

Fiskars Corporation Press Release April 22, 2014

Fiskars appoints Kari Selkälä Vice President, Real Estate

Fiskars has appointed Kari Selkälä new Vice President, Real Estate as of June 2, 2014. Selkälä joins Fiskars from Sports Institute Kisakeskus, where he currently holds a position of Managing Director. Selkälä has previously been working as Managing Director at Adecco and Levi Spirit Service Center and as Marketing Director in Restel Hotel Group Oy.

"Fiskars is celebrating its 365 anniversary year and it gives me a great pleasure to welcome Kari on board to head our Real Estate operations and the company's birthplace, Fiskars Village. Kari brings to Fiskars strong business leadership especially from the travel industry which is important to ensure Fiskars Village's future also as a travel destination", says Max Alfthan, Fiskars Corporation.

"I am very excited about the opportunity to become a part of the Fiskars team. Fiskars as a company represents high quality, sustainable development and iconic products. I look forward to mutually fruitful cooperation with all the stakeholders interested in sustainable development of the Fiskars Village – not just as a place to work and live in but as a unique travel destination" says Kari Selkälä.

The Real Estate business unit is in charge of managing and developing property used by the group for manufacturing or commercial purposes and the group's other real estate assets, including the forests owned by the group. Fiskars Village, the company's birthplace, is the most well-known part of the Real Estate portfolio - and has become an internationally renowned centre of Finnish design and art.

Further information, please contact:

Anu Ilvonen, Communications Director, tel. +358 204 39 5446

Fiskars 365 – 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 global supplier of consumer products for the home, garden and outdoors. Available in more than 60 countries, Fiskars products solve everyday problems, making daily home, garden and outdoor projects easier and more enjoyable through their superior performance and design. Fiskars is listed on NASDAQ OMX Helsinki, and in 2013 the company's net sales were 799 million euro. The group's key international brands are Fiskars, Iittala and Gerber. www.fiskarsgroup.com/365