

OUTSTANDING OUTDOOR EQUIPMENT



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STIAN SUNDE NEW MANAGER IN NORWAY

Haglöfs has hired Stian Sunde as its new Norwegian Country Manager. Stian has vast experience from the sport and leisure industry working with adidas Group Norway where he most recently held a position as Senior Field Sales Manager. Stian will lead Haglöfs' Norwegian business from the Oslo office and will start his position on February 1st, 2016.

Norway is an important outdoor market and exploring nature and the outdoors is part of the Norwegian spirit. Haglöfs established its own subsidiary in Norway as early as 1999 and the brand is present with a Brand Store in central Oslo since 2013. In line with the strategic initiatives undertaken by Haglöfs to create increased customer focus, heighten brand awareness and strengthen brand equity in a global market, Haglöfs has hired Stian Sunde as its new Norwegian Country Manager.

Stian Sunde is 31 years old and grew up in Trondheim. Stian has studied at the BI Norwegian Business School Trondheim and has worked for adidas Group Norway since 2007. Most recently Stian held a position as Senior Field Sales Manager leading the Norway office and responsible for strategic development for the adidas and Reebok brands.

– We are happy to welcome Stian Sunde to Haglöfs. In Stian we get a strategic and sales driven country manager who will help us to further strengthen our position on the Norwegian market, says Fredrik Ohlsson, Global Sales Director at Haglöfs.

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