

Fiskars Corporation
Press release
September 23, 2016 at 11:00 EET

Fiskars to commemorate 100-year-old Finland with a gift of nature's tranquility

Next year Finland will celebrate its 100th anniversary. Fiskars is one of the official partners of the "Finland 100" project. As part of this partnership, Fiskars Group will present a gift of nature's tranquility by donating the park area of Dagmar in Källviken, Finland, to Finns and friends of Finland for one hundred years.

Fiskars Group has a long heritage of owning and managing forests as wood has always been an important raw material for the ironworks industry. Established in 1649 as an ironworks in the village of Fiskars, the company's operations have changed over the centuries, but the heritage is still alive in western Uusimaa.

In Källviken, in western Uusimaa, Fiskars owns an area of land and waters covering about 40 hectares. The scenic Källviken is a combination of diverse Finnish forest, natural beaches, coastal rock faces, and the sea. Källviken is also the location of the historic Dagmar Spring, known for its exceptionally clear and clean water that invigorates hikers and provides a taste of nature at its purest.

Park area to be restored and also made available as a virtual experience

Fiskars wishes for as many people as possible to have access to the natural environment and find peace and inspiration. In August 2017, one hundred days before Finland's 100th anniversary, the company will offer the area in Källviken for Finland to use for the following one hundred years, for a token rent of 1 euro per year.

Before the handover, Fiskars will restore the nature trails, dock, and surroundings of Dagmar Spring in Källviken, in order to make moving around in the park easy and comfortable for walkers, hikers, boaters, and tourists, while conserving the valuable forest environment. Over the next year, Fiskars' employees will participate in restoration activities in accordance with the Prime Minister's Office's theme of the anniversary – Together.

"In Källviken, people can find inspiration in nature, just as our designers have done through decades. Nature spreads itself around the visitor in all its rugged beauty, providing a glimpse of the origins of the iconic products of many of our designers," says **Kari Kauniskangas**, President and CEO, Fiskars Corporation.

"Nature continues to be a major source of inspiration for us at Fiskars. We believe in sustainable design, and our designers create functional, simple, and timeless objects, many of which last for generations."

Fiskars will also submit an application to the Uusimaa ELY Centre for establishing a nature reserve in the area. Protection rules will be drawn up for the area, with a view to preserving it as a wonderful historical, cultural, natural, and recreational destination. It has been agreed with the state forest enterprise Metsähallitus that it will be responsible for the management of the area for 100 years.

"This is, on a national scale throughout Metsähallitus' history, a unique gift; never before has a private entity donated such a historically significant area for Metsähallitus to administer," says **Jere Rauhala**, Field Manager, Metsähallitus.

Visitors can also go on a virtual tour of Källviken, as a 360-degree video will be recorded of the destination using virtual reality technology. A roadshow of VR experience will be organized during the anniversary year, bringing the peace of nature in Källviken within everyone's reach through virtual glasses. The roadshow schedule will be updated on Fiskars' Finland 100 site www.suomi100.fiskarsgroup.com, which will open on October 20, 2016.

Anniversary collection to include limited editions of unique design

In addition to the Dagmar Park, Fiskars will commemorate 100-year-old Finland by launching an anniversary collection highlighting past decades, sustainable design, beloved and well-recognized patterns where truly Finnish shapes and colors come to life.

"The anniversary collection will include 45 special products from Fiskars, Iittala, Arabia, and Hackman. These editions will be limited and the products will be available only during 2017. We are proud to be able to commemorate our homeland with timeless design and unique products," says **Pekka Salmi**, Vice President of Sales Finland and Finland 100 Project Manager.

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PRESS CONFERENCE INVITATION

Fiskars will release and present its Finland 100 Anniversary Collection and share more background information on its present to Finland in a press conference at Fiskars Campus (Hämeentie 135A) on Thursday October 20, 2016 from 9:00 a.m. to 11:00 a.m. Please register for the event by October 11 at viestinta.pr@fiskars.com

Welcome!

For further information on the event, please contact:

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Fiskars – 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, Gerber, Iittala, Royal Copenhagen, Waterford, and Wedgwood. With iconic products, strong brands, and a global ambition, Fiskars is dedicated to enriching people's lives in the home, garden, and outdoor. Fiskars' products are available in more than 100 countries, and the company employs around 8,700 people in 30 countries. Fiskars is listed on Nasdaq Helsinki. www.fiskarsgroup.com