

Fiskars Corporation

Press release

September 14, 2012

Fiskars named Finland's Brand Builder of the Year

The Association of Finnish Advertisers has awarded Fiskars the 2012 Brand Builder of the Year. The Association praised Fiskars for being a strong, traditional brand that is renowned and prestigious both in Finland and globally. These strengths are largely thanks to designs that seamlessly combine functionality and aesthetics.

"We are very happy about the recognition we have received. The success of the Fiskars brand is founded on decades of hard work to market innovative consumer products in a strong domestic market, and now increasingly in international markets. Fiskars has been a part of everyday life for generations of Finnish consumers and the brand's iconic products are passed down from parent to child. Fiskars is not merely a shooting star built on a large advertising budget. Rather, it is part of the Finnish identity; a source of pride and a part of everyday life. This is also a great foundation for the international growth of the Fiskars brand," says Max Alfthan, Chief Strategy Officer of the Fiskars group.

Almost every Finnish person knows the Fiskars brand and it has maintained its position at the forefront of various brand surveys for years. For example, Fiskars has consistently ranked in the top three in the "Finland's most respected brands" study carried out by Taloustutkimus and M&M newspaper. Fiskars also consistently occupies top positions in listings of Finland's most reputable companies.

In addition to product and brand communication, the Fiskars brand is built through active PR work and activities carried out in collaboration with retailers. The Fiskars group's corporate communications plays its part in the process, too. An important contribution is also made by Fiskars Village, which has become an internationally recognized center of Finnish art and design. Fiskars Village, established in 1649, is visited annually by 150,000 visitors who come to enjoy the comprehensive range of services and experiences on offer.

The Brand Builder of the Year recognition is awarded each year to one member company of the Association of Finnish Advertisers that has been exemplary in its marketing communications. A key factor in the judging is systematic and long-term brand management which takes into account the importance of developing the brand as a household name. During the Helsinki Design Capital year, the Association's board also wanted to emphasize the great importance of design in marketing communications. The Brand Builder of the Year award was revealed at the Advertising Day of the Association of Finnish Advertisers on September 13, 2012.

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 743 million in 2011, and employs some 3,400 people in over 20 countries. www.fiskarsgroup.com.