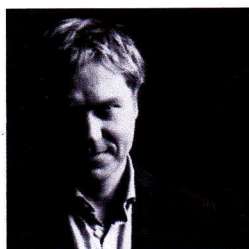


## Haglöfs' CEO statement on working with Newtrims



**PETER FABRIN**  
CEO at Haglöfs AB

*Stockholm, January 2017*

*At Haglöfs we are constantly innovating and improving processes to run a better business and drive shareholder value. This includes ongoing cost reduction initiatives throughout every area of our business.*

*The sourcing of trims and accessories is an area where we decided to get external help as we felt that we would benefit from a neutral party that could elevate the competence needed for the analysis and implementation.*

*Newtrims was able to identify what areas could be improved and how. They gave us a structured approach and plan that freed up resources on our side.*

*The result is a substantial cost reduction for Haglöfs and ease of operations for our manufacturing base.*

*Change always has a cost but having a partner who knows how to get things done without negatively impacting our other priorities was a key reason we decided to work with Newtrims.*

*I think it's fair to say that working with Newtrims has far exceeded expectations and resulted in a successfully delivered optimized trims and accessories supply chain.*

*The one thing I would possibly do differently is to accelerate the decision making process on our side to reap the benefits sooner.*

