Game improvement

AMER GROUP
ANNUAL REPORT 2000

AMER

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FINANCIAL CALENDAR

Results for 2000	7 February 2001
Annual Report published	Week 9
Interim Reports in 2001 for	
January – March	3 May 2001
January – June	9 August 2001
January – September	1 November 2001

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The annual and interim reports as well as press releases published since 1997 can be accessed on Amer's website at http://www.amer.fi.

THE YEAR IN BRIEF

- Amer Group's profitability continued to improve considerably in 2000, with operating profit up by 62%. Amer Group is now one of the most profitable sports equipment companies in the world. The largest increase in operating profit was seen in the Winter Sports and Team Sports Divisions. Atomic's 2000 result was a record.

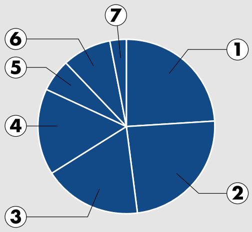
- The Group's net sales increased by 32% including acquisitions. Suunto has been included in the Group's 2000 Consolidated Statement of Income for the first time. Integration of Suunto into the Group as well as DeMarini's operations into Wilson's Team Sports Division progressed well.

- In the local currency terms, the fastest growing product categories were alpine skis (25%), alpine bindings (52%), alpine boots (252%), basketballs (19%) and volleyballs (18%).

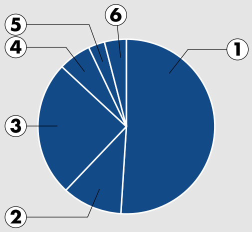
- Suunto's operating profit more than doubled compared to 1999. The fastest growing product categories were diving instruments (80%) and wristop computers (40%).

- The Board of Directors will recommend to the Annual General Meeting that a dividend of EUR 1.00 (FIM 5.95) per share be paid for the 2000 financial year. 1999's dividend was EUR 0.59 (FIM 3.50) a share.

- At the beginning of 2001 new targets were set for Amer Group's operations. These new targets together with the Group's strategy are presented on pages 2 and 3.



Net sales 2000
1 Golf 24%
2 Racquet Sports 24%
3 Team Sports 18%
4 Winter Sports 16%
5 Outdoor and sports instruments 6%
6 Amer Tobacco 9%
7 Teletekno 3%



Net sales 2000
1 North America 51%
2 Finland 11%
3 Rest of Europe 25%
4 Japan 6%
5 Asia Pacific 3%
6 Other 4%

Key indicators	2000	1999	Change
EUR million			
Net sales	1,086.6	825.7	32%
Overseas sales	967.9	736.5	31%
Operating profit	94.9	58.5	62%
% of net sales	8.7	7.1	
Profit before extraordinary items	77.5	43.5	
Earnings per share, EUR	2.70	1.72	
Return on capital employed (ROCE), %	16.1	12.1	
Return on shareholders' equity (ROE), %	16.1	11.4	
Equity ratio, %	47.4	43.9	
Personnel at year end,	4,327	4,223	
outside Finland	3,606	3,516	

CALCULATION OF KEY INDICATORS, SEE PAGE 45

TARGETS AND STRATEGY

Amer Group's target is to become the undisputed leader in the global sports equipment market. In order to reach this goal, the Group promotes the following cornerstones in its operations:

• Global brands
Amer Group's operations are based on strong, reliable global brands, of which the best known are Wilson, Atomic and Suunto.

• Game improvement products for active sports participants
In order to reach the leading position worldwide it is the Group's objective to be a specialist in all selected sports and to invest strongly in R&D. Across all its sports the Group's strategy is to introduce technologically advanced game improvement products targeted primarily at active sports participants. While product development is based on consumer needs, top athletes' expertise and experience also plays a crucial role in R&D. Increasing use of the Internet also makes it possible for the Group to have direct contact and dialogue with active sports participants and thus to better exploit their feedback for R&D purposes.

• Portfolio of sports
Its wide range of sports makes the Group a major full-year full-service supplier and promotes the establishment of lasting business contacts with the trade. This wide range of sports and its global presence across all markets also balances the Group's businesses.

• Customer service and supply chain management
The cornerstone of the Group's customer service is an integrated and transparent supply chain, which ensures high-quality service to our customers in all product categories and all markets. Through enhanced supply chain management we are also able to improve cost efficiency and to reduce capital employed.

E-commerce applications are essential tools in building up partnerships with our many wholesalers and suppliers.

Game improvement

Wilson is one of the world's leading manufacturers of golf, racquet sports and team sports equipment. In racquet sports the core sport categories are tennis, squash and badminton, in team sports American football, baseball, basketball and volleyball.

Atomic is one of the leading manufacturers of winter sports equipment for alpine skiing, cross-country skiing and snowboarding.

Suunto is a leading manufacturer of outdoor and sports instruments, with diving being today the most important category for the company.

FINANCIAL GOALS

Amer Group has set the following financial goals for its operations until 2004:

• Growth: average growth in net sales 10%

The Group's objective is to increase net sales at an average annual growth rate of at least 10%. Primarily the Group aims for organic growth, but acquisitions in line with Group strategy will also be evaluated. In coming years, the strongest growth is expected in sports equipment and instruments which exploit new information technology.

• Profitability: operating profit 10% of net sales

The Group's annual target for operating profit is 10% of net sales. It is also the Group's objective that its profitability be on a par with the best sports equipment companies worldwide.

• Return on capital: return on capital employed 20%

The Group's target for return on capital employed (ROCE) has been set at 20%. It is also the Group's objective that return on capital employed be on a par with the best sports equipment companies worldwide.

Equity ratio and dividend policy

The Group's objective is to maintain the equity ratio at a minimum of 40%. The objective is for Amer to be a serious, competitive investment, increasing shareholder value through a combination of dividends and share price performance. The Group pursues an active dividend policy reflecting its results. The objective is to distribute a dividend of at least one third of annual net profits.

PRESIDENT'S REVIEW

For Amer Group, the past year was a very successful one. We are pleased to have now reached the corporate performance targets set a few years ago.

The year as a whole progressed mainly according to plan. Boosted by the success of our operations and market growth, our winter sports business clearly exceeded its targets. Integration of the Suunto and DeMarini acquisitions progressed well and the two companies have met expectations.

The global golf equipment market remained flat compared to last year and this extremely competitive situation has impacted our golf business' profitability more than we anticipated. Golf was in fact the only business area to fail to reach its targets.

In line with Group strategy we launched new game improvement products in all product categories and systematically built our global brands. Our strong portfolio of sports with their consistent strategies, including summer/winter sports and outdoor/indoor sports, was also well received by the trade thus strengthening our market shares.

Today, Amer ranks among the world's most profitable sporting goods companies.

The sporting goods market continued to grow modestly. Under these circumstances it is extremely important to make sure that our creativity is not limited to merely improving our existing business areas but also is harnessed to develop new areas. The emergence of electronics and its application to new products, such as Suunto's wristop computers, along with the development of entirely new concepts are particularly important in this respect. We worked hard throughout the year to strenghten Suunto's technology base and we launched opportunities for exciting co-operation projects between Suunto, Atomic and Wilson. Results from this work are expected to materialise over the next two to three years.

It is Amer Group's target to become the undisputed leader in the global sporting goods equipment market within the next 3-4 years. In order to reach this ambitious goal, we have set our targets at a high level, both in our existing business areas and in building new ones. Our target is to grow at an average annual rate of at least 10 per cent. We are not simply pursuing growth, but profitable growth. We want to continue improving our performance, and are therefore targeting operating profits that represent 10 per cent of net sales. Good profitability will enable us to invest sufficient resources in R&D and marketing, which are both absolutely crucial if we want to reach the top.

We have also taken on the challenge brought about by new technologies. We are actively developing more efficient business-to-business systems to provide even better service to our customers and to enable us to improve our own efficiency. I am confident that the positive impact of these projects will be evident in the next few years. In brand marketing and product development, close contacts and direct dialog with consumers are essential. New technologies and the Internet provide us with better tools to

Roger Talermo

achieve this. However, trading direct with consumers is not part of our strategy; instead we prefer to co-operate more closely with our retailers and thus to provide superior service and products to consumers.

Our people have worked hard to achieve our common goals and we are very proud of it. In the future we will continue working even harder to promote our team spirit, to build up common values and shared responsibility that will help us to reach our challenging new goals. We will then be able to be justifiably proud of the goodwill gained through increased knowledge for ourselves as well as of the added value generated for our shareholders through dividends and a higher share price.

GOLF

Key indicators	2000	1999	Change
EUR million			
Net sales	257.5	224.9	14%
Operating profit	13.2	13.9	-5%
% of net sales	5.1	6.2	
Return on capital employed (ROCE), %	15.3	17.6	

Operating profit and capital employed exclude Group goodwill amortisation and Group goodwill.

The global golf equipment market remained flat compared to last year. Competition continued to be tight, especially in the US golf ball market. The Golf Division's net sales grew by 14%, and profits declined. Operating profit amounted to EUR 13.2 million (1999: EUR 13.9 million).

The global golf equipment market was forecast to have stabilised during the latter part of 1999. Early last year product shipments to the trade increased in the US, however rounds played remained flat in 2000, and the total golf equipment market thus remained flat compared to last year. The same trend prevailed in the global golf equipment market except Japan, where demand for golf equipment decreased clearly.

Wilson's golf net sales grew by 14%. Profits declined compared to last year due to fierce competition.

In local currency terms, Wilson golf club sales increased slightly, whereas golf ball sales declined slightly compared to last year.

Wilson maintained its market share in the main markets of the US, UK and Canada in all its major product categories: Fat Shaft Hyper Carbon irons, Smart-Core and Staff Titanium golf balls. During the year, the company expanded its Smart-Core golf ball product line by introducing the new Smart-Core Professional Distance and Balata balls.

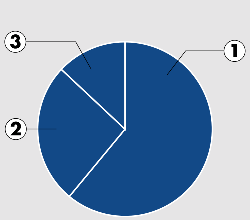
In line with Group strategy, the Golf Division's focus continues be in developing new game improvement products, particularly premium price point golf balls and irons. Wilson continues to enforce its strict distribution policy to enhance the brand's image and to foster close relations with the trade. New product development will be enhanced and speeded up to ensure the company's competitiveness and to improve its profitability.

At the Orlando, US, trade fair in February 2001, Wilson introduced a new Deep Red Fat Shaft driver and a new iWound golf ball. Both new products are positioned at premium price points, and will be shipped in March 2001. More information on the technical features of the new driver and the new ball are presented on pages 16 and 17.

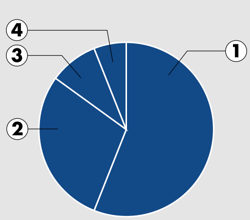
The global golf equipment market is forecast to remain flat and very competitive during 2001. Industry and trade consolidation is expected to continue. The main risks to Wilson Golf's sales and profits' growth is the fierce competition in the US golf ball market. To protect its market share, Wilson will introduce new technology golf balls, while avoiding excessive price competition. As a result of its new product introductions, the Golf Division's net sales and operating profit are expected to increase slightly from last year.

Wilson's market shares	2000
Golf clubs	
Global	5%
US	4%
Europe	8%
Japan	1%
Other	8%

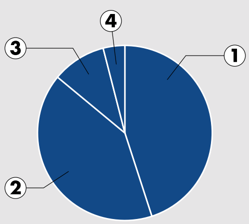
Wilson's market shares	2000
Golf balls	
Global	8%
US	8%
Europe	16%
Japan	2%
Other	12%



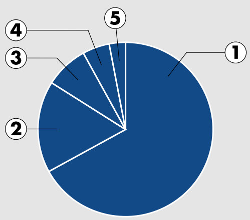
Global market
EUR 4.9 billion
(wholesale)
1 Clubs 61%
2 Balls 26%
3 Bags and gloves 13%



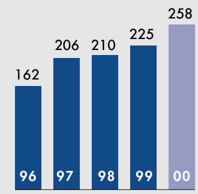
Global market
1 North America 56%
2 Japan 29%
3 Europe 9%
4 Other 6%



Wilson Golf
2000 net sales
1 Clubs 45%
2 Balls 41%
3 Bags and gloves 10%
4 Other 4%



Wilson Golf
2000 net sales
1 North America 67%
2 Europe 17%
3 Japan 8%
4 Asia Pacific 5%
5 Other 3%



Wilson Golf
Net sales
EUR million

RACQUET SPORTS

Key indicators	2000	1999	Change
EUR million			
Net sales	264.7	225.1	18%
Operating profit	26.6	24.7	8%
% of net sales	10.0	11.0	
Return on capital employed (ROCE), %	48.9	47.4	

Operating profit and capital employed exclude Group goodwill amortisation and Group goodwill.

The Racquet Division's net sales grew by 18% compared to last year and its results improved slightly. Operating profit totalled EUR 26.6 million (1999: EUR 24.7 million). Wilson's position as the global market leader in tennis equipment remained strong.

In 2000, growth in the tennis equipment market was uneven. The market grew in the US, while in Germany, the biggest European market, demand for tennis equipment declined, as it did in the Japanese market.

The Racquet Division's net sales increased by 18%. In local currency terms, tennis racquet sales increased by 4%. The fastest growth was seen in lower price point tennis racquets. Ball sales increased by 3%.

The Racquet Division's operating profit grew by 8%.

Wilson maintained its market share in every major market. Globally, Wilson continued to be the No. 1 brand in tennis racquets with a 33% market share. In the US Wilson's market share was 44% in tennis racquets, and Wilson had five out of the ten best selling performance racquets in the pro/specialty trade channel; all of them being Hyper Carbon models.

In June, Wilson introduced new Rollers technology performance tennis racquets. Shipments of Hyper Rollers 2.6 racquets started in June and shipments of Hyper Rollers 3.6 in October. In June Wilson also introduced a new Rally tennis ball, which is bigger than the conventional tennis ball. Shipments of the new balls started in August. More information on the game improvement Rollers technology is presented on page 16.

In tennis balls Wilson continued to be the No. 2 brand with a 20% global market share. In January 2001, the company closed its tennis ball factory in Fountain Inn, US, in order to cut its production costs and to further improve the quality of its tennis balls. All Wilson tennis balls are now being manufactured in Thailand and Indonesia.

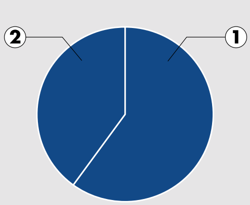
In 2000 the company expanded its DST tennis footwear line. Wilson's footwear sales were in line with last year's level.

Of Wilson's contract players, the Williams sisters dominated the Wimbledon, US Open and Olympics tennis tournaments: Venus Williams won the women's Wimbledon, US Open and Olympics tournaments and Venus and Serena Williams won the Wimbledon and Olympics women's doubles tournament.

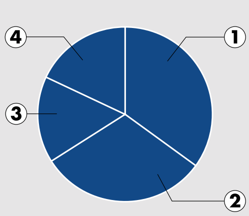
In 2001, the US tennis equipment market is likely to remain flat. In Europe, the biggest tennis equipment market, demand for tennis equipment is expected to decrease slightly. The Japanese market is expected to decline, while demand for tennis equipment is anticipated to grow in Latin America and Southern Asia Pacific. Wilson is expected to continue to increase its market shares in higher price point racquets. The Racquet Division's net sales and operating profit are expected to grow slightly from last year.

Wilson's market shares	2000
Tennis racquets	
Global	33%
US	44%
Europe	27%
Japan	28%
Other	29%

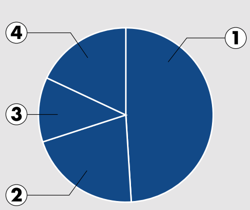
Wilson's market shares	2000
Tennis balls	
Global	20%
US	39%
Europe	13%
Japan	6%
Other	15%



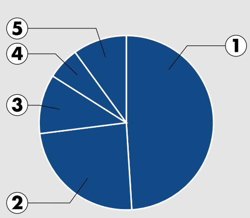
Global market
EUR 615 million
(wholesale)
1 Tennis racquets 60%
2 Tennis balls 40%



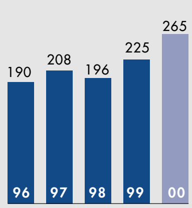
Global market
1 Europe 35%
2 North America 31%
3 Japan 16%
4 Other 18%



Wilson Racquet Sports
2000 net sales
1 Tennis racquets 49%
2 Tennis balls 21%
3 Footwear 12%
4 Other 18%



Wilson Racquet Sports
2000 net sales
1 North America 49%
2 Europe 24%
3 Japan 11%
4 Asia Pacific 6%
5 Other 10%



Wilson Racquet Sports
Net sales
EUR million

TEAM SPORTS

Key indicators	2000	1999	Change
EUR million			
Net sales	194.1	143.1	36%
Operating profit	15.6	8.1	93%
% of net sales	8.0	5.7	
Return on capital employed (ROCE), %	22.6	18.2	

Operating profit and capital employed exclude Group goodwill amortisation and Group goodwill.

The Team Sports Division's business developed favourably boosted by sales growth in higher price point products, an acquisition and more efficient sourcing. Net sales increased by 36% and profitability improved significantly. Operating profit amounted to EUR 15.6 million (1999: EUR 8.1 million).

The US baseball and American football markets remained flat compared to 1999. The market for higher price point basketballs has stabilised at the current level, while demand for lower price point basketballs continues to decline.

The Team Sports Division's net sales grew by 36%. Profitability improved significantly with operating profit almost doubling. This was due to increased sales of higher price point products and the integration of DeMarini softball and baseball bats into Wilson's range of products. Profitability was also improved by lower product costs due to enhanced sourcing.

In American footballs Wilson's position has been strong for many years, currently with a 78% share of the US market. In local currency terms, football sales increased by 4%. Wilson's licensing agreement with the National Football League (NFL) was renewed from the beginning of 2000, and extends until 2006. Wilson has been the official football of the NFL since 1941.

In local currency terms, basketball sales grew by 19% boosted by increased sales of higher price point balls.

Baseball sales grew by 8% in local currency terms, while baseball glove sales declined by 3% respectively.

In September Wilson introduced a new Reaction volleyball.

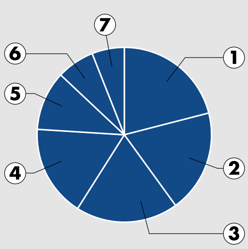
In local currency terms, Wilson's uniform sales increased by 6%.

During the year, DeMarini Sports Inc's operations, which were acquired in January, were fully integrated in to the Team Sports Division. DeMarini is the leading high price point softball bat brand in the US. In June, a new flagship softball bat B-52 – featuring the double wall Fli Technology System – was introduced for the highest price point. Shipments of new bats commenced in late 2000. New game improvement technology used in this new bat is presented on page 16.

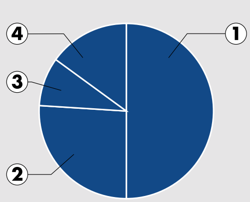
The Team Sports Division's focus is also on developing and introducing new game improvement products for average players. As in the other business areas, marketing focuses on a grassroots approach.

In 2001, sales in team sports categories are likely to remain flat compared to last year. The restructuring of the US team sports market is expected to continue and the weak profitability of major retail chains is expected to result in consolidation. The Team Sports Division aims at increasing sales especially of high price point baseball gloves and softball bats. Sourcing will be also enhanced. The Team Sports Division's net sales are expected to grow slightly and its operating profit to improve through new product launches and increasing its market shares.

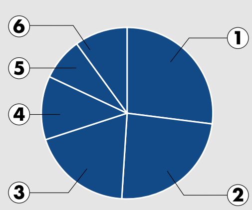
Wilson's market shares	2000
in the US	
American footballs	78%
Basketballs	33%
Baseball gloves	28%
Baseballs	19%
Base/softball bats	11%
Volleyballs	9%
Uniforms	9%
Soccer balls	9%



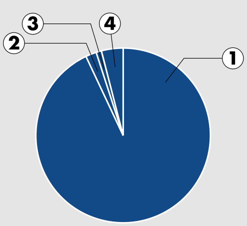
Global market EUR 1.1 billion
(wholesale)
1 Gloves 21%
2 Base/softball bats 19%
3 Soccer balls 19%
4 Basketballs 17%
5 Volleyballs 11%
6 American footballs 7%
7 Baseballs 6%



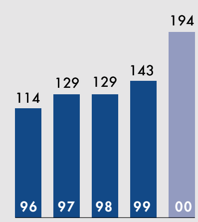
Global market
1 North America 50%
2 Japan 26%
3 Europe 9%
4 Other 15%



Wilson Team Sports
2000 net sales
1 American footballs 27%
2 Baseballs and gloves 24%
3 Basketballs 19%
4 Apparel 12%
5 Base/softball bats 8%
6 Other 10%



Wilson Team Sports
2000 net sales
1 North America 93%
2 Japan 2%
3 Europe 1%
4 Other 4%



Wilson Team Sports
Net sales
EUR million

WINTER SPORTS

Key indicators	2000	1999	Change
EUR million			
Net sales	177.0	139.1	27%
Operating profit	38.3	16.7	129%
% of net sales	21.6	12.0	
Return on capital employed (ROCE), %	63.6	25.5	

Operating profit and capital employed exclude Group goodwill amortisation and Group goodwill.

Atomic's net sales increased by 27%. Alpine ski sales exceeded expectations, and market shares continued to increase. Sales were boosted by successful new product launches and marketing efforts on the one hand, and improved market conditions on the other hand. The company's profitability improved significantly; operating profit more than doubled to EUR 38.3 million (1999: EUR 16.7 million).

In 2000 the alpine ski market grew for the second year in a row, showing an increase of around 10%. The fastest growth was seen in Europe and North America. The Japanese market is estimated to have remained flat. Market growth was boosted by “the carving boom” which reached the average consumer.

Atomic’s net sales grew by 27% and profitability improved significantly. In addition to increased sales, Atomic was able to enhance internal efficiency and simultaneously to control fixed costs.

In local currency terms, alpine ski sales grew by 25% and Atomic maintained its technological leadership in the alpine ski market. Atomic’s alpine ski sales totalled approximately 850,000 pairs, 800,000 of which were Atomic branded skis. Sales were also boosted by new market segments like freeride skis. In addition Atomic products’ sales were boosted by excellent test and racing performances.

Atomic is one of the leading ski brands in all winter sports’ markets. Globally, Atomic is the second biggest alpine ski brand and the leading brand in its domestic market, Austria, as well as in Germany, Italy, Canada and Benelux countries.

Sales of Atomic branded alpine ski bindings grew significantly for the second consecutive year driven by Atomic’s product strategy of combining its skis and its bindings. Binding sales totalled 430,000 pairs compared to 300,000 in 1999. Profitability of bindings also improved.

Atomic’s alpine skiboots based on its new Tri-Tech Technology were very well accepted by the market. The number of boots sold almost doubled and profitability improved significantly.

The cross-country ski market remained flat. In this category Atomic’s sales and profitability improved slightly.

The global snowboard market was flat compared to last year. Oxygen snowboards have a strong position in German speaking countries. Sales of Oxygen snowboards increased by approximately 10% in unit and by 9% in revenue terms. During the year Atomic acquired the Device trademark and patents for snowboard step-in boots and bindings.

Following the decision to exit from the in-line skate business, Atomic signed a licensing agreement for its Oxygen brand of in-line skates with a Canadian company.

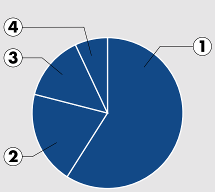
In order to improve logistics and customer service Atomic is building a new central warehouse in Altenmarkt, Austria. Construction work started last year, and the new logistics centre will be ready in early 2001.

In 2001 winter sports are forecast to increase their popularity. At the moment it is, however, difficult to estimate the retailers’ stock situation. Atomic is expected to maintain its good profit levels. Atomic’s Snow System concept which combines skis, boots and bindings in an integrated technology is expected to be a success. Atomic branded snowboard line will be introduced at trade shows during the spring.

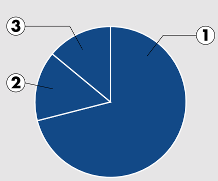
Atomic’s market shares	2000
Alpine skis	
Global	17%
Europe	21%
North America	12%
Japan	10%
Other	17%

Atomic’s market shares	2000
Cross-country skis	
Global	12%
Europe	14%
North America	9%
Other	4%

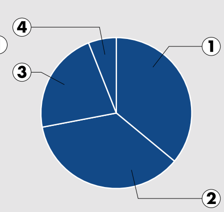
Oxygen’s market shares	2000
Snowboards	
Global	4%
Europe	11%
North America	2%
Japan	1%
Other	7%



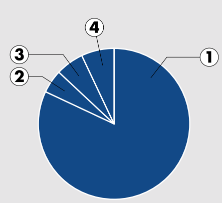
Global market, alpine ski equipment EUR 1.1 billion
(wholesale)
1 Europe 59%
2 North America 20%
3 Japan 14%
4 Other 7%



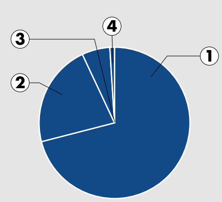
Global market, cross-country ski equipment EUR 200 million
(wholesale)
1 Europe 71%
2 North America 15%
3 Other 14%



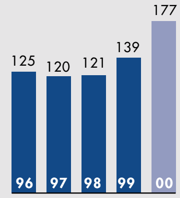
Global market, snowboards EUR 370 million
(wholesale)
1 North America 36%
2 Japan 36%
3 Europe 22%
4 Other 6%



Atomic 2000 net sales
1 Alpine ski equipment 82%
2 Cross-country ski equipment 5%
3 Snowboards 6%
4 Other 7%



Atomic 2000 net sales
1 Europe 71%
2 North America 22%
3 Japan 6%
4 Other 1%



Atomic Net sales
EUR million

OUTDOOR AND SPORTS INSTRUMENTS

Key indicators	2000	1999	Change
EUR million			
Net sales*)	70.2	59.9	17%
Operating profit*)	8.2	3.4	141%
% of net sales	11.7	5.7	
Return on capital employed (ROCE), %	30.4	13.0	
Personnel (average)	545	491	54

*)1999 result is not included in the consolidated financial statements.
Operating profit and capital employed exclude Group goodwill amortisation and Group goodwill.

Suunto's business developed favourably last year. Net sales were up by 17% at EUR 70.2 million, and profitability improved significantly. Operating profit more than doubled to EUR 8.2 million. The integration of Suunto's operations with Amer Group progressed well.

Suunto became part of Amer Group in December 1999. For the financial year 2000 Suunto's net sales have been consolidated within Amer Group's Statement of Income for the first time. Suunto's balance sheet had already been consolidated with the Group's Consolidated Balance Sheet in 1999. Suunto's shares were delisted from the Helsinki Exchanges main list in March 2000.

During the year under review, a new strategy was developed for Suunto and the company's operations were refocused. The previous structure of three business divisions was given up. Teletekno is reporting directly to Amer Group since the beginning of 2000. Suunto's organisation was renewed and its R&D strengthened significantly. Mr Dan W. Colliander was appointed President of Suunto Oy as of 1 August 2000.

Suunto's net sales grew by 17% and its profitability improved. Operating profit more than doubled to EUR 8.2 million. The improvement in profitability was boosted by increased sales of diving instruments and wristop computers and improved margins.

In hiking instruments the fastest growing products were wristop computers, of which Suunto is the leading manufacturer in the world. Wristop computer sales increased by 40%. New product introductions included E203 Escape developed for climbing and hiking, Metron, a wristop computer designed for hiking activities, and Yachtsman and Mariner for yachting and boating. In February 2001 the company will introduce a new wristop computer Observer, the technical features of which are presented on page 16.

Sales growth in traditional outdoor instruments was approximately 10%. In field compasses Suunto maintained its market share and remained the leading supplier of field compasses worldwide.

The most successful product category was diving instruments with sales growth of 80% compared to last year. The global diving instruments market grew by only around 5%. Suunto's market share increased clearly, and during the year under review the company became a leading supplier of diving instruments in the world. New products launched during the year were Cobra, a diving computer introduced in January, and Stinger introduced in May. Cobra's technical features are presented on page 16.

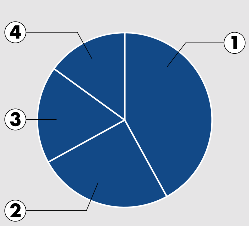
Sales of diving and water sports suits increased slightly. In other product categories, sales of trading products decreased by approximately one third.

During the year, Suunto made a significant investment in R&D. New co-operation projects were started in conjunction with Wilson and Atomic in order to exploit Suunto's know-how in electronics in Wilson's and Atomic's products in coming years.

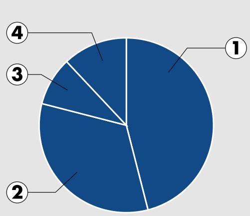
Co-operation also began with Amer Sports Europe. Suunto's products are distributed through Amer Group's distribution organisation in Austria and Sweden. In Spain co-operation is starting this year.

In October Suunto, acting as an industrial investor, decided together with two venture capitalists to invest in a Finnish GPS positioning company, Fastrax Oy. The company's main product is the world's smallest and least power consuming GPS receiver. It has been designed for small portable devices, in which low power consumption and a small size are crucial parameters, such as sports instruments. Suunto's aim is to benefit from Fastrax's GPS technology and to use it in future new products.

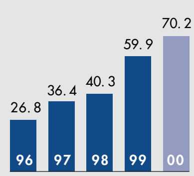
In 2001, Suunto will continue significant investments in R&D. New wristop computers and diving instruments will be launched. To increase awareness of the Suunto brand worldwide one of the main focuses will be in consistent brand building. At the turn of the year the company moved to new leased premises close to Helsinki. Suunto's net sales and operating profit are expected to grow compared to last year.



Suunto
2000 net sales
1 Hiking instruments 42%
2 Diving instruments 25%
3 Diving and water sports suits 18%
4 Other 15%



Suunto
2000 net sales
1 North America 46%
2 Rest of Europe 33%
3 Finland 9%
4 Other 12%

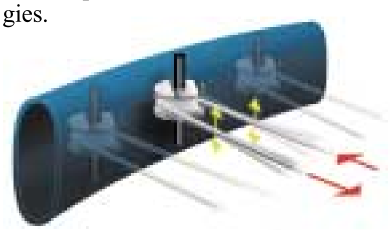


Suunto
Net sales
EUR million

GAME IMPROVEMENT PRODUCTS

At the core of Amer's business strategy are technically advanced game improvement products for active sports participants, developed together with sports professionals, material suppliers and consumers. As a result of successful R&D programmes, new product introductions include sports equipment featuring unique solutions for the benefit and pleasure of sports participants.

1. Rollers™ are the first tennis racquets with moving parts. Rollers replace traditional grommets on the racquet head for power in motion. Rollers yield maximum energy transfer by allowing string movement in two directions. The strings move vertically, resulting in an increased stringbed trampoline effect. Horizontal string movement creates a pulley motion and more string movement creates a softer stringbed for enhanced feel and comfort. The result is increased power with an extended sweet spot. This powerful racquet features Hyper Carbon® material and patented Hammer technologies.



2. THE B52 is a softball bat based on Doublewall Fli Technology™. Fli is an aerospace technology system which gives bats their excellent hitting and durability characteristics. Incorporating a special application of Fli technology, the B52 consists of two layers of carbon fiber which provide isotopic strength in all directions. The B52 features vibration control and has an expanded sweet spot.

3. The Reaction volleyball provides a potent combination of softness, control and speed. The performance of the Reaction volleyball is based on the patent pending Floating Cover Technology. This construction offers an additional layer of latex placed strategically inside the volleyball which is referred to as the "Latex Power Lining". This unique construction provides more accurate passing and greater velocity on spikes.

4. The Cobra is an advanced air integrated dive computer which combines multiple features, easy use and stylish design. In addition to measuring useful information such as depth, time and temperature the Cobra calculates the diver's decompression need and aids the diver in completing the dive safely.

Air integration means that the Cobra also measures tank pressure and calculates for how many minutes the diver has air left given his current consumption.

5. The iWound golf ball delivers distance and durability of a solid ball and the feel and spin of a wound ball. The feature that sets iWound apart from any other golf ball is a solid lattice structure over the solid core. This structure replaces old rubber band threads producing the spin and soft feel of a traditional wound ball without its problems. The ball retains its distance, compression, shape and trajectory consistency.

6. The Observer (will be launched in late spring) wristop computer uses a new logic in processing air pressure and altitude measurements. This gives the user a much better chance of evaluating weather trends as well as monitoring altitude readings. Observer has an altitude resolution of 1m/3ft, and it detects even the smallest altitude changes. It is waterproof to 100m/330ft. A quick access button tells the cumulative ascent and descent and the number of runs for example for skiers. Observer is about 40% smaller compared to other models. The casing materials of Titanium and stainless steel make Observer a reliable tool for the toughest athletic challenges.

7. The Deep Red Driver features a new and unique design from head to shaft producing maximum distance with unparalleled accuracy. The Deep Red has a Pro Lite™ .480 diameter Fat Shaft developed in extensive testing with Grafalloy, the leader in light-weight graphite shafts. The Pro Lite™ shaft's firmer tip provides low torque for stability on off-center hits, while the softer butt provides ultimate feel. The weight of the Deep Red titanium clubhead is positioned low and back for a deeper, lower center of gravity, creating an extremely large sweetspot. The Deep Red has a very thin responsive face that just conforms to USGA standards for maximum distance.

6.

8. The Device Step In System guarantees the snowboarder the comfort of a step in binding and in addition the manoeuverability of a conventional softboot. The engagement points close to the edges of the board, in the toe and the heel area, offer optimal power transmission and an extreme riding performance. With the locking mechanism on the heel area, problems with snow clocking does not occur.

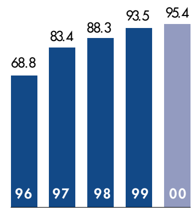
9. Texalium is a completely new material used in the production of profiles for performance models. It is fiberglass wound at a 90° angle and impregnated with Aluminum vapor. Its effect on the longitudinal stability is perfectly balanced with high torsion values. Texalium 200 – 200gr/qm – guarantees higher stability and torsion for the Freerider. Texalium 100 – 100gr/qm – delivers comfortable and easy gliding for the Carve target group.

10. Beta 4 Power Channels are positioned closer to the edge and a stronger Beta Profile is built around the Power Channels for higher stability and more power. The active chassis consisting of the steering axle, the bridge and the cover transfers the power from skier to the ski to the snow. The steering axle embedded in the Beta Profile ensures direct transmission of steering motions. The bridge guarantees the Fullflex function with tenacious power distribution for maximum ski performance.

AMER TOBACCO

Key indicators	2000	1999	Change
EUR million			
Gross sales	589.5	605.8	-3%
Excise tax	388.2	402.5	-4%
Net sales	95.4	93.5	2%
Operating profit	9.3	9.6	-3%
% of net sales	9.7	10.3	
Capital expenditure	2.4	1.4	71%
Personnel (average)	358	357	1

Amer Tobacco's market position strengthened again last year. The company is now the market leader in both cigarettes and cigars in its home market of Finland. Net sales increased slightly. Operating profit declined to EUR 9.3 million (1999: EUR 9.6 million). The licensing agreement with Philip Morris was renewed, and a new cigar distribution agreement was made with Swedish Match.



Net sales
EUR million

Cigarette deliveries to the Finnish market declined by 3% to 4,648 million pieces, the main reasons being the increasing "grey market" and the exceptional Y2K stock purchases made by the trade in December 1999. The cigar market grew for the third year in a row and totalled 77 million pieces (1999: 73 million). Deliveries of rolling tobacco decreased by 5%.

Net sales increased by 2% to EUR 95.4 million. Operating profit declined by 3%. Cigarette sales decreased by 4%. Amer Tobacco's market share remained, however, strong at 75% (1999: 76%). Its biggest brands included Marlboro with 32%, L&M with 31% and Belmont with 11% of the market, respectively. A new cigarette, Chesterfield, was launched for the Finnish market.

Cigar sales increased to 21 million pieces, and the company's market share increased to 27% (1999: 4%). The strong growth was due to the new distribution agreement with Swedish Match, effective 1 August. A new cigar, Hofnar Lilliput Vanilla, was launched in September.

Sales of rolling tobacco amounted to 96 tons (1999: 124 tons). The decline was due to exceptional stock purchases at the turn of the previous year caused by the increase in excise tax. Amer Tobacco's market share was 10% (1999: 12%). A new rolling tobacco, Boston, was launched at the beginning of 2000.

The licensing agreement with Philip Morris was renewed in January 2000. The contract, valid until year-end 2005, will continue thereafter by mutual agreement. The contents of the agreement remained otherwise unchanged.

Company investment totalled EUR 2.4 million, accounted for mainly by a new cigarette machine, which will be in use in the first part of 2001.

In 2001 Amer Tobacco is expected to strengthen its dominant market position. Its cigar market share is expected to grow to 60% of the Finnish market. Net sales are expected to grow slightly and operating profit to remain at a good level. The biggest threat to the industry continues to be the growing impact of contraband trade resulting from heavy taxation policies.

Social responsibility

A total of EUR 492 million in taxes on Amer Tobacco's products was paid to the state. Taxes accounted for an average of 76.2%, above the EU average, of cigarette retail prices.

Neither Amer Group Plc or Amer Tobacco Ltd are involved in any court cases concerning tobacco products.

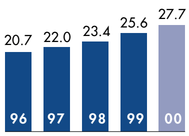
Amer Tobacco Ltd recognises that there is a substantial body of evidence which supports the judgement that smoking plays a causal role in the development of certain diseases such as lung cancer. A far greater number of smokers than non-smokers develop lung cancer. Since Finnish law dictates that educating consumers about the dangers of smoking is the duty of the Ministry of Social Affairs and Health, the company will not otherwise participate in the public debate on this issue.

TELETEKNO

Key indicators	2000	1999	Change
EUR million			
Net sales*)	27.7	25.6	8%
Operating profit*)	2.1	1.9	11%
% of net sales	7.6	7.4	
Return on capital employed (ROCE), %	22.1	17.1	
Personnel (average)	101	100	1

*)1999 result is not included in the consolidated financial statements.
Operating profit and capital employed exclude Group goodwill amortisation and Group goodwill.

Teletekno's business made good progress last year. Net sales increased by 8%. Operating profit increased to EUR 2.1 million (1999: EUR 1.9 million). During the year, Finnflash, Teletekno's own product, became the leading Finnish brand for fibre optic cable installation systems.



Net sales
EUR million

The market for telecommunications technology products and professional electronics continued to grow in Teletekno's operating areas, Finland and the Baltic countries. All Teletekno's telecommunications networks related business units increased their sales during the year under review. The strongest growth was seen in telecommunications and data transmission network products as well as in measurement technology products. Sales and profits of security technology products and audio equipment failed to reach their targets.

The company's net sales increased by 8% to EUR 27.7 million (1999: EUR 25.6 million). Operating profit increased by 11% to EUR 2.1 million. Of the company's net sales, 80% are generated in Finland and 20% in the Baltic countries.

The market situation for the company's main products is strong. The success is based on long-lasting delivery contracts with most major telecommunications network constructors and good co-operation with the leading installation, planning and construction companies. Teletekno has a broad expertise in telecommunications technology, and many of the company's products are market leaders in their product category.

Although copper fibre cable networks are still dominant in telecommunications networks' installations the fastest sales growth was seen in fibre optic cable production. Finnflash, Teletekno's own fibre optic installation system has been well received by the market in Finland, Sweden and Latvia. Measurement technology product sales also increased rapidly boosted by investments in the Internet, telecommunications transmission systems and fibre optic cable networks.

In 2001, demand for telecommunications technology products is expected to continue to grow. The change from copper cable telecommunications networks to fibre optic cable networks is progressing. Teletekno's market position is expected to remain strong and the company's net sales and operating profit are expected to increase slightly compared to last year.

SHARES AND SHAREHOLDERS

Shares and share capital
Amer Group Plc has one publicly listed class of shares, all of which rank pari passu.

The Annual General Meeting on 8 March 2000 adopted a Board proposal that the Company's share capital be denominated in euros and be increased by a bonus issue of EUR 14,552,745.86 to EUR 97,307,580 whereby the amount corresponding to the bonus issue was transferred from the premium fund to the share capital. No new shares were issued as a result of the bonus issue, and the number of shares in issue remained unchanged. Simultaneously the FIM 20 nominal value of the shares was given up, and following the increase, the accounted counter-value of each share is now four euros. Moreover, the Company's minimum and maximum share capital were denominated in euros; the Articles of Association set the minimum share capital at EUR 50 million and the maximum at EUR 200 million. The amendments to the Articles of Association were registered on 15 June 2000.

In November the Company's share capital was increased by EUR 1,520,500 when a total of 380,125 Amer Group Plc shares were subscribed for on the basis of the 1994 warrant scheme. The increase was registered on 30 November 2000. In December the share capital was increased by EUR 14,000 representing 3,500 shares subscribed on the basis of the same warrant scheme. The increase was registered on 28 December 2000. The new shares rank pari passu with existing shares from the registration date. They were listed on the Helsinki Exchanges and on the London Stock Exchange together with the old shares on 1 December and on 29 December 2000 respectively.

At the end of the financial year, the Company's paid up and registered share capital amounted to EUR 98,842,080, and the number of shares in issue was 24,710,520, of which 441,800 were owned by the Company.

Amer Group shares are entered in the Finnish automated book-entry securities system.

Listings
Amer Group shares have been listed on the Helsinki Exchanges since 1977, on the London Stock Exchange since 1984 and on London's SEAQ International since 1990. In the US, the Company has established an American Depositary Receipt (ADR) facility with the Bank of New York, through which two depositary receipts equal one Amer share.

Authorisations to issue shares
Amer Group Plc's Board of Directors had no outstanding authorisations to issue shares at the end of the financial year.

Own shares
The Annual General Meeting on 8 March 2000 adopted a Board proposal to purchase and to dispose of the Company's own shares during the year. The Board may also propose that the acquired shares be cancelled by decreasing the share capital. The shares would be acquired to improve the Company's capital structure and to be used as payment when the Company purchases assets related to its business operations and as payment in any possible corporate acquisitions. The Board was authorised to purchase a maximum of 5% of the total number of the Company's shares in issue. The shares would be purchased at market prices during public trading on the Helsinki Exchanges.

The Board of Directors was authorised to decide to dispose of the Company's own shares. The authorisation is limited to a maximum of 5% of the Company's shares in issue. The shares would be used in payment for any purchases of assets related to the Company's business operations and any possible corporate acquisitions in the manner and to the extent decided by the Board of Directors. The Board was authorised to decide to whom and in which order the acquired shares should be disposed of. The Board may decide to place the shares in a proportion deviating from existing shareholders' pre-emptive rights.

Moreover, the Board was authorised to decide to sell the Company's own shares during public trading on the Helsinki Exchanges to raise funds for the Company to finance investments and possible corporate acquisitions. The shares would be disposed of at the minimum price quoted for them at the time of disposal.

The authorisations to purchase, dispose of and sell the shares are effective until the 2001 Annual General Meeting, however, for the maximum period of one year from the date of the Annual General Meeting at which they are approved. Simultaneously the respective authorisations given to the Board of Directors by the Annual General Meeting of 11 March 1999 were cancelled.

During November and December 2000, a total of 441,800 own shares were acquired at a cost of EUR 12.9 million through the Helsinki Exchanges, the average price being EUR 29.12 per share. The accounted counter-value of the repurchased shares totalled EUR 1,767,200. The repurchased shares represent 1.8% of the Company's shares and votes. The repurchase of these shares has not had any significant impact on the breakdown of shareholdings and votes in the Company.

Taxation value of Amer Group shares
The Finnish taxation value of one Amer Group Plc share in 2000 was EUR 19.60 (FIM 116.54) per share.

1993 convertible subordinated bonds
On 11 January 2000 the Group redeemed the remainder of the convertible subordinated bonds of USD 75 million issued in 1993. The amount of the loan outstanding was USD 31.82 million, representing a total of 1,430,877 Amer Group shares, i.e. 5.9% of the number of shares and voting rights currently in issue. The repurchased bonds have been cancelled.

Warrant schemes
Amer Group has had two warrant schemes with the objective of increasing management's commitment to work in the long-term interests of the Company and to increase shareholder value.

In 1994 the Group issued bonds with warrants totalling EUR 93,344 to Group management. The subscription period of the warrants began on 1 December 1998. The bonds were paid back to the subscribers on 2 May 1998. During 2000, a total of 383,625 Amer Group Plc shares were subscribed for on the basis of the 1994 warrant scheme. The subscription price was EUR 24.56. The subscription period expired on 31 January 2001, and no subscription were made on the basis of these warrants in January 2001.

In 1998 the Company introduced a scheme to issue a total of 850,000 warrants. Of the total number of warrants, 255,000 were marked with the letter A, 255,000 with the letter B and 340,000 with the letter C. The subscription period starts in three stages, on 1 January 2001, 1 January 2002 and 1 January 2003. The subscription period ends on 31 March 2004. A total of 73 persons were involved in the scheme at the end of the financial year.

The subscription price was EUR 19.51 a share when the warrant scheme was implemented. According to the warrant conditions, the amount of dividend distributed after 18 March 1998 but before the date of subscription will be deducted from the share subscription price. The subscription price currently stands at EUR 18.75.

As a result of 1998 warrant subscriptions, the Company's share capital may increase by up to 850,000 new shares, i.e. by a maximum of EUR 3.4 million.

The shares subscribed for by exercise of the warrants would represent 3.4% of the share capital and the total number of votes. The number of the 1998 warrants subscribed for by the President would represent 0.4% of the shares and votes.

Share prices and trading

During 2000, share prices on the Helsinki Exchanges, measured by a portfolio index, decreased by 25%. On the London Stock Exchange the FTSE100 index decreased by 14%.

In Helsinki, Amer Group shares ended 2000 at EUR 28.00, representing an increase of 39% during the year. The 2000 share price high in Helsinki was EUR 32.00 and the low EUR 18.10. The average share price was EUR 27.56.

On the London Stock Exchange Automated Quotation System (SEAQ), Amer Group's shares ended 2000 at GBP 17.41. The London share price high/low was GBP 19.16/GBP 12.25. The average share price was GBP 16.61.

During 2000, a total of 12,954,118 Amer Group shares valued at EUR 357 million were traded on the Helsinki Exchanges. On the London Stock Exchange the trading volume was 5,180,493 shares and the value EUR 142 million, respectively. The trading volume in Helsinki represented 53% and London 21%, respectively (overall 74%), of the total number of shares in issue. The number of ADRs in issue was 277,494 at the year end.

Shareholders

The Company had 10,932 registered shareholders at the end of 2000. Nominee registrations represented approximately 52% of the total shares in issue at the year end (1999: 50%).

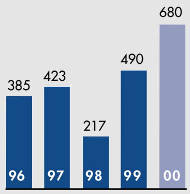
Flaggings

On 30 March 2000 the Company was notified by Lazard Frères & Co. LLC and Lazard Asset Management Ltd that they together own 1,260,600 Amer Group Plc shares, representing 5.182% of the Company's paid up share capital and voting rights.

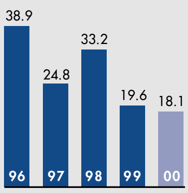
On 30 November 2000 the Company was notified that shareholdings of The Land and Water Technology Foundation and its fully-owned subsidiary Tukinvest Oy fell to 4.95% due to the exercise of warrants and resultant share subscription and the related increase of the number of the Company's shares in issue to 24,707,020.

Trading codes:

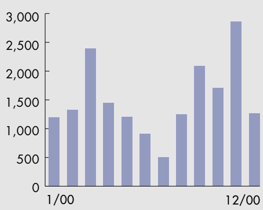
HEX:	AME
Reuters:	AMEAS.HE
Bloomberg:	AMEAS.FH
ADR:	AGPDY, Cusip No. 023512205
ISIN:	FI0009000285



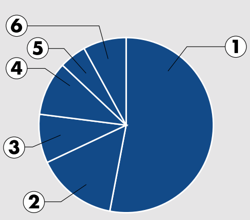
Market capitalisation
EUR million



Trading of shares
million shares



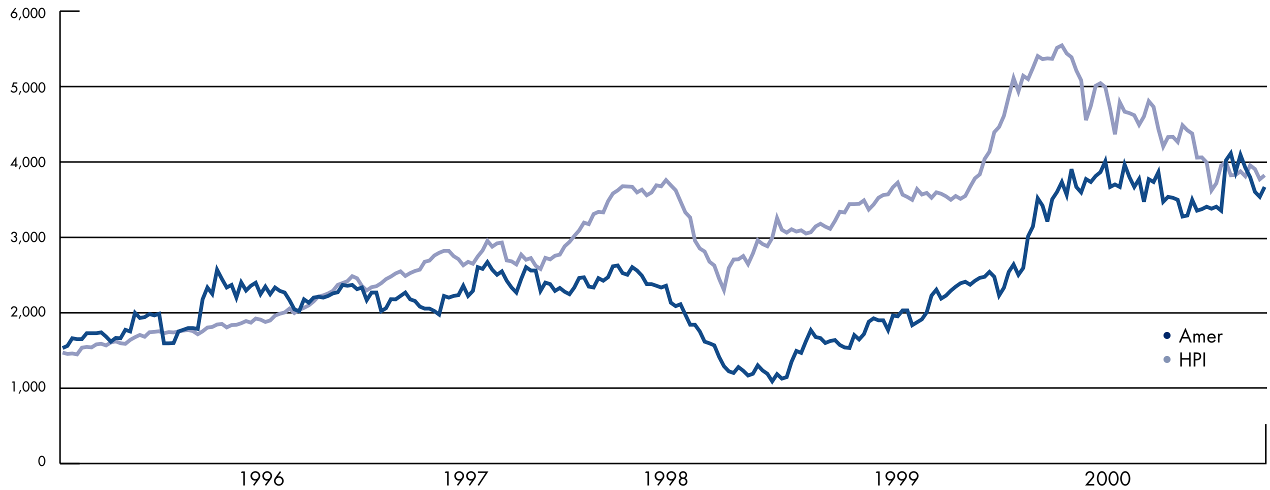
Trading of shares
1,000 shares



Shareholding in Amer Group Plc, 31 Dec 2000

1 Outside Finland and nominees 53%
2 Households 15%
3 Non-profit organisations 9%
4 Banks and insurance companies10%
5 Private companies 5%
6 Public sector entities 8%

TRENDS OF SHARE PRICES, HEX PORTFOLIO INDEX



Base number 28 Dec 1990=1000

Number of shares per shareholder	Shareholders	% of shareholders	Shares	% of shares
1-100	5,098	46.6	241,184	1.0
101-1,000	5,146	47.1	1,625,607	6.6
1,001-10,000	584	5.3	1,521,309	6.1
10,001-100,000	77	0.7	2,556,889	10.3
Over 100,000	19	0.2	5,559,176	22.5
Nominee registrations	8	0.1	12,764,555	51.7
Own shares held by the Company			441,800	1.8
Total	10,932	100.0	24,710,520	100.0

MAJOR SHAREHOLDERS AT 31 DECEMBER 2000

		% of shares and votes	
	Shares	of shares in issue	less own shares
Brotherus Ilkka	800,000	3.2	3.3
Land and Water Technology Foundation	754,339	3.1	3.1
Ilmarinen Mutual Pension Insurance Company	548,000	2.2	2.3
Tukinvest Oy	469,000	1.9	1.9
Pension-Varma Mutual Insurance Company	456,750	1.8	1.9
Finnish Association of Graduate Engineers TEK	335,000	1.4	1.4
Finnish Association of Graduates in Economics and Business Administration SEFE	325,000	1.3	1.3
Suomi Mutual Life Assurance Company	250,000	1.0	1.0
Svenska Handelsbanken AB	218,129	0.9	0.9
Pohjola Life Assurance Company Ltd	200,000	0.8	0.8
Merita Optima Fund	194,600	0.8	0.8
The Finnish Local Government Pensions Institution	187,200	0.8	0.8
Merita Fennia Fund	150,400	0.6	0.6
Placeringsfonden Aktia Capital	149,400	0.6	0.6
FIM Forte	147,688	0.6	0.6
Korpivaara Petri	106,730	0.4	0.4
Leonia Equity Fund	105,000	0.4	0.4
Mutual Insurance Company Pension-Fennia	104,550	0.4	0.4
Tapiola Mutual Pension Insurance Company	100,200	0.4	0.4
Merita Bank Plc	100,000	0.4	0.4
Pohjola Non-Life Insurance Company Ltd	100,000	0.4	0.4
Korpivaara Hannu	100,000	0.4	0.4
Nominee registrations	12,764,555	51.7	52.6
Own shares held by the Company	441,800	1.8	

SHARE CAPITAL AND PER SHARE DATA

	2000	1999	1998	1997	1996
EUR million					
Share capital	98.8	82.7	82.7	82.7	79.9
K shares	-	-	-	-	6.7
A shares	98.8	81.7	81.7	81.7	73.2
Other share capital	-	1.0	1.0	1.0	-
Number of shares in issue, million	24.7	24.3	24.3	24.3	23.7
K shares	-	-	-	-	2.0
A shares	24.7	24.3	24.3	24.3	21.7
Adjusted number of shares in issue, million	24.7	24.3	24.3	24.3	23.7
Adjusted average number of shares in issue, million	24.4	24.3	24.3	23.9	23.7
Adjusted number of shares in issue less own shares, million	24.3	24.3	24.3	24.3	23.7
Adjusted average number of shares in issue less own shares, million	24.3	24.3	24.3	23.9	23.7
Share issues					
Bonus issue	14.6	-	-	-	-
Targeted share issue	1.5	-	-	8.6	-
Decrease of share capital	-	-	-	5.7	-
Earnings per share, EUR	2.70 1)	1.72	0.11	-0.51	-1.24
Equity per share, EUR	17.51	15.38	13.90	14.17	15.00
Total dividends	24.7 2)	14.3	4.1	-	-
Dividend per share, EUR	1.00 2)	0.59	0.17	-	-
Dividend % of earnings	37	34	148	-	-
Effective yield, %	3.6	2.9	1.9	-	-
P/E ratio	10.4	11.7	78.5	-34.5	-12.8
Market capitalisation	679.5	490.2	217.1	423.2	384.8
Share value, EUR					
Accounted counter-value	4.00	3.36	3.36	3.36	3.36
Share price low	18.10	8.50	7.90	14.48	11.10
Share price high	32.00	20.40	20.18	20.18	20.18
Average share price	27.56	14.31	15.55	17.18	16.15
Share price at closing date	28.00	20.15	8.86	17.58	15.98
Trading volume					
A shares	499.2	281.0	534.2	430.1	609.9
1,000s	18,135	19,625	33,206	24,827	38,923
%	74	81	136	102	179
Number of shareholders	10,932	11,877	13,051	13,109	14,827

1) Earnings per share diluted for the exercise of bonds with warrants EUR 2.68.
2) Proposal of the Board of Directors for 2000.
Calculation of key indicators, see page 45

REPORT OF THE BOARD OF DIRECTORS

In 2000, Amer Group's performance continued to improve clearly. The Group is now one of the leading and most profitable sports equipment companies in the world. Operating profit was up 62% at EUR 94.9 million (1999: EUR 58.5 million). Profit before extraordinary items totalled EUR 77.5 million (1999: EUR 43.5 million).

The largest increase in operating profits was seen in the Winter Sports and Team Sports Divisions. Atomic had a record result boosted by both its more efficient operations and improved market conditions.

Overall, the Group has now reached the corporate performance targets set a few years ago and is ready to take on the challenge of new goals. At the beginning of the current year, new financial targets were set and confirmed by the Board of Directors for the Group's operations until 2004. The new targets and strategy are presented on pages 2 and 3.

Net sales and results

The Group's net sales totalled EUR 1,086.6 million (1999: EUR 825.7 million), up 32%. Of this growth, 13% was attributable to exchange rate gains. Geographically, 51% of net sales were generated in North America, 11% in Finland, 25% in other European countries and 13% in the Rest of the World.

The Group's operating profit amounted to EUR 94.9 million, up 62% compared to 1999. Profit before extraordinary items totalled FIM 77.5 million (1999: EUR 43.5 million) and net profit was EUR 65.8 million (1999: EUR 41.8 million).

Net financing expenses increased by 16% at EUR 17.4 million, representing 1.6% of net sales.

Taxes for the 2000 financial year totalled EUR 11.6 million.

Return on capital employed (ROCE) improved significantly from 12.1% in 1999 to 16.1% in 2000. In addition to improved profits, this was due to measures taken to reduce working capital, in particular through improved supply chain management. Return on equity also improved considerably from 11.4% in 1999 to 16.1% in 2000.

Earnings per share were EUR 2.70 (1999: EUR 1.72).

Q4 results

In the fourth quarter, winter sports dominated the Group's operations. The Group's net sales increased by 32% and totalled EUR 268.6 million. Operating profit increased by 15% to EUR 18.2 million and profit before extraordinary items by 10% to EUR 13.6 million. Atomic continued to perform well; net sales increased by 13% to EUR 68.7 million and operating profit by 23% to EUR 18.1 million.

Dividend proposal

One of Amer Group's goals is an active dividend policy reflecting its results, with the objective of distributing a dividend of at least one third of annual net profits. In line with this policy, the Board of Directors will recommend to the Annual General Meeting that a dividend of EUR 1.00 per share be paid for the financial year 2000, representing 37% of net profits. 1999's dividend was EUR 0.59 a share.

Highlights by business areas

Wilson's net sales were up 21% at EUR 716.3 million. In local currency terms, sales increased 6%. In addition, the total value of Wilson branded licensed products sold globally amounted to EUR 228 million.

The Golf Division's net sales grew by 14%. Profitability declined due to fierce competition. Overall, Wilson's club sales increased slightly, whereas there was a slight decline in golf ball sales. Operating profit amounted to EUR 13.2 million (1999: EUR 13.9 million).

The Racquet Division's net sales were up 18% and its profitability improved slightly. Operating profit amounted to EUR 26.6 million (1999: EUR 24.7 million). In local currency terms, racquet sales increased by 4% and tennis ball sales by 3%. Wilson's position as the leading brand in tennis continued; the company's global market share was 33% in tennis racquets and 20% in tennis balls.

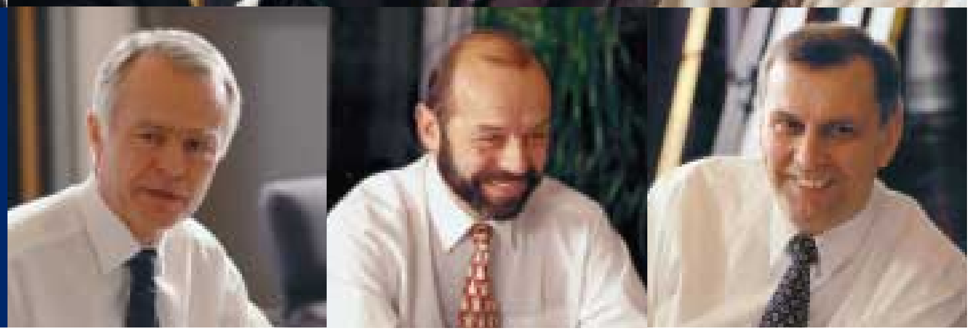
Wilson strengthened further its already strong market position in team sports product categories in the US. The Team Sports Division's net sales were up 36%. Its profitability improved significantly, reflecting increased sales of higher price point products, an acquisition and improved sourcing. Operating profit totalled EUR 15.6 million (1999: EUR 8.1 million).

The Winter Sports Division's net sales increased by 27%, boosted by the company's successful new products and marketing efforts and improved market conditions. Profitability improved considerably and operating profit more than doubled to EUR 38.3 million (1999: EUR 16.7 million). In addition to increased sales, the improvement in profitability was due to the company's improved internal efficiency. In local currency terms, alpine ski sales increased by 25%. Atomic is the second largest brand in alpine skis globally.

Suunto's results have been consolidated within the Group's results for the first time for the 2000 financial year. Suunto's net sales increased by 17%. Profitability improved significantly and operating profit more than doubled to EUR 8.2 million (1999: EUR 3.4 million). The most successful product categories were diving instruments, with sales up 80%, and wristop computers, with sales growth of 40%. The integration of Suunto within the Group progressed well. During the year under review, a new strategy was developed for the company and its operations were refocused. The organisation was renewed and its R&D strengthened significantly.

Amer Tobacco's net sales increased by 2%. Operating profit declined slightly to EUR 9.3 million (1999: EUR 9.6

AMER GROUP'S BOARD OF DIRECTORS (TOP FROM LEFT): PEKKA KAINULAINEN, CHAIRMAN, TAUNO HUHTALA, VICE CHAIRMAN, ROGER TALERMO, PRESIDENT AND CEO, AND TIMO MAASILTA. (BELOW FROM LEFT): FELIX BJÖRKLUND, ILKKA BROTHERUS AND TUOMO LÄHDESMÄKI.

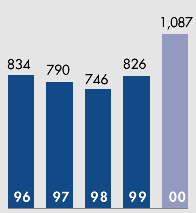


million). Cigarette sales decreased by 4%. The company's Finnish cigarette market share, however, remained strong at 75%. A total of EUR 388 million was paid in excise tax. The licensing agreement with Philip Morris was renewed in January 2000. The agreement, valid until year-end 2005, will continue thereafter by mutual agreement. The new cigar distribution agreement with Swedish Match became effective of 1 August 2000.

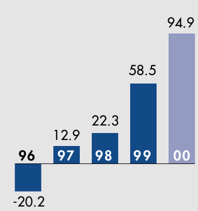
Teletekno's business developed favourably. Net sales increased by 8% and operating profit by 11% to EUR 2.1 million (1999: EUR 1.9 million). The fastest growth was seen in telecommunications and data transmission network product sales and in sales of test and measurement technology products.

Changes in corporate structure

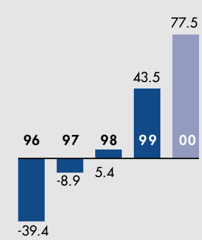
After the public offer for Suunto's shares expired in November 1999, the Group made an offer for the remaining shares valid until 10 January 2000. As a result of the public offer and the redemption offer, together with other Suunto shares purchased by the Group from the stock market, the Group's holding reached 99.74%. In January arbitral proceedings were instituted to redeem those shares in Suunto which were not transferred to Amer Group as a result of the redemption offer. The Arbitral Tribunal confirmed the Group's redemption rights on 20 March 2000. After the Group placed the security approved by the Arbitral Tribunal to cover the payment of the redemption price of the miniority shares, all Suunto's shares were transferred to Amer Group Plc. Suunto's shares were delisted from the Helsinki Exhanges main list on 31 March 2000. On 19 May 2000 the Arbitral Tribunal confirmed the redemption price for Suunto's minority shares as EUR 11.50 per share.



Net sales
EUR million



Operating profit/loss
EUR million



Profit/loss before extraordinary items
EUR million

Suunto's Balance Sheet had already been consolidated within the Group's Consolidated Balance Sheet for the 1999 financial year. Suunto's 2000 Statement of Income has been included in the Group's Consolidated Statement of Income for the first time, along with Teletekno's Statement of Income, which was previously included in Suunto's Statement of Income. Since the beginning of 2000, Teletekno reports directly to Amer Group.

In January 2000 the Group acquired the operations of DeMarini Sports Inc. The company's operations were integrated into Wilson's Team Sports Division.

In December, Kiinteistö Oy Hakamaa 7 was merged within Amer Group Plc.

Capital expenditure

The Group's gross capital expenditure totalled EUR 57.2 million (1999: EUR 78.7 million), of which EUR 23.8 million represented the DeMarini acquisition. EUR 3.6 million represented the Atomic Austria GmbH shares acquired by the Group from the Austrian bank Bank für Arbeit und Wirtschaft AG. The Group's shareholding in Atomic Austria GmbH now stands at 95%.

Wilson's capital expenditure amounted to EUR 11.3 million, mainly accounted for by investments in production automation systems at the company's golf ball factory and in developing the company's supply chain systems. Atomic's capital expenditure totalled EUR 10.2 million, of which EUR 4.1 million was accounted for by the new logistics centre and the remainder by investment in production equipment. Suunto's capital expenditure totalled EUR 4.9 million, representing investments in new leased premises and production. Amer Tobacco's capital expenditure amounted to EUR 2.4 million, with the majority invested in a new cigarette machine. Teletekno's capital expenditure totalled EUR 0.4 million.

Income from real estate companies' shares sold and disposals of fixed assets totalled EUR 15.1 million.

Research and development

R&D expenditure amounted to EUR 21.3 million, representing 2.0% of the Group's net sales. Of this, EUR 13.4 million related to Wilson, EUR 3.9 million to Atomic and EUR 3.6 million to Suunto.

Finance

In January, the Group repurchased the remaining total of USD 31.82 million of the convertible subordinated bonds issued in 1993.

Due to its strong cash flow, Amer Group took no significant new funding actions during the financial year. The Group's financial position remained strong. Due to improved profitability the equity ratio stood at 47.4% (1999: 43.9%) at the 2000 year-end. Gearing was 35% (1999: 39%). The Group's year-end net debt totalled EUR 154.6 million (1999: EUR 151.7 million). The Group's liquidity remained good, with liquid assets totalling EUR 40.6 million at the 2000 year-end.

Personnel

The number of Amer Group employees was 4,327 at the end of the financial year (1999: 4,223). The average number of employees during 2000 was 4,379 (1999: 3,834). At the year-end Wilson had a total of 2,653 employees (1999: 2,625). Atomic's personnel totalled 613 at the end of the year (1999: 591) and Suunto's personnel 566 (1999: 514). Amer Tobacco's personnel totalled 353 (1999: 349) and Teletekno's personnel 99 (1999: 100) at the year-end. The Parent Company, Amer Group Plc, had 43 employees at the year-end (1999: 42), the average for the year being 43 (1999: 43).

The number of employees totalled 1,933 in the US, 721 in Finland, 587 in Austria and 1,086 in the Rest of the World.

The Parent Company's Board of Directors and the Auditors

In the Annual General Meeting on 8 March 2000 it was resolved that the number of members of the Board of Directors would be seven. Mr Timo Maasilta, whose term was scheduled to expire was re-elected for the term 2000-2002. Two new Board members, Mr Ilkka Brotherus and Mr Tuomo Lähdesmäki were elected for the period 2000-2002. The other Board members, Mr Felix Björklund (term 1999-2001), Mr Tauno Huhtala (term 1999-2001), Mr Pekka Kainulainen (term 1998-2000) and Mr Roger Talermo (term 1998-2000) continued as Board Members. At its first meeting the new Board of Directors elected Mr Pekka Kainulainen as Chairman and Mr Tauno Huhtala as Vice Chairman.

SVH Pricewaterhouse Coopers Ltd., Authorised Public Accountants, were elected Auditors of the Company, with the auditor in charge being Mr Göran Lindell.

Appointments in subsidiaries

Mr Kari Kauniskangas was appointed President of Amer Sports Europe, part of Amer Group's own distribution network, effective 1 May.

Mr Dan W. Colliander was appointed President of Suunto Oy, effective 1 August.

Share price

The Company had 10,932 registered shareholders at the end of the financial year. Nominees accounted for 52% of the total shares in issue (1999: 50%).

Amer's share price performed well, rising 39% during the financial year. Some 13 million shares or 53% of those in issue were traded on the Helsinki Exchanges and 5 million shares or 21% of those in issue were traded on the London Stock Exchange. The share price was at its lowest in January and at its highest in February, May and November. In Helsinki, the share price high was EUR 32.00 and the low EUR 18.10, averaging EUR 27.56. In London, the prices were GBP 19.16, 12.25 and 16.61, respectively.

On 8 March 2000, the AGM approved a proposal to authorise the Board of Directors to purchase and dispose of the Company's shares. The Board may also propose that the acquired shares be cancelled thereby decreasing the share capital. The authorisations are limited to 5% of the total number of shares in issue and votes thereon, i.e. a maximum of 1,216,344 shares. The authorisations are valid until the 2001 AGM, or for a maximum period of one year from the date of the AGM at which they were approved.

During the year the Company acquired a total of 441,800 own shares at the cost of EUR 12.9 million, with the average price being EUR 29.12 per share. The accounted counter-value of the repurchased shares totalled EUR 1,767,200, representing 1.8% of the Company's shares and votes. The repurchased shares have not had any significant impact on the breakdown of shareholdings and votes in the Company.

The Company's market capitalisation excluding the repurchased shares stood at EUR 679.5 million at the year-end.

The Board of Directors had no outstanding authorisations to issue shares at the year-end.

Euro

As of 1 January 1999 Amer Group's domestic currency has been the Euro. In business operations the Euro has been introduced based on customer requirements. A significant number of the Group's European customers wish to continue settling their invoices in local currencies and the shift to the Euro is therefore expected to take place only gradually.

The Group Treasury adopted the Euro at the beginning of 1999. The Parent Company adopted the Euro as its accounting currency as of 1 December 2000. Subsidiaries in the EMU countries will introduce the Euro as their accounting currency gradually by the end of 2001.

2001 prospects

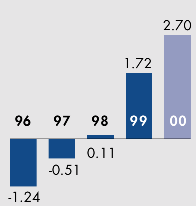
In spite of strong economic growth, the global sporting goods market has not grown significantly in recent years. Historically, demand for sports equipment and the economic situation have not developed hand in hand but the market has also been affected by sports related issues, such as development of the quantity of sports participants in a specific sport in the long term, and product innovations in sports equipment in the short term.

Under these circumstances, Amer Group's operations are balanced by its strong portfolio of sports as well as by its presence across all markets worldwide.

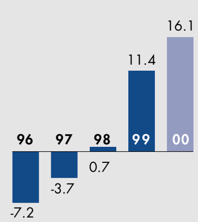
During the current year, winter sports are expected to further increase in popularity. However, at this time of the year it is difficult to estimate retailers' stock positions. The global golf equipment market is expected to remain flat. Competition will, however, continue to be fierce, especially in golf balls. Overall, the tennis equipment market is expected to remain flat, as is the market for team sports equipment. Demand for Suunto's outdoor and sports instruments is forecast to continue to be brisk.

Amer Group is now in good shape. The Group's objective is to also perform well in 2001.

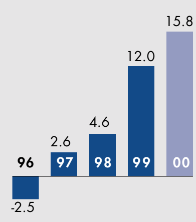
Amer Group's target is to become the leader in the global sporting goods equipment market within 3-4 years. With this in mind, the most important focus in 2001 will be to improve the Group's growth opportunities through increased investment in marketing and R&D, and geographically more widely to benefit from the Group's strong and diversified portfolio of sports which have been well received by the trade.



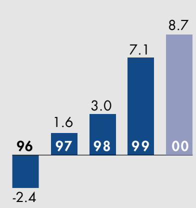
Earnings per share EUR



Return on shareholders' equity, %



Return on investment, %



Operating profit/loss % of net sales

NET SALES BY BUSINESS AREAS

EUR million	2000	%	1999	Change %
Golf	257.5	24	224.9	14
Racquet Sports	264.7	24	225.1	18
Team Sports	194.1	18	143.1	36
Winter Sports	177.0	16	139.1	27
Outdoor and sports instruments	70.2	6	-	-
Amer Tobacco	95.4	9	93.5	2
Teletekno	27.7	3	-	-
Total	1,086.6	100	825.7	32

BREAKDOWN OF OPERATING PROFIT

EUR million	2000	% of net sales	1999	% of net sales
Golf	13.2	5	13.9	6
Racquet Sports	26.6	10	24.7	11
Team Sports	15.6	8	8.1	6
Winter Sports	38.3	22	16.7	12
Outdoor and sports instruments	8.2	12	-	-
Amer Tobacco	9.3	10	9.6	10
Teletekno	2.1	8	-	-
Headquarters	-8.8	-	-8.6	-
Group goodwill	-9.6	-	-5.9	-
Total	94.9	9	58.5	7

GEOGRAPHIC BREAKDOWN OF NET SALES

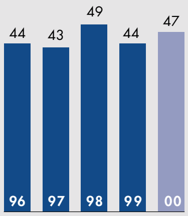
EUR million	2000	%	1999	Change %
North America	558.0	51	420.8	33
Finland	118.7	11	89.2	33
Rest of Europe	266.4	25	205.8	29
Japan	68.2	6	54.4	25
Asia Pacific	30.9	3	24.2	28
Other	44.4	4	31.3	42
Total	1,086.6	100	825.7	32

PERSONNEL BY BUSINESS AREAS

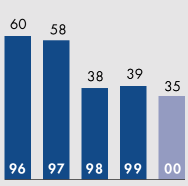
	Average		At year end	
	2000	1999	2000	1999
Wilson	2,699	2,722	2,653	2,625
Atomic	632	709	613	591
Suunto	545	-	566	514
Amer Tobacco	358	357	353	349
Teletekno	101	-	99	100
Headquarters	44	46	43	44
Total	4,379	3,834	4,327	4,223

PERSONNEL BY COUNTRIES

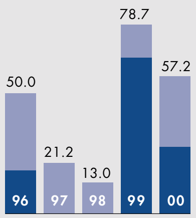
	At year end	
	2000	1999
USA	1,933	1,927
Finland	721	707
Austria	587	564
Canada	292	279
UK	126	120
Mexico	100	85
Japan	75	69
France	72	64
Germany	61	65
Malta	56	64
Other	304	279
Total	4,327	4,223



Equity ratio, %

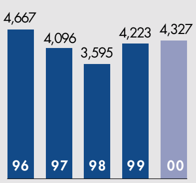


Gearing, %



Capital expenditure, EUR million

Acquisitions Other



Personnel at year end

QUARTERLY NET SALES

	2000				1999			
EUR million	IV	III	II	I	IV	III	II	I
Golf	46.0	52.8	89.3	69.4	38.1	47.0	81.8	58.0
Racquet Sports	51.4	70.2	71.5	71.6	45.9	58.8	64.8	55.6
Team Sports	48.8	41.7	44.4	59.2	35.8	32.9	32.1	42.3
Wilson, total	146.2	164.7	205.2	200.2	119.8	138.7	178.7	155.9
Winter Sports	68.7	74.3	9.4	24.6	60.6	47.4	12.0	19.1
Outdoor and sports instruments	20.2	14.8	18.9	16.3	-	-	-	-
Amer Tobacco	26.1	26.3	24.4	18.6	23.7	24.7	24.5	20.6
Teletekno	7.4	6.2	7.5	6.6	-	-	-	-
Total	268.6	286.3	265.4	266.3	204.1	210.8	215.2	195.6

QUARTERLY OPERATING PROFIT

	2000				1999			
EUR million	IV	III	II	I	IV	III	II	I
Wilson	3.8	10.9	26.2	14.5	2.4	9.8	24.1	10.4
Winter Sports	18.1	22.3	-3.0	0.9	14.7	8.7	-3.3	-3.4
Outdoor and sports instruments	2.0	1.0	3.5	1.7	-	-	-	-
Amer Tobacco	2.4	2.3	3.5	1.1	2.4	2.3	3.1	1.8
Teletekno	0.3	0.4	1.0	0.4	-	-	-	-
Headquarters	-5.9	1.0	-1.8	-2.1	-2.8	-0.7	-2.7	-2.4
Group goodwill	-2.5	-2.4	-2.4	-2.3	-0.9	-1.7	-1.7	-1.6
Total	18.2	35.5	27.0	14.2	15.8	18.4	19.5	4.8

FIVE YEAR SUMMARY

	2000	Change	1999	1998	1997	1996
EUR million		%				
Net sales	1,086.6	32	825.7	745.5	789.5	833.9
Overseas sales	967.9	31	736.5	660.3	707.8	682.0
Depreciation	38.8	18	33.0	29.5	34.7	42.6
Research and development costs	21.3	95	10.9	11.0	12.8	11.9
% of net sales	2		1	1	2	1
Operating profit/loss	94.9	62	58.5	22.3	12.9	-20.2
% of net sales	9		7	3	2	-
Net financing expenses	-17.4	16	-15.0	-16.9	-21.8	-19.2
% of net sales	2		2	2	3	2
Profit/loss before extraordinary items	77.5	78	43.5	5.4	-8.9	-39.4
% of net sales	7		5	1	-	-
Profit/loss before taxes	77.5	78	43.5	2.7	3.8	-64.6
% of net sales	7		5	-	-	-
Taxes	11.6	-	1.9	2.8	4.5	-10.3
Capital expenditure	57.2	-27	78.7	13.0	21.2	50.0
% of net sales	5		10	2	3	6
Divestments	15.1	-	5.2	10.8	54.3	55.8
Fixed assets	448.6	7	417.9	345.6	403.7	404.3
Inventories	161.3	14	141.7	132.5	157.6	169.2
Receivables	282.0	15	245.8	186.3	211.6	220.3
Liquid funds	40.6	-42	69.8	50.4	55.3	50.3
Shareholders' equity and minority interest	448.8	17	384.3	348.1	355.0	367.5
Interest-bearing liabilities	195.2	-12	221.5	181.8	260.6	269.6
Interest-free liabilities	288.5	7	269.4	184.9	212.6	207.0
Balance sheet total	932.5	7	875.2	714.8	828.2	844.1
Return on investment (ROI), %	15.8		12.0	4.6	2.6	-2.5
Return on shareholders' equity (ROE), %	16.1		11.4	0.7	-3.7	-7.2
Equity ratio, %	47		44	49	43	44
Debt to equity ratio						
(equity includes reserves)	0.4		0.6	0.5	0.7	0.7
Gearing, %	35		39	38	58	60
Average personnel	4,379	14	3,834	3,990	4,536	5,115
Average personnel outside Finland	3,661	7	3,429	3,587	4,115	4,571

STATEMENT OF INCOME

		CONSOLIDATED		PARENT COMPANY	
		2000	1999	2000	1999
EUR million					
NET SALES		1,086.6	825.7	-	-
Change in inventories of finished goods					
increase (+), decrease (-)		4.2	-4.6	-	-
Production for own use		19.1	14.3	-	-
Share of the associated companies' profit		-0.3	-0.9	-	-
Other operating income		9.5	7.9	14.1	6.7
EXPENSES					
Materials and supplies:					
Purchases during the period		540.3	393.3	-	-
Increase (-) or decrease (+) in inventories		-8.0	17.9	-	-
External charges		6.2	3.0	-	-
Total materials and supplies		538.5	414.2	-	-
Wages, salaries and social expenditure	1)	214.8	167.7	4.8	3.6
Depreciation	2)	38.8	33.0	0.8	0.9
Other expenses		232.1	169.0	7.6	6.1
Total expenses		1,024.2	783.9	13.2	10.6
OPERATING PROFIT/LOSS		94.9	58.5	0.9	-3.9
Financing income and expenses	3)	-17.4	-15.0	28.7	19.4
PROFIT BEFORE EXTRAORDINARY ITEMS		77.5	43.5	29.6	15.5
Extraordinary items	4)	-	-	-14.1	-12.2
Group contribution		-	-	20.1	12.1
PROFIT BEFORE APPROPRIATIONS AND TAXES		77.5	43.5	35.6	15.4
Appropriations		-	-	0.3	0.3
Taxes	5)	-11.6	-1.9	-5.5	-0.6
Minority interest		-0.1	0.2	-	-
NET PROFIT FOR THE PERIOD		65.8	41.8	30.4	15.1

CASH FLOW STATEMENT

	CONSOLIDATED		PARENT COMPANY	
	2000	1999	2000	1999
EUR million				
CASH FLOW FROM OPERATING ACTIVITIES				
Operating profit/loss	94.9	58.5	0.9	-3.9
Depreciation	38.8	33.0	0.8	0.9
Other income and expenses not involving cash payments	-7.9	1.5	-9.4	0.2
Cash flow from operating activities before change in working capital	125.8	93.0	-7.7	-2.8
Increase (-) or decrease (+) in inventories	-8.4	26.5	-	-
Increase (-) or decrease (+) in short-term trade receivables	-19.7	-9.1	0.5	0.1
Increase (+) or decrease (-) in interest-free short-term liabilities	2.9	29.3	0.1	-0.1
Change in working capital	-25.2	46.7	0.6	0.0
Cash flow from operating activities before financing items and taxes	100.6	139.7	-7.1	-2.8
Paid interest	-24.7	-21.3	-23.8	-20.4
Interest received from operations	5.0	6.6	21.1	25.8
Paid direct taxes	-6.2	-5.1	-2.5	-1.7
Financing items and taxes	-25.9	-19.8	-5.2	3.7
Cash flow from operating activities before extraordinary items	74.7	119.9	-12.3	0.9
Extraordinary items	-	-	-	-10.1
Total cash flow from operating activities	74.7	119.9	-12.3	-9.2
CASH FLOW FROM INVESTING ACTIVITIES				
Company acquisitions	-27.8	-62.9	-22.4	-65.0
Company disposals	-	2.3	-	3.6
Investments in fixed assets	-29.4	-13.6	-	-0.3
Income from sale of fixed assets	2.9	2.7	0.4	1.6
Other long-term investments	-	-0.1	-	-
Income from sale of other long-term investments	12.2	0.2	13.1	0.2
Current repayments of loan receivables	-	0.5	-	-
Interest received from investments	0.2	0.2	0.1	-
Dividends received from investments	-	-	18.8	13.8
Cash flow from investing activities	-41.9	-70.7	10.0	-46.1
CASH FLOW FROM FINANCING ACTIVITIES				
Issue of shares	9.5	-	9.5	-
Repurchases of own shares	-11.7	-	-11.7	-
Change in short-term loans	-23.6	-11.7	-26.6	34.6
Withdrawals of long-term loans	78.3	43.0	73.0	43.0
Current repayments of long-term loans	-68.6	-22.4	-60.5	-18.0
Change in short-term receivables	-	-	33.3	42.1
Dividend distribution	-14.3	-4.1	-14.3	-4.1
Group contribution received	-	-	12.1	8.9
Other financing items *)	-33.5	-37.3	-33.5	-37.3
Cash flow from financing activities	-63.9	-32.5	-18.7	69.2
CHANGE IN LIQUID FUNDS	-31.1	16.7	-21.0	13.9
Liquid funds				
Liquid funds at year end	40.6	69.8	20.0	41.0
Liquid funds at year beginning	71.7	53.1	41.0	27.1
Change in liquid funds	-31.1	16.7	-21.0	13.9

The above figures cannot be directly traced from the balance sheet due to acquisitions/divestments of subsidiaries and changes in rates of exchange.
*) Including for example cash flow from hedging intercompany balance sheet items

BALANCE SHEET

EUR million	Note	CONSOLIDATED 2000	CONSOLIDATED 1999	PARENT COMPANY 2000	PARENT COMPANY 1999
ASSETS					
FIXED ASSETS AND OTHER LONG-TERM INVESTMENTS	8)				
INTANGIBLE FIXED ASSETS	6)				
Intangible rights		14.2	15.8	0.2	0.2
Goodwill		222.1	201.1	-	-
Other capitalised expenditure		6.7	4.6	-	0.1
		243.0	221.5	0.2	0.3
TANGIBLE FIXED ASSETS	6)				
Land and water		18.8	22.4	2.3	2.4
Buildings and constructions		75.6	86.0	15.9	16.9
Machinery and equipment		46.4	48.5	0.4	0.4
Other tangible fixed assets		0.7	0.7	0.6	0.6
Advances paid and construction in progress		13.1	5.6	-	-
		154.6	163.2	19.2	20.3
OTHER LONG-TERM INVESTMENTS					
Investments in subsidiaries	7)	-	-	186.9	193.2
Investments in associated companies	7)	8.4	2.3	8.3	-
Receivables from associated companies	9)	0.5	0.5	0.5	0.5
Other bonds and shares		7.6	7.6	6.3	6.4
Deferred tax assets	10)	19.2	20.5	-	-
Other receivables		2.4	2.3	-	-
Investments in own shares	11)	12.9	-	12.9	-
		51.0	33.2	214.9	200.1
TOTAL FIXED ASSETS AND OTHER LONG-TERM INVESTMENTS		448.6	417.9	234.3	220.7
CURRENT ASSETS					
INVENTORIES					
Raw materials and consumables		36.1	35.3	-	-
Work in progress		7.7	6.3	-	-
Finished goods		117.5	99.9	-	-
Advances		-	0.2	-	-
		161.3	141.7	-	-
RECEIVABLES					
Accounts receivable		234.0	208.6	0.1	0.1
Receivables from subsidiaries	9)	-	-	364.0	362.7
Receivables from associated companies	9)	0.1	-	0.1	-
Loans receivable		0.3	0.3	-	-
Deferred tax assets	10)	15.3	12.9	-	-
Other receivables		18.6	9.7	9.6	-
Prepaid expenses and accrued income	12)	13.7	14.3	1.1	1.0
		282.0	245.8	374.9	363.8
MARKETABLE SECURITIES					
Other securities		14.5	18.3	14.5	18.3
CASH AND CASH EQUIVALENTS		26.1	51.5	5.5	22.7
ASSETS		932.5	875.2	629.2	625.5

BALANCE SHEET

		CONSOLIDATED		PARENT COMPANY	
		2000	1999	2000	1999
EUR million					
SHAREHOLDERS' EQUITY AND LIABILITIES					
SHAREHOLDERS' EQUITY	13)				
Share capital		98.8	82.7	98.8	82.7
Premium fund		177.1	183.7	177.1	183.7
Revaluation fund		2.9	2.9	-	-
Fund for own shares		12.9	-	12.9	-
Retained earnings		80.3	63.1	59.5	71.7
Net profit for the period		65.8	41.8	30.4	15.1
TOTAL SHAREHOLDERS' EQUITY		437.8	374.2	378.7	353.2
MINORITY INTEREST		11.0	10.1	-	-
ACCUMULATED APPROPRIATIONS					
Accumulated depreciation in excess of plan	14)	-	-	1.6	1.9
PROVISION FOR CONTINGENT LOSSES					
Provision for pension liability		0.4	0.4	0.3	0.4
Provision for tax liability		1.7	-	1.7	-
Other provisions for contingent losses		2.3	3.7	-	-
TOTAL PROVISION FOR CONTINGENT LOSSES		4.4	4.1	2.0	0.4
LIABILITIES	15)				
LONG-TERM LIABILITIES	16)				
Bonds		-	37.4	-	37.4
Loans from financial institutions		112.0	63.7	110.6	57.7
Pension loans		8.0	16.1	7.0	13.6
Deferred tax liabilities	10)	22.8	30.1	-	-
Other long-term debt	17)	12.0	6.9	0.4	-
		154.8	154.2	118.0	108.7
SHORT-TERM LIABILITIES					
Bonds	18)	37.4	-	37.4	-
Other interest-bearing liabilities	18)	30.2	101.9	26.4	89.9
Advances received		0.1	0.2	-	-
Accounts payable		78.5	69.6	0.2	0.2
Payables to subsidiaries	19)	-	-	58.2	63.4
Deferred tax liabilities	10)	8.7	-	-	-
Other short-term liabilities	20)	73.2	79.0	0.2	0.1
Accrued liabilities	21)	96.4	81.9	6.5	7.7
		324.5	332.6	128.9	161.3
TOTAL LIABILITIES		479.3	486.8	246.9	270.0
SHAREHOLDERS' EQUITY AND LIABILITIES		932.5	875.2	629.2	625.5

NOTES TO FINANCIAL STATEMENTS

ACCOUNTING POLICIES

The results are prepared in accordance with Finnish law. The results are reported in Euros using the historical cost convention, modified by the revaluation of certain fixed assets.

Principles of consolidation

The consolidated results include all Finnish and foreign subsidiaries in which the Parent Company owns directly or indirectly more than 50% of the voting rights and associated companies in which the Group holds 20 to 50% of the voting rights. The results of companies acquired during the financial year under review are included in the Group's accounts from the date of acquisition. The results of discontinued operations are included up to the date of disposal.

Subsidiaries' results are consolidated using the acquisition accounting method. The difference between the acquisition cost and the underlying value of net assets of subsidiaries acquired is partly written off against the subsidiaries' fixed assets. The proportion exceeding current values is stated as a separate goodwill item. The goodwill arising on acquisitions is amortised over its useful life. This varies from five to twenty years depending on the strategic significance of the asset. However, the goodwill of Wilson Sporting Goods Co. is amortised, as originally planned, according to American principles over a period of 40 years.

All intercompany transactions are eliminated. Minority interests are separated from profits and are presented in the statement of income. Minority interests are also shown as a separate balance sheet item.

Associated companies are accounted for in the consolidated results using the equity accounting method. The Company's share of its associated companies' profit is included in the consolidated statement of income taking into account dividends received and goodwill amortised. The Group's share of post acquisition net reserves is added to the cost of associated company investments and to retained earnings in the consolidated balance sheet.

Net sales

Net sales represent the invoiced value of goods sold and services provided, less excise tax, value added tax and discounts and adding or deducting currency differences.

Inventories and work in progress

Inventories and work in progress are stated at the lower of cost or realisable value. Cost is determined on a first-in-first-out basis. The cost of manufactured products includes direct labour and a proportion of production overheads.

Realisable value is the amount, which can be realised in the normal course of business after allowing for selling costs.

Foreign currencies

The Parent Company and its subsidiaries record foreign currency transactions at the rates of exchange prevailing at the transaction date. Assets and liabilities, which are denominated in foreign currencies outside the euro zone are translated at the average rate of exchange confirmed by the European Central Bank in effect at the balance sheet date. Foreign currency items denominated in the national currencies of states in the euro zone are translated at the irrevocable conversion rates confirmed by the European Central Bank as at 31 December 1998.

Exchange rate gains and losses related to financing operations are reported at their net values as financing income and expenses.

Changes in the value of instruments used to hedge against currency and interest rate risks are recognised in the statement of income and accrued interest is reported as financing income and expenses. Open hedging instruments are valued at the average rate of exchange prevailing at the balance sheet date. They are presented in the statement of income at that date except for forward contracts relating to the Group's net cash flow, which are presented in the statement of income when the cash flow is received.

Financial risk management, see page 46.

Foreign Group companies

Foreign subsidiaries' assets and liabilities are translated into euros at the rates of exchange confirmed by the European Central Bank in effect at the balance sheet date. Foreign subsidiaries' income statements have been translated into euros using average exchange rates during the financial year. Exchange rate differences arising on the translation of foreign subsidiaries' opening equity are charged to retained earnings.

Foreign subsidiaries' equity is partly hedged applying the equity hedging method using currency-denominated financial instruments. Exchange rate differences from these operations are matched against each subsidiary's translated equity.

The following exchange rates have been used in the Group's consolidated accounts:

	Statement of Income		Balance Sheet	
	2000	1999	12/00	12/99
USD	0.92	1.07	0.93	1.00
CAD	1.37	1.58	1.40	1.46
YEN	99.32	120.68	106.94	102.69
GBP	0.61	0.66	0.62	0.62

Fixed assets
Fixed assets are stated at cost less accumulated depreciation. Certain land, building and other investment balance sheet values also include revaluation, which are presented in the notes to the statement of income.

Depreciation is calculated on a straight-line basis in order to write off the cost or revalued amounts of fixed assets over their expected useful lives, which are as follows:

Intangible rights and other capitalised expenditure	5-15 years
Goodwill	5-40 years
Buildings	40 years
Machinery and equipment	3-10 years

Land is not depreciated.

Provision for contingent losses
Future costs and losses which the company has an obligation to settle and which are certain or likely to occur are disclosed in the statement of income under an appropriate expense heading. They are presented in the balance sheet as provisions for contingent losses when the precise amount and timing is not known. In other cases they are presented as accrued liabilities.

Leasing
The Group has neither significant finance nor operating leasing agreements. Operating leasing payments are treated as rentals.

Research and development costs
Research and development costs are charged as expenses in the statement of income in the period that they are incurred.

Pension liabilities
The Parent Company's and its domestic subsidiaries' employees pension and related fringe benefit arrangements are administered by a pension insurance company and recorded as determined by actuarial calculations and payments to the insurance company.

A minor part of the cost of supplementary pensions is borne directly by the Parent Company. Such costs are expensed, and pension liabilities are included in provision for contingent losses.

Foreign subsidiaries administer their pension schemes and record pension obligations according to local practice.

Extraordinary items
Extraordinary income and expenses arise from other than normal course of business, the items being material and non-recurring, for example profits and costs from sold operations.

Appropriations
Changes in voluntary provisions and in depreciation differences comprised of appropriations in subsidiaries accounts are presented in the consolidated financial statements as a change in deferred tax liability and as an adjustment to profit in accordance with each subsidiary's effective domestic tax rate.

The accumulated appropriations are presented in the consolidated balance sheet as a deferred tax liability and as retained earnings, and an allocation is made taking into account any minority interest.

Taxes
Taxes include taxes for the period calculated on the basis of profit for the period or the dividend distribution and in accordance with each company's domestic tax law. They also include paid or received taxes for prior periods.

As of 1 January 1998 the revised IAS 12 was adopted in the consolidated financial statements. Deferred tax assets or liabilities arising from temporary differences between the tax basis of an asset or liability and its carrying amount on the balance sheet are determined by applying the tax rate at the end of financial period or at the estimated date of tax payment.

The most significant temporary differences arise from losses carried forward, depreciation differences, provisions for contingent losses, revaluation and intercompany profits in inventory. The deferred tax assets and liabilities arising from consolidation are recognised in the Group's balance sheet if it is probable that tax effects will occur. A deferred tax liability is recognised in relation to taxes that would be payable on unremitted earnings from subsidiaries if a profit distribution is likely to take place. A deferred tax asset arising from losses is recognised to the extent that it is probable that the losses can be utilised in future years. Changes in deferred tax assets and liabilities are charged to the statement of income.

NOTES TO THE STATEMENT OF INCOME

	CONSOLIDATED		PARENT COMPANY	
	2000	1999	2000	1999
EUR million				
1. WAGES, SALARIES AND SOCIAL EXPENDITURE				
Wages and salaries	177.1	135.8	3.8	2.7
Social expenditure				
Pensions and pension fees	8.2	7.5	0.6	0.6
Other social security	29.5	24.4	0.4	0.3
	214.8	167.7	4.8	3.6
Salaries and remuneration of the Board of Directors and the Presidents,	7.5	4.5		
of which salaries and remuneration of the Presidents	7.4	4.3		

With the exception of the President, members of the Board do not have contractual retirement benefits with the Company. The Parent Company's President and the Finnish subsidiary's President have retirement benefits with 60 years' retirement age.

	CONSOLIDATED 2000	CONSOLIDATED 1999	PARENT COMPANY 2000	PARENT COMPANY 1999
2. DEPRECIATION				
Depreciation according to plan				
Intangible rights	2.1	1.9	-	-
Goodwill	10.4	4.3	-	-
Other capitalised expenditure	0.5	0.4	-	-
Buildings and constructions	5.3	8.3	0.7	0.7
Machinery and equipment	20.5	18.1	0.1	0.2
	38.8	33.0	0.8	0.9
3. FINANCING INCOME AND EXPENSES				
Dividends received from subsidiaries	-	-	20.8	13.7
Other financing income on long-term investments	0.2	0.2	0.1	0.1
Other interest and financing income from subsidiaries	-	-	26.8	22.0
Other interest and financing income	4.9	7.3	3.9	4.2
Exchange rate losses	-0.8	-0.5	-0.2	-0.6
Interest and other financing expenses to subsidiaries	-	-	-3.0	-2.3
Other interest and financing expenses	-21.7	-22.0	-19.7	-17.7
	-17.4	-15.0	28.7	19.4
4. EXTRAORDINARY ITEMS				
Gain on mergers	-	-	-	0.3
Cost of divested operations	-	-	-14.1	-12.5
	-	-	-14.1	-12.2
5. DIRECT TAXES				
Income taxes for the period	-6.2	-5.5	-3.1	-0.3
Income taxes for prior periods	-2.2	-	-2.3	-
Other direct taxes	-0.1	-0.3	-0.1	-0.3
Change in deferred tax liabilities	-3.1	3.9	-	-
	-11.6	-1.9	-5.5	-0.6
Income taxes on ordinary operations	-8.4	-5.5	-2.1	-0.3
Income taxes on extraordinary items	-	-	-3.3	-
	-8.4	-5.5	-5.4	-0.3

NOTES TO THE BALANCE SHEET

6. FIXED ASSETS

GROUP

EUR million	Intan-gible rights	Goodwill	Other capital-ised expen-diture	Land and water	Buildings and con-structions	Machin-ery and equip-ment	Other tangible fixed assets	Advances paid and construc-tion in progress
Initial cost or revaluation,								
1 January 2000	26.3	262.3	11.0	22.4	140.2	190.6	0.7	5.6
Additions	0.4	23.8	2.4	-	1.5	11.3	0.1	12.8
Company acquisitions	-	-	-	1.0	3.1	0.4	-	-
Disposals	-	-	-0.1	-4.3	-22.9	-3.6	-	-
Transfers	-	-4.4	-0.4	-0.5	-1.1	2.9	-0.1	-5.7
Exchange differences	-	16.5	0.7	0.2	3.4	7.4	-	0.4
Balance, 31 December 2000	26.7	298.2	13.6	18.8	124.2	209.0	0.7	13.1
Accumulated depreciation,								
1 January 2000	10.5	61.2	6.4	-	54.2	142.1	-	-
Depreciation during the period	2.1	10.4	0.5	-	5.3	20.5	-	-
Company acquisitions	-	-	-	-	-	-	-	-
Disposals	-	-	-0.1	-	-11.6	-3.2	-	-
Transfers	-0.1	0.1	-0.2	-	-0.5	-2.5	-	-
Exchange differences	-	4.4	0.3	-	1.2	5.7	-	-
Balance, 31 December 2000	12.5	76.1	6.9	-	48.6	162.6	-	-
Balance sheet value, 31 December 2000	14.2	222.1	6.7	18.8	75.6	46.4	0.7	13.1

PARENT COMPANY

EUR million	Intan-gible rights	Goodwill	Other capital-ised expen-diture	Land and water	Buildings and con-structions	Machin-ery and equip-ment	Other tangible fixed assets	Advances paid and construc-tion in progress
Initial cost or revaluation,								
1 January 2000	0.2	-	0.3	2.4	26.4	2.8	0.6	-
Additions	-	-	-	-	0.1	-	-	-
Disposals	-	-	-	-0.1	-0.6	-	-	-
Transfers	-	-	-0.1	-	-	-0.1	-	-
Balance, 31 December 2000	0.2	-	0.2	2.3	25.9	2.7	0.6	-
Accumulated depreciation,								
1 January 2000	-	-	0.2	-	9.5	2.4	-	-
Depreciation during the period	-	-	-	-	0.7	0.1	-	-
Disposals	-	-	-	-	-0.2	-	-	-
Transfers	-	-	-	-	-	-0.2	-	-
Balance, 31 December 2000	-	-	0.2	-	10.0	2.3	-	-
Balance sheet value, 31 December 2000	0.2	-	-	2.3	15.9	0.4	0.6	-

7. INVESTMENTS IN SUBSIDIARIES AND GROUP HOLDINGS IN ASSOCIATED COMPANIES 31 DECEMBER 2000

AMER GROUP PLC SUBSIDIARIES	Group holding %	Parent holding %	Book value, EUR million
Amer Holding Company, Chicago, USA	100.0	100.0	64.1
Atomic Ski USA Inc., Amherst, USA	100.0		
Wilson Sporting Goods Co., Chicago, USA	100.0		
Amer Sports Canada Inc., Belleville, Canada	100.0		
Amer Sports Deutschland GmbH, Gräfelfing, Germany	100.0		
Wilson Sporting Goods CS Ltd., Prague, Czech Republic	100.0		
Amer Sports France S.A., Paris, France	100.0	33.0	
Wilbras LTDA., Sao Paulo, Brazil	100.0		
Wilson Japan, Inc., Tokyo, Japan	100.0		
Wilson Sporting Goods Asia Pacific Pte Ltd, Singapore	100.0		
Wilson Sporting Goods Australia Pty Ltd, Braeside, Australia	100.0		
Wilson Sporting Goods Company Limited, Irvine, Scotland	100.0		
Grupo Wilson, S.A. de C.V., Mexico City, Mexico	100.0		
Asesoria Deportiva Especializada, S.A. de C.V., Mexico City, Mexico	100.0		
Wilson Sporting Goods Co. de Mexico, S.A. de C.V., Mexico City, Mexico	100.0		
Wilson Sporting Goods Espana, S.A., Barcelona, Spain	100.0		
Wilson Sporting Goods HK Limited, Hong Kong	100.0		
Wilson Sporting Goods Korea Ltd., Seoul, Korea	100.0		
Wilson Sporting Goods Malaysia Sdn Bhd, Kuala Lumpur, Malaysia	100.0		
Wilson Sporting Goods (Thailand) Inc., Bangkok, Thailand	49.0 [1]		
Amer Sport AG, Littau, Switzerland	100.0	100.0	0.1
Amer Sport Oy, Helsinki, Finland	100.0	100.0	0.9
Amer Sports Sverige AB, Malmö, Sweden	100.0		
Amer Tobacco Ltd, Tuusula, Finland	100.0	100.0	2.1
Amer Tobacco As, Tallinn, Estonia	100.0		
Amera Oy, Helsinki, Finland	100.0	100.0	
Amernet Holding B.V., Rotterdam, The Netherlands	100.0	100.0	15.4
Atomic Austria GmbH, Altenmarkt, Austria	95.0	95.0	33.7
Kiinteistö Oy Autoprint, Helsinki, Finland	61.7	61.7	3.0
Konemuovi Oy, Rymättylä, Finland	100.0	100.0	0.2
Suunto Oy, Espoo, Finland	100.0	100.0	65.4
Ilotulitus Oy, Tuusula, Finland	100.0		
Suunto Holding B.V., Rotterdam, The Netherlands	100.0		
FitzWright Holdings Ltd., Langley, B.C., Canada	100.0		
Bare Sportwear Corp., Wellington, USA	100.0		
FitzWright Company Ltd., Langley, B.C., Canada	100.0		
FitzWright Europe (Malta) Ltd., Malta	100.0		
Suunto Benelux B.V., Roosendaal, The Netherlands	60.0		
Suunto AG, Biel, Switzerland	100.0		
Recta AG, Biel, Switzerland	100.0		
Suunto France S.A., Strasbourg, France	100.0		
Suunto USA Inc., Carlsbad, USA	100.0		
Teletekno Oy, Helsinki, Finland	100.0		
Nores Oy, Helsinki, Finland	100.0		
Teletekno Balti AS., Tallinn, Estonia	100.0		
Ursuk Oy, Turku, Finland	60.0		
VARPAT Patentverwertungs AG, Littau, Switzerland	100.0	100.0	2.0
Non-operating companies			-
Total			186.9

INVESTMENTS IN ASSOCIATED COMPANIES			
Kiinteistö Oy Maistraatinportti 4, Helsinki, Finland	35.6	35.6	3.4
Kiinteistö Oy Mannerheimintie 40, Helsinki, Finland	33.1	33.1	3.0
Stronghold Paper Group B.V., Amersfoort, The Netherlands	31.6		2.0
Viking Optical Ltd, Suffolk, England	25.0		

[1] 85.0% of votes

	CONSOLIDATED		PARENT COMPANY	
	2000	1999	2000	1999
EUR million				

8. REVALUATION INCLUDED IN FIXED ASSETS

	2000	1999	2000	1999
Land and water	1.4	1.4	0.4	0.4
Buildings and constructions	1.6	1.7	0.8	0.8
Bonds and shares	2.2	2.3	2.2	2.3
	5.2	5.4	3.4	3.5

9. RECEIVABLES FROM SUBSIDIARIES/ ASSOCIATED COMPANIES

	2000	1999	2000	1999
Loans	-	-	343.7	350.6
Prepaid expenses	-	-	20.3	12.1
Receivables from subsidiaries	-	-	364.0	362.7
Loans	0.5	0.5	0.5	0.5
Prepaid expenses	0.1	-	0.1	-
Receivables from associated companies	0.6	0.5	0.6	0.5

10. DEFERRED TAX ASSETS AND TAX LIABILITIES

	2000	1999
Deferred tax assets		
Losses carried forward	25.3	22.3
Provisions for contingent losses	0.3	0.4
Other	8.9	10.7
	34.5	33.4
Deferred tax liabilities		
Accumulated appropriations	4.8	7.0
Other	26.7	23.1
	31.5	30.1
Deferred tax in the consolidated balance sheet		
Long-term receivables	19.2	20.5
Short-term receivables	15.3	12.9
Long-term liabilities	22.8	30.1
Short-term liabilities	8.7	-

At 31 December 2000 there were losses carried forward and other temporary differences of EUR 56.3 million (1999: EUR 125.1 million) for which no deferred tax asset was recognised due to uncertainty about utilisation in future years.

11. INVESTMENTS IN OWN SHARES

During the financial year the Parent Company has acquired own shares as follows:

Period	Number	Cost	Average price EUR
10.–30.11.	204,315	6.2	30.41
1.–29.12.	237,485	6.7	28.01
	441,800	12.9	

12. PREPAID EXPENSES AND ACCRUED INCOME

	CONSOLIDATED		PARENT COMPANY	
	2000	1999	2000	1999
EUR million				
Prepaid taxes	2.9	2.9	0.5	0.3
Prepaid interest	0.5	0.6	0.5	0.5
Prepaid advertising and promotion	2.9	2.9	-	-
Other	7.4	7.9	0.1	0.2
	13.7	14.3	1.1	1.0

13. SHAREHOLDERS' EQUITY

GROUP

EUR million	Share capital	Premium fund	Revaluation fund	Fund for own shares	Retained earnings	Total
Balance at 31 December 1998	82.7	183.7	3.0	-	68.7	338.1
Write-down of revaluation			-0.1			-0.1
Dividend distribution					-4.1	-4.1
Translation differences					3.1	3.1
Other					-4.6	-4.6
Net profit for the period					41.8	41.8
Balance at 31 December 1999	82.7	183.7	2.9	-	104.9	374.2
Bonus issue	14.6	-14.6				0.0
Targeted share issue	1.5	8.0				9.5
Dividend distribution					-14.3	-14.3
Translation differences					2.6	2.6
Repurchases of own shares				12.9	-12.9	0.0
Net profit for the period					65.8	65.8
Balance at 31 December 2000	98.8	177.1	2.9	12.9	146.1	437.8

Distributable earnings at 31 December 2000 EUR 144.2 million

PARENT COMPANY

EUR million	Share capital	Premium fund	Revaluation fund	Fund for own shares	Retained earnings	Total
Balance at 31 December 1998	82.7	183.7	-	-	75.9	342.3
Write-down of revaluation					-0.1	-0.1
Dividend distribution					-4.1	-4.1
Net profit for the period					15.1	15.1
Balance at 31 December 1999	82.7	183.7	-	-	86.8	353.2
Bonus issue	14.6	-14.6				0.0
Targeted share issue	1.5	8.0				9.5
Dividend distribution					-14.3	-14.3
Repurchases of own shares				12.9	-12.9	0.0
Net profit for the period					30.4	30.4
Balance at 31 December 2000	98.8	177.1	-	12.9	89.9	378.7

14. ACCUMULATED DEPRECIATION IN EXCESS OF PLAN

	PARENT COMPANY	
	2000	1999
EUR million		
Buildings and constructions	1.5	1.7
Machinery and equipment	0.1	0.2
	1.6	1.9

15. THE CURRENCY MIX OF LOANS AT 31 DECEMBER 2000 WITH ANNUAL REPAYMENTS

USD	CAD	JPY	GBP	Other
77%	9%	5%	3%	6%

16. LONG-TERM LIABILITIES (INTEREST-BEARING)

	Outstanding	Repayment dates			
	31 Dec 00	2001	2002	2003-2005	2006 and after
EUR million					
Bonds	37.4	37.4	-	-	-
Loans from financial institutions	137.2	25.2	44.4	67.6	-
Pension loans	9.8	1.8	1.1	3.3	3.6
Other long-term debt	7.7	0.1	-	-	7.6
	192.1	64.5	45.5	70.9	11.2

The 1998 EUR 84.1 million 5% bonds: The loan was subscribed as to EUR 37.4 million.
The loan period is 23 June 1998 to 15 September 2001.

	CONSOLIDATED		PARENT COMPANY	
	2000	1999	2000	1999
EUR million				
17. OTHER LONG-TERM DEBT				
Interest-bearing	7.6	2.4	-	-
Interest-free	4.4	4.5	0.4	-
	12.0	6.9	0.4	-
18. INTEREST-BEARING SHORT-TERM LIABILITIES				
Commercial Papers	-	26.6	-	26.6
Current repayments of long-term loans	64.5	60.0	63.4	57.0
Other interest-bearing short-term debt	3.1	15.3	0.4	6.3
	67.6	101.9	63.8	89.9
19. PAYABLES TO SUBSIDIARIES				
Short-term liabilities	-	-	58.2	63.4
20. OTHER SHORT-TERM LIABILITIES				
Excise tax	33.8	41.1	-	-
Value added tax	19.7	20.2	-	-
Other interest-free liabilities	19.7	17.7	0.2	0.1
	73.2	79.0	0.2	0.1
21. ACCRUED LIABILITIES				
Accrued personnel costs	34.5	31.9	1.1	1.8
Accrued taxes	-	2.7	0.2	-
Accrued interest	4.0	6.2	3.9	5.0
Accrued rent	6.2	6.8	-	-
Accrued advertising and promotion	13.3	11.5	-	-
Other	38.4	22.8	1.3	0.9
	96.4	81.9	6.5	7.7

CONTINGENT LIABILITIES AND SECURED ASSETS

	CONSOLIDATED		PARENT COMPANY	
	2000	1999	2000	1999
EUR million				
Charges on assets				
Pension loans covered	8.7	16.5	8.7	16.5
book value of charges on assets	9.1	12.6	9.1	12.6
Other group liabilities:				
book value of charges on assets	-	9.5	-	1.3
Total book value of charges on assets	9.1	22.1	9.1	13.9
(Pension loans also covered by pledging mortgages)				
Mortgages pledged				
Pension loans covered	8.7	17.6	8.7	16.5
nominal value of mortgages pledged	14.3	19.7	12.6	13.7
Other group liabilities:				
nominal value of mortgages pledged	4.7	19.3	2.7	2.7
Total nominal value of mortgages pledged	19.0	39.0	15.3	16.4
(Pension loans also covered by charges on assets)				
Guarantees				
Subsidiaries	-	-	14.2	15.6
Other	1.4	2.6	1.4	1.6
	1.4	2.6	15.6	17.2
Liabilities for leasing and rental agreements				
Business premises in 2001/2000	8.4	6.7	0.4	0.3
Other in 2001/2000	2.4	2.3	0.1	0.1
Business premises for later years	40.1	30.8	0.7	1.5
Other for later years	3.9	3.1	-	-
	54.8	42.9	1.2	1.9
Other contingent liabilities	41.7	46.0	-	-

There are no guarantees or contingencies given for the management of the Company, for the shareholders or for the associated companies.

NOTIONAL AMOUNTS OF DERIVATIVE FINANCIAL INSTRUMENTS

	CONSOLIDATED		PARENT COMPANY	
	2000	1999	2000	1999
EUR million				
Nominal value				
Foreign exchange forward contracts	310.8	330.7	406.2	412.0
Forward rate agreements	0.0	100.0	0.0	100.0
Fair value				
Foreign exchange forward contracts [1)]	10.7	-6.4	9.5	-5.9
Forward rate agreements [2)]	0.0	0.0	0.0	0.0

1) Foreign exchange gains and losses on forward contracts are calculated by valuing the forward contract at the average spot rate at the closing date and comparing that with the original amount calculated by using the spot rate prevailing at the beginning of the contract. The interest rate differential of the forward contract is accrued over the life of the contract as a part of financial income or expenses. Foreign exchange contracts intended to hedge forecast currency flows are not valued at the closing date.

2) The realised interest rate differentials of closed forward rate agreements are accrued over the life of the contracts and booked to interest income or expense. The revaluation of open forward rate agreements is not booked to the statement of income. The valuation difference at closing is shown as a liability in the notes to the balance sheet. The forward rate agreement is valued by comparing the agreed interest rate with a corresponding market rate at closing.

CALCULATION OF KEY INDICATORS

EARNINGS PER SHARE:

$$\frac{\text{Profit/loss before extraordinary items - taxes +/- minority interest}}{\text{Average number of shares adjusted for the bonus element of share issues}}$$

EQUITY PER SHARE:

$$\frac{\text{Shareholders' equity}}{\text{Number of shares at year end adjusted for the bonus element of share issues}}$$

DIVIDEND PER SHARE:

Total dividend divided by the number of shares at year end adjusted for the bonus element of share issues

DIVIDEND % OF EARNINGS:

$$100 \times \frac{\text{Adjusted dividend}}{\text{Adjusted earnings}}$$

EFFECTIVE YIELD, %:

$$100 \times \frac{\text{Adjusted dividend}}{\text{Adjusted share price}}$$

P/E RATIO:

$$\frac{\text{Adjusted share price}}{\text{Adjusted earnings per share}}$$

MARKET CAPITALISATION:

Number of shares at year end multiplied by share price at the same date

RETURN ON CAPITAL EMPLOYED (ROCE), %:

$$100 \times \frac{\text{Operating profit}}{\text{Capital employed*)}}$$

RETURN ON INVESTMENT (ROI), %:

$$100 \times \frac{\text{Profit/loss before extraordinary items + interest and other financing expenses}}{\text{Balance sheet total less interest-free liabilities**)}}$$

RETURN ON SHAREHOLDERS' EQUITY (ROE), %:

$$100 \times \frac{\text{Profit/loss before extraordinary items - taxes}}{\text{Shareholders' equity + minority interest ***)}}$$

EQUITY RATIO, %:

$$100 \times \frac{\text{Shareholders' equity + minority interest}}{\text{Balance sheet total}}$$

GEARING, %:

$$100 \times \frac{\text{Interest-bearing liabilities - liquid funds****)}}{\text{Shareholders' equity + minority interest}}$$

Shareholders' equity and numbers of shares exclude own shares.

*) Capital employed = fixed assets + working capital excluding receivables and payables relating to interest and taxes, calculated as monthly average of the financial period
**) Monthly average of the financial period
***) Average of the financial period
****) Cash, cash equivalents and marketable securities

FINANCIAL RISK MANAGEMENT

Amer Group's financial risk management is governed by a financial strategy approved by the Board of Directors, including principles and risk limits relating to its balance sheet structure, banking relations and risk management. Financial risks are discussed by the Board of Directors at least once a year. In addition, the Group has a Financial Committee which meets once a month and monitors that the principles accepted by the Board are being followed. Group Treasury's management agrees with the divisions and subsidiaries on how these principles are applied to each unit's individual needs.

Group Treasury is in charge of arranging finance at competitive terms using appropriate equity and debt instruments. Foreign exchange and interest rate risks are managed so that they do not unintentionally risk shareholder value, the Company's results or the equity ratio. Group Treasury is also responsible for Group insurance. While Group Treasury is not a profit centre as such, various benchmarking methods are used to assess its performance.

Financial structure

The Group aims to sustain a balanced and varied financial structure. Excessive loan maturity concentrations are avoided. Financing is raised from various sources, and Amer Group's visibility in capital markets is maintained by regular issuance of, for example, commercial paper. The Group's financial agreements include covenants pertaining to for example the use of pledges, equal treatment of all financiers and certain key financial ratios. The Group's financial costs are optimised in relation to the goals stated for its financial structure and risk management.

All Group debt is raised through the parent company. The Group's intention is to build long-term relationships with major financiers and financial arrangers extending over business and economic cycles to ensure that it is able to react rapidly in the event of unanticipated funding requirements.

Liquidity risk

Short-term liquidity is managed through commercial paper programs and short-term bank facilities. Any extra liquidity is placed according to defined counterparty limits. In order to manage liquidity risk, the Group has to maintain sufficient reserves to be able to finance fluctuations in its short-term needs.

Currency risk

The Group's foreign exchange position consists of internal and external foreign currency denominated assets and liabilities, forward foreign exchange and currency option contracts, the share capital of various subsidiaries, currency accounts and other currency denominated items.

Amer Group's most significant currency risks result from the fact that products are sold in local currencies, while purchasing takes place mainly in US dollars. The Group purchases approximately USD 100 million worth of products a year, the most important currencies being the Euro, the British pound and the Japanese yen. The majority of its products are manufactured in the Far East. Thus the value of currencies in this region has an impact on the cost of purchases, although sourcing agreements are mainly denominated in US dollars. In addition to its main currencies, the Group is also exposed to several Asian and Latin American currencies.

The Group's foreign exchange management is centralised within the parent company. Subsidiaries hedge their forecast currency flows in partnership with Group Treasury. Hedge maturities may vary case by case, but most subsidiaries use forward foreign exchange contracts on a rolling 12-month basis so that hedged volumes represent 30-70% of the forecast currency purchases or sales in the next 12 months. Each major subsidiary has its own foreign exchange policy. Limits have been defined for Group Treasury's foreign exchange position and market value and risks are monitored on a daily basis. Uncovered currency or interest rate options are not permitted.

All balance sheet items denominated in foreign currencies and off-balance-sheet items related thereto are revalued at the average spot rate at closing and the foreign exchange differences are booked to the profit and loss account.

Financing the subsidiaries in local currencies creates a currency risk in the parent company, which is hedged. The Parent Company uses its Euro-dominated equity and debts to finance its subsidiaries. The cost of hedging may be significant if Euro interest rates are considerably lower than those of a subsidiary's domestic currency. The interest differential between the Euro and the US dollar is particularly important to Amer Group. In 2000 this differential led to a cost of approximately EUR 4.5 million.

The risk inherent in subsidiaries' equity is hedged as to 0-50% as decided by the Financial Committee.

Most payments between subsidiaries are executed through internal netting. The Company has begun to review possibilities to improve cash management in the Euro area.

Interest rate risk

The Group's structural interest rate position is calculated by estimating a maturity for all balance sheet items either based on their contractual maturity or their intended or estimated economic lifetime. A position's risk is estimated by calculating the duration and net present value of assets and liabilities and calculating their sensitivity to a one percent change in interest rates. The Company's structural interest rate risk is minor.

The interest rate differential between Euro and dollar is a significant risk for Amer Group due to hedging of the US dollar-denominated part of the balance sheet. Group treasury uses both forward rate agreements and swaps to manage its interest rate risk position.

Insurance

Group insurance is covered by global property and liability insurance. Local insurance arrangements are used to cover local needs arising from, for example, country-specific legal requirements.

CORPORATE GOVERNANCE

The work of Amer Group's Board of Directors and the Company's administrative practices are largely in compliance with the corporate governance guidelines for the administration of listed companies as recommended by the Helsinki Exchanges, and prepared jointly by the Finnish Central Chamber of Commerce and the Confederation of Industry and Employers.

The duties and responsibilities of the Board of Directors

The Board of Directors' duties and responsibilities are primarily based on the Finnish Companies Act and the Company's Articles of Association. All matters of key importance to the Group are decided by the Board of Directors. These include approving and confirming strategic guidelines, confirming annual budgets and business plans as well as deciding on major investments and disposals.

Election and terms of Board members

The Articles of Association provide that the Group's Board consists of no less than five and no more than seven members. The current Board comprises seven members: the Group's President and six expert members not primarily employed by the Group.

Board members are elected by the Annual General Meeting, which generally takes place in March. According to the Articles of Association, the Annual General Meeting shall convene annually before the end of June. The term of a Board member is three years so that one third of the members, or the number nearest to that, shall resign each year. The date for the beginning or expiration of a member's term is the date of the Annual General Meeting.

The Board of Directors elects a Chairman and a Vice Chairman for a term of one year. The Board meets on average once a month during the year. While most meetings are held at the Company's headquarters in Helsinki, a number of Board meetings take place at the Group's other offices when the Board is visiting the Group's divisions.

President

The President is appointed by the Board of Directors. Since 1996 Mr Roger Talermo has acted as the Company's President and Chief Executive Officer and as a member of the Board.

Business organisation and responsibilities

In addition to the Parent Company, Amer Group comprises Wilson Sporting Goods Company, Atomic Austria GmbH, Suunto Oy as well as Amer Tobacco Ltd and Teletekno Oy along with their subsidiaries.

These subsidiaries are all managed by Boards of Directors comprising principally the Group's President and CFO as well as the subsidiary's President. In addition, they have management teams of their own. Responsibilities and duties are detailed on page 51.

For reporting purposes, the Group has been organised into seven business areas: golf, racquet sports, team sports, winter sports, outdoor and sports instruments, Amer Tobacco and Teletekno.

Product distribution is organised through sales companies which the Group has in 26 countries. Some of these sales companies, mainly in Europe, operate under the name Amer Sports. In other countries, independent importers and distributors undertake product distribution. In line with Group strategy, the objective is that the wholly owned sales companies and major independent importers distribute the Group's full range of products.

Salaries and remuneration

In 2000 the aggregate salaries, remuneration and bonuses received by the members of the Board including the Group President and Presidents of the subsidiaries were EUR 7.5 million (1999: EUR 4.5 million). Of the total, EUR 0.1 million was paid in remuneration to the current Board of Directors, elected on 8 March 2000.

With the exception of the President, members of the Board do not have contractual retirement benefits with the Company. The Parent Company's President has supplemental retirement benefits with a retirement age of 60. Certain employees at Group Headquarters and some executives in the Finnish subsidiaries have early retirement rights. The overseas subsidiaries have local pension arrangements.

The Group has a long-term incentive plan covering 38 persons in executive and senior positions in the Parent Company and its subsidiaries as at 31 December 2000. In addition, the Group has an annual bonus scheme which includes a large number of employees.

The Group's management incentive schemes, dated 1994 and 1998 respectively, are detailed on page 20. With the exception of the President, members of the Board are not included in these incentive schemes.

Board members held a total of 806,843 (1999: 7,343) shares or 3.27% (1999: 0.03%) of the total shares in issue as at 31 December 2000.

Insider register

In 1996 Amer Group adopted a set of guidelines on insider shareholdings based on the Financial Supervision Authority's 1996 regulations relating to the application of the Securities Markets Act with regard to listed companies. At the beginning of 2000 these guidelines were amended to achieve full compliance with the new regulations on insider shareholdings, prepared by the Helsinki Exchanges, the Central Chamber of Commerce and the Confederation of Industry and Employers. The Group's insider register is maintained on the Finnish Central Securities Depository Ltd's SIRE system.

Audit

Pricewaterhouse Coopers is responsible for the audit of majority of Group companies globally. The auditors of Amer Group Plc, SVH Pricewaterhouse Coopers Ltd., are responsible for instructing and co-ordinating the audit in all Group companies. The auditor in charge of the audit of Amer Group Plc is Mr Göran Lindell. The fact that the Group has no separate internal audit function of its own reflects the scope and content of the audit.

ENVIRONMENT AND SOCIAL RESPONSIBILITY

Environment

Amer Group takes both environmental issues and social responsibilities very seriously in its day to day activities. Responsibility for implementing environmental policies is carried by the Group's individual business areas. They are responsible for ensuring that all the company's operations and facilities not only meet the requirements set by authorities but also comply with all applicable environmental laws and publicly approved practices. A further aim is to take into account the risks associated with environmental hazards in the business planning process.

At Wilson, potential environmental risks are minimised through regular reviews of its manufacturing operations both by management and outside consultants. Overall, the company does not use significant amounts of environmentally hazardous raw materials in its manufacturing processes. The company recycles raw materials and products whenever it is feasible to do so.

At Atomic, environmental measures are aimed at avoiding production of waste materials and reducing energy consumption to a minimum. As for recycling and disposal of old skis, Atomic recommends incineration as the best method of waste disposal both ecologically and economically, as opposed to separation and recycling of ski parts.

At Amer Tobacco, the focus in environmental terms is on optimising the use of raw materials and energy as a result of which its pollution and waste are clearly below the industry average.

Social responsibility

Wilson purchases raw materials, components and a significant part of its finished products from third party suppliers. All suppliers' manufacturing facilities are inspected regularly by the company's sourcing personnel. The inspections cover working conditions, salary levels and hiring procedures to ensure that suppliers are in compliance with the applicable US and local laws and public policies. The company does not use any facility which does not comply with Wilson's working conditions policy or that exploits children in its workforce.

As to tobacco related risks, a company statement appears on page 18.

PROPOSAL OF THE BOARD OF DIRECTORS

As stated in the consolidated balance sheet as at 31 December 2000, the Group's distributable earnings amount to EUR 144,226,000. Distributable earning as stated in the Parent Company balance sheet as at 31 December 2000 total EUR 89,960,552.65.

The Board of Directors is recommending to the Annual General Meeting that a dividend of EUR 1.00 per share, totalling EUR 24,710,520, be paid for the 2000 financial year.

No dividend will be paid for the shares owned by the Company.

Helsinki, 7 February 2001

Pekka Kainulainen

Tauno Huhtala

Felix Björklund

Ilkka Brotherus

Tuomo Lähdesmäki

Timo Maasilta

Roger Talermo
President & CEO

AUDITOR'S REPORT

To the Shareholders of Amer Group Plc

We have audited the accounting, the financial statements and the corporate governance of Amer Group Plc for the period from 1 January to 31 December 2000. The financial statements, which include the report of the Board of Directors, consolidated and parent company income statements, balance sheets and notes to the financial statements, have been prepared by the Board of Directors and the President. Based on our audit we express an opinion on these accounts and on corporate governance.

We have conducted the audit in accordance with Finnish Standards on Auditing. Those standards require that we perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatements. An audit includes examining on a test basis evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by the management as well as evaluating the overall financial statement presentation. The purpose of our audit of corporate governance is to examine that the members of the Board of Directors and the President have legally complied with the rules of the Companies' Act.

In our opinion the financial statements have been prepared in accordance with the Accounting Act and other rules and regulations governing the preparation of financial statements. The financial statements give a true and fair view, as defined in the Accounting Act, of both the consolidated and parent company's result of operations as well as of the financial position.

The financial statements with the consolidated financial statements can be adopted and the members of the Board of Directors and the President of the parent company can be discharged from liability for the period audited by us. The proposal by the Board of Directors regarding the distributable earnings is in compliance with the Companies' Act.

Helsinki, 7 February 2001

SVH Pricewaterhouse Coopers Ltd.
Authorised Public Accountants

Göran Lindell
Authorised Public Accountant

ORGANISATION

BOARD OF DIRECTORS

Chairman:
Pekka Kainulainen, 59
Management Training Centre Ltd, President
Member since 1985, Vice Chairman 1995-97, Chairman since 1997
Term 1998-2000

Vice Chairman:
Tauno Huhtala, 62
LHX Consulting Oy, Partner
Member since 1986, Vice Chairman since 1997
Term 1999-2001

Members:

Felix Björklund, 57
Nordic Capital, Partner
Member since 1999
Term 1999-2001

Ilkka Brotherus, 49
Sinituote Oy, Managing Director
Member since 2000
Term 2000-2002

Tuomo Lähdesmäki, 44
Elcoteq Network Corporation, President
Member since 2000
Term 2000-2002

Timo Maasilta, 46
The Land and Water Technology Foundation,
Chairman
Member since 1986
Term 2000-2002

Roger Talermo, 45
Amer Group Plc, President & CEO since 1996
Member since 1996
Term 1998-2000

GROUP HEADQUARTERS

PRESIDENT & CEO
Roger Talermo

SENIOR VICE PRESIDENT & CFO
Pekka Paalanne

TREASURY & INVESTOR RELATIONS
Jari Melgin

CONTROL
Kai Tihilä

COMMUNICATIONS
Marja-Leena Simola

CORPORATE PLANNING
Eero Alperi

WILSON

PRESIDENT
Jim Baugh

FINANCE & ADMINISTRATION
Steve Millea

GOLF
Luke Reese

RACQUET SPORTS
John Embree

TEAM SPORTS
Chris Considine

INTERNATIONAL MARKETS
Steve Millea

EUROPE & AMER SPORTS
Kari Kauniskangas

JAPAN
Matt Gold

ATOMIC

PRESIDENT
Michael Schineis

FINANCE & ADMINISTRATION
David Taylor

R&D AND PRODUCTION
Rupert Huber

MARKETING & SALES
Thomas Zettler

SUUNTO

PRESIDENT
Dan W. Colliander

FINANCE & ADMINISTRATION
Heikki Kunnas

MARKETING
Claes Björkstén

R&D AND PRODUCTION
Ari Nikkola

AMER TOBACCO

PRESIDENT
Jukka Ant-Wuorinen

MARKETING
Jan-Erik Grönlund

PRODUCTION
Veijo Rosimo

FINANCE & ADMINISTRATION
Timo Levänen

LEGAL & CORPORATE AFFAIRS
Kalle Soikkanen

TELETEKNO

PRESIDENT
Paul-Erik Sjöman

NEWS IN 2000 IN BRIEF

January

Amer Group Plc redeemed the remainder of the convertible subordinated bonds of USD 75 million issued in 1993. The amount of the loan outstanding was USD 31.82 million, representing a total of 1,430,877 Amer Group A shares, i.e. 5.9% of the number of shares and voting rights currently in issue.

Amer Group Plc's redemption offer for Suunto Oyj's shares and warrants expired on 10 January 2000. As a result of the redemption offer Amer Group Plc's shareholding in Suunto totalled 99.7 percent.

Amer Tobacco Ltd and Philip Morris Products Inc. renewed their licensing agreement. The agreement, valid at least until year-end 2005, will continue thereafter by mutual agreement.

Wilson expanded its team sports' operations by acquiring the operations of DeMarini Sports, Inc., manufacturers and marketers of baseball and softball bats. The company's operations became part of Wilson's Team Sports Division with immediate effect.

February

The results for the 1999 financial year were published on 9 February. Operating profit increased by 162 % to EUR 58.5 million. Net sales amounted to EUR 825.7 million (1998: EUR 745.5 million). The Board of Directors proposed to the Annual General Meeting that a dividend of FIM 3.50 (EUR 0.59) a share be distributed.

The Board of Directors decided to propose to the Annual General Meeting an authorisation to purchase and to dispose of the company's own shares. The Board of Directors also proposed that the Articles of Association be amended with regards to changing the share capital into euros.

March

The Annual General Meeting adopted the Report of the Board of Directors and the financial statements for the year ended 31 December 1999. The AGM further approved the Board's proposal to distribute a dividend of EUR 0.59 a share and the proposal to purchase and to dispose of the company's own shares. Two new Board members, Mr Ilkka Brotherus (term 2000-2002) and Mr Tuomo Lähdesmäki (term 2000-2002) were elected. Mr Timo Maasilta was re-elected for a new term 2000-2002. At the first Board meeting Mr Pekka Kainulainen was elected Chairman and Mr Tauno Huhtala Vice Chairman of the Board.

Amer Tobacco and Swedish Match signed a new distribution agreement as a result of which Amer Tobacco will import Swedish Match's cigars and pipe tobacco into Finland as of 1 August 2000.

The Arbitral Tribunal appointed by the Finnish Central Chamber of Commerce declared on 20 March that Amer is entitled to redeem the shares held by minority shareholders in Suunto Oyj. The redemption price would be confirmed in an arbitral award given later. Suunto had requested the Board of the Helsinki Exchanges on 20 February to delist its shares from the main list.

Amer placed on 21 March the security approved by the Arbitral Tribunal to cover the payment of the redemption price of the minority shares in Suunto. Accordingly, Amer's ownership in Suunto had increased to 100 percent.

The Atomic Racing Team won three titles and an overall title in the Alpine Skiing World Cup. A total of five Atomic athletes ranked in the top ten in the Alpine Skiing World Cup: Hermann Maier (1.), Pepi Strobl (3.), Stephan Eberharter (6.), Christian Mayer (8.), Benjamin Raich (9.). In the competition between ski manufacturers Atomic ranked first, for the third time in a row.

The Financial Supervision Authority confirmed that the suspected transactions in Suunto Oyj's shares investigated by the Police were in no way connected with Amer and were made by Suunto insiders in the fall of 1999 before Amer became a Suunto shareholder.

Lazard Frères & CO. LLC and Lazard Asset Management Ltd notified the Company that they together own 1,260,600 Amer Group Plc shares,

representing 5.182% of the Company's paid-up share capital and voting rights. Lazard's holding exceeded 5% on 27 March.

April

Atomic and Hermann Maier renewed their agreement for the next two years. During the 1999/2000 season, Maier won the overall World Cup title and three separate titles: downhill, Super-G and giant slalom.

May

Amer Group made a licensing agreement with Canadian Gen-X Sports Inc. for its Oxygen brand of in-line skate and other wheeled products. With this agreement Amer Group and Atomic exited from the in-line skate business.

The First Interim report for the period January – March was released on 4 May. Net sales were up by 36% and amounted to EUR 266.3 million, and operating profit totalled EUR 14.2 million (1999: EUR 4.8 million).

In a decision dated 19 May The Arbitral Tribunal confirmed the Suunto minority shares redemption price as EUR 11.50 per share. An annual interest rate of 4% will be paid in respect of the redemption price from 21 March 2000 until the redemption price has gained legal force.

June

Wilson introduced its new Rollers technology for tennis racquets based on specially engineered rollers, which take the place of conventional grommets allowing 31.5% more string motion.

Wilson introduced a new oversized Rally tennis ball, which is 6% larger in diameter than a conventional tennis

ball. The new Rally ball also features Wilson's new LiteCore technology, providing a lighter weight core.

Mr Kari Kauniskangas was appointed President of Amer Sports Europe, effective 1 May, based in Gräfelfing, Germany.

Mr Dan W. Colliander was appointed President of Suunto Oy, effective 1 August.

July
Wilson's performance at Wimbledon was an incredible accomplishment. Wilson racquets were used by both singles champions and all four doubles champions in the Gentlemen's and Ladies' events. Pete Sampras won the men's tournament and Venus Williams the women's tournament. Venus and Serena Williams won the women's doubles and Mark Woodforde and Todd Woodbridge the men's doubles tournament.

August
The Second Interim report was released on 3 August. Net sales and operating profit for the period January – June developed as expected. Net sales were up by 29% to EUR 531.7 million and operating profit by 70% to EUR 41.2 million.

September
No news reported.

October
The Company's financial reporting dates for the year 2001 were announced: the results for the 2000 financial year are to be released on 7 February, the Annual Report is to be published during week 9 and the interim results are to be issued for the periods January to March on 3 May, January to June on 9 August and January to September on 1 November, respectively.

November
The Third Interim report was released on 2 November. Net sales were up by 32% to EUR 818.0 million and operating profit by 80% to EUR 76.7 million.

On 2 November, the Board of Directors resolved to start to repurchase the Company's own shares. The repurchases were started on 10 November. The total number of shares repurchased in November was 204,315. The number of own shares repurchased during the year 2000 totalled 441,800.

Ms Sylvie Vignon was appointed Finance Director, Amer Sports Europe.

A total of 380,125 Amer Group Plc shares were subscribed for on the basis of the 1994 warrant scheme. The corresponding increase in the Company's share capital EUR 1,520,500 was registered by the Finnish Trade Register on 30 November.

December
The Land and Water Technology Foundation notified the Company that they together with its wholly-owned subsidiary Tukinvest Oy now own 4.95% of Amer Group Plc's shares. The holdings fell below 5% due to the exercise of warrants for share subscription and the related increase in the number of the Company's shares in issue.

A total of 3,500 Amer Group Plc shares were subscribed for on the basis of the 1994 warrant scheme. The corresponding increase in the Company's share capital amounting to EUR 14,000 was registered by the Finnish Trade Register on 28 December.

AMER GROUP CELEBRATED ITS 50TH ANNIVERSARY ON 19 NOVEMBER, 2000 IN A SPORTING MANNER BY BRINGING OVER INTERNATIONAL TENNIS STARS (STEFAN EDBERG AND TODD MARTIN IN THE PICTURE RIGHT) TO PLAY WORLD CLASS TENNIS IN HELSINKI. THE PARTY CLIMAXED IN A SURPRISE CONCERT BY TOMAS LEDIN (BELOW LEFT), A SPECIAL GUEST STAR.

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ANNUAL GENERAL MEETING

Annual General Meeting
The shareholders of Amer Group Plc are hereby invited to attend the Company's Annual General Meeting to be held on Wednesday, 7 March 2001 at 2:00pm at Amer Group Plc's headquarters in Helsinki, located at Mäkelänkatu 91.

Shareholders who have been entered into Amer Group Plc's shareholder register, administered by the Finnish Central Securities Depository Ltd, no later than 23 February 2001 have the right to attend the Annual General Meeting.

A shareholder whose shares have not been entered into the book-entry system also has the right to attend the Annual General Meeting if the shareholder has been entered into the Company's share register before 1 March 1993. In this case the shareholder must at the Annual General Meeting present his share certificates or other evidence that the right of ownership to the shares has not been entered into a book-entry account.

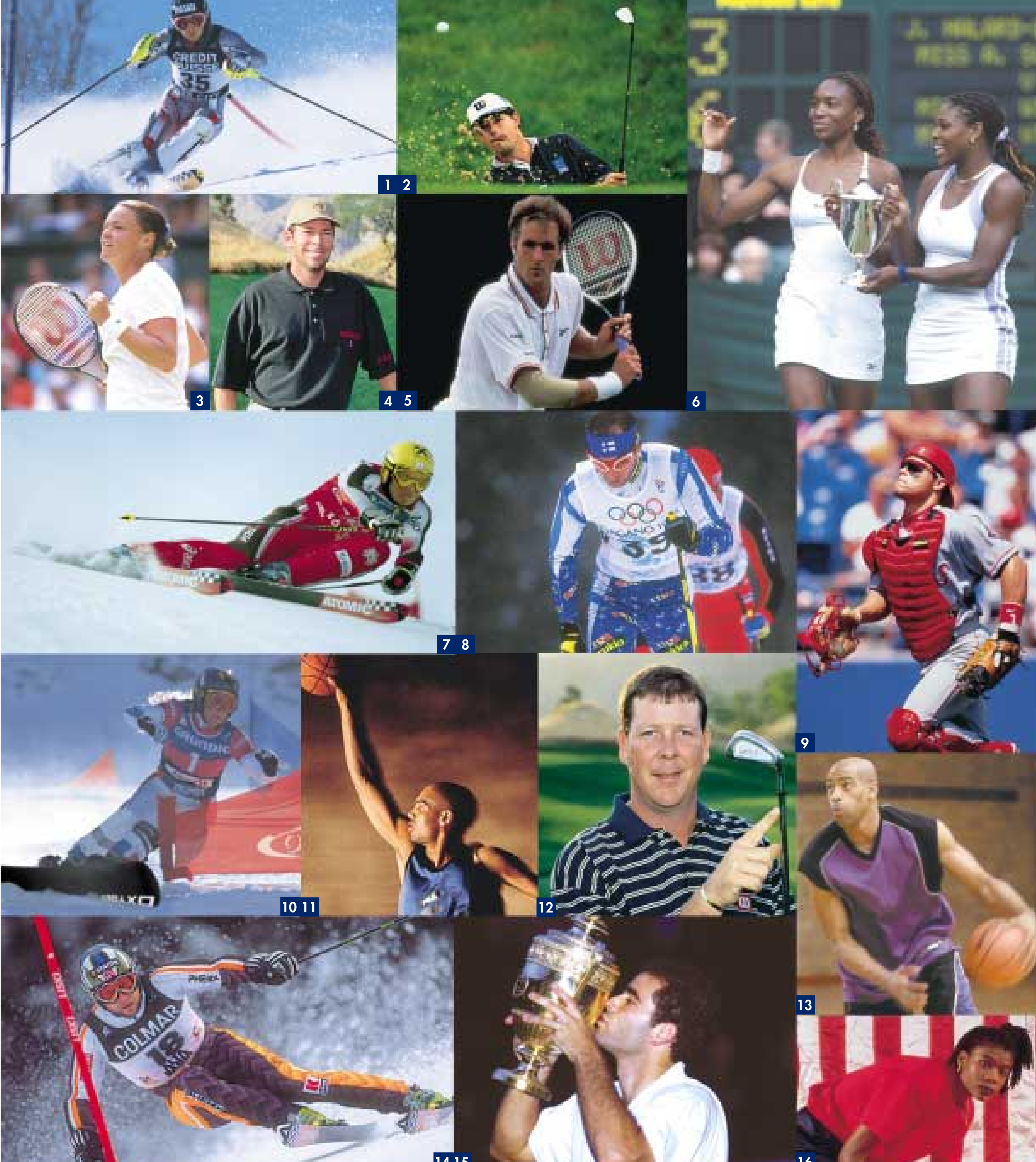
Notification of intended participation at the Annual General Meeting must be given to the Company no later than 4:00pm local time on 5 March 2001 either by writing to Amer Group Plc, Share Register, P.O. Box 130, FIN-00601 Helsinki, by telephone (+358 9 7257 8261/Ms Mirja Vatanen) or by e-mail: mirja.vatanen@amer.fi. Proxies should be forwarded to the above address together with notice of attendance.

Dividend payment
The Board of Directors proposes that a dividend of EUR 1.00 per share be paid for the 2000 financial year. Dividends will be paid to shareholders whose shares have been entered into Amer Group Plc's shareholder register, administered by the Finnish Central Securities Depository Ltd, before the record date. The record date is 12 March 2001. The Board of Directors proposes that the dividend be paid on 19 March 2001.

INVESTMENT ANALYSES

In 2000 forecasts and research on Amer Group have been published by the following brokers:

Alfred Berg Finland Oy Ab, Helsinki
Aros Maizels Equities Oy, Helsinki
Cazenove & Co., London
Conventum Securities Limited, Helsinki
Danske Securities, Helsinki
D. Carnegie AB Finland Branch, Helsinki
Dresdner Kleinwort Benson, London
Enskilda Securities, Helsinki
Evli Securities, Helsinki
FIM Securities Ltd, Helsinki
Mandatum Stockbrokers Ltd, Helsinki
Merrill Lynch, London
Opstock Securities, Helsinki
Svenska Handelsbanken AB (Publ.), Branch Operation in Finland, Helsinki



1. **HEINZ SCHILCHEGGER**
2. **PADRAIG HARRINGTON**
3. **LINDSAY DAVENPORT**
4. **JOHN HOUSTON**
5. **TODD MARTIN**
6. **VENUS WILLIAMS** (LEFT) 2000 WIMBLEDON CHAMPION (SINGLES & DOUBLES), US OPEN CHAMPION, OLYMPICS CHAMPION (SINGLES & DOUBLES)

6. **SERENA WILLIAMS** (RIGHT) 2000 WIMBLEDON CHAMPION (DOUBLES), OLYMPICS CHAMPION (DOUBLES)
7. **HERMANN MAIER** OVERALL CHAMPION IN 1999-2000 ALPINE SKIING WORLD CUP
8. **MIKA MYLLYLÄ** WORLD CHAMPION IN CROSS-COUNTRY SKIING

9. **IVAN RODRIGUES**
10. **KARINE RUBY** 2001 TRIPLE WORLD CHAMPION, SNOWBOARDING
11. **GRANT HILL**
12. **GLEN DAY**
13. **VINCE CARTER**

14. **LASSE KJUS** OVERALL CHAMPION IN 1998-1999 ALPINE SKIING WORLD CUP
15. **PETE SAMPRAS** 2000 WIMBLEDON CHAMPION
16. **SHERYL WOOPES**

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