

Amer Sports Corporation

PRESS RELEASE

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## Amer Sports acquires Nikita, a female focused action sports apparel brand

In line with Amer Sports strategic priority to grow faster in softgoods, Amer Sports is acquiring Nikita ehf ([www.nikitaclimbing.com](http://www.nikitaclimbing.com)), a snowboarding inspired Action Sports apparel brand which focuses on female consumers. Annual net sales of Nikita is approximately EUR 8 million.

"Action Sports apparel is a large and dynamic market driven by young people who skate, surf and snowboard and the acquisition complements Amer Sports portfolio in Action Sports. With Salomon snowboards, Bonfire apparel and now, Nikita, we have a great opportunity to expand our presence in Action Sports, bring a broader range of exciting, authentic products to market and reach new consumer groups", states Andy Towne, President of Amer Sports Apparel.

Nikita offers apparel "For Girls Who Ride" with a full year offering. Nikita sales are mostly in Europe and distributed selectively also in North America and Asia. Nikita originates from Iceland and the sellers are individual and institutional owners.

"Amer Sports Apparel category will bring benefits to Nikita as we can leverage the scale of our brands in design, sourcing and in go-to-market activities", Towne continues.

The transaction will not have a material impact on Amer Sports 2011 financial results or balance sheet.

**For further information, please contact:**

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

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**AMER SPORTS**

Amer Sports ([www.amersports.com](http://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.