

RAPALA VMC CORPORATION: CHANGES AND APPOINTMENTS IN EXECUTIVE COMMITTEE

In order to accelerate the execution of Group's updated strategy on capturing organic growth opportunities, improving profitability, lightening balance sheet and especially to improve operational performance by capturing group-wide synergies, following changes are made to the Executive Committee. Changes are effective immediately.

Lars Ollberg has been appointed as Chief Operating Officer. Ollberg is in charge of Group's businesses and distribution, except North America, Russia, Japan and the Hooks, which report directly to CEO Jussi Ristimäki.

There are also other changes in responsibility areas of some other Executive Committee members. Accordingly the members of the Executive Committee and their responsibilities are as follows:

Jussi Ristimäki, President and Chief Executive Officer (CEO), Chairman of the Executive Committee

Olli Aho, Company Counsel and Investor Relations

Stanislas de Castelnau, Head of Manufacturing Operations and Global supply chain development, Head of Hook business unit

Jan-Elof Cavander, Chief Financial Officer (CFO)

Tom Mackin, Head of Distribution and Brands in North America

Arto Nygren, Head of Lure manufacturing, reporting to de Castelnau

Lars Ollberg, Chief Operating Officer (COO). Group's businesses and distribution, except North America, Russia, Japan and the Hooks.

Victor Skvortsov, Head of Distribution in Russia, Belarus and Kazakhstan

Cyrille Viellard, Market Intelligence and Business Development, reporting to Ollberg

Aku Valta will leave the Executive Committee and work as Senior Adviser to the Group in Australia.

Helsinki, July 21, 2017

RAPALA VMC CORPORATION

Jussi Ristimäki

Chief Executive Officer

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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 261 million in 2016, employs some 2 800 people in 40 countries. Rapala VMC Corporation's share is listed and traded on the Nasdaq Helsinki stock exchange since 1998.