swedish language version shall prevail.