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Fenix Outdoor International successfully completes private placement of approximately SEK 89 million

Fenix Outdoor International AG ("Fenix Outdoor International") today announces that it has completed a private placement of 280,174 new shares of series B, providing the company with approximately SEK 89 million before transaction costs.

The private placement, which was announced on 19 August 2014, has allowed Fenix Outdoor International to place 280,174 new class B shares with limited number of institutional investors at a price of SEK 319 per share. The price corresponds to a premium of 0.9 percent compared to the volume weighted average share price on 19 August 2014, the last trading day before the resolution to issue new shares.

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.

For the purpose of the private placement, the Board of Directors of Fenix Outdoor International has resolved, pursuant to an authorization from the extraordinary general meeting on 19 June 2014, on a directed issue of 280,174 new shares of series B. The reason for deviating from the shareholders' preferential rights is to raise capital for the above mentioned purpose in a cost and time efficient way.

The new issue results in a dilution of approximately 0.81 percent of the votes and approximately 2.16 percent of the capital after completed issue.

Through the issue, the number of shares of series B in Fenix Outdoor International increases by 280,174 from 10,569,826 to 10,850,000 and the share capital increases by CHF 280,174 from CHF 12,969,826 to CHF 13,250,000.

The above information has been made public in accordance with the Securities Market Act. The information was submitted for publication at 18.30 (CEST) on 19 August 2014.

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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 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.