



OUTSTANDING OUTDOOR EQUIPMENT

CLOTHING, BACKPACKS, SLEEPING BAGS & FOOTWEAR



Press release 17 September, 2014

Strong performance for Haglöfs

Haglöfs has performed strongly in the first half in 2014. The Company, which celebrates its 100th anniversary this year, reports sales growth of 14 percent compared with the previous year. The focus on global expansion continues with full force, and the Company has implemented a number of strategic initiatives to ensure sustainable growth in the future.

Haglöfs' net sales for the first half of 2014 totaled SEK 316.2 million, an increase of 14 percent compared with the same period the previous year. Asia was responsible for the largest percentage growth and although these markets are still developing from low levels, they are gradually accounting for an increasing share of total sales. In the markets where Haglöfs has a long-established presence, growth is highest in the United Kingdom, Spain, Switzerland, Germany, Sweden and Norway.

“We have seen strong sales growth in the first half of the year, with a clear increase in the number of re-orders – in summary, we can conclude that the good sell-through rate points to growing in-store demand for our products. At present, we have higher growth figures than our markets in general, which means that we are taking market share,” says Richard Jägrud, Product Director and Interim Managing Director at Haglöfs.

Organizational investments further strengthening Haglöfs

Haglöfs' global expansion is now involving an increased focus on the Asian markets. In June, Haglöfs appointed a Product Line Manager Asia, who will work on the development of an Asian range from the Company's recently opened representative office in Hong Kong. Haglöfs' design team has also acquired a new member who will work on developing products tailored to the Asian markets. New to the Footwear team is Masashi Abe, who has more than 10 years' experience with ASICS, both in Japan and Europe, and brings Haglöfs solid expertise in footwear development well as experience from different international markets. Masashi will work under Viktor Wramdemark, who has taken over responsibility for Hardware in parallel with his role as Manager of the Footwear business area.

Under the recent organizational changes, the section of the product organization that specialized in longer development projects has been taken out to form a dedicated R&D group. This group has been supplemented with internal recruitments as well as new expertise from outside – including Jacopo Bufacchi who has been appointed Technical

Haglöfs develops clothing, footwear and hardware for people who invest in an active outdoor lifestyle. From small-scale backpack manufacturing in 1914, Haglöfs has developed into one of the world's leading suppliers of technical and sustainable outdoor products by means of modern product development and strategic distribution. The Haglöfs brand is primarily marketed to 25 European and Asian markets and the company employs some 200 people. Sales for 2013 amounted to SEK 724.5 million. Haglöfs is owned by ASICS Corporation since 2010. www.haglofs.com

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Design Advisor. Jacopo is a trained mountain guide (UIAGM), a mountain rescue expert and extreme skier who has collaborated with a number of outdoor companies over the years.

"Our organizational investments are in line with Haglöfs' global expansion plan. We are now bringing in additional international experience to help strengthen our offering while increasing our focus on innovation and long-term development projects," says Eva Strand, CFO and Interim Managing Director at Haglöfs.

One of the world's leading brands in sustainability

In 2008, when Haglöfs decided to integrate sustainability into its business development and include the concept of sustainability in the Company's business concept and vision, the aim was to ensure long-term profitable growth, while contributing to a sustainable society. With such an explicit focus, Haglöfs has established itself as a leading sustainable brand, even outside the outdoor industry, in a relatively short time. However, this does not mean that efforts have slowed down – on the contrary, Haglöfs is continuously stepping up its sustainability ambitions.

For the fall/winter collection, which is now being delivered to the stores, Haglöfs will label more than 60 percent of its range with the Company's Take Care symbol as a guide to consumers looking for products that are the most advanced in terms of sustainability. To qualify for the Take Care symbol, a product must either be a bluesign® product or be made of recycled materials or organic cotton.

Haglöfs has also recently made a decision that all products will be developed to be Take Care products from the 2016 season. For various reasons, not all products will be able to achieve this level, but they will be exceptions by definition. This new approach is a paradigm shift for the Company and a promise to focus fully on delivering sustainable Outstanding Outdoor Equipment.

"We are convinced that the conscious outdoor consumers of the future will choose responsible brands that offer products with a low environmental impact and an ethically sustainable design. Our ongoing sustainability efforts and the initiatives we are implementing at the moment will make it easy for them to choose Haglöfs," conclude Eva Strand and Richard Jägrud.

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Text and associated images can be downloaded at www.haglofs.com/press

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