



Statement on the Newell Press Release from 4 October 2016

(Date: 07.10.2016)

With this statement Marmot would like to comment on the recently published press release by Newell Brands. In this release Newell Brands announced a number of future changes including their plans to sell various brands in their portfolio. Amongst these are all Newell Brands Winter Sports Businesses from the current Outdoor Solutions Segment. **Marmot is not one of these businesses and is not for sale.**

Unfortunately, the announcement by Newell Brands was misinterpreted by some media and resulted in vague and inaccurate statements about the future of Marmot. To clarify the position and avoid any further misunderstandings, we would like to explain the core of the Newell Brands press release once more in simple terms.

Newell Brands currently has their brands arranged in 32 business segments, one of which is the *Outdoor Solutions Segment* and Marmot, K2, Vökl and Marker amongst others are part of it. Only the Winter Sports Businesses from the Outdoor Solutions Segment are being put up for sale. Marmot is not part of the Winter Sports Businesses and is therefore unaffected.

As part of Newell Technical Apparel, Marmot and ExOfficio will get additional support, and will become part of the newly formed Outdoor and Recreation Division; one of 16 Divisions planned for the business.

You can read the original press release published by Newell Brands via this link <http://ir.newellbrands.com/investor-relations/press-releases/press-release-details/2016/Newell-Brands-Announces-New-Growth-Game-Plan/default.aspx>

For further questions, please contact one of the press contacts below.

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