



OUTSTANDING OUTDOOR EQUIPMENT

CLOTHING, BACKPACKS, SLEEPING BAGS & FOOTWEAR

HAGLÖFS

Press release 27 October, 2014

Haglöfs appoints new CEO

Haglöfs has appointed Peter Fabrin as its new CEO. Peter joins Haglöfs from The Original Group and will take up his position as of November 3rd, 2014.

Haglöfs welcomes global player and outdoor enthusiast Peter Fabrin as its new CEO. Peter most recently was CEO of The Original Group, and his previous positions include top management roles within IC Companys, as well as Diesel Nordic and InWear Group. Peter Fabrin has furthermore been an executive and a board member of several international brands including BALL Group A/S, Peak Performance and Designers Remix.

"Peter has a great market reputation in growing brands and developing teams. With his retail and lifestyle brand background as well as his previous senior positions we see a huge opportunity to step up the global reach of Haglöfs at a time of sustainable accelerated growth for the brand" said Alistair Cameron, Chairman of the Board.

During the recruitment period for a new CEO for Haglöfs, Eva Strand, CFO, and Richard Jägrud, Product Director, have jointly led the company as interim CEOs.

"Eva and Richard have showed masterful insight in what needed to be done for the company and we are very grateful for their stewardship and commitment" continued Alistair Cameron.

"With Peter onboard we look forward to a continuous global expansion, knowing that he is an experienced veteran with great business insight and leadership. We wish him a very warm welcome to Haglöfs" concluded Alistair Cameron.

Peter Fabrin will take up the position as CEO for Haglöfs on November 3rd, 2014.

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

For more information, please contact:

Sara Skogsberg Cuadras
PR & Media Manager
+ 46 8 584 40 014
sara.skogsberg-cuadras@haglofs.se

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

CONTACTS:
PR & Media Manager: Sara Skogsberg Cuadras, sara.skogsberg-cuadras@haglofs.se