Press release March 22, 2017

**NEW MANAGEMENT IN HAGLÖFS UK**

**Outdoor brand Haglöfs sees an updated UK management through the recruitment of Damien McConville as new country manager.**

In line with the company’s strategic directions to improve customer focus, build a well-balanced premium distribution and strengthen its brand equity in a global market, Haglöfs has hired Damien McConville as its new country manager in the UK. With focus on retail buying, merchandising and product management, McConville has vast experience from the outdoor and retail business, most recently from a senior position within Scotmid, but also from several years within Tiso/JD Sports and Dobbies Garden Centres.

“In Damien McConville we have found a commercial and brand driven strategist with the capability to locally execute on our global strategic initiatives. Surely he will strive to both exceed customer expectations and fulfil the needs of the modern consumer. We wish him a very warm welcome to the Haglöfs team”, said Fredrik Ohlsson, Global Sales Director at Haglöfs.

“I am equally excited and proud to be taking the reins of such a wonderful brand as Haglöfs in the exciting UK market”, said Damien McConville.

Damien McConville will join Haglöfs on May 2, 2017.

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