

Amer Sports Corporation

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Amer Sports Capital Markets Day 2011

Amer Sports is today hosting a Capital Markets Day in Helsinki, Finland. The Company will present the progress in the Group's five strategic priorities announced in September 2010. "We are proceeding according to our plan in executing the strategy, and the strategy is starting to work", says **Heikki Takala**, President and CEO of Amer Sports.

"Our results are improving, evidenced by the 8% top line growth in 2010 and 9% in H1 2011, coupled with a solid profit improvement. Almost all of our businesses and geographic regions are progressing towards their specific targets behind clear improvement programs", Takala continues.

One of the key pillars in Amer Sports strategy is to grow faster in footwear and apparel. The softgoods growth was accelerated in 2010 and in H1/2011, softgoods grew by 28%.

"We're becoming a more consumer-centric company with improved Brand Management capabilities. We have established Regional consumer operations in Asia and the Americas to improve our brands' local consumer relevance and appeal."

"Increased distribution and in-store excellence are yielding results, evidenced by the top line growth. We are improving our operational excellence, with better production flexibility in Winter Sports Equipment to cope with demand increases in good winters and to be profitable even in bad winters. We are also continuously improving our Customer Service across the company."

"We now stay on the path set last year. We continue executing the programs guided by our financial targets, with strong focus on internal improvement and organic growth. In current uncertain times, we naturally do appropriate contingency planning to meet the challenges in case of an economic slowdown", says Takala.

In September 2010, Amer Sports announced new strategic priorities and long-term Group financial targets. The strategy defines internal financial as well as synergy and scale targets for each unit in the Group portfolio. Group strategy emphasizes faster growth in softgoods, i.e. apparel and footwear, excellence in consumer-centric product creation and brand marketing (winning with consumers), and the strengthening of commercial fundamentals through the development of sales and distribution (winning in go-to-market). Operational excellence continues to be a key cornerstone. The new financial targets put the focus on profitable growth and strong cash flow.

Amer Sports' long-term financial targets are:

- Growth: Delivering organic, currency-neutral annual growth of 5%.
- Profitability: EBIT of at least 10% of net sales.
- Cash flow: Annual free cash flow equal to net profit.
- Balance sheet structure: Year-end Net Debt / EBITDA ratio of 3 or less.

The Capital Markets Day materials will be available on the company's website, www.amersports.com, in the Investor Relations section at 1 pm Finnish time.

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Amer Sports (www.amersports.com) is a sporting goods company with internationally recognized brands including Salomon, Wilson, Atomic, Arc'teryx, Precor, Suunto and Mavic. The company's technically-advanced sports equipment, footwear and apparel improve performance and increase the enjoyment of sports and outdoor activities. The Group's business is balanced by its broad portfolio of sports and products and a presence in all major markets. Amer Sports shares are listed on the NASDAQ OMX Helsinki stock exchange.