

Fiskars Corporation
Press Release
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Fiskars plans changes in the ceramics production in Finland - continues investments in brands, design and product development

Fiskars' ambition is to become a global consumer goods company and to provide better opportunities for future growth by investing in strong brands, design and product development. Fiskars plans to transfer the ceramics product manufacturing from Helsinki ceramics factory to a partner network outside Finland during 2016. These plans are a part of the Supply Chain 2017 restructuring program announced today with a target to improve competitiveness of Fiskars manufacturing operations and distribution network. Product development, portfolio management, as well as design and brand related decisions will continue to be made in Finland.

The company has made substantial efforts in the Helsinki ceramics factory during the past years and re-organized the production to make it more competitive. Despite these investments the ceramics production in Finland is not sustainable due to the increased price competition and challenging economic situation. Since 2013 the Helsinki ceramics factory has been focusing primarily on manufacturing flat products, such as plates and saucers. The vast majority of Fiskars ceramic manufacturing is currently located outside Finland.

As a result of these plans, the employee consultations with the Helsinki ceramics factory employees will commence on September 16, 2015 covering altogether 130 employees at the factory. The possible permanent reduction of employees is estimated to affect the entire personnel in the Helsinki ceramics factory.

"Our aim is to protect the vitality of the brands that our consumers value and enable investments in their further growth and development. If the plans materialize, we aim to support our employees in every way during the possible transition", says **Risto Gaggl**, Senior Vice President, Global Supply Chain at Fiskars.

The Helsinki ceramics factory is a central part of building Finnish design history and cultural heritage. Fiskars wants to secure the livelihood of this heritage also in the future. Regardless of the plans published today, the company is exploring ways of bringing Finnish and Scandinavian design history and product development to audiences in Finland and internationally. More information will be made available as the planning process progresses.

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