



## **Mammut sells Toko to Swix Sport**

**The Swiss Mammut Sports Group AG will sell the Toko brand, including all of its activities and products, to a new subsidiary of the Norwegian company Swix Sport AS, with effect from 1 September 2010.**

By taking this step, Mammut Sports Group AG is underlining its intention of focusing on the outdoor sports market and its main brand MAMMUT. "MAMMUT's rapid growth over recent years and the challenges of its future worldwide expansion require all our efforts and these are the driving factors behind this transaction," states Rolf G. Schmid, CEO of Mammut Sports Group.

Toko, which occupies a leading position in central Europe, has a long tradition in ski waxing and today offers a wide range of Swiss-quality ski wax, tools and care products for top performance. The brand's logo, with its black on yellow colours, is well known in all international ski markets. Toko represents around 5% of the Mammut Sports Group's annual turnover.

After the purchase, Toko will maintain its Swiss identity and Swix Sport AS will pursue a two brand strategy, with separate product portfolios and distribution channels. Both brands, Toko and Swix, will benefit from collective investments in product development, production and logistics. "Toko's leading position in central Europe and strong presence in alpine markets, together with our nordic focus is a perfect match in order to offer new and superior products in the future," states Ulf Bjerknes, CEO of Swix Sport AS.

Swix the new brand owner, will take over the entire Toko team and operate the Toko business out of Altstätten (Switzerland), Toko's former home. The current Toko brand manager, Thorsten Walter, will lead this new company called Toko-Swix Sport AG. "We are very pleased that in Swix Sport AS Toko has found a new owner that knows the business by heart and is able to further develop everything we have built up over the years," states Rolf G. Schmid.

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**swix**



**TOKO**

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*About the companies:*

**Mammut Sports Group AG:** Kaspar Tanner laid the foundations of the company in 1862 with the establishment of his traditional ropeworks in Dintikon near Lenzburg. The Mammut Sports Group AG is now an innovative company which develops, manufactures and sells mountaineering, outdoor pursuits and snow sports products. In addition to its central headquarters in Seon, Switzerland (since 1992), where around 200 people work, the Mammut Sports Group has branches and subsidiaries all over the world. An extensive network of agents handles global distribution. Mammut Sports Group is part of Conzzeta AG, an internationally active holding company with broadly diversified businesses based in Zurich, Switzerland.

The wax and care specialist **Toko** was originally a household cleaning products company established in 1916 in Altstätten (Switzerland) by Jakob Tobler. The company developed and produced its first wax in 1933. Toko waxes now enjoy an excellent reputation among skiers, snowboarders and cross-country skiers. The company was purchased by Conzzeta in 1993, integrated into the Mammut Sports Group AG in 2003 and will now be sold to Swix Sports AS with effect from 1 September 2010. The brand will be managed by a new company called Toko-Swix Sport AG located in Altstätten, Switzerland.

**Swix Sport AS** is the world's leading supplier of ski wax and ski poles under the brand name SWIX. Its apparel products for sport and active recreational pursuits are marketed under the brands of Swix, Bavac and Ulvang. Total turnover in 2009 was 52 million euros. The company's headquarters are located in Oslo, Norway, with own production operations in Lillehammer and Lithuania. The company's products are distributed through subsidiaries in the USA, Germany and Japan as well as through local distributors in other key markets. Swix Sport AS is 100% owned by Ferd AS.