

**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:** De Curières De Castelnaud, Stanislas

**Position:** Other senior manager

**Initial notification**

**Reference number:** 7437009TB4202AB3JW91\_20180326112720\_8

**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:** 8 000

**Unit price:** 3.9083

**Aggregated transactions**

**Volume:** 8 000

**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.