

RAPALA VMC CORPORATION APPOINTS TIINA ROLIG AS EXECUTIVE VICE PRESIDENT, HEAD OF HUMAN RESOURCES AS WELL AS MEMBER OF THE EXECUTIVE COMMITTEE

Rapala VMC Corporation today announced the appointment of Tiina Rolig to head up Group Human Resources and as a member of the Executive Committee as of September 20, 2021.

Strong group HR management is of outmost importance in the execution of ONE RAPALA VMC business plan and in particular in building the ONE RAPALA VMC team culture. Tiina Rolig has strong leadership skills, and she is going to have a key role in making ONE RAPALA VMC business plan a great success.

Tiina Rolig has a master's degree in both psychology and economics from the University of Jyväskylä. She has had a very successful career as corporate HR director for the past 8 years. Her last employer before joining Rapala VMC Corporation was Tamro Oyj where she served as HR director and Executive Committee member for 3 years.

"I am extremely excited to be joining a company with such a strong history, valued brand portfolio and forward-looking team. The business plan execution has already led to great progress and I will be joining Rapala VMC at a very fascinating phase. I am looking forward to developing an even more unified and inspiring company culture and leadership together with the global team", says Tiina Rolig.

"Our new ONE RAPALA VMC business plan has set off a new fresh spark in our team which is great to see. I am convinced that our talented and passionate team will take Tiina Rolig into their hearts as we now try to up our game to become even more united, collaborative and faster to execute all the exciting things that we want to accomplish in the next years", says President and CEO Nicolas Warchalowski.

RAPALA VMC CORPORATION

Nicolas Warchalowski
President and CEO

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About Rapala VMC Corporation

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 Rapala's distribution network is largest in the fishing 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, Peltonen and 13 Fishing outside of the USA as well as Okuma in Europe and Russia. Group, with net sales of EUR 261 million in 2020, employs some 2 100 people in 42 countries. Rapala VMC Corporation's share is listed and traded on the Nasdaq Helsinki stock exchange since 1998.