

Results for the 2004 financial year

February 3, 2004

Roger Talermo
President and CEO

2004 highlights

- A good year for the sports equipment industry
 - Solid growth for Amer Group
 - Market share gained and position improved
- Amer Sports' sales +11% in 2004*
 - Strongest growth in Fitness Equipment, +31%*
 - Golf achieved its goal of reporting positive EBIT
 - Record profits in Team and Racquet
- Proposed dividend EUR 0.50/share (2003: EUR 0.47**)

* In local currency terms

** Bonus issue-adjusted, 1:2

Key indicators

	2004	2003	Ch %
Net sales (MEUR)	1,058.8	1,094.1	-3
EBIT (MEUR)	122.0	117.7	4
EBT (MEUR)	118.6	109.5	8
EPS*) (EUR)	1.19	1.12	

*) Bonus issue-adjusted, 1:2

Strengthening the company's strategic position

- Small but strategically important acquisitions
- Expanding the sales and distribution network
 - Italy, Russia, Estonia and Japan



Financial Review

Pekka Paalanne
CFO

Profit and loss statement

MEUR

	2004	2003	Ch %
Net sales	1,058.8	1,094.1	-3
EBIT	122.0	117.7	4
Net Financials	-3.4	-8.2	
EBT	118.6	109.5	8
Taxes	-33.8	-31.0	
Net result	84.5	78.1	8
ROCE %	21.5	21.1	



Breakdown of net sales

MEUR

	2004	2003	Ch %	Ch % in local currencies
Racquet Sports	210.3	207.4	1	6
Golf	147.7	156.1	-5	-2
Team Sports	185.0	181.0	2	13
Winter Sports	205.6	188.2	9	11
Fitness Equipment	210.1	175.5	20	31
Sports Instruments	77.2	76.6	1	3
	1,035.9	984.8	5	11
Tobacco	22.9	109.3		
Total	1,058.8	1,094.1	-3	2



Breakdown of EBIT

MEUR

	2004	2003	Ch %
Racquet Sports	26.9	20.6	31
Golf	0.5	-12.4	
Team Sports	24.6	23.3	6
Winter Sports	29.6	28.3	5
Fitness Equipment	23.9	26.8	-11
Sports Instruments	8.0	7.7	4
HQ	-11.1	-6.6	
Patent settlement	-	20.5	
	102.4	108.2	-5
Tobacco	19.6	9.5	
Total	122.0	117.7	4





Geographic breakdown of net sales

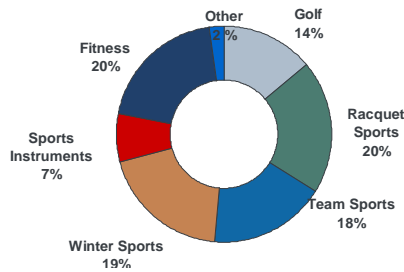
MEUR

	2004	2003	Ch %	Ch % in local currencies
Americas	597.1	573.2	4	14
EMEA	350.1	417.8	-16	-17
Asia	111.6	103.1	8	15
Total	1,058.8	1,094.1	-3	2

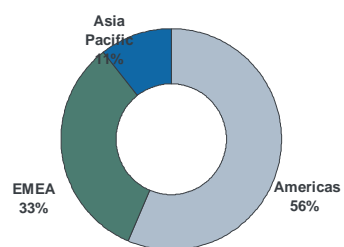


Net Sales

By divisions



By geography





Profit and loss statement Q4/2004

MEUR

	Q4/04	Q4/03	Ch %
Net sales	261.0	265.4	-2
EBIT	35.1	19.8	77
Net financials	-1.0	-1.9	
EBT	34.1	17.9	91
Taxes	-9.7	-5.1	
Net result	24.3	12.7	91



Breakdown of net sales Q4/2004

MEUR

	Q4/04	Q4/03	Ch %	Ch % in local currencies	2004
Racquet Sports	39.3	37.0	6	11	210.3
Golf	21.1	22.4	-6	-1	147.7
Team Sports	42.0	39.9	5	15	185.0
Winter Sports	80.5	72.0	12	13	205.6
Fitness Equipment	58.6	47.7	23	32	210.1
Sports Instruments	19.5	20.7	-6	-5	77.2
	261.0	239.7	9	14	
Tobacco	-	25.7			22.9
Total	261.0	265.4	-2	2	1,058.8





Breakdown of EBIT Q4/2004

MEUR

	Q4/04	Q4/03	2004
Racquet Sports	4.5	1.9	26.9
Golf	-2.9	-11.5	0.5
Team Sports	5.7	4.2	24.6
Winter Sports	20.5	16.0	29.6
Fitness Equipment	7.6	7.5	23.9
Sports Instruments	2.5	1.6	8.0
Headquarters	-3.5	-1.9	-11.1
	34.4	17.8	102.4
Tobacco	0.7	2.0	19.6
Total	35.1	19.8	122.0



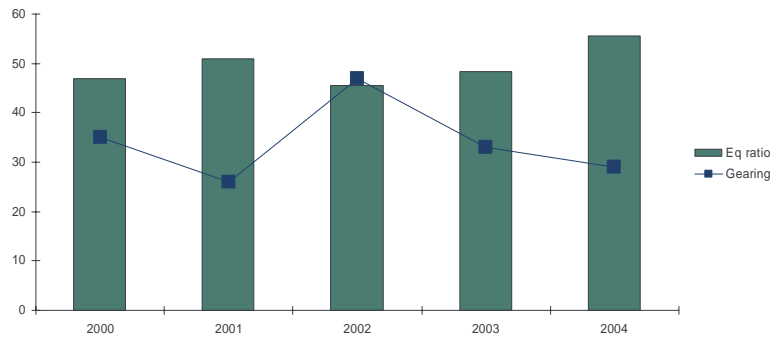
Balance sheet

MEUR

	31 Dec 2004	31 Dec 2003
Goodwill	284.2	275.1
Fixed and other long term assets	114.9	139.8
Inventories	154.4	136.9
Receivables	260.0	293.6
Cash	17.0	27.1
	830.5	872.5
Equity	461.3	422.5
Int. bearing debt		
- Long term	27.1	32.2
- Short term	123.1	135.5
Other liabilities	219.0	282.3
Total	830.5	872.5



Equity ratio and gearing, %



	31 Dec 2004	31 Dec 2003
Equity ratio, %	55.5	48.4
Gearing, %	29	33

* 2000-2002 FAS

Divisional highlights

Roger Talermo
President & CEO

Racquet Sports



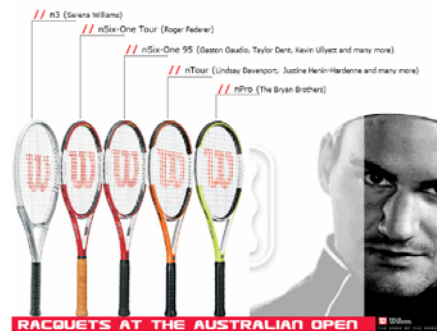
- A record year
- Global tennis market grew about 2%
- Global market share in tennis racquet was 36%
 - United States 46%, Europe 30%, Japan 28%
 - Wilson was the best-selling brand in North America and Japan
- Wilson introduced nCode racquet line utilizing nanotechnology

MEUR	2004	2003	Ch %	Ch % in local currencies
Net sales	210.3	207.4	1	6
EBIT	26.9	20.6	31	

Racquet Sports, outlook 2005



- The growth in local currencies expected to stabilize
- Profitability expected to remain at good level



Golf



- The global golf equipment market was flat
 - Market up by 3-5% in the North America and Europe, and contracted in Japan
- Golf's main goal, a positive EBIT, was reached
- Introduction of the renewed Wilson Staff brand

MEUR	2004	2003	Ch %	Ch % in local currencies
Net sales	147.7	156.1	-5	-2
EBIT	0.5	-12.4		

Golf, outlook 2005



- Net sales in local currencies expected to remain unchanged
- Main goal in 2005 will be improved profitability



Team Sports



- Team sports sales up +13%
 - Baseball particularly good
 - Sales outside the US +16%
- Acquisition of ATEC completes baseball offering

MEUR	2004	2003	Ch %	Ch % in local currencies
Net sales	185.0	181.0	2	13
EBIT	24.6	23.3	6	18

Team Sports, outlook 2005



- Comparable net sales in local currencies expected to grow as a result of new product launches
- EBIT expected to rise



Winter Sports



- Early season 04/05 winter sports market up +3%
 - Average selling price of winter sports equipment declined
 - All time record: 940,000 pairs of alpine skis sold
 - Growth in boots, bindings, snowboards and XC skis
- Investments in distribution
- Successful Atomic Racing Team

MEUR	2004	2003	Ch %	Ch % in local currencies
Net sales	205.6	188.2	9	11
EBIT	29.6	28.3	5	

Winter Sports, outlook 2005



- Comparable net sales in local currencies expected to rise
- EBIT expected to be similar to 2004



Fitness Equipment

PRECOR^{USA}

- In North America, demand for fitness equipment grew approximately 5%
- Sales up +31%
 - Sales growth boosted by the acquisitions made in January
 - Growth 27% outside North America

MEUR	2004	2003	Ch %	Ch % in local currencies
Net sales	210.1	175.5	20	31
EBIT	23.9	26.8	-11	

Fitness Equipment, outlook 2005

PRECOR^{USA}

- In local currencies net sales and EBIT expected to rise clearly



Sports Instruments

- Wristop computers sales +2%
 - Diving instruments flat
 - Wristop and diving instruments 64% of net sales
- New sports-specific wristop computers
 - Several new product launches: D9,n6HR, n3, X9, G3, t6
 - Accessory to t6, speed and distance sensor, launched in Q4

MEUR	2004	2003	Ch %	Ch % in local currencies
Net sales	77.2	76.6	1	3
EBIT	8.0	7.7	4	

Sports Instruments, outlook 2005

- Net sales in local currencies and EBIT expected to rise



Outlook for 2005

- 100% focused sports equipment company
- Growth in demand for sports equipment stabilizing in the US
 - Slow recovery in demand continues in Europe and Japan
- Comparable net sales in local currencies +3-5%
- The earnings per share EUR 0.90–1.05

New financial targets

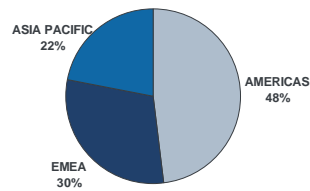
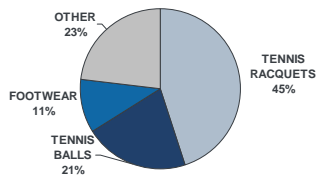
- Average organic growth 5%
- EBIT at least 10% of net sales
- Active balance sheet policy
- Dividends at least 1/3rd of annual net profits

Target:

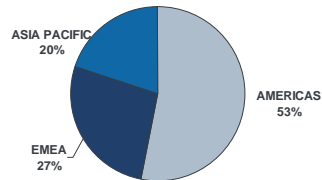
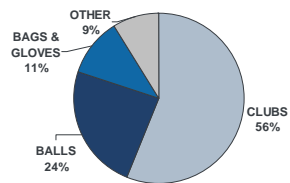
To be the no. 1 sports equipment company in the world

Additional information

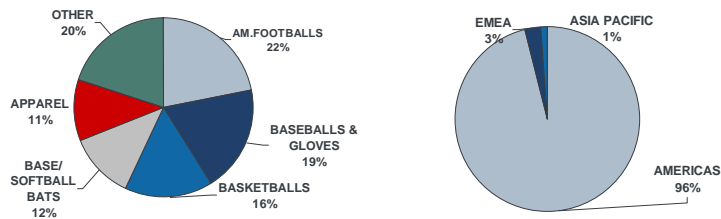
Racquet sports



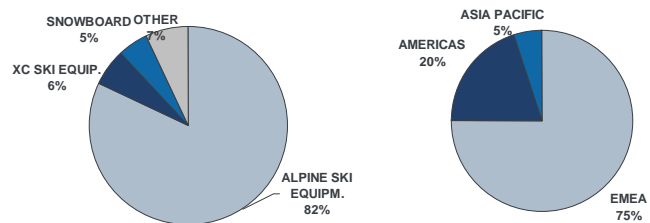
Golf



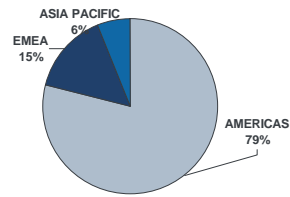
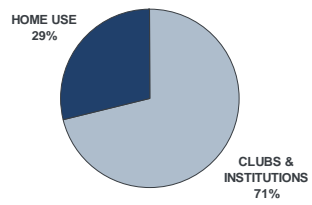
Team Sports



Winter Sports



Fitness Equipment



Sports Instruments

