



FJÄLLRÄVEN UPDATE AROUND COVID-19

Dear Fjällräven Community,

Like you, we are taking the current situation seriously and have adjusted our personal routines and business activities in order to minimize further spread of COVID-19. We are following developments in all our markets comprehensively and comply with new recommendations and regulations from local authorities as they come.

At Fjällräven, we feel responsible for the safety of our customers, employees, suppliers and vendors and are doing our best to help flatten the curve of the coronavirus spread, protect the community and lower the burden on health care systems in any way we can.

We fully trust the regulations and recommendations from local governments and health authorities and will close stores or limit accessibility if the local recommendation is to do so. This will not have an impact on our e-com and all customers are of course welcome to order their Fjällräven products online.

Last week we announced that we have also [postponed this year's Fjällräven Polar](#).

As outdoor enthusiasts, adapting to varying conditions is something we're familiar with. Rugged trails in treacherous weather can be a serious challenge, but keeping a positive state of mind and staying loyal and helpful to your fellow trekkers can make all the difference in the journey to safety.

We hope your family, friends and colleagues are safe and well, and are taking the necessary precautions to keep it that way.

So let's stay informed friends, take measures where needed and encourage those we care about to do the same. We will keep you updated as things develop.

Sincerely,

Martin Axelhed, CEO Fjällräven International AB



In 1960, Åke Nordin founded Fjällräven in his basement in the town of Örnsköldsvik in northern Sweden. Today the company's timeless, functional and durable outdoor equipment enjoys a global presence and can be found in over 70 countries. Fjällräven's product range comprises outdoor clothing and accessories for

men and women as well as backpacks, tents and sleeping bags. Fjällräven prioritises acting responsibly towards people, animals and nature and encourages and sustains public interest in the outdoors. The company is the initiator of two popular outdoor events, Fjällräven Classic and Fjällräven Polar, which attract thousands of participants every year.

High resolution product images:
www.press.fjallraven.com

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