

Fiskars Corporation Press release December 18, 2013

Fiskars reorganizes its functions in Denmark

Fiskars plans to create one common sales organization for the Danish market in line with the Group's operating model and the EMEA 2015 restructuring program. Following the acquisition of Royal Copenhagen A/S, Fiskars has two organizations in Denmark, while the Group's overall strategy is to have one strong sales unit in each country to promote the Group's full brand offering.

Following local works council consultations, Fiskars has decided to form a new Danish sales organization, designed for the Danish market's needs and based in Copenhagen. The new sales unit will be planned in line with the implementation of the company's EMEA-wide common processes and systems, and will be operational as of first quarter 2015. This means that Fiskars Denmark's current office in Silkeborg, Jutland, will be relocated to Copenhagen and Fiskars Denmark's distribution center in Silkeborg will be closed by first quarter 2015.

"Following the acquisition of Royal Copenhagen, it is natural to look for ways to leverage common strengths and to gain synergies on both local and central levels. I believe that together we can take our businesses to a whole new level, as our joint Danish organization will have an even stronger position in the market. We are very aware that major reorganizations like this may affect our personnel. Any changes will be planned carefully to minimize such effects and to make sure our customers continue to be served with care and dedication during the transition period," says Jakob Hägerström, President, Fiskars Sales Region North.

In Denmark, Fiskars is the leading brand in garden hand tools, and it has a strong position in the homeware market with the Fiskars and Raadvad brands in scissors, knives, cookware, and cutlery and an increasingly stronger position in the Living segment with the Iittala brand. Royal Copenhagen has been the leading company in the Danish tabletop market for almost 240 years. It also has strong market positions in the rest of Scandinavia and Asia.

Further information:

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Fiskars is a leading global supplier of consumer products for the home, garden, and outdoors. The group has a strong portfolio of respected international brands, including Fiskars, Iittala, and Gerber. Founded in 1649 and listed on NASDAQ OMX Helsinki, Fiskars is Finland's oldest company. Fiskars recorded net sales of EUR 748 million in 2012, and employs some 4,100 people in over 20 countries. www.fiskarsgroup.com.