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**NEW LEADERSHIP AND STRENGHTENED ORGANISATION IN HAGLÖFS GERMANY/AUSTRIA   
  
Outdoor brand Haglöfs is strengthening its German/Austrian organisation with the recruitment of Moritz Kuhn as new Country Manager and Erik Birndt as Senior Sales & Key Account Manager.**

In line with Haglöfs recently launched new brand platform and the company’s strategic initiatives to create increased customer focus, greater brand awareness and strengthened brand equity in a global market, Haglöfs has hired Moritz Kuhn as its new Country Manager for Germany/Austria. Moritz Kuhn has vast experience from the outdoor, sports and retail business after several years within the Adidas Group, and comes most recently from a senior team leader position at Zalando.

To further strengthen the organisation in Germany/Austria Haglöfs has also hired Erik Birndt as Senior Sales & Key Account Manager. Birndt has several years of experience from different sales positions from the global watch and jewellery company Fossil, where he most recently held a position as Sales Manager.

“In Moritz Kuhn we get a strategic, commercial and brand driven country manager with the capability to execute our global strategic initiatives in one of our most important markets. Together with Erik Birndt, he will further strive to exceed customer expectations and fulfil the needs of the modern consumer. We are proud to have them both on the Haglöfs team”, says Fredrik Ohlsson, Global Sales Director at Haglöfs.

Moritz Kuhn and Erik Birndt started their respective positions on October 1st, 2016.

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

For more information, please contact:

Sara Skogsberg Cuadras

Communication Manager

+ 46 8 584 40 014  
[sara.skogsberg-cuadras@haglofs.se](mailto:sara.skogsberg-cuadras@haglofs.se)