

Fiskars Corporation      Stock Exchange Release      May 3, 2012 at 9.00

## Fiskars introduces new EMEA sales organization to accelerate growth across businesses

Fiskars announced today a new sales organization for the EMEA region to accelerate growth. As of September 1, 2012 two new sales regions – North and Central – will assume responsibility for maximizing commercial opportunities for the whole company within their respective regions. The sales regions will be headed by newly appointed Sales Region Presidents, who will report directly to Fiskars' President and CEO, Kari Kauniskangas.

"Fiskars has a clear ambition to grow, and combining our three strong business areas with a strong sales force enables us to increase sales by promoting our entire brand offering efficiently in each market. Close co-operation between business areas and the sales organization is essential to ensure the interaction that nourishes our business as a whole. This is why we have chosen a matrix model for implementing the strategy in our organization," says Kari Kauniskangas, President and CEO of Fiskars.

Fiskars has appointed Axel Goss as President, Sales Region Central. In this position he will be responsible for sales and general management in the key Central European markets, based in Munich, Germany. Axel Goss has extensive experience in the fast-moving consumer goods business, most recently with Reckitt Benckiser. He will join Fiskars later during the year.

Jakob Hägerström has been appointed President, Sales Region North, consisting of Finland, Sweden, Norway, Denmark and Russia. In addition, he will be in charge of Fiskars Australia and Fiskars' export sales to countries where the company does not have its own sales unit. Jakob Hägerström has worked for Fiskars since 2009, most recently as VP, Sales for the Home business area.

The establishment of a strong sales organization is a major step in the execution of Fiskars' integrated company strategy. In recent years the company has consistently evolved into a focused and efficient integrated consumer goods company and has taken a number of measures to simplify its structure and increase its focus on selected businesses and brands.

### **Business Areas shift to category focus in EMEA**

Fiskars' business areas – Home, Garden and Outdoor – are responsible for creating and maintaining an outstanding offering through focused brands and an actively managed product and category portfolio.

The Home business area will strengthen its focus on selected product categories and geographical areas. The business area is organized into two category-based business units: "Living", with the key

international brand Iittala and the leading regional brand Arabia; and “Kitchen”, with the key international brand Fiskars and the leading regional brand Hackman. In addition, Fiskars Home hosts a number of local and tactical brands.

The Garden business area's operations in EMEA are organized into the category-based business units “Garden and Yard Care”, with the brand Fiskars, “Container Gardening”, with the brands Ebert and Sankey, and “Construction tools”, with the brand Leborgne.

The Outdoor business area's focus in EMEA is on increasing Gerber's distribution in key international markets. Fiskars has recently appointed an EMEA Sales Director for Gerber. In the Nordic region, Outdoor also includes Fiskars' Boat business, with the brands Buster and Drive Boats.

## **Executive Board and Executive Team**

The introduction of a new sales organization for EMEA does not result in changes to Fiskars' Executive Board, which continues to consist of the management responsible for corporate and group-wide functions.

Following the organizational change, the Executive Board, the Presidents of Sales Regions, the Presidents of Fiskars' Business Areas and the heads of Human Resources and IT form the Executive Team of the company. The Executive Team focuses on corporate business performance and opportunities, the implementation of the integrated company strategy and common operating and business models.

## **FISKARS CORPORATION**

Kari Kauniskangas  
President & CEO

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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](http://www.fiskarsgroup.com)*