

RAPALA VMC CORPORATION'S FINANCIAL REPORTING IN 2019

In 2019, Rapala VMC Corporation will publish its financial information as follows:

- Financial Statement Release for 2018 on February 15,
- Half Year Financial Report for January-June on July 19, and

Rapala VMC Corporation's Financial Statement for 2018 will be published in week 11.

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

RAPALA VMC CORPORATION

Jussi Ristimäki
President and Chief Executive Officer

For further information, please contact:

Olli Aho, Investor Relations, tel. +358 9 7562 540

Jan-Elof Cavander, Chief Financial Officer, tel. +358 9 7562 540

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Rapala VMC Corporation ("the Group") is a leading fishing tackle company and the global market leader in fishing lures, treble hooks and fishing related knives and tools. The Group also has a strong global position in other fishing categories and it is one of the leading distributors of outdoor, hunting and winter sport products in the Nordic countries. The Group has the largest distribution network in the industry. The main manufacturing facilities are located in Finland, France, Estonia, Russia, Indonesia and the UK. The Group 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. The Group, with net sales of EUR 253 million in 2017, 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.