



Amer Sports Corporation

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Amer Sports: Andy Towne appointed President of Apparel

In line with Amer Sports' new strategic priorities where the Group is targeting faster growth in softgoods and focusing on consumer-centric product creation, Amer Sports has appointed **Andy Towne** President of Apparel and member of Amer Sports Executive Board, starting on October 11, 2010. **Jean-Marc Pambet**, currently President of Apparel and Footwear, will continue as President of Footwear as well as President of Salomon. The appointment of Mr Towne for the Apparel leader position will allow Amer Sports to accelerate its growth plans in apparel, whilst the dedication of Mr Pambet to Footwear will allow increased focus and faster expansion of the Group's footwear business.

Previously Andy Towne (44 years) has been working as the CEO in Musto Ltd. Prior to that he has served at Reebok International Ltd. as Vice President, Marketing and Product Europe and at Helly Hansen as Vice President, Global Marketing and Product. Towne holds a MA degree from the University of Cambridge.

In September 2010, Amer Sports announced new strategic priorities. The strategy defines internal financial as well as synergy and scale targets for each unit in the Group portfolio. The strategy emphasizes faster growth in apparel and footwear, excellence in consumer-centric product creation and brand marketing, and strengthening commercial fundamentals through sales and channel management. Operational excellence continues to be a key cornerstone.

Amer Sports is pursuing faster growth in softgoods by moving to category-based development across brands to build scale in softgoods R&D, product line management, sourcing and manufacturing.

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