

## PRESS RELEASE

### ARTEK & MARTELA SIGN A NEW DISTRIBUTION AGREEMENT

Artek and Martela have signed a new deal that will further deepen the co-operation between the two companies.

The terms of the agreement gives Martela exclusive distribution rights of Artek furniture for its projects in Norway and Sweden. Furthermore, Martela has the right to offer and sell Artek furniture as part of its projects in Russia, Poland, Czech Republic, Slovakia, Hungary, Ukraine, Belarus, Estonia, Lithuania, Latvia and Finland. This agreement will further strengthen the co-operation between the two Finnish companies, and will support in the growth of both company's business.

The agreement follows in the footsteps of the joint-venture formed by Artek and Martela in January 2011 that saw a new company formed to manufacture wooden furniture using form-pressing technology. In that asset deal the newly established company acquired the business of P.O. Korhonen, which until then had been a subsidiary of Martela. Under the new joint-venture, Martela would own 51% and Artek 49% of P.O. Korhonen respectively.

This new distribution agreement is an important chapter to be written in what has already been a long and colourful history for these two Finnish design companies. Martela was founded in 1945 at the end of the Second World War after founder Matti S. Martela noted there was growing demand for good quality office furniture as part of Finland's post-war re-building process. And Artek, founded some 10 years earlier in 1935, was established "to sell furniture and to promote a modern culture of habitation by exhibitions and other educational means," by Alvar and Aino Aalto, Maire Gullichsen and Nils-Gustav Hahl. The approach of combining art and technology that is manifested in the name, Artek, is as true today through the co-operation with Martela as it ever has been.

With this development in the collaboration between Martela and Artek, the two companies can further continue to offer the highest-standard of furniture and expertise to the market. The co-operation also strengthens Martela's ability to provide complete solution to meet the needs of its customers.

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Artek is a sales and marketing organisation, established in 1935, to promote humane and innovative design. The cornerstones of Artek's product development strategy are ethics, aesthetics, and ecology. Combining the heritage of Alvar Aalto with ambitious product research, Artek today is more art and tech than ever.

Martela designs and supplies interior solutions for work environments and public spaces. Martela's objective is to offer its customers and partners the best service in the business and high-quality, ergonomic and innovative products. Martela is the largest company in its sector in Finland and one of the three largest in the Nordic countries. In Finland, Martela offers a comprehensive service which can cover the entire process of change from initial inventory and design to removal and maintenance. Martela is a family company founded more than 60 years ago and its shares are quoted on the NASDAQ OMX Helsinki. In 2011, the Martela Group's turnover totalled EUR 130,7 million and it employed an average of 637 persons. Martela has the ISO 14001 and ISO 9001 environmental and quality certificates, and has won many design awards.