

Fiskars Corporation  
Stock Exchange Release  
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## **Fiskars Group appoints Peter Cabello Holmberg as Chief Digital Officer and member of the Fiskars Group Leadership Team**

Fiskars Group has today appointed Peter Cabello Holmberg as Chief Digital Officer and a member of the Fiskars Group Leadership Team. Peter will report to President and CEO Nathalie Ahlström and start in his position on March 15, 2021. Peter joins Fiskars Group from the jewelry company Pandora, where he has been working since 2016 as Chief Information Officer. Prior to Pandora, he held several leadership positions within IT in companies including GN Store Nord, A.P. Møller-Mærsk and Carlsberg.

"I'm pleased to welcome Peter to Fiskars Group. He has a strong track record of managing digitalization in the retail sector on a global level. His appointment highlights the accelerating importance of the digital space. We have made progress in developing our digital capabilities, including the renewal and centralization of our e-commerce platform. We still see a great deal of improvement opportunities, from the digital consumer experience to our internal processes, such as data-driven decision making to enhance the service to our consumers and customers. The dialogue between the consumers and brands is to an increasing extent happening online, enabling new and exciting opportunities to further strengthen the portfolio of loved brands and e-commerce sales. We need to be more agile to adapt to the rapidly changing digital landscape", said Nathalie Ahlström, President and CEO.

"I'm thrilled to join Fiskars Group with its great brand portfolio. I truly believe that we can create value for both Fiskars Group and our consumers by improving the digital capabilities, ensuring right ways to operate and create a genuinely connected experience for our consumers – all focused on making the everyday extraordinary", said Peter.

As a result of this change, the Fiskars Group Leadership Team will, effective as of March 15, 2021, consist of the following members:

- Nathalie Ahlström, President and CEO
- Sari Pohjonen, Chief Financial Officer & deputy to the CEO
- Tina Andersson, Chief Consumer and Communications Officer
- Christian Bachler, Executive Vice President, Business Area Vita
- James Brouillard, Executive Vice President, Business Area Terra
- Risto Gagl, Chief Supply Chain Officer
- Johan Hedberg, Chief Sales Officer
- Peter Cabello Holmberg, Chief Digital Officer
- Tuomas Hyyryläinen, Executive Vice President, Business Area Crea
- Niklas Lindholm, Chief People Officer
- Päivi Timonen, Chief Legal Officer

A CV and a photo of Peter is available at: <https://www.fiskarsgroup.com/investors/corporate-governance/management/leadership-team>

FISKARS CORPORATION

Nathalie Ahlström  
President and CEO

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**Making the everyday extraordinary**

Fiskars Group's vision is to create a positive, lasting impact on our quality of life. Our brands Fiskars, Gerber, littala, Royal Copenhagen, Waterford, and Wedgwood are present in people's everyday lives – at home, in the garden, and outdoors. This gives us an opportunity to make the everyday extraordinary today, and for future generations. We have a presence in 30 countries, and our products are available in more than 100 countries. Our shares are listed on the Nasdaq Helsinki (FSKRS). Please visit us at [www.fiskarsgroup.com](http://www.fiskarsgroup.com) for more information and follow us on Twitter @fiskarsgroup.