



Amer Sports Corporation

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Victor Duran appointed Amer Sports Executive Board member

Amer Sports has appointed Victor Duran, Senior Vice President, Marketing and Business to Consumer, a new member of Amer Sports Executive Board from January 1, 2011. The appointment is in line with Amer Sports' strategy which emphasizes excellence in consumer-centric product creation and brand marketing, and strengthening commercial fundamentals through sales and channel management. Mr Duran is responsible for heading Amer Sports' Business to Consumer development as well as Group Marketing Development as the marketing functional leader. Duran reports to Heikki Takala, President and CEO of Amer Sports Corporation.

Victor Duran (born 1966) joined Amer Sports on March 1, 2010. Previously he has been working in HotHouse, where he held the position of Partner. Prior to that he has served at Zyman Group, Caterpillar EMEA and Procter & Gamble. Duran has a Master of Business Administration in International Business and Marketing from the University of North Carolina, US.

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AMER SPORTS

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.