



RAPALA VMC CORPORATION: CHANGES IN THE GLOBAL MANAGEMENT TEAM

RAPALA VMC CORPORATION, Changes board/management/auditors, February 22, 2023 at 1:45 p.m. EET

Rapala VMC Corporation's Chief Financial Officer Jan-Elof Cavander will leave his position for new challenges outside Rapala VMC Corporation. His last day of employment and as a member of the Global Management Team will be June 21, 2023.

"I want to thank Jan-Elof for the strong development of the finance function under his leadership and for building a strong culture in the global finance team. I wish him all the best in his new endeavours", says Chairman, President & CEO Louis d'Alañon.

RAPALA VMC CORPORATION

Louis d'Alañon
Chairman of the Board and Chief Executive Officer

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About Rapala VMC Corporation

Rapala VMC 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 VMC's distribution network is largest in the fishing industry. The main manufacturing facilities are in Finland, France, Estonia, and the UK. Rapala VMC group's brand portfolio includes the leading brand in the industry, Rapala, and other global brands like VMC, Suffix, 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. Group, with net sales of EUR 274 million in 2022, employs some 1 700 people in approximately 40 countries. Rapala VMC Corporation's share is listed and traded on the Nasdaq Helsinki stock exchange since 1998.