

Fiskars Corporation  
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## Fiskars updates its outlook for the full-year 2015

### **Fiskars Corporation updates its outlook for the full-year 2015, including its acquisition of the WWRD group of companies, completed on July 1, 2015.**

Fiskars updates its previous guidance, published in the Q1 interim report on April 30, 2015. Full-year 2015 net sales are expected to increase from 2014 levels and operating profit excluding non-recurring items is now expected to be at 2014 levels, despite the increased costs related to investments into growth initiatives. Previously, Fiskars expected full-year net sales to increase from 2014 levels and operating profit excluding non-recurring items to be below 2014 levels.

Based on Fiskars' evaluation, the market climate has slightly improved, allowing moderately better expectations for the full-year operating profit excluding non-recurring items. In addition, Fiskars has done an initial evaluation of the impact of the WWRD business which will be reported as part of the Living Products business unit as of July 1, 2015. During the second half of 2015, WWRD is expected to improve its net sales compared to the corresponding period in the previous year and generate a healthy operating profit. However, the costs related to the acquisition, such as transaction costs, recognition of the provisional inventory revaluation, the amortization of the intangible assets provisionally recognized in the acquisition and integration planning costs, dilute the impact on results in 2015. The acquisition of WWRD is estimated to have a neutral effect on Fiskars' operating profit during the second half of 2015, and a positive effect on Fiskars' operating profit during 2016.

At the time of the initial announcement on May 11, 2015 Fiskars published unaudited financial information, which, as announced, was specifically carved-out for illustrative purposes only. According to this unaudited special purpose carve-out financial information, the net sales of WWRD equaled USD 432 million (EUR 402 million) and preliminary EBIT USD 33 million (EUR 31 million) at WWRD's constant currency rates in fiscal year ending on April 4, 2015.

After applying the average currency rates used by Fiskars in 2015, the net sales of WWRD would have been EUR 355 million and EBIT EUR 24 million in the same period, fiscal year ending on April 4, 2015.

### FISKARS CORPORATION

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### **Fiskars – 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 consumer goods company with globally recognized brands including Fiskars, Iittala, Gerber, Wedgwood and Waterford. With iconic products, strong brands and global ambitions, Fiskars' mission is to enrich people's lives in home, garden and outdoor. Fiskars' products are available in more than 100 countries and the company employs around 8,600 people in 30 countries. Fiskars is listed on Nasdaq Helsinki. [www.fiskarsgroup.com](http://www.fiskarsgroup.com)