

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 / President and CEO

Issuer

Name: Rapala VMC Corporation
LEI: 7437009TB42O2AB3JW91

Initial notification

Reference number: 7437009TB42O2AB3JW91_20200220101418_2

Transaction details

Transaction date: 2020-02-18
Venue: NASDAQ HELSINKI LTD (XHEL)
Instrument: Share
ISIN: FI0009007355
Nature of the transaction: Acquisition
Volume: 1 000
Unit price: 2.95000
Volume: 1 000
Unit price: 2.94000

Aggregated transactions

Volume: 2 000
Volume weighted average price: 2.94500

Transaction date: 2020-02-19
Venue: NASDAQ HELSINKI LTD (XHEL)
Instrument: Share
ISIN: FI0009007355
Nature of the transaction: Acquisition
Volume: 133
Unit price: 2.97000
Volume: 1 067
Unit price: 2.98000

Aggregated transactions

Volume: 1 200
Volume weighted average price: 2.97889

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

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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 275 million in 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.