

## **RAPALA VMC CORPORATION'S FINANCIAL REPORTING IN 2016**

In 2016, Rapala VMC Corporation will publish its financial information as follows:

- Interim Report for the fourth quarter and full year 2015 on February 9,
- Trading Report for the first quarter on April 28,
- Interim Report for the second quarter on July 22, and
- Trading Report for the third quarter on October 28, 2016.

Rapala VMC Corporation's Financial Statement for 2015 will be published in week 10.

Due to the new stock exchange rules valid from December 1<sup>st</sup>, 2015, Rapala VMC Corporation changes its reporting practice and will not publish first and third quarter interim reports starting from January 1<sup>st</sup>, 2016. Instead, the company will release a Trading Report for the first and third quarter of the year. Rapala VMC Corporation's business is seasonal and timing of sales season varies annually depending among others on weather conditions. During six month period, fluctuations are expected to be more balanced and therefore reporting periods to be more comparable.

Rapala VMC Corporation will apply 3 week silent period prior to the release of the above mentioned financial reports.

### **RAPALA VMC CORPORATION**

Jorma Kasslin  
Chief Executive Officer

For further information:

Jussi Ristimäki, Deputy CEO, Chief Financial Officer, tel. +358 9 7562 540

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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.