

**NOTIFICATION OF TRANSACTIONS BY MANAGERS AND THEIR CLOSELY ASSOCIATED PERSONS**

Rapala VMC Oyj has received on June 13, 2019 the following notification pursuant to Article 19 of the EU Market Abuse Regulation from a person closely associated with a person discharging managerial responsibilities in Rapala VMC Oyj.

**Person subject to the notification requirement**

**Name:** Viellard Migeon Et Compagnie SA  
**Position:** Closely associated person

**Person discharging managerial responsibilities in issuer**

**Name:** Emmanuel Viellard  
**Position:** Member of the Board/Deputy member  
**Name:** Louis Audemard d'Alancon  
**Position:** Member of the Board/Deputy member

**Issuer**

**Name:** Rapala VMC Corporation  
**LEI:** 7437009TB4202AB3JW91

**Initial notification**

**Reference number:** 7437009TB4202AB3JW91\_20190614124342\_2

**Transaction details**

**Transaction date:** 2019-05-20  
**Venue:** NASDAQ HELSINKI LTD (XHEL)  
**Instrument:** Share  
**ISIN:** FI0009007355  
**Nature of the transaction:** Acquisition  
**Volume:** 7 196  
**Unit price:** 3.00000

**Aggregated transactions**

**Volume:** 7 196  
**Volume weighted average price:** 3.00000

**Transaction date:** 2019-05-21  
**Venue:** NASDAQ HELSINKI LTD (XHEL)  
**Instrument:** Share  
**ISIN:** FI0009007355  
**Nature of the transaction:** Acquisition  
**Volume:** 20 000

<b>Unit price:</b>	3.00000
<b>Aggregated transactions</b>	
<b>Volume:</b>	20 000
<b>Volume weighted average price:</b>	3.00000

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

Distribution: NASDAQ Helsinki and Main Media

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 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.