

UNDER ARMOUR

INTRODUCTION

Under Armour is the chosen brand of this generation of athletes... and the next. We're about performance and innovation—in training and on game day, in blistering heat and bitter cold. Whatever the conditions, whatever the sport, Under Armour delivers the advantage athletes have come to demand and trust. The demand for world-class products and connected fitness applications has created an environment of growth in our company. An environment where building a great team is vital. An environment where doing whatever it takes is the baseline, and going above and beyond is expected.

COMPANY OBJECTIVES

Under Armour was developed by athletes for athletes. We understand their needs, and the demands of competition. What began in 1996 with our superior T-shirt has evolved into diverse gear lines and head to toe products designed to help all athletes perform better. As the originator of the industry, Under Armour remains dedicated to new technology and determined to enhance the performance of every athlete on every level through our performance apparel, footwear and accessories.

MISSION, VISION & VALUES

MISSION STATEMENT

To make all athletes better through passion, design, and the relentless pursuit of innovation.

VISION STATEMENT

To empower athletes everywhere.

THE FOUR PILLARS OF GREATNESS:

- Make a Great Product
- Tell a Great Story
- Provide a Great Service
- Build a Great Team

OUR WILLS

- Act like a global citizen
- Think like an entrepreneur
- Create like an innovator
- Perform like a teammate

HISTORY OF THE COMPANY

Founded in 1996 by former University of Maryland football player Kevin Plank, Under Armour is the originator of performance apparel – gear engineered to keep athletes cool, dry, and light throughout the course of a game, practice, or workout. Under Armour was founded with a mission: to make all athletes better through passion, design, and the relentless pursuit of innovation.

Today, Under Armour is a leading developer, marketer, and distributor of branded performance apparel, footwear, and equipment. The brand offers state-of-the-art products designed to help athletes perform better, including moisture-wicking fabrics, silhouettes, and color offerings for men, women, and youth. While the technology behind Under Armour's diverse product assortment for athletes is complex, the program for reaping the benefits is simple: wear HeatGear® when it's hot, ColdGear® when it's cold, and AllSeasonGear® between the extremes.

Under Armour's innovation story continued to unfold with the introduction of Armour39®, the first-of-its-kind performance heart rate monitor that provides a single WILLpower™ score that reflects an individual's overall effort during a workout. The Armour39® system measures heart rate, workout intensity and calories burned. Under Armour's latest footwear innovation takes shape in the new UA SpeedForm® Apollo, a running shoe designed in a clothing factory to achieve the ultimate precision fit featuring ultrasonic seaming and a unique silicone heel grip. The Brand also developed other apparel technologies such as UA Charged Cotton®, the world's first performance cotton apparel, which includes UA Charged Cotton® Storm, a line of water resistant hoodies and pants.

In June 2006, Under Armour entered the footwear business with the launch of a football cleat line, and later, baseball and softball cleats. The first non-cleated offering debuted in May 2008 with the launch of a new footwear niche: performance training footwear. In 2009, Under Armour rounded out its footwear offerings with a line of running shoes and a line of soccer cleats. In 2010, the Brand entered the basketball arena with a collection of basketball shoes. In 2011, the Brand introduced the UA Charge RC running shoe – expertly engineered using Under Armour's apparel DNA to provide the ultimate fit as a premier speed runner. In 2012, the Brand launched a new footwear technology, UA Spine™, offering the fusion of flexibility and ultimate lightweight structure.

Under Armour also offers sports equipment, including athletic performance gloves, bags, headwear, socks, eyewear, and performance mouth guards. UA products are available on UA.com and at more than 20,000 retail locations across the globe.

Under Armour is available throughout Europe, Asia and Latin America. Key markets include Canada, United Kingdom, Brazil, Spain, Italy, France, Mexico, Chile, China and Germany. Under Armour also distributes products through a licensee in Japan, which has become its second-largest market next to the Americas. In April 2011, the brand opened its first retail door in China – a branded retail shop in Shanghai's Grand Gateway Mall. The brand recently opened its first store in Mexico. In 2013, Under Armour opened the UA Brand House, in Baltimore, MD as well as Tysons Corner, VA, which offers an elevated personal shopping experience and features custom-themed products. In April 2014, Under Armour opened its largest Brand House store to date in SoHo, the international shopping hub in NYC.

Under Armour also has relationships with top collegiate athletic programs including the University of Notre Dame, the Naval Academy, University of Maryland, Texas Tech, Auburn University, University of

South Carolina, University of Hawaii, University of Utah, University of South Florida, Boston College, Temple University, Seton Hall University, Northwestern University, and St. John's University.

Under Armour also acts as an authorized footwear supplier to the NFL, and outfits elite professional athletes including NFL MVP Tom Brady, NFL Offensive Rookie of the Year Cam Newton, 2011 NCAA Basketball Tournament MVP Kemba Walker, Brandon Jennings of the Detroit Pistons, NBA All-Star Stephen Curry of the Golden State Warriors, World Champion downhill skier Lindsey Vonn, World Champion swimmer Michael Phelps, PGA golfers Hunter Mahan and Jordan Spieth, U.S. Women's National soccer star Kelley O'Hara, world-class boxer Canelo Alvarez, and world-ranked professional tennis player Sloane Stephens. Internationally, Under Armour has developed an authentic, on-field presence. The brand is the official kit supplier to the Barclay's Premier League's Tottenham Hotspur, Cruz Azul of Mexico's First Division, the Welsh Rugby Union, and Colo-Colo of the Chilean First Division.

Under Armour is known for its unconventional and compelling marketing campaigns that capture the intense passion of sports, including the "Protect This House" and "I Think You Hear Us Coming" campaigns. The "Protect This House" campaign is used in several NFL and collegiate athletic stadiums to excite home-team crowds. In 2010, Under Armour broadened its consumer reach with its new "Protect This House. I Will." campaign featuring breakout athletes from a number of men's and women's sports focusing on the brand's commitment to training as the basis of athletic performance. In February of 2013, Under Armour debuted a large-scale global campaign featuring the iconic I WILL trademark, focusing on the passion and determination that drives all athletes. In November of 2013, Under Armour debuted its second global campaign, "Under Armour Makes You Better" featuring some of the best and brightest stars on Under Armour's roster of world-class athletes. In early 2014, Under Armour debuted its "THIS IS WHAT FAST FEELS LIKE" marketing campaign highlighting the UA SpeedForm® Apollo. Most recently in August of 2014, Under Armour debuted its third global campaign, "I WILL WHAT I WANT," featuring a new generation of female athletes and athletic females, including American Ballet Theatre soloist Misty Copeland and World Champion Downhill Skier Lindsey Vonn.

Under Armour completed its first acquisition, with the purchase of MapMyFitness, one of the world's largest open fitness tracking platforms, in December of 2013. MapMyFitness has one of the largest Connected Fitness communities in the world and offers a diverse suite of websites and mobile applications under its flagship brands, MapMyRun and MapMyRide. Utilizing GPS and other advanced technologies, MapMyFitness provides users with the ability to map, record and share their workouts. In addition, Under Armour announced the acquisition of Endomondo and MyFitnessPal in February 2015, establishing the ownership of the world's largest health and fitness community. These acquisitions supplement UA's existing MapMyFitness and UA RECORD suite of applications and have further accelerated Under Armour's presence in the digital and personalized training space.

The Under Armour global headquarters is located in Baltimore, MD, with European offices in Amsterdam's Olympic Stadium. Additional offices are located in Austin, Tokyo, Sydney, Denver, New York City, Hong Kong, Toronto, Guangzhou, Shanghai, Manchester, Panama City, Jakarta, Mexico City, Sao Paulo, Santiago, San Francisco and Copenhagen. As of Summer 2015, Under Armour has over 11,000 employees worldwide.

