

RAPALA VMC CORPORATION - FINANCIAL STATEMENTS AND CORPORATE GOVERNANCE STATEMENT 2014 PUBLISHED

Rapala VMC Corporation's Financial Statements and Corporate Governance Statement 2014 have been published as attachments to this stock exchange release.

These statements and other investor information as well as report on corporate responsibility are available at the Rapala Group's corporate website at www.rapalavmc.com in English and Finnish.

RAPALA VMC CORPORATION

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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 273 million in 2014, employs some 2 800 people in 39 countries. Rapala VMC Corporation's share is listed and traded on the Nasdaq Helsinki stock exchange since 1998.