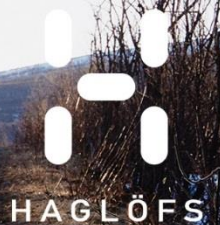


OUTSTANDING OUTDOOR EQUIPMENT



Pressrelease november 6, 2015

HAGLÖFS IS AWARDED THE SPORTS SUPPLIER OF THE YEAR

Haglöfs has been awarded The Sports Supplier of the Year by Habit, Scandinavia's largest fashion trade magazine. The prestigious prize was awarded on last night's Habit Fashion Awards.

The award The Sports Supplier of the Year was awarded Haglöfs for "having built a global brand in the toughest of competition climates" as well as for the brand's design and innovation, technology, function and ability to deliver sustainable and modern products.

The jury further highlighted Haglöfs as a "centenarian who go into the future with a timeless concept for an active, urban and close-to-nature lifestyle".

"We are extremely proud of this award which is great proof of that what we all work so hard for, to take Haglöfs from being a good company to an exceptionally good company, is starting to show results", said Haglöfs CEO Peter Fabrin.

About Habit Fashion Awards

Habit Fashion Awards took place for the ninth consecutive year in 2015. Organizer of the awards is fashion trade magazine Habit. The awards consist of 13 categories in which juries composed of experts from the fashion industry appoint five finalists and finally one winner in each category. Other finalists in the The Sports Supplier of the Year were Houdini, Hestra, Icebug Scandinavia and Ivanhoe of Sweden.

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

For more information, please contact:

Sara Skogsberg Cuadras
Communication Manager

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

CONTACTS:

Communication Manager: Sara Skogsberg Cuadras, sara.skogsberg-cuadras@haglofs.se
CEO: Peter Fabrin, peter.fabrin@haglofs.se

OUTSTANDING OUTDOOR EQUIPMENT



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

CONTACTS:

Communication Manager: Sara Skogsberg Cuadras, sara.skogsberg-cuadras@haglofs.se

CEO: Peter Fabrin, peter.fabrin@haglofs.se