

Fiskars Corporation
Stock Exchange Release
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Fiskars appoints Alexander Matt as Senior Vice President, Brand and Marketing and member of the Group's Executive Board

Fiskars has announced the appointment of Alexander Matt, a marketing expert with proven skills in global marketing and a strong digital background, as Senior Vice President, Brand and Marketing, a new role that comes into effect on September 15, 2015. Matt will join Fiskars Executive Board, reporting to Kari Kauniskangas, President and CEO of Fiskars Corporation.

"I'm delighted to welcome Alexander to Fiskars. He has proven expertise in building global brands for major players in lifestyle and fashion. He will bring fresh thinking and deep understanding of digital marketing as we continue to develop our company towards a global brand powerhouse," said Kari Kauniskangas, President and CEO of Fiskars Corporation.

Matt brings with him more than 15 years of marketing experience across global brands, such as Triumph, Levi's and most recently Adidas, where he led global brand marketing for Adidas Originals. Matt started his career during the internet boom and worked in start-ups in charge of digital marketing. From 2005 to 2012, Alexander Matt worked at Levi Strauss & Co where he built the Levi's Streetwear business unit, overseeing product management, marketing and sales.

At Fiskars Alexander Matt will oversee the Group's brand portfolio, as well as work with all Business Units in order to increase the impact of the engagement with consumers and other stakeholders across the industry.

Born in Germany, Matt has a Master's degree in Communications from Hohenheim University.

A photo of Alexander Matt can be downloaded at: <http://fiskarsgroup.com/media/image-bank>

FISKARS CORPORATION

Kari Kauniskangas
President and CEO

Further information:

Head of Corporate Communications and Corporate Responsibility Maija Taimi, tel. +358 204 39 50 31
communications@fiskars.com

Fiskars – 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 consumer goods company with globally recognized brands including Fiskars, Iittala, Gerber, Wedgwood and Waterford. With iconic products, strong brands and global ambitions, Fiskars' mission is to enrich people's lives in home, garden and outdoor. Fiskars' products are available in more than 100 countries and the company employs around 8,600 people in 30 countries. Fiskars is listed on Nasdaq Helsinki. www.fiskarsgroup.com