

Amer Sports Corporation

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Amer Sports: regional general managers of the sales and channel management appointed Executive Board members

In line with Amer Sports' new strategic priorities which emphasize strengthening commercial fundamentals and getting closer to the local consumer, Amer Sports has appointed the regional general managers of the sales and channel management members of Amer Sports Executive Board, starting on October 15, 2010.

The new Executive Board members are **Michael White**, General Manager EMEA; **Mike Dowse**, General Manager Americas, and **Matt Gold**, General Manager Asia Pacific. White, Dowse and Gold will all report to Amer Sports' President and CEO **Heikki Takala**. SVP, Sales and Channel Management **Thomas Ehrnrooth** will leave the company on October 15, 2010.

Appointing the regional general managers Executive Board members further emphasizes the importance of strengthening the commercial fundamentals and expanding Amer Sports' distribution footprint both in developed and emerging markets.

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.

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