

RAPALA VMC CORPORATION'S FINANCIAL REPORTING IN 2020

In 2020, Rapala VMC Corporation will publish its financial information as follows:

- Financial Statement Release for 2019 on February 13,
- Half Year Financial Report for January-June on July 20, and

Rapala VMC Corporation's Financial Statement for 2019 will be published in week 10.

Rapala VMC Corporation will apply 30 calendar day silent period prior to the release of the above mentioned financial reports.

RAPALA VMC CORPORATION

Louis d'Alançon
Chairman of the Board and Chief Executive Officer

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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 it is one of the leading distributors of outdoor, hunting and winter sport products in the Nordic countries. Rapala's distribution network is largest in the industry. The main 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 and Peltonen as well as 13 Fishing outside of the USA. Group, with net sales of EUR 262 million in 2018, employs some 2 700 people in 42 countries. Rapala VMC Corporation's share is listed and traded on the Nasdaq Helsinki stock exchange since 1998.