



AMER SPORTS

Results for the 2002 financial year

February 6, 2003

Roger Talermo
President and CEO





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Sports equipment market challenging in 2002

- Slow growth in all major economies
- Sports equipment industry outperformed the environment
- Further consolidation in the industry



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2002 key indicators

	2002	2001	Ch%
Net sales (MEUR)	1,101.9	1,099.8	
EBIT (MEUR)	103.0	98.6	4
EBT (MEUR)	95.6	89.3	7
EPS (EUR)	2.95	2.90	

Highlights

- Record profits despite challenging markets
- Acquisition of Precor
- Strong operating cashflow
- Healthy balance sheet
- Golf Division returned to profitability
- Proposed dividend EUR 1.40 / share
(2001: EUR 1.10)



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Financial Review

Pekka Paalanne

CFO





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Profit and loss statement 2002

	2002	2001	Ch %
Net sales	1,101.9	1,099.8	
EBIT	103.0	98.6	4
Net financials	-7.4	-9.3	
EBT	95.6	89.3	7
Taxes	-26.5	-20.5	
Net profit	68.5	68.5	
ROCE % *)	18.3	17.0	

*) Rolling 12 months



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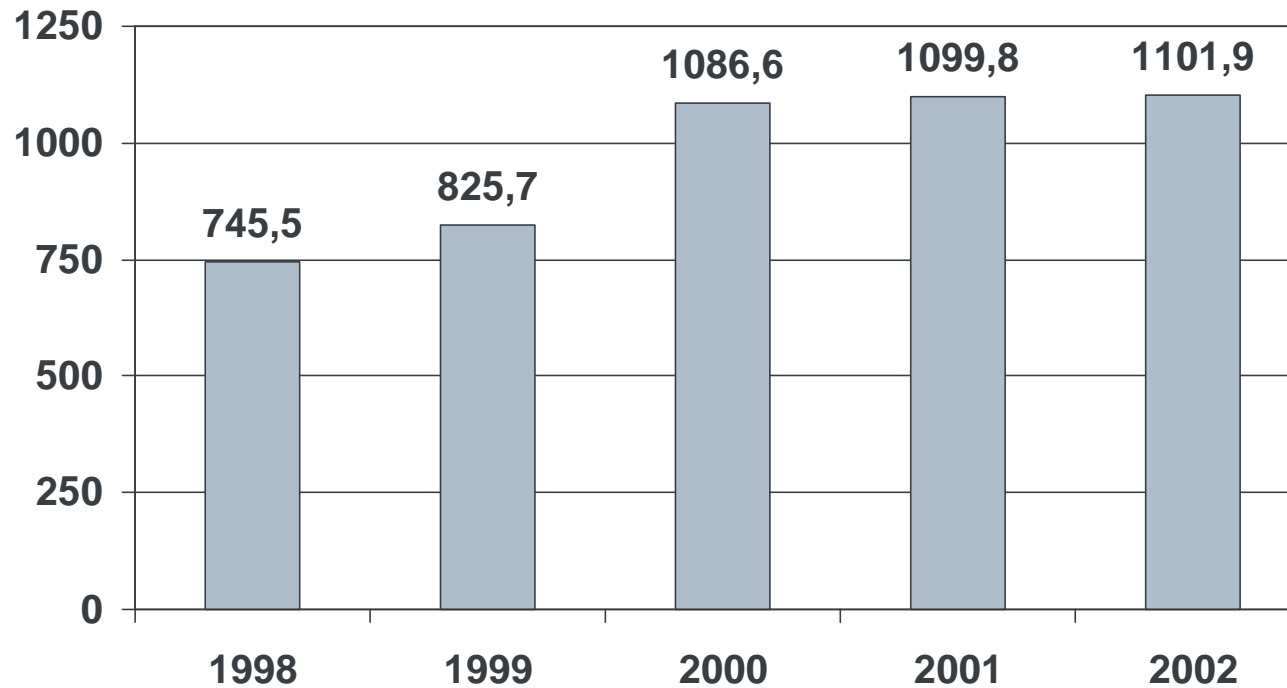
Profit and loss statement Q4 / 2002

	Q4/02	Q4/01	Ch %
Net sales	266.1	244.5	9
EBIT	25.8	17.0	52
Net financials	-2.2	-1.5	
EBT	23.6	15.5	52
Taxes	-6.3	-3.6	
Net profit	16.7	11.6	



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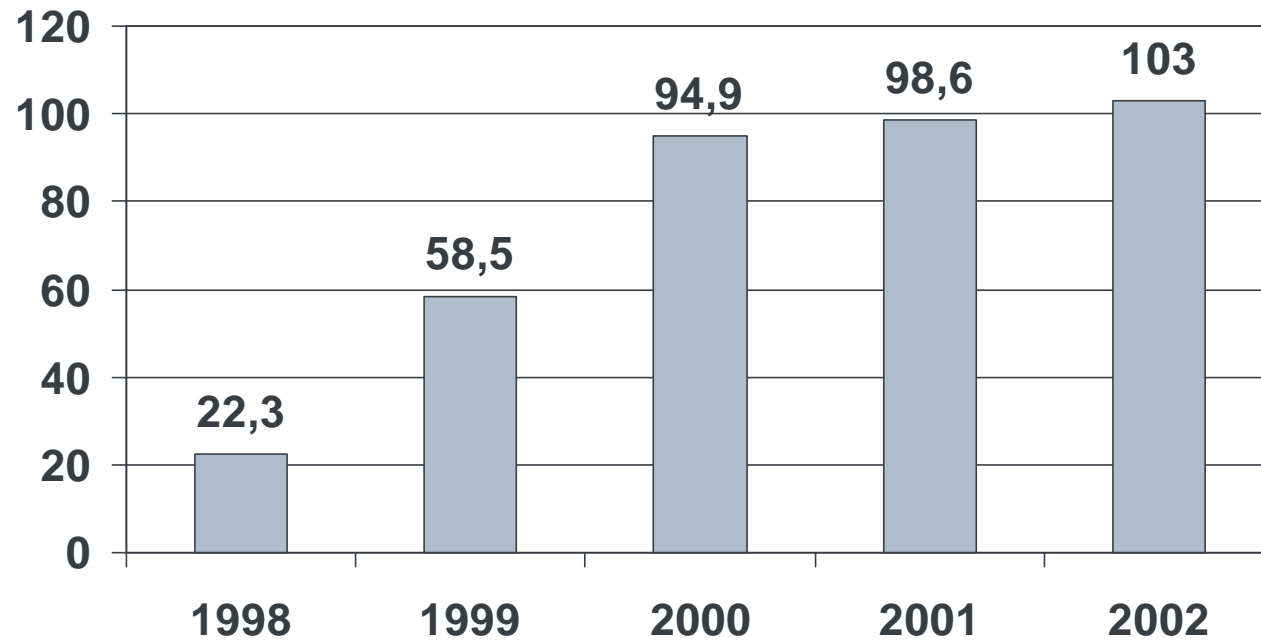
Net sales 1998-2002 (MEUR)





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EBIT 1998-2002 (MEUR)





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Breakdown of net sales 2002

	2002	2001	Ch%	Ch% in local currencies
Racquet	243.9	264.8	-8	-3
Golf	213.3	235.9	-10	-5
Team	203.9	204.7		6
Winter Sports	201.6	199.3	1	2
Sports Instruments	85.3	83.4	2	4
Fitness Equipment	39.5	-		
Tobacco	114.4	103.9	10	
Sold operations	-	7.8		
Total	1,101.9	1,099.8		4

 Wilson

 SUUNTO

 ATOMIC

 PRECOR^{USA}



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Breakdown of net sales Q4 / 2002

	Q4/02	Q4/01
Racquet	39.3	48.2
Golf	28.5	38.0
Team	41.9	41.9
Winter Sports	65.4	68.2
Sports Instruments	23.5	22.1
Fitness Equipment	39.5	-
Tobacco	28.0	26.1
Sold operations	-	-
Total	266.1	244.5



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Geographic breakdown of net sales 2002

	2002	2001	Ch%	Ch% in local currencies
North America	558.5	562.1	-1	4
Europe	405.5	393.5	3	3
Japan	56.2	60.6	-7	-2
Asia Pacific	34.8	35.9	-3	1
Other	46.9	47.7	-2	
Total	1,101.9	1,099.8		4



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Breakdown of EBIT 2002

	2002	2001	Ch%
Racquet	25.6	26.1	-2
Golf	7.1	-3.3	
Team	24.0	24.2	-1
Winter Sports	39.6	40.2	-1
Sports Instruments	10.5	10.1	4
Fitness Equipment	6.3	-	
Tobacco	9.2	9.6	-4
HQ	-9.2	0.3	
Group goodwill	-10.1	-9.3	
Sold operations	-	0.7	
Total	103.0	98.6	4



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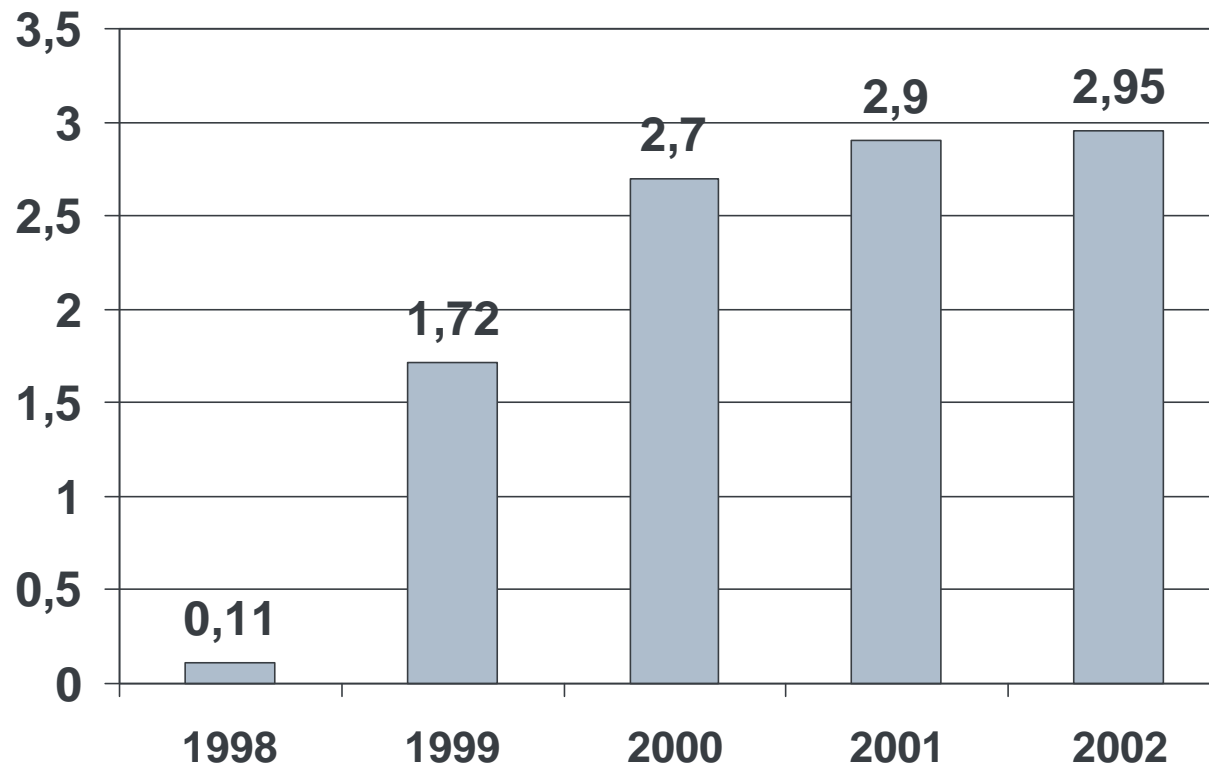
Breakdown of EBIT Q4 / 2002

	Q4/02	Q4/01
Racquet	3.2	2.5
Golf	-3.6	-6.3
Team	3.2	4.4
Winter Sports	16.6	16.8
Sports Instruments	3.7	2.2
Fitness Equipment	6.3	-
Tobacco	1.9	2.1
HQ	-2.1	-2.4
Group goodwill	-3.4	-2.3
Sold operations	-	-
Total	25.8	17.0



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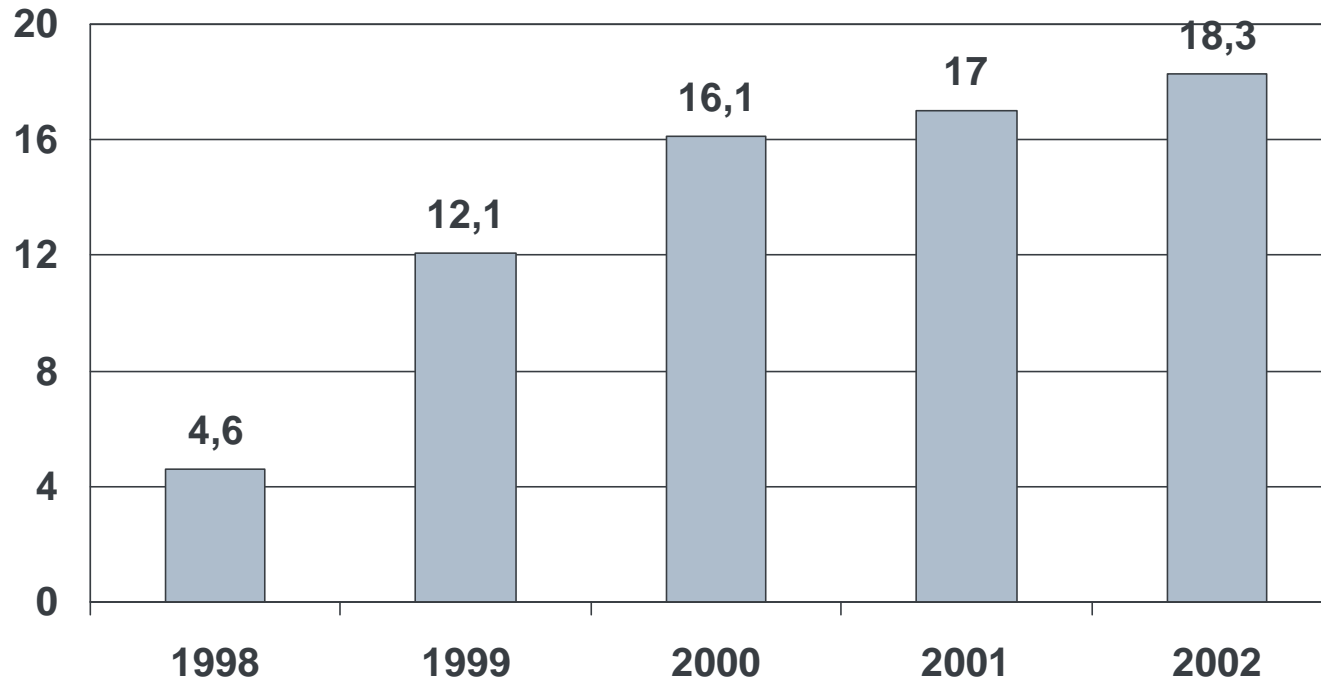
EPS, 1998-2002 (EUR)





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ROCE, 1998-2002 (%)





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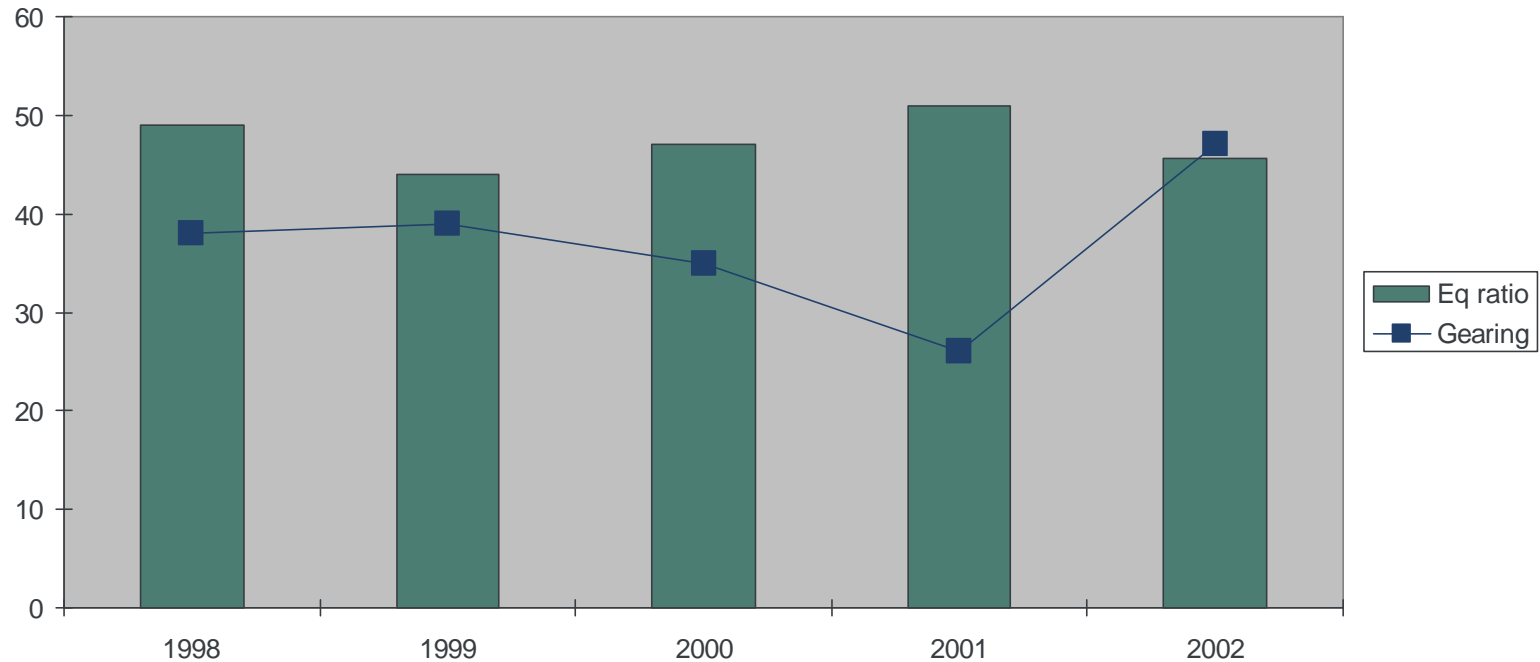
Balance sheet

	31 Dec 2002	31 Dec 2001
Goodwill	312.1	208.1
Fixed assets	197.7	227.7
Inventories	156.4	155.2
Receivables	308.2	282.4
Cash	33.1	28.5
<hr/>		
Equity	473.4	469.3
Int. bearing debt	243.0	143.0
- Long term	48.2	73.4
- Short term	194.8	69.6
Other liabilities	291.1	289.6
<hr/>		
Total	1,007.5	901.9



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Equity ratio and gearing, %



	31.12.2002	31.12.2001
EqRatio %	45.6	50.7
Gearing %	47	26



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Divisional reviews

Roger Talermo
President and CEO



Winter Sports



- Atomic the most profitable ski company in the world
- Growth slowed by soft winter sports market
- Alpine ski sales up by 6%, bindings up by 6%
- Boots down by 22%
- Sales in North America up by 9%

	2002	2001	Ch%
Net sales	201.6	199.3	1
EBIT	39.6	40.2	-1

Winter Sports

- Neox EBM 412: first binding with an electronic management
 - European Ski Award 2003 / ISPO
- Other new products:
 - Beta Puls technology
 - New ski boot line
- Net sales expected to remain stable, EBIT to remain at a good level



Winter Sports 2002 net sales



- Alpine ski equipment 84%
- Cross-country ski equipment 5%
- Snowboards 4%
- Other 7%

Sports Instruments



- Wristop computers sales up by 20%
- Diving instruments up by 7%
- New sports specific wristop computers:
 - X6 HR, S6, G9, M9



	2002	2001	Ch%
Net sales	85.3	83.4	2
EBIT	10.5	10.1	4

Sports Instruments

- Cooperation with Microsoft
 - Suunto n series
- Net sales and EBIT expected to grow


SUUNTO



Sports Instruments 2002 net sales



SUUNTO

- Wristop computers 32%
- Diving instruments 28%
- Other 40%

Racquet Sports



- Racquet market somewhat soft
 - Tennis racquet sales declined 8%
 - Tennis ball sales down by 4%
 - Sales of performance footwear rose by 11%
- Full benefit from improved sourcing of tennis balls

	2002	2001	Ch%
Net sales	243.9	264.8	-8
EBIT	25.6	26.1	-2

Racquet Sports



- Second generation Triad racquets to the market in 2003
- Net sales and EBIT expected to grow





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Racquet Sports 2002 net sales



- Tennis racquets 44%
- Tennis balls 22%
- Footwear 14%
- Other 20%

Golf



- Return to profitability
 - Success of Deep Red clubs, tight cost control
- Club sales grew 4%
 - Performance clubs up by 20%
 - Deep Red 365 ranked the #1 driver for distance and accuracy / Rankmark
- Golf ball sales and market share declined

	2002	2001	Ch%
Net sales	213.3	235.9	-10
EBIT	7.1	-3.3	

Golf

- New products in 2003:
 - Deep Red II golf clubs
 - 3 new Wilson True golf balls
 - Wilson Jack
- Endorsement agreement with Jesper Parnevik
- Net sales and EBIT expected to grow





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Golf 2002 net sales

- Clubs 54%
- Balls 29%
- Bags and gloves 10%
- Other 7%





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Team Sports



- Strong performance continues
- Baseball glove sales up 21%,
baseball and softball bat sales up
8%



	2002	2001	Ch%
Net sales	203.9	204.7	
EBIT	24.0	24.2	-1



Team Sports

- New products:
 - DeMarini F2 Half and Half, Wilson A650 SOG™
 - Soccer balls and accessories
- More focus on markets outside the US
- EBIT expected to remain stable, net sales to grow in 2003



Team Sports 2002 net sales



- American footballs 23%
- Baseballs and gloves 25%
- Basketballs 15%
- Apparel 13%
- Base/softball bats 9%
- Other 15%

Fitness equipment market

- The largest sporting goods equipment segment in the USA (2002: \$3.77 billion)
- 7% CAGR in fitness equipment purchases since 1990
- Increased focus on safe, low-impact forms of exercise (e.g. elliptical training)



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Precor: an excellent strategic fit



- An established brand
- Focus on technology leadership
- Premium products
- True fitness specialist
- Growing market

Fitness equipment



- Net sales 11-12/2002 EUR39.5m, EBIT EUR6.3m
- Pro forma growth of 14% in 2002
 - Sales of elliptical cross-trainers up by 16%
- Integration proceeding well

Pro Forma	2002
Net sales	202.4
EBIT	23.4



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Amer Sports taking Precor forward



- International distribution know-how
- Brand building
- R & D cooperation
- Net sales and EBIT expected to grow in 2003



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Fitness Equipment 2002 net sales

- Clubs and institutions 65%
- Home use 35%

Tobacco

- Tax free deliveries to the Baltic Rim area
- Growing low price segment
- Net sales expected to grow, EBIT to remain stable

	2002	2001	Ch%
Net sales	114.4	103.9	10
EBIT	9.2	9.6	-4

Outlook for 2003

- Market environment will remain challenging
- Amer Sports is balanced by its wide portfolio of sports and geographical diversity
- Net sales and EBIT of Amer Group expected to grow in 2003

Board proposals to the Annual General Meeting

- Cancellation of 327,500 warrants of the 2002 scheme
- New warrant scheme
 - 550.000 warrants
 - At average share price 2.1.–14.2.2003 + 10%
- Cancellation of all (968.300) own shares



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Target:

**To be the no. 1 sports equipment
company in the world**

 **Wilson.**

 **SUUNTO**

 **ATOMIC**

PRECOR^{USA}