

November 26, 2018



Columbia Sportswear Company Announces Appointment of John Soh as Vice President and General Manager of China

PORTLAND, Ore.--(BUSINESS WIRE)-- Columbia Sportswear Company (Nasdaq: COLM), a leading innovator in active outdoor apparel, footwear, accessories and equipment, today announced the appointment of John Soh as Vice President and General Manager of China, effective February 2019.

In his new role, John will report to Doug Morse, Senior Vice President of Emerging Brands and APAC. John joins Columbia Sportswear Company from LEGO, where he was a Senior Commercial Director in the Asia Pacific region, based in Singapore. Prior to that, John was with Nike for two decades, working his way up as a product trainer to Senior Sales Director in Greater China and Southeast Asia. He has broad commercial management experience that includes category, retail and country management.

"John's long experience in footwear and apparel in Asia, and particularly in China, are a perfect fit for our growing China market," said Tim Boyle, President and CEO of Columbia Sportswear Company. "I look forward to John's leadership contributions as we continue to evolve our brands to meet the needs of consumers around the globe."

"I'm excited to join Columbia Sportswear Company," said John Soh. "This is a great opportunity, and I am happy to contribute to the growth of the business in China."

John's start date will be mid-February 2019, after the Chinese Lunar New Year.

About Columbia Sportswear:

Columbia, the flagship brand of Portland, Oregon-based Columbia Sportswear Company, has been creating innovative apparel, footwear, accessories and equipment for outdoor enthusiasts since 1938. Columbia has become a leading global brand by channeling the company's passion for the outdoors and innovative spirit into technologies and performance products that keep people warm, dry, cool and protected year-round. To learn more, please visit the company's website at columbia.com.

About Columbia Sportswear Company:

Columbia Sportswear Company has assembled a portfolio of brands for active lives, making it a leader in the global active lifestyle apparel, footwear, accessories, and equipment industry. Founded in 1938 in Portland, Oregon, the company's brands are today sold in approximately 90 countries. In addition to the Columbia® brand, Columbia Sportswear

Company also owns the Mountain Hardwear®, 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.prana.com

Forward-Looking Statements:

This document contains forward-looking statements within the meaning of the federal securities laws, including statements regarding anticipated results, profitability and growth. Forward-looking statements often use words such as “will,” “anticipate,” “estimate,” “expect,” “should,” and “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.

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Source: Columbia Sportswear Company