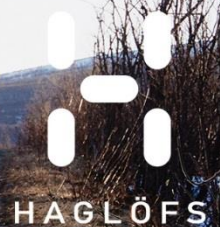


OUTSTANDING OUTDOOR EQUIPMENT



Press release November 6, 2015

HAGLÖFS LAUNCHES WEB SHOP

Haglöfs is taking another step in its commitment to e-commerce and digital communication by launching its own web shop. It will initially be available in Sweden and gradually exported to all markets where the Haglöfs brand is currently present.

Haglöfs has launched a web shop that gives consumer access to Haglöfs' full range of products, 24 hours a day, seven days a week. It combines a wide range of products and an exceptionally knowledgeable customer service with an attractive and easy to use e-commerce solution that makes it easy to shop for Haglöfs products.

"Our website www.haglofs.com) is based around our desire to convey our passion for the outdoors and inspire all who want to live an active outdoor lifestyle. Our ambition is also to make it easy for everyone to get out and enjoy nature. With our web shop, we are creating opportunities for consumers to purchase our products in a simple way where we start by focusing on a personalized offer - simply to present the products that best fit each person's unique needs and interests," says Katarina Johansson, E-commerce Manager at Haglöfs.

Haglöfs' web shop is part of a larger digital initiative from the company that is planning to successively open several web shops in the Nordic region and Europe in the near future. In the long term, it is a global strategy that will cover all parts of the world where Haglöfs is present.

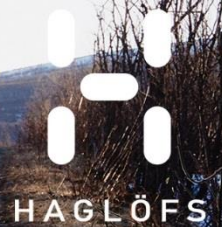
"The web shop is an important step in efforts to strengthen the relationship with and service to our end customers, while being a natural part of our multi-channel strategy. Sport and leisure is one of the fastest growing areas of e-commerce in Sweden, so it is natural for us to expand our sales channels with our own web shop. Along with the work being carried out by our retailers, we also see the web shop as a good tool to further strengthen our brand," says Peter Fabrin, CEO of Haglöfs.

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

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