

RAPALA VMC CORPORATION'S FINANCIAL REPORTING IN 2015

In 2015, Rapala VMC Corporation will publish its financial information as follows:

- Interim Report for the fourth quarter and full year 2014 on February 13,
- Interim Report for the first quarter on May 5,
- Interim Report for the second quarter on July 23, and
- Interim Report for the third quarter on October 22, 2015.

Rapala VMC Corporation's Financial Statement for 2014 will be published in week 11.

RAPALA VMC CORPORATION

Jorma Kasslin
Chief Executive Officer

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Rapala VMC Corporation ("the Group") is a leading fishing tackle company and the global market leader in fishing lures, treble hooks and fishing related knives and tools. The Group also has a strong global position in other fishing categories and it is one of the leading distributors of outdoor, hunting and winter sport products in the Nordic countries. The Group has the largest distribution network in the industry. The main manufacturing facilities are located in Finland, France, Estonia, Russia, China, Indonesia and the UK. The Group brand portfolio includes the leading brand in the industry, Rapala, and other global brands like VMC, Sufix, Storm, Blue Fox, Luhr Jensen, Williamson, Dynamite Baits, Mora Ice, StrikeMaster, Marttiini and Peltonen. The Group, with net sales of EUR 287 million in 2013, employs some 2 500 people in 39 countries. Rapala VMC Corporation's share is listed and traded on the NASDAQ OMX Helsinki stock exchange since 1998.