

## COMPANY ANNOUNCEMENT

3 September 2014

### **New CEO appointed in Peak Performance**

As of today Nicolas Warchalowski has been appointed new CEO of Peak Performance. Nicolas takes over the position as CEO from Anders Cleemann who has chosen to leave Peak Performance and IC Companys.

Nicolas comes from a position as CEO in the Swedish outdoor brand Haglöfs where he has been for 5 years. Prior to this, Nicolas has, among others, worked for Procter & Gamble and Red Bull, and he has lived and worked in both the USA and Austria.

Group CEO of IC Companys A/S Mads Ryder commented;

*"Nicolas has experience within the industry, and consequently he has a great understanding of "fashion and function" which is vital for the future success of Peak Performance. Furthermore, he has experience of brand building from his many years in Procter & Gamble and Red Bull. Holding these competencies, Nicolas is not only a worthy replacement for Anders Cleemann, but he will also be a very strong character heading Peak Performance".*

### **IC Companys A/S**

Mads Ryder  
Group CEO

**Please direct any questions regarding this announcement to:**

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*This announcement is a translation from the Danish language. In the event of any discrepancy between the Danish and English versions, the Danish version shall prevail.*