Press release January 28, 2016

**Taking Haglöfs to the next level**

**2015 was a successful year for Haglöfs, with many victories – both minor and major. One of the most important of these is the company’s return to profitable growth, which is a result of the change programme initiated in 2014. Work now continues unrelenting in the pursuit of taking Haglöfs to the next level.**

As Haglöfs looks back at 2015 the company can see growth and enhanced profitability, even though the levels are not yet satisfactory. Several key indicators have improved during the year and the company is on track to meet the goals defined as part of the strategic initiatives that were initiated the previous year. Major efforts to create a sharper customer focus, increase brand awareness and strengthen brand equity are behind the improvement.

The positive trend is particularly noticeable in the Nordic countries, the Asian distributor markets and Haglöfs’ own stores. Haglöfs also successfully launched its own e-commerce in November. Footwear is the business areas that has shown the strongest development during the year. Efforts to grow Haglöfs even further are now entering the next phase.

­“We have worked hard and been very productive during the year. We have made many changes and we are continuing to do so. The strategic operational initiatives that were introduced last year have also resulted in improvements in all parts of the company, and I am proud of what we have achieved together so far,” says Peter Fabrin, CEO of Haglöfs.

2015 has been an eventful year in all respects. The development of a new vision, a number of strategic appointments to strengthen the organisation and the upcoming launch of Haglöfs’ new brand platform are just a few examples of the many events. Customers have experienced a big difference in the form of an increased presence, improved efficiency and higher proactivity in all parts of Haglöfs' operations. In autumn Haglöfs was named Sportswear Supplier of the Year in Sweden by Habit, Scandinavia’s leading fashion trade magazine.

“We are continuing to build on a solid foundation for the business and the work is now moving into the next phase, which involves taking Haglöfs to the next level where we will strive for exceeding customer expectations and fulfilling the needs of the modern consumer. Our successes during the year strengthen us in our efforts going forward – and this is what we need, as there is still hard work awaiting us,” continues Peter Fabrin.

**Sustainability at world-class level**

2015 was also a year of development within Haglöfs’ sustainability efforts. During the year, Haglöfs became a member of the Leather Working Group and has achieved Responsible Down Standard accreditation. Haglöfs has also developed sustainability criteria for Footwear during the year, which means that all business areas are now part of Haglöfs' Take Care.

“The level that we have achieved in sustainability is world class. The underlying work can also serve as a model for how we should achieve our defined goals, with us working hard together as a team for what we are passionate about. This will elevate Haglöfs from a good company to an amazing company and the most reliable outdoor brand,” concludes Peter Fabrin.

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

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