Stockholm, September 14th, 2017

**CARSTEN UNBEHAUN APPOINTED AS NEW CEO OF HAGLÖFS AB**

**Haglöfs AB, a subsidiary of ASICS, today announces the appointment of Carsten Unbehaun as the company’s new CEO, effective as of January 1, 2018. Carsten Unbehaun will succeed Peter Fabrin.**

After more than three years as CEO of Haglöfs AB, Peter Fabrin has decided to pursue new career opportunities in his home country of Denmark, alongside his family. He will remain as a Board Member of Haglöfs until the end of January 2018.

German-born Carsten Unbehaun joined ASICS in 2002 and has held several managerial positions, including Marketing Director for ASICS EMEA at the European headquarters in the Netherlands and most recently has been based in Germany as Managing Director Central Europe. Before joining ASICS, Carsten Unbehaun held various senior management roles at energy company EON Hanse and telecoms company Talkine.

"We are delighted to have appointed Carsten Unbehaun as the new CEO of Haglöfs", said Katsumi Kato, Chairman of the Haglöfs Board and Member of the Board of ASICS Corporation. "Carsten is a well-respected leader across the entire ASICS Group and has been an active Haglöfs Board Member since 2015”.

In Peter’s period as CEO, Haglöfs has undergone a significant transformation. The brand has been revitalized, and the organization and supply chain processes have been streamlined, resulting in improved service levels and a tripling of Haglöfs’ earnings.

“We respect Peter’s decision and would like to thank him for his great leadership and providing strong foundations for further accelerated growth”, said Katsumi Kato.

Carsten Unbehaun commented, “I am excited and honoured to step into my new role, and look forward to contributing to our company’s ambitious growth plans with a very strong outdoor brand that shares ASICS’ mission in providing consumers with an active lifestyle with the most premium gear”.

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Text and associated images can be downloaded at [www.haglofs.com/press](http://www.haglofs.com/press)

For more information, please contact:

Sara Skogsberg Cuadras

Communication Manager

+ 46 8 584 40 014

sara.skogsberg-cuadras@haglofs.se