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Fiskars new reporting structure

Following the implementation of a new region-based organization and the decrease in the company's holding in Wärtsilä, Fiskars will revise its reporting structure. As of the fourth quarter 2014, Fiskars three reporting segments will be Europe & Asia-Pacific, Americas and Other. Wärtsilä no longer forms a separate reporting segment, and the remaining Wärtsilä shares will be treated as financial assets at fair value through profit or loss in the Other segment.

As of January 1, 2015, the Group's financial reporting will be adjusted to reflect the new organization. As a part of the new structure, Fiskars European Home and Garden product categories will be reorganized into two business units, Functional products and Living products. Replacing the current Home and Garden business areas, Fiskars will report its global Garden, Kitchen and School, Office and Craft sales as one "Functional products" and global Living product sales as one "Living products". In conjunction with this, the Boat business will be moved from the Europe & Asia-Pacific segment to the Other segment and going forward its sales will be reported as part of the Other businesses.

FISKARS CORPORATION

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Fiskars 365 – celebrating centuries of pride, passion and design. Every day.

Established in 1649 as an ironworks in a small Finnish village, Fiskars has grown to be a leading global supplier of consumer products for the home, garden and outdoors. Available in more than 60 countries, Fiskars products solve everyday problems, making daily home, garden and outdoor projects easier and more enjoyable through superior performance and design. Fiskars is listed on NASDAQ OMX Helsinki, and the company's net sales were 799 million euro in 2013. The Group's key international brands are Fiskars, Iittala and Gerber. www.fiskarsgroup.com/365