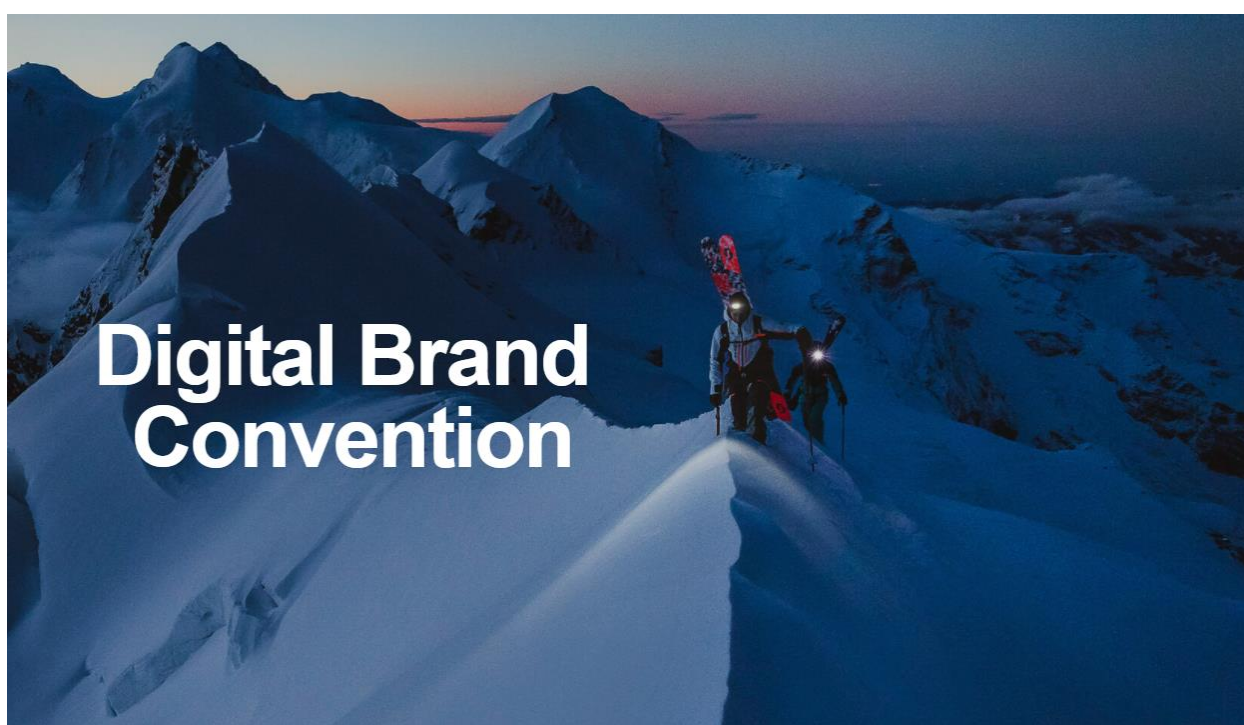


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## Inaugural Digital Brand Convention of MAMMUT

Digital and open-minded as never before. At the first Digital Brand Convention next week, MAMMUT presents the new Fall/Winter 21/22 collection to a larger audience and shows how innovation, safety and responsibility as a company move the brand. Welcome to Simply MAMMUT.



**Rapid changes. These two words sum up the first ten months of 2020. Such a turbulent time requires us to constantly adapt to “new normals”. MAMMUT has taken the opportunity to embrace change, to refocus and to rediscover what really matters.**

The first Digital Brand Convention starts this fall with a digital presentation of the latest collection and shows the initiatives MAMMUT is taking in the areas of corporate responsibility, innovation and safety.

*It's time to change – Monday, October 19, 2020, 1:00 - 2:30 pm CET*

As a start of the events series, MAMMUT will present the highlights of the Fall/Winter 21/22 collection, accompanied by documentaries on corporate responsibility, innovation and safety. Gain insights into new MAMMUT initiatives and join a mutual exchange on the



impact of climate change on glaciers. The event will be hosted by Annina Campell, Nicolas Hojac (Pro Team Athlete at MAMMUT and Dr. Oliver Pabst (CEO at MAMMUT).

*Together for Glaciers – Thursday, October 22, 2020, 6:00 - 7:30 pm CET*

Reaching climate neutrality by 2050. The second event is dedicated to the MAMMUT initiative "Together for Glaciers". Climate scientist Prof. Dr. Reto Knutti, MAMMUT CEO Dr. Oliver Pabst and MAMMUT sustainability experts talk about the biggest challenge of our time – climate change.

*More information about MAMMUT Digital Brand Convention and the WE CARE corporate responsibility strategy can be found here:*

**MAMMUT Digital Brand Convention:** <https://www.mammutconvention.com/>

**MAMMUT WE CARE:** <https://www.mammut.com/ch/de/we-care/>

#### **About Mammut WE CARE**

The "WE CARE" strategy launched in 2018 sets out various KPIs that Mammut must achieve by 2023. These are targets in the areas of Clean Production (chemicals management during production processes), Animal Welfare (best practice in the area of animal materials such as leather, down and wool), Reduced Footprint (greenhouse gas reduction and sustainable material management, which is increasingly focusing on recycling and organic cotton) and Ethical Production (fair and safe working conditions across the value chain). In all areas, Mammut can already look back on a long history. With its membership of the Fair Wear Foundation in 2008, Mammut was already a pioneer and the first outdoor brand to advocate safe and fair working conditions throughout the entire value chain. This was followed, among other things, by joining Bluesign, as well as the introduction of the sustainable down standard and organic cotton from BioRe. With the "WE CARE" Strategy 2018, these efforts were further strengthened and clear targets for further steps towards environmental and personal protection were set.

#### **About Mammut**

Founded in 1862, MAMMUT is a Swiss outdoor company that provides high-quality products and unique brand experiences for fans of mountain sports around the world. This leading international premium brand has stood for safety and pioneering innovation for more than 155 years. MAMMUT products combine functionality and performance with contemporary design. With its combination of hardware, shoes and clothing, MAMMUT is one of the most complete suppliers in the outdoor market. MAMMUT Sports Group AG operates in around 40 countries and employs more than 820 people.

[mammut.com](http://mammut.com)

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