

**NOTIFICATION OF TRANSACTIONS BY MANAGERS AND THEIR CLOSELY
ASSOCIATED PERSONS**

Notification under the EU Market Abuse Regulation, article 19

Person subject to the notification requirement

Name: Cavander, Jan-Elof
Position: Chief Financial Officer

Initial notification

Reference number: 7437009TB4202AB3JW91_20180326112720_3

Issuer

Name: Rapala VMC Corporation
LEI: 7437009TB4202AB3JW91

Transaction details

Transaction date: 2018-03-23
Venue: NASDAQ HELSINKI LTD (XHEL)
Nature of the transaction: Acquisition

Instrument: Share
ISIN: FI0009007355

Volume: 10 100
Unit price: 3.9083

Aggregated transactions

Volume: 10 100
Volume weighted average price: 3.9083

For further information, please contact:
Company Counsel, Olli Aho, tel. +358 9 7562 540

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 253 million in 2017, employs some 2 600 people in 42 countries. Rapala VMC Corporation’s share is listed and traded on the Nasdaq Helsinki stock exchange since 1998.