

September 10, 2026



Peter Rauch Named President of Mountain Hardwear

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq: COLM), a leading innovator in active outdoor apparel, footwear, accessories and equipment, today announced that Peter Rauch will be the new President of the Mountain Hardwear brand. Mountain Hardwear's mission is to encourage and equip people to seek wilder paths. With over 30 years of wild wisdom, Mountain Hardwear continues to offer premium technical apparel, accessories and equipment products for climbers, mountaineers, skiers, snowboarders, and trail athletes. Troy Sicotte will transition to a new role as Global Vice President, Sales for Mountain Hardwear.

Mr. Rauch transitions from his current role as General Manager of Columbia Brand North America and brings nearly 20 years of leadership experience across the Columbia family of brands, deep industry knowledge and a genuine passion for the outdoors.

"Throughout his career, Peter has built strong cross-functional partnerships, developed high-performing teams, and delivered meaningful business results," said Peter Bragdon, President, Columbia Sportswear Company. "His deep understanding of our business, combined with his commitment to the outdoor industry and consumers we serve, positions him well to lead Mountain Hardwear into its next chapter."

Since joining Mountain Hardwear almost eight years ago and serving as President for nearly five years, Mr. Sicotte has played a pivotal role in strengthening the brand and building a strong foundation for future success. In Mr. Sicotte's new role, he will focus on strengthening marketplace relationships.

"We are grateful for Troy's contributions and are excited about the leadership he will continue to bring to the brand," said Craig Zanon, EVP, Europe Direct, Asia Direct and Emerging Brands. "His deep industry expertise, strong retailer partnerships and global perspective position him well to help drive the Mountain Hardwear brand's next phase of growth and success."

"As I transition into this new role, I am excited about Mountain Hardwear's future and the opportunities ahead. I look forward to strengthening relationships with our marketplace partners and helping drive the brand's continued growth," said Troy Sicotte.

Mr. Rauch and Mr. Sicotte will begin their new positions on September 28.

Forward-Looking Statements

This document contains forward-looking statements within the meaning of the federal securities laws, including statements regarding the Company's expectations, anticipations or beliefs about the growth of the Company. Forward-looking statements often use words such

as “will,” “anticipate,” “estimate,” “expect,” “should,” “may” and other words and terms of similar meaning or reference future dates. The Company’s expectations, beliefs and projections are expressed in good faith and are believed to have a reasonable basis; however, each forward-looking statement involves a number of risks and uncertainties, including those set forth in this document, those described in the Company’s Annual Report on Form 10-K and Quarterly Reports on Form 10-Q under the heading “Risk Factors,” and those that have been or may be described in other reports filed by the Company, including reports on Form 8-K. The Company does not undertake any duty to update any of the forward-looking statements after the date of this document to conform them to actual results or to reflect changes in events, circumstances or its expectations. New factors emerge from time to time and it is not possible for the Company to predict or assess the effects of all such factors or the extent to which any factor, or combination of factors, may cause results to differ materially from those contained in any forward-looking statement.

About Columbia Sportswear Company

Columbia Sportswear Company connects active people with their passions and is a global multi-brand leading innovator in outdoor, active and lifestyle products including apparel, footwear, accessories, and equipment. Founded in 1938 in Portland, Oregon, the Company's brands are sold in 122 countries. In addition to the Columbia® brand, Columbia Sportswear Company also owns the Mountain Hard Wear®, SOREL® and prAna® brands. To learn more, please visit the Company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, and www.pрана.com.

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