



Amer Sports Corporation

RELEASE
July 18, 2011 at 10:00 am

Amer Sports expanding distribution via own ecommerce

Amer Sports is expanding the distribution of its products through own ecommerce. After successfully piloting ecommerce in France with Salomon and Suunto, the company will gradually open new web-shops in Europe and North-America. With ecommerce, Amer Sports will provide an additional channel for the consumer to interact with its brands. It also provides the consumer the opportunity to purchase the entire range of products from a brand.

"Ecommerce is a good addition to the other channels where our products are being sold, such as sporting goods chains, specialty retailers, mass merchants and brand stores. Own ecommerce offers us the opportunity to demonstrate our entire product range with the chance to explain the unique benefits and features of each product. Further, in ecommerce we can tell our brand stories through 'sight and sounds'. This in turn creates stronger consumer awareness and desire for our brands", says **Heikki Takala**, President and CEO of Amer Sports Corporation.

"Ecommerce is a logical building block to our Group strategic priorities, enabling us to grow faster in softgoods, win with the consumer by following their habit changes in purchasing and information seeking, and expand our commercial footprint to new channels", Takala continues.

"After successfully piloting with the two first web stores, we are now moving to expansion. The pilots resulted in the doubling of web-site traffic for our brands, driving incremental sales through our ecommerce sites while also supporting the sales of our retail partners. Indeed, our retail partners benefit from the increased awareness, as most consumers want to feel and try the product and hence prefer to purchase in retailers' outlets", explains **Victor Duran**, in charge of Amer Sports Business to Consumer and Marketing.

"The strategy in Amer Sports Business to Consumer is to surround the consumer with a great brand experience, communicate the value of our brands and then let the consumer decide how and where to buy", continues Duran.

On top of the ecommerce expansion, Amer Sports continues to develop its direct retail sales to consumers. At the end of March, the Group had 159 branded stores worldwide. The Group's current target is to have up to 10% of the Group net sales coming from own retail stores and ecommerce.

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

For further information, please contact:

Päivi Antola
Director, Corporate Communications and Investor Relations
Tel. +358 9 7257 8233

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.