

## TELEMOS CAPITAL TO ACQUIRE SWISS OUTDOOR BRAND MAMMUT

London and Seon, April 26, 2021 – Telemos announces the acquisition of Mammut from Swiss holding company Conzzeta.

Founded in 1862, Mammut is a Swiss headquartered company that provides high-quality products and experiences for outdoor enthusiasts around the world. Telemos was attracted to Mammut given its leading premium brand positioning in the growing global outdoor market. Mammut manages to combine high technical expertise, functionality and performance with appealing contemporary design. The product offering comprises hardware, shoes and clothing sold direct and via trusted partners worldwide.

Telemos plans to help to drive Mammut forward in the further development of its products, services, and channels (including digital). We will look to support Mammut management in building on the strong Swiss heritage and premium brand to further accelerate its strong market positioning through profitable growth across existing and new international markets.

**Philippe Jacobs, founder and Executive Chairman of Telemos Capital** commented: *“Telemos is both very enthusiastic and humbled to be the new owners of the storied Mammut brand. We are very impressed with the progress that the Mammut team has achieved in the past few years and believe we can help accelerate the growth existing markets as well as further internationalisation.”*

**Jacob Polny, Chief Investment Officer of Telemos Capital** added: *“We are big believers in the continued consumer trend to explore the outdoors and see Mammut as well positioned, with its strong Swiss heritage, technical credentials and premium brand. We look forward to getting started on this exciting journey to scale new heights with Team Mammut.”*

**Oliver Pabst, CEO Mammut Sports Group** commented: *“I am extremely proud of our entire team and our development over recent years. Today's announcement is great news. Steered by our purpose 'To Create a World Moved by Mountains', we're looking forward to working with Telemos, and with our partners, to continue expanding the leading position of Mammut Swiss 1862 as a premium brand in existing as well as new markets, and to impress with sustainable, innovative and digital product solutions.”*

**Michael Willome, Conzzeta Group CEO** added: *“It was a pleasure and honor for me to accompany the journey of Mammut over the past almost 6 years. The Mammut team achieved significant milestones over this period of time, for me most notably the development of the products into a more modern, fresh and young look and feel whilst still keeping the premium quality and performance features. I am especially impressed by the new product ranges for the female clients who finally are fully participating in the rich offerings of Mammut. In addition, the strong push for the digital channels which results in very high and continued growth through mammut.com and relevant marketplaces. I wish Oliver Pabst, his team and all the*

*people of Mammut the very best for the future under new ownership. I am convinced that this next chapter in the long history of Mammut will be a prosperous one."*

Subject to obtaining all necessary regulatory approvals, the closing of the acquisition of the Mammut Sports Group is expected by mid-2021.

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#### **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 800 people. For more information see: [www.mammut.com](http://www.mammut.com)

#### **About Telemos Capital**

Telemos Capital invests in private European businesses, with the aim of building great companies for the long term. Funded by family capital, it combines the flexibility and nimble decision-making of a family office with the active ownership and professionalism of private equity. Telemos seeks to acquire majority stakes in businesses with the potential for sustainable growth through international expansion, add-on acquisitions or operational improvements. For more information see: [www.telemoscapital.com](http://www.telemoscapital.com)