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**HAGLÖFS DELIVERS POSITIVE 2018 AND PRESENTS NEW STRATEGY**

**In 2018, Haglöfs returned to growth with increase in net sales and gross margin. It was also a year that saw several milestones in the company’s sustainability work. To further accelerate growth, Haglöfs is now launching a 2022 strategy including a new product mix and further efforts in innovation, brand and digital sales.**

Haglöfs has worked intensively to improve its operations, product mix and brand. Last year it resulted in Haglöfs returning to growth with an increase in net sales and improved gross margin. According to CEO Carsten Unbehaun, this marks an important milestone in Haglöfs future journey.

“Haglöfs is improving step by step. We’re investing in every part of our operation, from supply chain and products to brand and sales channels. We have a very exciting journey ahead of us”, said Carsten Unbehaun, CEO Haglöfs.

Last year also marked several milestones in Haglöfs sustainability efforts. The autumn season was Haglöfs’ most environmentally sustainable to date; the brand presented one of the highest number of bluesign® products on the market, one third of the clothing collection was based on recycled materials, and over 80% of its product mix was labeled Sustainable Choice, Haglöfs own labelling system for the products that have reached the farthest in terms of sustainability. Further steps in social sustainability also resulted in Haglöfs achieving ‘Leader’ status, the highest member category available, in Fair Wear Foundation.

During the fall of 2018, Haglöfs has developed a new strategy aiming to position the company as number one in key categories in the Nordics and strengthen the company’s challenger position on international markets by 2022.

“The strategy will enable Haglöfs to become much more focused. Our products, branding and marketing will better reflect our craftmanship, heritage and competitive edge with high-performance products. We will also become much more consumer oriented”, said Carsten Unbehaun.

One key focus area in the new strategy is an updated product mix with focus on stronghold categories. Beginning in 2019, business area Clothing will address the global market focusing on shell and insulation categories. Business areas Footwear and Hardware will primarily focus on low cut footwear and daypacks. To support this development, Haglöfs recently recruited Paul

Cosgrove a new Global Product Director, and will continue to invest in product development, innovation and a new design language across all categories.

Another key focus area is the continued transformation of Haglöfs into a digital and B2C oriented business. Over the last few years Haglöfs has reviewed its sales channels, introduced its own e-commerce channel and redeveloped its brand platform. Further investments in digital sales and brand are top priorities, said Carsten Unbehaun.

“We see great growth potential in digital sales, together with our premium partners and through our own e-commerce platform. As consumers are becoming increasingly more digital we also see potential to build stronger relationships with our customers through digital communication to support brand preference and loyalty. One of our key priorities going forward is to strengthen our brand positioning as the progressive outdoor performance brand from Sweden,” says Carsten Unbehaun.

Text and associated images can be downloaded at https://www.mynewsdesk.com/haglofs .

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