

RAPALA VMC CORPORATION: CHANGES IN EXECUTIVE COMMITTEE

Jean-Philippe Nicolle has been appointed as a member of the Executive Committee and Executive Vice President, Head of European Distribution as of January 1, 2020. Nicolle has worked for the Rapala Group since 1997 and is currently heading the Group's distribution business in Central Europe.

RAPALA VMC CORPORATION

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

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

Distribution: NASDAQ OMX Helsinki and Main Media

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.