

RAPALA VMC CORPORATION REDEFINES CLASSIFICATION OF BALANCE SHEET ITEMS

Rapala VMC Corporation (“the Group”) redefines classification of certain balance sheet items between interest-bearing and non-interest-bearing assets and liabilities. The change in presentation leads into changes in calculation of some non-IFRS based key figures. All comparative periods starting from 2011 have been restated and are presented in the table below. Restated annual key figures 2007-2011 are available at the Group’s website www.rapalavmc.com and will be presented in the financial statement 2012.

Published key figures	Q1/ 2011	Q2/ 2011	Q3/ 2011	Q4/ 2011	Q1/ 2012	Q2/ 2012	Q3/ 2012
Capital employed, MEUR *	240.8	232.7	224.5	227.0	249.4	241.3	237.1
Net interest-bearing debt, MEUR *	106.7	103.4	93.9	91.2	107.7	99.9	94.9
Equity-to-assets ratio, % *	41.2%	40.4%	42.2%	43.2%	40.8%	39.9%	43.0%
Return on capital employed, QRT, %	21.0%	22.6%	4.1%	6.3%	17.4%	19.9%	6.3%
Return on capital employed, YTD, %	21.0%	22.0%	16.3%	13.7%	17.4%	18.8%	14.8%
Return on equity, QRT, %	24.1%	24.8%	0.7%	3.2%	21.6%	20.8%	3.8%
Debt-to-equity ratio, MEUR *	79.5%	79.9%	71.8%	67.2%	75.9%	70.6%	66.7%

* End of period

Restated key figures	Q1/ 2011	Q2/ 2011	Q3/ 2011	Q4/ 2011	Q1/ 2012	Q2/ 2012	Q3/ 2012
Capital employed, MEUR *	239.2	231.0	224.1	226.9	249.1	240.0	235.3
Net interest-bearing debt, MEUR *	105.1	101.7	93.4	91.1	107.3	98.6	93.0
Equity-to-assets ratio, % *	41.2%	40.4%	42.2%	43.2%	40.8%	39.9%	42.8%
Return on capital employed, QRT, %	21.1%	21.8%	4.0%	6.2%	17.4%	19.0%	6.2%
Return on capital employed, YTD, %	21.1%	22.2%	16.4%	13.8%	17.4%	18.9%	14.8%
Return on equity, QRT, %	24.1%	24.3%	0.7%	3.2%	21.6%	20.4%	3.7%
Debt-to-equity ratio, MEUR *	78.3%	78.6%	71.5%	67.1%	75.7%	69.7%	65.4%

* End of period

RAPALA VMC CORPORATION

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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, China, 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 279 million in 2011, employs some 2 000 people in 38 countries. Rapala VMC Corporation’s share is listed and traded on the NASDAQ OMX Helsinki stock exchange since 1998.