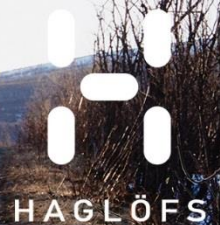


OUTSTANDING OUTDOOR EQUIPMENT



Press release October 22, 2015

HELLNER BY HAGLÖFS – TRAIN LIKE A CHAMPION

Marcus Hellner is one of the best cross-country skiers in the world. His achievements include four Olympic medals (of which three are gold), five World Championship medals and the Svenska Dagbladet gold medal, Bragdguldet, as part of the Swedish relay team. Marcus's genuine interest in the outdoors and his experiences as an elite athlete were two of the reasons behind the collaboration that was started in 2012 and focused on developing products for high intensity activities.

Since he puts in around 900 hours of training throughout the year, on skis, bicycles and the track, Marcus Hellner knows what products are needed – and how they should function. The development of the new collection followed the classic model, which means that Haglöfs Friends bring in their favorite garments and start a collaboration with a number of designers and product developers. Marcus explained how skiing and ski training sessions take place in practice, how the body moves and works, which environments and temperatures represent challenges and how clothes and other equipment must work together. Marcus also demonstrated the additional work-outs that are needed to prepare for a ski season, including everything from running on lit trails and marshy fields to endurance work-outs on the bike.

Marcus's most important message was that “the clothes should just work”. Clean design and no extras were his starting points, simple and practical – a philosophy that appropriately enough also serves as the basis for all of Haglöfs' product development.

Hellner by Haglöfs

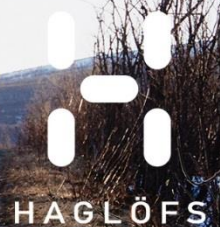
For Fall/Winter 2015 Haglöfs is introducing its “Hellner by Haglöfs” collection, which consists of a vest, jacket, pair of trousers and beanie. This collection is intended for training all year long, but in colder weather conditions in particular. In addition to skiing, whether on snow or with roller skis, the collection is also perfect for other high intensity sports, such as cycling, running and Nordic skating.

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 2014 amounted to SEK 766 million. Haglöfs is owned by ASICS Corporation since 2010. www.haglofs.com

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HELLNER VEST is made from Haglöfs Flexible™ and is lightly insulated with Polartec® Alpha®. Polartec® Alpha® was originally developed for American special forces that were looking for an advanced active insulation that could maintain an optimal temperature for both active and passive users. The fabric offers improved moisture-wicking, breathability and also dries faster than previous technologies – the perfect properties for high intensity activities. HELLNER VEST is stretchable and offers a dynamic combination of insulation and good breathability. The vest is intended to be a reinforcement garment that can be worn over, for example, a thin training jacket, but also works well under a shell. The vest is thinner in the back, where excess heat often gathers, and thicker in the front where the heat is needed most. There are magnet closures under the zipper that keep the vest on even when opening it for extra ventilation. The vest has reflective details on the front and back since it is often dark when working out, and there is a pocket in the front for absolute essentials.

HELLNER JACKET is made from a combination of Haglöfs Flexible™ and a new soft three-layer Windstopper® Soft Shell fabric – a direct result of repeated testing with Marcus. The jacket offers four-way stretch and has a mesh construction that binds air while at the same time minimizing contact with body. The result is an excellent combination of heat, protection and comfort. The pockets are placed high on the jacket so they are not in the way when using ski poles or wearing a water belt. The sleeve cuff construction is simple and fits well both under and over a thin pair of gloves. The jacket has the same magnet solution as the vest.

HELLNER PANT has the same Windstopper® fabric as the jacket, but has been given a more elastic fabric in the rear for increased mobility when skiing. The pant is somewhat roomier to create room for base layers or skiing tights, and the pant legs are longer in the front to cover the boot even when fully extended. The jacket and pant can be worn separately or together as the perfect work-out suit, for example with the family hat, HELLNER BEANIE.

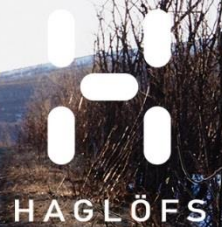
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Text and associated images can be downloaded at www.haglofs.com/press

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