

RAPALA VMC CORPORATION: CHANGES AND APPOINTMENTS IN MANAGEMENT ORGANIZATION

Chief Executive Officer Jorma Kasslin appointed as Executive Chairman of the Board and Deputy Chief Executive Officer Jussi Ristimäki appointed as Chief Executive Officer.

The Board of Directors of Rapala VMC Corporation ("the Group") has made following appointments and changes in the Group's management organization effective September 1, 2016.

Jorma Kasslin has been appointed as Executive Chairman of the Board. In his role as full-time Chairman of the Board Kasslin will be responsible for, together with the Chief Executive Officer, preparing the strategic and other matters of wider impact to be considered by the Board, supporting the implementation of the strategy and other duties as assigned by the Board.

Jussi Ristimäki has been appointed as President and Chief Executive Officer to be responsible for operative leadership of the Group and implementation of decisions of the Board.

Cyrille Viellard has been appointed to be in charge of Group's distribution in Europe (excluding Russia) and Latin America. He will continue the co-ordination of Group's distribution partnership with Shimano in Europe and be responsible also for supply chain management of the European distribution operations.

Lars Oilberg has been appointed, in addition to his current role as Head of Accessory and Outdoor Business and Distribution in Asia, Pacific and Middle East, to be responsible for global co-ordination of Group's innovations as well as distribution in South Africa.

Stanislas de Castelnau has been appointed as Head of Manufacturing Operations and Global Supply Chain Development. He will also maintain the role as Head of Hook and Carp business unit.

There are also some other minor changes in responsibility areas of some other Executive Committee members. Accordingly the members of the Executive Committee and their responsibilities are as follows:

Jussi Ristimäki, President and Chief Executive Officer, Chairman of the Executive Committee

Olli Aho, Company Counsel and Investor Relations

Stanislas de Castelnau, Head of Manufacturing Operations and Global supply chain development, Head of Hook and Carp business unit

Tom Mackin, Head of Distribution and Brands in North America

Lars Oilberg, Head of Accessory and Outdoor Business and Distribution in Asia, Pacific, Middle East and South Africa and Global co-ordination of Group's innovations

Juhani Pehkonen, Head of Lure manufacturing

Victor Skvortsov, Head of Distribution in Russia, Belarus and Kazakhstan

Aku Valta, International (excluding North America) Lure Sales, Marketing, Brands and Communication

Cyrille Viellard, Head of Distribution in Europe and Latin America, Shimano Partnership Coordination.

Executive Committee members report to Chief Executive Officer Jussi Ristimäki.

Jussi Ristimäki's previous responsibilities as Chief Financial Officer will be shared between Anu Koskinen and Jan-Elof Cavander who are appointed as Senior Vice Presidents, reporting to Ristimäki.

Helsinki, July 22, 2016

RAPALA VMC CORPORATION

Emmanuel Viellard

Chairman of the Board

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Distribution: Nasdaq Helsinki and main media

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 278 million in 2015, employs some 3 200 people in 40 countries. Rapala VMC Corporation's share is listed and traded on the Nasdaq Helsinki stock exchange since 1998.