

NOTIFICATION OF TRANSACTIONS BY MANAGERS AND THEIR CLOSELY ASSOCIATED PERSONS

Notification under the EU Market Abuse Regulation, article 19

Person subject to the notification requirement

Name: d'Alançon, Louis
Position: Chairman of the Board

Issuer

Name: Rapala VMC Corporation
LEI: 7437009TB4202AB3JW91

Initial notification

Reference number: 7437009TB4202AB3JW91_20200721140650_2

Transaction details

Transaction date: 2020-07-20
Venue: NASDAQ HELSINKI LTD (XHEL)
Instrument: Share
ISIN: FI0009007355
Nature of the transaction: Acquisition
Volume: 2 300
Unit price: 2.78000

Aggregated transactions

Volume: 2 300
Volume weighted average price: 2.78000

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

Distribution: NASDAQ 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 275 million in



STOCK EXCHANGE RELEASE

July 22, 2020
at 4:00 p.m.

2019, employs some 2 600 people in 42 countries. Rapala VMC Corporation's share is listed and traded on the Nasdaq Helsinki stock exchange since 1998.