

RAPALA VMC CORPORATION Q1 2016

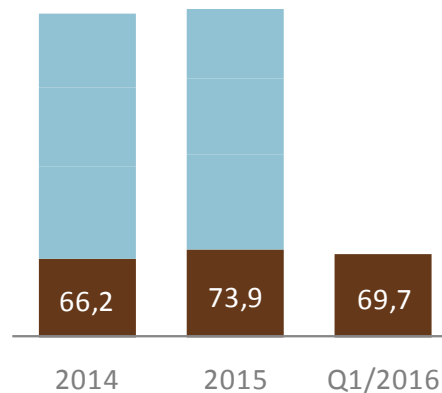
April 28, 2016

RAPALA VMC CORP.

Summary of Q1 2016

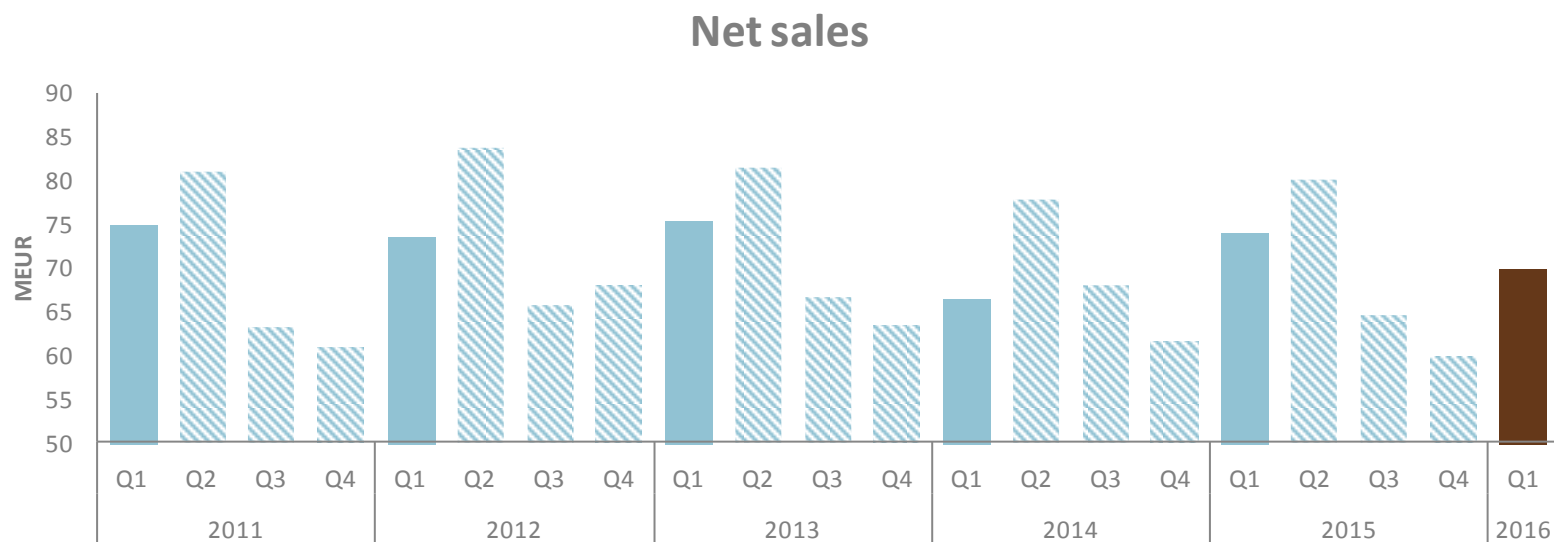
- NET SALES 69.7 MEUR (73.9)
 - With comparable exchange rates sales down 4 %
- FULL YEAR GUIDANCE UNCHANGED
 - Full year net sales and comparable operating profit expected to be above 2015 levels
- FINANCIAL POSITION STABLE
 - There has been no material change in the Group's financial position since the end of the financial year 2015
- HALF-YEAR FINANCIAL REPORT PUBLISHED JULY 22, 2016
 - The Group releases a Trading Report for the first and third quarter of the year

Net sales, MEUR

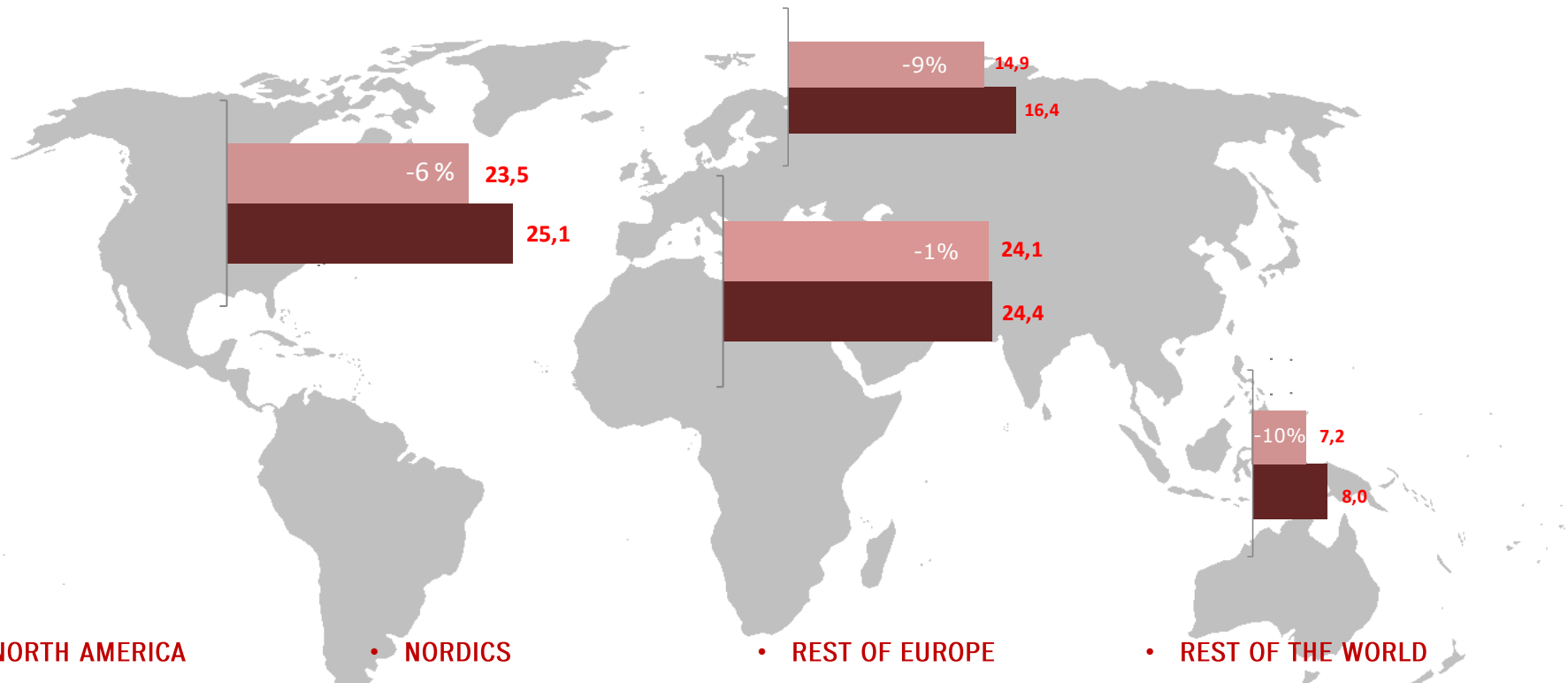


Net Sales

- Q1 NET SALES 69.7 MEUR (-6%)
 - Changes in FX rates explain approximately 1.0 MEUR. With comparable FX sales -4%
 - Short winter season burdened winter fishing and winter sport sales
 - Summer fishing sales started well already in the first quarter
 - In Russia the business environment continued to be challenging



Q1 Net Sales – Geographical Areas



• NORTH AMERICA

- Comparable net sales -8%
- Mild winter and short ice fishing season
- The US retail scene witnessed some turmoil

• NORDICS

- Comparable net sales -9%
- Sales grew in Finland boosted by hunting
- In Norway and Sweden sales down due to timing issues

• REST OF EUROPE

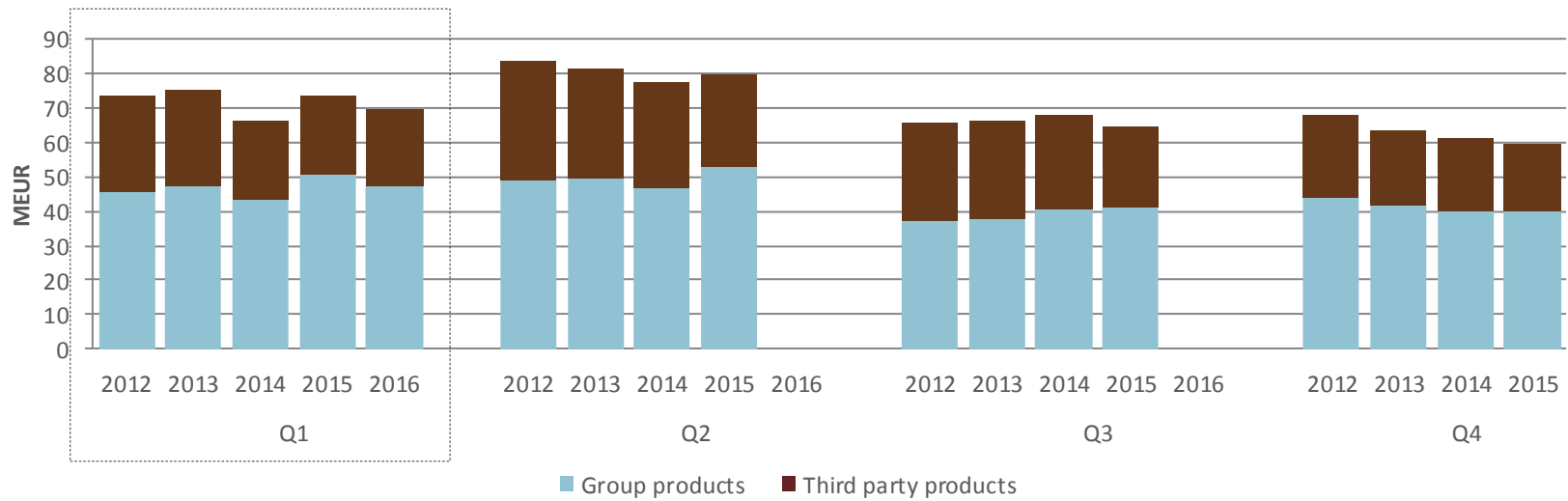
- Comparable net sales +2%
- The Russian situation burdens sales
- Mostly conservative growth in the rest of the region

• REST OF THE WORLD

- Comparable net sales -1 %
- South-Africa showed strongest growth in sales
- Many countries suffering from slow market situation

Net Sales – Product Segments

- GROUP PRODUCTS 47,2 MEUR (-7%)
 - Comparable net sales -7 %
 - Lower sales in North America
- THIRD PARTY PRODUCTS 22,5 MEUR (-3%)
 - Comparable net sales +1%
 - Third party hunting sales up in the Nordic and the Rest of Europe





END OF PRESENTATION

RAPALA VMC CORP.

APPENDICES

RAPALA VMC CORP.

Shares and Shareholders

SHARE RELATED DATA (3/2016)

- Market capitalization 172,5 MEUR
- 12-month high/low 6.00/4.57 EUR
- All-time high/low 8.40/2.50 EUR

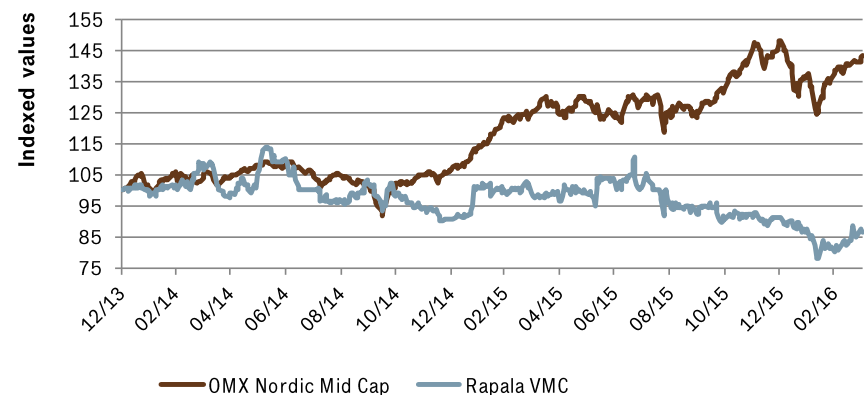
MAJOR SHAREHOLDERS (3/2016)

- VMC Holdings 38%
- Sofina 19%
- Nordea Funds 11%
- Odin Funds 4%
- State Pension fund 3%
- Shimano 2%
- Taaleritehdas funds 2%
- Ilmarinen 1%
- Tapiola Funds 1%
- Evli Funds 0,4%

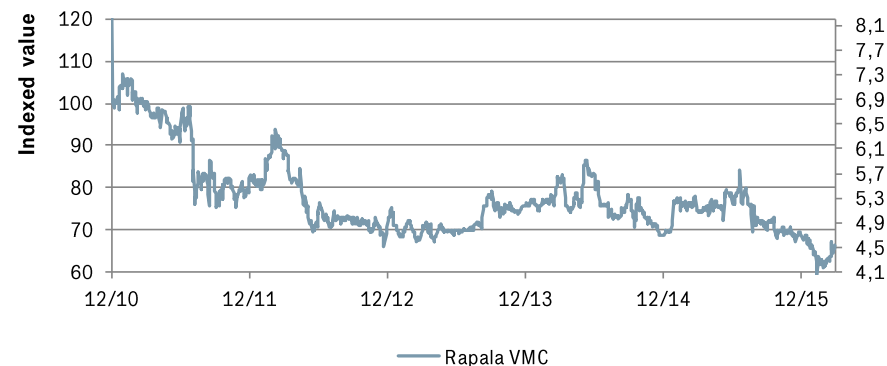
Own shares: 677 208 shares (1.7%)

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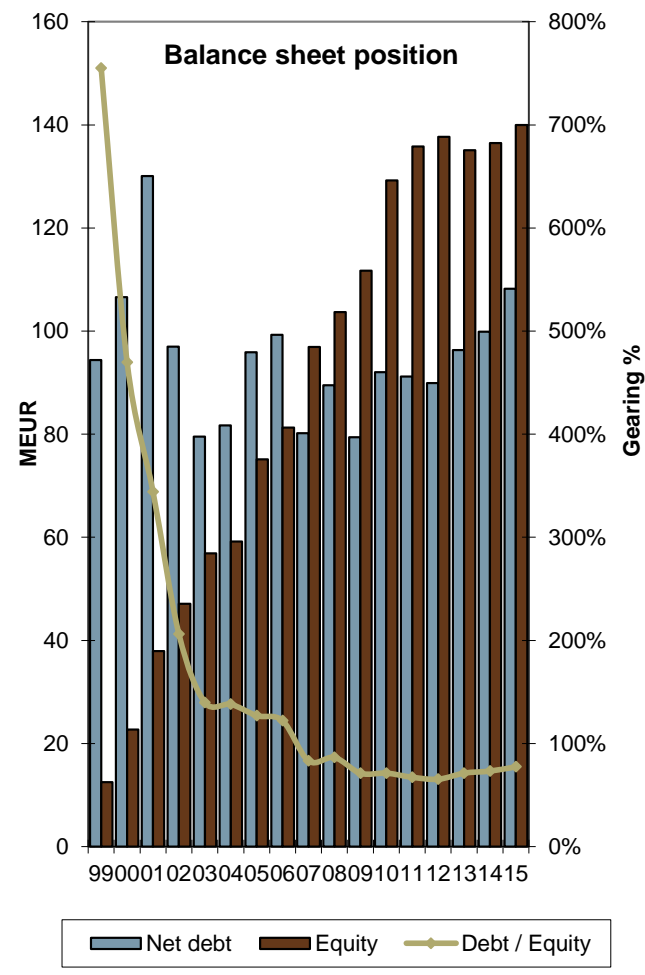
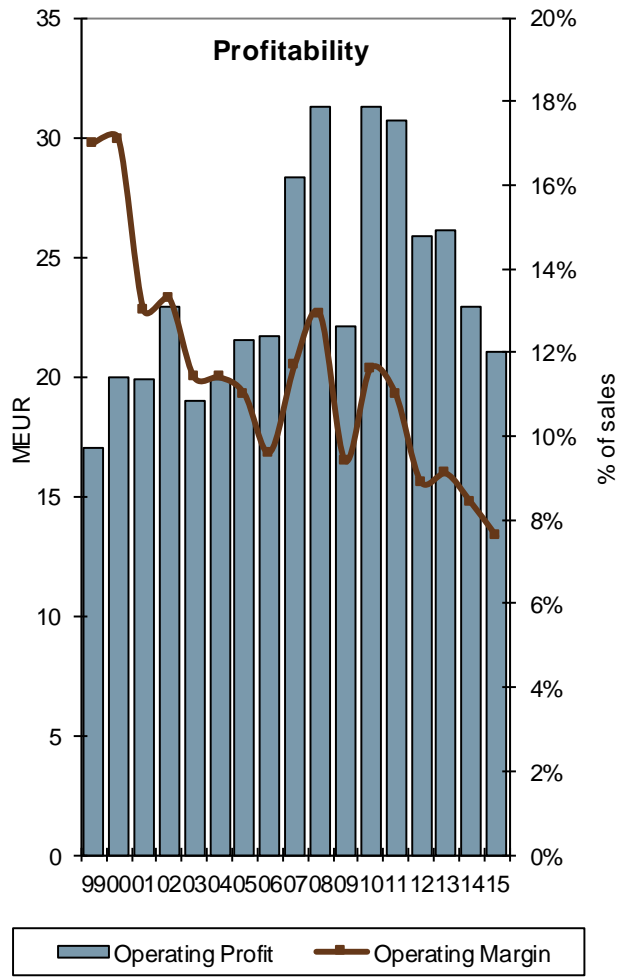
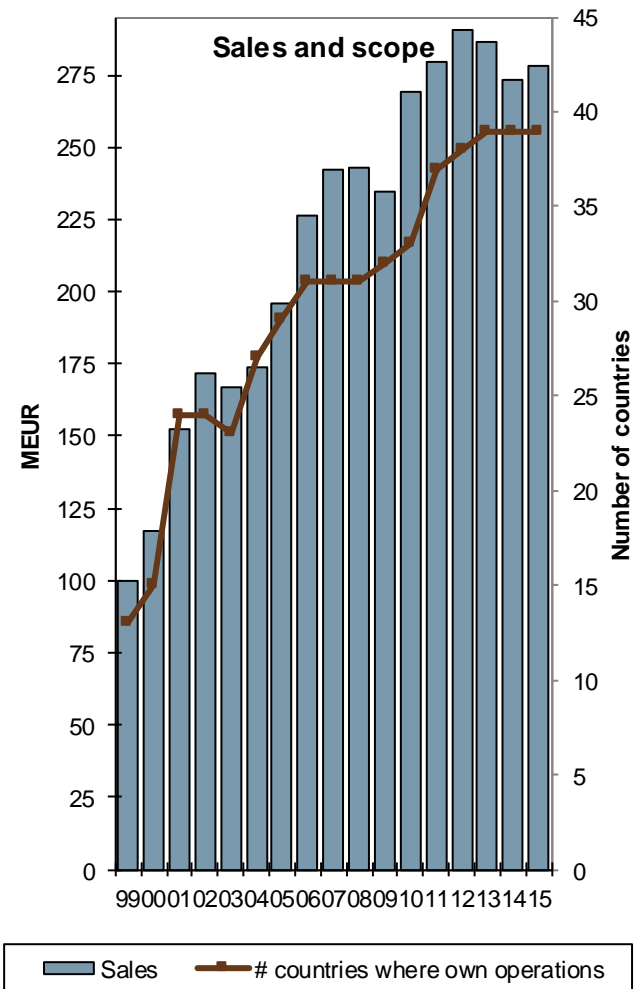
Share price index performance from Dec 2013 –



Share price performance from Dec 2010 –



Financial Trends



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