

## **NOTIFICATION OF TRANSACTIONS BY MANAGERS AND THEIR CLOSELY ASSOCIATED PERSONS**

Rapala VMC Oyj has received on March 3, 2022 the following notification pursuant to Article 19 of the EU Market Abuse Regulation from a person closely associated with a person discharging managerial responsibilities in Rapala VMC Oyj.

### **Person subject to the notification requirement**

**Name:** Viellard Migeon Et Compagnie SA

**Position:** Closely associated person

### **Person discharging managerial responsibilities in issuer**

**Name:** Emmanuel Viellard

**Position:** Member of the Board/Deputy member

**Name:** Louis Audemard d'Alancon

**Position:** Member of the Board/Deputy member

**Name:** Cyrille Viellard

**Position:** Other senior manager

### **Issuer**

**Name:** Rapala VMC Corporation

**LEI:** 7437009TB4202AB3JW91

### **Initial notification**

**Reference number:** 10837/4/4

### **Transaction details**

**Transaction date:** 2022-03-03

**Venue:** NASDAQ HELSINKI LTD (XHEL)

**Instrument:** Share

**ISIN:** FI0009007355

**Nature of the transaction:** Acquisition

**Volume:** 137 746

**Unit price:** 6.38000

### **Aggregated transactions**

**Volume:** 137 746

**Volume weighted average price:** 6.38000

For further information, please contact: General Counsel, Olli Aho, tel. +358 9 7562 540

Distribution: Nasdaq Helsinki and main media

### **About Rapala VMC Corporation**

Rapala group is the world's leading fishing tackle company and the global market leader in fishing lures, treble hooks and fishing related knives and tools. Group has a strong global position also in other fishing categories and Rapala's distribution network is largest in the fishing industry. The main



STOCK EXCHANGE RELEASE

March 4, 2022

at 2.00 p.m.

manufacturing facilities are in Finland, France, Estonia, Russia, Indonesia and the UK. Rapala group's brand portfolio includes the leading brand in the industry, Rapala, and other global brands like VMC, Sufix, Storm, Blue Fox, Luhr Jensen, Williamson, Dynamite Baits, Mora Ice, StrikeMaster, Marttiini, Peltonen and 13 Fishing outside of the USA as well as Okuma in Europe and Russia. Group, with net sales of EUR 294 million in 2021, employs some 1 800 people in approximately 40 countries. Rapala VMC Corporation's share is listed and traded on the Nasdaq Helsinki stock exchange since 1998.