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## DELTA REPORT

### 10-Q

COLM - COLUMBIA SPORTSWEAR CO

10-Q - MARCH 31, 2024 COMPARED TO 10-Q - SEPTEMBER 30, 2023

The following comparison report has been automatically generated

TOTAL DELTAS 2121

█ CHANGES 228

█ DELETIONS 479

█ ADDITIONS 1414

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 10-Q

QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the quarterly period ended **September 30, 2023** **March 31, 2024**

OR

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission file number 000-23939

**COLUMBIA SPORTSWEAR COMPANY**

(Exact name of registrant as specified in its charter)

**Oregon**

**93-0498284**

(State or other jurisdiction of incorporation or organization)

(IRS Employer Identification Number)

**14375 Northwest Science Park Drive, Portland Oregon 97229**

(Address of principal executive offices and zip code)

**(503) 985-4000**

(Registrant's telephone number, including area code)

**Securities registered pursuant to Section 12(b) of the Act:**

Title of each class

Trading Symbol(s)

Name of each exchange on which registered

**Common Stock**

**COLM**

**The NASDAQ Global Select Market**

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes  No

Indicate by check mark whether the registrant has submitted electronically every Interactive Data File required to be submitted pursuant to Rule 405 of Regulation S-T during the preceding 12 months (or for such shorter period that the registrant was required to submit such files).

Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, a smaller reporting company, or an emerging growth company. See the definitions of "large accelerated filer," "accelerated filer," "smaller reporting company," and "emerging growth company" in Rule 12b-2 of the Exchange Act.

Yes  No

Large Accelerated Filer  Accelerated filer   
Non-accelerated filer  Smaller reporting company   
Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes  No

The number of shares outstanding of the registrant's common stock on **October 20, 2023** **April 19, 2024** was **60,507,773** **59,124,030**.



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## SPECIAL NOTE REGARDING FORWARD-LOOKING STATEMENTS

This Quarterly Report on Form 10-Q contains forward-looking statements within the meaning of federal securities laws. Forward-looking statements often use words such as "will", "anticipate", "estimate", "expect", "should", "may", "believe" and other words and terms of similar meaning or reference future dates. Forward-looking statements include any statements related to our expectations regarding the effectiveness of our investments, future performance or market position, the promotional environment, storage and processing capacity, inventory levels, inventory carrying costs, shipping timing, consumer and customer spending and preferences, freight charges, scale efficiencies, inflationary pressures, foreign currency translation, the geopolitical environment, consumer and customer behaviors and expectations, the regulatory environment, the impact of seasonal trends, materiality of legal matters, risk management strategies, the performance of our profit improvement program, capital expenditures, our short and long-term cash needs and our ability to meet those needs, amortization expenses, and maturities of liabilities.

These forward-looking statements, and others we make from time to time expressed in good faith, are believed to have a reasonable basis; however, each forward-looking statement involves risks and uncertainties. Many factors may cause actual results to differ materially from projected results in forward-looking statements, including the risks described in Part II, Item 1A of this Quarterly Report on Form 10-Q. Forward-looking statements are inherently less reliable than historical information. Except as required by law, we do not undertake any duty to update forward-looking statements after the date they are made or to conform them to actual results or to changes in circumstances or to reflect changes in events, circumstances or expectations. New factors emerge from time to time and it is not possible for us to predict or assess the effects of all such factors or the extent to which any factor, or combination of factors, may cause results to differ materially from those contained in any forward-looking statement.

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## PART I — FINANCIAL INFORMATION

### ITEM 1. FINANCIAL STATEMENTS

#### CONDENSED CONSOLIDATED BALANCE SHEETS (Unaudited)

		September 30, 2023	December 31, 2022	September 30, 2022		March 31, 2024		December 31, 2023		March 31, 2023
		(in thousands)	(in thousands)	(in thousands)						
<b>ASSETS</b>	<b>ASSETS</b>									
Current Assets:	Current Assets:									
Current Assets:										
Current Assets:										
Cash and cash equivalents										
Cash and cash equivalents										
Cash and cash equivalents	Cash and cash equivalents	\$ 213,282	\$ 430,241	\$ 159,221						
Short-term investments	Short-term investments	1,474	722	972						
Short-term investments										
Short-term investments										
Accounts receivable, net of allowance of \$6,659, \$5,443 and \$5,822, respectively		686,821	547,561	600,457						
Accounts receivable, net of allowance of \$6,260, \$5,450 and \$5,200, respectively										
Accounts receivable, net of allowance of \$6,260, \$5,450 and \$5,200, respectively										
Inventories	Inventories	885,163	1,028,545	1,056,905						
Prepaid expenses and other current assets	Prepaid expenses and other current assets	96,016	129,872	142,055						
Prepaid expenses and other current assets										
Prepaid expenses and other current assets										
Total current assets	Total current assets	1,882,756	2,136,941	1,959,610						
Property, plant and equipment, net of accumulated depreciation of \$653,545, \$623,911 and \$608,522, respectively		283,095	291,214	287,338						
Property, plant and equipment, net of accumulated depreciation of \$681,497, \$671,929 and \$635,256, respectively										

Property, plant and equipment, net of accumulated depreciation of \$681,497, \$671,929 and \$635,256, respectively				
Property, plant and equipment, net of accumulated depreciation of \$681,497, \$671,929 and \$635,256, respectively				
Operating lease right-of-use assets	Operating lease right-of-use assets	339,538	324,409	328,893
Intangible assets, net	Intangible assets, net	80,321	81,558	100,672
Goodwill	Goodwill	51,694	51,694	68,594
Deferred income taxes	Deferred income taxes	89,801	94,162	76,899
Other non-current assets	Other non-current assets	71,738	71,568	68,146
Total assets	Total assets	\$2,798,943	\$3,051,546	\$2,890,152
<b>LIABILITIES AND EQUITY</b>	<b>LIABILITIES AND EQUITY</b>			
Current Liabilities: Current Liabilities:				
Short-term borrowings		\$ —	\$ —	\$ 4,441
Current Liabilities:				
Current Liabilities:				
Accounts payable				
Accounts payable				
Accounts payable	Accounts payable	162,222	322,472	336,782
Accrued liabilities	Accrued liabilities	283,799	328,759	279,226
Operating lease liabilities	Operating lease liabilities	72,685	68,685	65,866
Income taxes payable	Income taxes payable	7,254	18,802	10,341
Total current liabilities	Total current liabilities	525,960	738,718	696,656
Total current liabilities				
Total current liabilities				
Non-current operating lease liabilities				
Non-current operating lease liabilities				
Non-current operating lease liabilities	Non-current operating lease liabilities	323,508	310,625	314,565
Income taxes payable	Income taxes payable	24,218	33,251	33,215
Deferred income taxes	Deferred income taxes	—	143	—
Other long-term liabilities	Other long-term liabilities	29,946	33,020	30,913
Total liabilities	Total liabilities	903,632	1,115,757	1,075,349
Commitments and contingencies	Commitments and contingencies			
(Note 4)	(Note 4)			

Shareholders' Equity:	Shareholders' Equity:			
Shareholders' Equity:				
Preferred stock; 10,000 shares authorized; none issued and outstanding				
Preferred stock; 10,000 shares authorized; none issued and outstanding	Preferred stock; 10,000 shares authorized; none issued and outstanding	—	—	—
Common stock (no par value); 250,000 shares authorized; 60,526, 62,139 and 62,105 issued and outstanding, respectively	Common stock (no par value); 250,000 shares authorized; 59,473, 59,996 and 62,076 issued and outstanding, respectively	—	12,692	5,803
Common stock (no par value); 250,000 shares authorized; 59,473, 59,996 and 62,076 issued and outstanding, respectively	Common stock (no par value); 250,000 shares authorized; 59,473, 59,996 and 62,076 issued and outstanding, respectively	—	—	—
Common stock (no par value); 250,000 shares authorized; 59,473, 59,996 and 62,076 issued and outstanding, respectively	Common stock (no par value); 250,000 shares authorized; 59,473, 59,996 and 62,076 issued and outstanding, respectively	—	—	—
Retained earnings	Retained earnings	1,942,709	1,953,734	1,846,570
Accumulated other comprehensive income (loss)	Accumulated other comprehensive income (loss)	(47,398)	(30,637)	(37,570)
Total shareholders' equity	Total shareholders' equity	1,895,311	1,935,789	1,814,803
Total liabilities and shareholders' equity	Total liabilities and shareholders' equity	\$2,798,943	\$3,051,546	\$2,890,152

See accompanying notes to unaudited condensed consolidated financial statements.

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[Notes to unaudited Condensed Consolidated Financial Statements](#)



## CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS (Unaudited)

		Three Months Ended September 30,		Nine Months Ended September 30,	
		Three Months Ended March 31,			
		Three Months Ended March 31,			
(in thousands, except per share amounts)	(in thousands, except per share amounts)	2023	2022	2023	2022
Net sales	Net sales	\$ 985,683	\$ 955,059	\$ 2,427,209	\$ 2,294,632
Net sales					
Cost of sales					
Cost of sales					
Cost of sales	Cost of sales	505,486	496,564	1,233,467	1,173,530
Gross profit	Gross profit	480,197	458,495	1,193,742	1,121,102
Gross profit					
Gross profit					
Selling, general and administrative expenses					
Selling, general and administrative expenses					
Selling, general and administrative expenses	Selling, general and administrative expenses	351,563	318,957	1,011,490	899,301
Net licensing income	Net licensing income	5,920	5,723	14,958	15,899
Net licensing income					
Net licensing income					
Operating income					
Operating income					
Operating income	Operating income	134,554	145,261	197,210	237,700
Interest income, net	Interest income, net	1,870	765	8,659	1,659
Other non-operating income (expense), net		(311)	(269)	354	(1,660)
Interest income, net					
Interest income, net					
Other non-operating income, net					
Other non-operating income, net					
Other non-operating income, net					
Income before income tax					
Income before income tax					
Income before income tax	Income before income tax	136,113	145,757	206,223	237,699
Income tax expense	Income tax expense	32,605	34,007	48,163	51,949
Income tax expense					
Income tax expense					
Net income					
Net income					
Net income	Net income	\$ 103,508	\$ 111,750	\$ 158,060	\$ 185,750
Earnings per share: Earnings per share:					
Earnings per share:					
Earnings per share:					
Basic					

Basic	Basic	\$ 1.70	\$ 1.80	\$ 2.57	\$ 2.95
Diluted	Diluted	\$ 1.70	\$ 1.80	\$ 2.56	\$ 2.94
Diluted					
Diluted					
Weighted average shares outstanding:					
Weighted average shares outstanding:					
Weighted average shares outstanding:	Weighted average shares outstanding:	60,844	62,098	61,575	62,967
Basic	Basic				
Basic	Basic				
Diluted	Diluted	60,932	62,210	61,775	63,178
Diluted	Diluted				
Diluted	Diluted				

See accompanying notes to unaudited condensed consolidated financial statements.

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[Notes to unaudited Condensed Consolidated Financial Statements](#)



## CONDENSED CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME (Unaudited)

	Three Months Ended March 31,	Three Months Ended March 31,	Three Months Ended March 31,
<i>(in thousands)</i>			
Net income			
Net income			
Net income			
Other comprehensive income (loss):			
Other comprehensive income (loss):			
Other comprehensive income (loss):			
Change in available-for-sale securities (net of tax effect of \$46)			
Change in available-for-sale securities (net of tax effect of \$46)			
Change in available-for-sale securities (net of tax effect of \$46)			
Change in derivative transactions (net of tax effects of \$(3,435) and \$2,710, respectively)			
Change in derivative transactions (net of tax effects of \$(3,435) and \$2,710, respectively)			
Change in derivative transactions (net of tax effects of \$(3,435) and \$2,710, respectively)			
<b>Three Months Ended September 30,</b>			
<b>2023 2022</b>			
<b>2023 2022</b>			

Net income	\$ 103,508	\$ 111,750	\$ 158,060	\$ 185,750
Other comprehensive income (loss):				
Foreign currency translation adjustments (net of tax effects of \$187 and \$(78), respectively)				
Change in derivative transactions (net of tax effects of \$(960), \$(4,856), \$1,139, and \$(9,944), respectively)	3,593	14,221	(2,554)	27,938
Foreign currency translation adjustments (net of tax effects of \$187 and \$(78), respectively)				
Foreign currency translation adjustments (net of tax effects of \$325, \$126, \$282 and \$1,123, respectively)	(9,659)	(30,058)	(14,207)	(61,132)
Foreign currency translation adjustments (net of tax effects of \$187 and \$(78), respectively)				
Other comprehensive income (loss)				
Other comprehensive income (loss)				
Other comprehensive income (loss)	Other comprehensive income (loss)	(6,066)	(15,837)	(16,761)
Comprehensive income	Comprehensive income	\$ 97,442	\$ 95,913	\$ 141,299
Comprehensive income				
Comprehensive income				

See accompanying notes to unaudited condensed consolidated financial statements.

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[Notes to unaudited Condensed Consolidated Financial Statements](#)



## CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS (Unaudited)

Nine Months Ended September 30,				
Three Months Ended March 31,				
Three Months Ended March 31,				
Three Months Ended March 31,				
(in thousands)	(in thousands)	2023	2022	(in thousands)
<b>Cash flows</b>	<b>Cash flows</b>			<b>2024</b>
<b>from operating</b>	<b>from operating</b>			<b>2023</b>
<b>activities:</b>	<b>activities:</b>			
Net income	Net income	\$ 158,060	\$ 185,750	
Adjustments to reconcile net income to net cash provided by (used in) operating activities:				
Depreciation, amortization, and non-cash lease expense	93,365	86,569		

Net income			
Net income			
Adjustments to reconcile net income to net cash provided by operating activities:			
Depreciation and amortization			
Depreciation and amortization			
Depreciation and amortization			
Non-cash lease expense			
Provision for uncollectible accounts receivable	Provision for uncollectible accounts receivable	2,010	(1,745)
Loss on disposal or impairment of property, plant and equipment, and right-of-use assets		568	2,455
Deferred income taxes	Deferred income taxes	4,236	1,712
Stock-based compensation	Stock-based compensation	17,026	16,071
Other, net			
Changes in operating assets and liabilities:	Changes in operating assets and liabilities:		
Accounts receivable			
Accounts receivable			
Accounts receivable	Accounts receivable	(146,139)	(129,251)
Inventories	Inventories	135,417	(443,194)
Prepaid expenses and other current assets	Prepaid expenses and other current assets	26,809	(27,535)
Other assets	Other assets	(3,106)	2,260
Accounts payable	Accounts payable	(152,168)	63,868
Accrued liabilities	Accrued liabilities	(42,251)	(18,409)
Income taxes payable	Income taxes payable	(20,434)	(14,299)
Operating lease assets and liabilities	Operating lease assets and liabilities	(49,322)	(49,159)
Other liabilities	Other liabilities	(1,897)	(3,182)
Net cash provided by (used in) operating activities		22,174	(328,089)

Net cash provided by operating activities		
<b>Cash flows from investing activities:</b>		
Purchases of short-term investments	<b>Cash flows from investing activities:</b>	
Purchases of short-term investments		
Purchases of short-term investments		
Purchases of short-term investments	Purchases of short-term investments	(117,877) (44,876)
Sales and maturities of short-term investments	Sales and maturities of short-term investments	120,747 175,827
Capital expenditures	Capital expenditures	(41,355) (42,489)
Net cash provided by (used in) investing activities	Net cash provided by (used in) investing activities	(38,485) 88,462
Net cash provided by (used in) investing activities		
Net cash provided by (used in) investing activities		
<b>Cash flows from financing activities:</b>		
Proceeds from credit facilities	Proceeds from financing activities:	837 12,660
Repayments on credit facilities		(837) (8,133)
Payment of line of credit issuance fees		— (604)
Proceeds from issuance of common stock related to stock-based compensation	Proceeds from financing activities:	
Proceeds from issuance of common stock related to stock-based compensation		
Proceeds from issuance of common stock related to stock-based compensation	Proceeds from financing activities:	7,081 4,598
Tax payments related to stock-based compensation	Tax payments related to stock-based compensation	(4,620) (4,178)
Repurchase of common stock	Repurchase of common stock	(144,633) (287,443)

Cash dividends paid	Cash dividends paid	(55,379)	(56,556)
Cash dividends paid			
Cash dividends paid			
Net cash used in financing activities	Net cash used in financing activities	(197,551)	(339,656)
Net cash used in financing activities			
<b>Net effect of exchange rate changes on cash</b>	<b>Net effect of exchange rate changes on cash</b>	<u>(3,097)</u>	<u>(24,900)</u>
<b>Net decrease in cash and cash equivalents</b>		<b>(216,959)</b>	<b>(604,183)</b>
Net increase (decrease) in cash and cash equivalents			
<b>Cash and cash equivalents, beginning of period</b>	<b>Cash and cash equivalents, beginning of period</b>	<u>430,241</u>	<u>763,404</u>
<b>Cash and cash equivalents, end of period</b>	<b>Cash and cash equivalents, end of period</b>	<u>\$213,282</u>	<u>\$159,221</u>
Supplemental disclosures of cash flow information:			
Cash paid during the period for income taxes	Cash paid during the period for income taxes	\$ 66,580	\$ 59,584
Cash paid during the period for income taxes			
Cash paid during the period for income taxes			
Supplemental disclosures of non-cash investing and financing activities:			
Property, plant and equipment acquired through increase in liabilities	Property, plant and equipment acquired through increase in liabilities	\$ 5,389	\$ 7,502
Property, plant and equipment acquired through increase in liabilities			
Property, plant and equipment acquired through increase in liabilities			

See accompanying notes to unaudited condensed consolidated financial statements.

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## CONDENSED CONSOLIDATED STATEMENTS OF EQUITY (Unaudited)

(in thousands, except per share amounts)	(in thousands, except per share amounts)	Common Stock					Accumulated Other Comprehensive Income (Loss)				
		Shares		Retained Earnings	Other			Comprehensive Income (Loss)		Total	
		Outstanding	Amount		Total						
<b>Balance, June 30, 2023</b>		61,358	\$ —	\$ 1,915,990	\$ (41,332)	\$ 1,874,658					
<b>(in thousands, except per share amounts)</b>											
<b>Balance, December 31, 2023</b>											
Net income	Net income	—	—	103,508	—	103,508					
Other comprehensive income (loss)	Other comprehensive income (loss)	—	—	—	(6,066)	(6,066)					
Cash dividends (\$0.30 per share)	Cash dividends (\$0.30 per share)	—	—	(18,280)	—	(18,280)					
Issuance of common stock related to stock-based compensation, net	Issuance of common stock related to stock-based compensation, net	55	2,237	—	—	2,237					
Stock-based compensation expense	Stock-based compensation expense	—	5,818	—	—	5,818					
Repurchase of common stock	Repurchase of common stock	(887)	(7,435)	(58,509)	—	(65,944)					
Excise taxes related to repurchase of common stock	Excise taxes related to repurchase of common stock	—	(620)	—	—	(620)					
<b>Balance, September 30, 2023</b>		<b>60,526</b>	<b>\$ —</b>	<b>\$ 1,942,709</b>	<b>\$ (47,398)</b>	<b>\$ 1,895,311</b>					
<b>Balance, March 31, 2024</b>											

(in thousands, except per share amounts)	Common Stock					Accumulated Other Comprehensive Income (Loss)				
	Shares		Retained Earnings	Other			Comprehensive Income (Loss)		Total	
	Outstanding	Amount		Total			Income (Loss)			
<b>Balance, June 30, 2022</b>		62,091	\$ —	\$ 1,753,450	\$ (21,733)	\$ 1,731,717				
Net income	—	—	—	111,750	—	111,750				
Other comprehensive income (loss)	—	—	—	—	(15,837)	(15,837)				
Cash dividends (\$0.30 per share)	—	—	(18,630)	—	—	(18,630)				
Issuance of common stock related to stock-based compensation, net	14	368	—	—	—	368				
Stock-based compensation expense	—	5,435	—	—	—	5,435				
<b>Balance, September 30, 2022</b>	<b>62,105</b>	<b>\$ 5,803</b>	<b>\$ 1,846,570</b>	<b>\$ (37,570)</b>	<b>\$ 1,814,803</b>	<b></b>	<b></b>	<b></b>	<b></b>	<b></b>

(in thousands, except per share amounts)	Common Stock			Accumulated Other		
	Shares	Amount	Retained Earnings	Comprehensive Income (Loss)	Total	
Outstanding	\$	\$	\$	\$	\$	
<b>Balance, December 31, 2022</b>	62,139	\$ 12,692	\$ 1,953,734	\$ (30,637)	\$ 1,935,789	
Net income	—	—	158,060	—	158,060	
Other comprehensive income (loss)	—	—	—	(16,761)	(16,761)	
Cash dividends (\$0.90 per share)	—	—	(55,379)	—	(55,379)	
Issuance of common stock related to stock-based compensation, net	228	2,461	—	—	2,461	
Stock-based compensation expense	—	17,026	—	—	17,026	
Repurchase of common stock	(1,841)	(30,928)	(113,706)	—	(144,634)	
Excise taxes related to repurchase of common stock	—	(1,251)	—	—	(1,251)	
<b>Balance, September 30, 2023</b>	<b>60,526</b>	<b>\$ —</b>	<b>\$ 1,942,709</b>	<b>\$ (47,398)</b>	<b>\$ 1,895,311</b>	

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[Notes to unaudited Condensed Consolidated Financial Statements](#)



(in thousands, except per share amounts)	Common Stock			Accumulated Other		
	Shares	Retained Earnings	Comprehensive Income (Loss)	Shares	Retained Earnings	Comprehensive Income (Loss)
Outstanding	\$	\$	\$	Outstanding	\$	\$
<b>Balance, December 31, 2021</b>	<b>65,164</b>	<b>\$ —</b>	<b>\$ 1,993,628</b>	<b>\$ (4,376)</b>	<b>\$ 1,989,252</b>	<b>Total</b>
<b>(in thousands, except per share amounts)</b>				<b>(in thousands, except per share amounts)</b>		
<b>Balance, December 31, 2022</b>						
Net income	Net income	—	185,750	—	185,750	
Other comprehensive income (loss)	Other comprehensive income (loss)	—	—	(33,194)	(33,194)	
Cash dividends (\$0.90 per share)	Cash dividends (\$0.30 per share)	—	(56,556)	—	(56,556)	
Issuance of common stock related to stock-based compensation, net	Issuance of common stock related to stock-based compensation, net	176	420	—	—	420
Stock-based compensation expense	Stock-based compensation expense	—	16,071	—	—	16,071
Repurchase of common stock	Repurchase of common stock	(3,235)	(10,688)	(276,252)	—	(286,940)
<b>Balance, September 30, 2022</b>	<b>62,105</b>	<b>\$ 5,803</b>	<b>\$ 1,846,570</b>	<b>\$ (37,570)</b>	<b>\$ 1,814,803</b>	

Excise taxes  
related to  
repurchase of  
common stock  
**Balance, March  
31, 2023**

See accompanying notes to unaudited condensed consolidated financial statements.

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[Notes to unaudited Condensed Consolidated Financial Statements](#)



## NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (Unaudited)

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## NOTE 1 — BASIS OF PRESENTATION AND ORGANIZATION

The accompanying unaudited condensed financial statements have been prepared by the management of Columbia Sportswear Company (together with its wholly owned subsidiaries, the "Company") and, in the opinion of management, include all normal recurring material adjustments necessary to present fairly the Company's financial position as of **September 30, 2023** **March 31, 2024**, **December 31, 2022** **December 31, 2023** and **September 30, 2022** **March 31, 2023**, the results of operations for the three and **nine** months ended **September 30, 2023** **March 31, 2024** and **2022, 2023**, and cash flows for the **nine** **three** months ended **September 30, 2023** **March 31, 2024** and **2022, 2023**. The **December 31, 2022** **December 31, 2023** financial information was derived from the Company's audited consolidated financial statements included in the Company's Annual Report on Form 10-K for the year ended **December 31, 2022** **December 31, 2023**. A significant part of the Company's business is of a seasonal nature; therefore, results of operations for the three and **nine** months ended **September 30, 2023** **March 31, 2024** are not necessarily indicative of results to be expected for other quarterly periods or for the full year.

Certain information and disclosures normally included in financial statements prepared in accordance with accounting principles generally accepted in the United States of America ("GAAP") have been condensed or omitted pursuant to the rules and regulations of the Securities and Exchange Commission. The Company, however, believes that the disclosures

contained in this report comply with the requirements of Section 13(a) of the Securities Exchange Act of 1934, as amended, for a Quarterly Report on Form 10-Q and are adequate to make the information presented not misleading. These unaudited condensed consolidated financial statements should be read in conjunction with the audited consolidated financial statements and notes thereto included in the Company's Annual Report on Form 10-K for the year ended December 31, 2022 December 31, 2023.

## PRINCIPLES OF CONSOLIDATION

The unaudited condensed consolidated financial statements include the accounts of the Company. All significant intercompany balances and transactions have been eliminated in consolidation.

## ESTIMATES AND ASSUMPTIONS

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the unaudited condensed consolidated financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results may differ from these estimates and assumptions. The Company's significant estimates relate to sales reserves, allowance for uncollectible accounts receivable, excess, close-out and slow-moving inventory, impairment of long-lived assets, impairment of indefinite-lived intangible assets and goodwill, and income taxes.

## RECENTLY ADOPTED ACCOUNTING PRONOUNCEMENTS

None.

## RECENTLY ISSUED ACCOUNTING PRONOUNCEMENTS NOT YET ADOPTED

**None.** In November 2023, the Financial Accounting Standards Board (the "FASB") issued Accounting Standards Update ("ASU") No. 2023-07 ("ASU 2023-07"), Segment Reporting (Topic 280): Improvements to Reportable Segment Disclosures, which is intended to improve reportable segment disclosure requirements, primarily through enhanced disclosures about significant expenses. The amendments will require public entities to disclose significant segment expenses that are regularly provided to the chief operating decision maker and included within the reported measure of segment profit or loss, among other disclosure requirements. ASU 2023-07 is effective for annual periods beginning after December 15, 2023, and interim periods beginning after December 15, 2024, with early adoption permitted, and should be applied retrospectively to all prior periods presented in the financial statements. The Company is currently evaluating the ASU to determine the impact on the Company's disclosures.

In December 2023, the FASB issued ASU No. 2023-09 ("ASU 2023-09"), Income Taxes (Topic 740): Improvements to Income Tax Disclosures, which includes amendments that further enhance income tax disclosures, primarily through disaggregation of specific rate reconciliation categories and income taxes paid by jurisdiction. The amendments are effective for annual periods beginning after December 15, 2024, with early adoption permitted, and may be applied prospectively or retrospectively. The Company is currently evaluating the ASU to determine the impact on the Company's disclosures.

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## RECLASSIFICATIONS

Certain amounts in the prior-period financial statements have been reclassified to conform to the current-period presentation. *Non-cash lease expense* is now presented on its own line in the Company's Condensed Consolidated Statements of Cash Flows instead of combined with depreciation and amortization. Additionally, *Loss on disposal or impairment of property, plant and equipment* is now included in *Other, net* in the Company's Condensed Consolidated Statements of Cash Flows.

## NOTE 2 — REVENUES

### DISAGGREGATED REVENUE

As disclosed below in Note 9, the Company has four geographic reportable segments: United States ("U.S."), Latin America and Asia Pacific ("LAAP"), Europe, Middle East and Africa ("EMEA") and Canada.

The following tables disaggregate the Company's reportable segment *Net sales* by product category and channel, which the Company believes provides a meaningful depiction of how the nature, timing, and uncertainty of *Net sales* are affected by economic factors:

Three Months Ended September 30, 2023

Three Months Ended September 30, 2022							Three Months Ended March 31, 2023					
(in thousands)		Three Months Ended March 31, 2023					Three Months Ended March 31, 2023					
		U.S.	LAAP	EMEA	Canada	Total	(in thousands)	U.S.	LAAP	EMEA	Canada	Total
Product category net sales	Product category net sales											
Apparel, Accessories and Equipment												
Apparel, Accessories and Equipment												
Apparel, Accessories and Equipment	Apparel, Accessories and Equipment											
Footwear	Footwear	\$473,066	\$ 84,769	\$112,817	\$55,690	\$726,342						
Footwear	Footwear	134,008	30,559	40,713	23,437	228,717						
Total	Total	\$607,074	\$115,328	\$153,530	\$79,127	\$955,059						
Channel net sales	Channel net sales											
Wholesale	Wholesale	\$368,040	\$ 76,829	\$139,027	\$61,133	\$645,029						
Wholesale	Wholesale											
Direct-to-consumer	Direct-to-consumer	239,034	38,499	14,503	17,994	310,030						
Total	Total	\$607,074	\$115,328	\$153,530	\$79,127	\$955,059						

(in thousands)	Nine Months Ended September 30, 2023					
	U.S.	LAAP	EMEA	Canada	Total	
<b>Product category net sales</b>						
Apparel, Accessories and Equipment	\$ 1,229,049	\$ 257,445	\$ 229,279	\$ 137,459	\$ 1,853,232	

Footwear	322,948	87,654	109,215	54,160	573,977
Total	\$ 1,551,997	\$ 345,099	\$ 338,494	\$ 191,619	\$ 2,427,209
<b>Channel net sales</b>					
Wholesale	\$ 836,594	\$ 188,639	\$ 282,820	\$ 137,077	\$ 1,445,130
Direct-to-consumer	715,403	156,460	55,674	54,542	982,079
Total	\$ 1,551,997	\$ 345,099	\$ 338,494	\$ 191,619	\$ 2,427,209

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[Notes to unaudited Condensed Consolidated Financial Statements](#)



(in thousands)	Nine Months Ended September 30, 2022				
	U.S.	LAAP	EMEA	Canada	Total
<b>Product category net sales</b>					
Apparel, Accessories and Equipment	\$ 1,206,886	\$ 225,073	\$ 213,628	\$ 115,016	\$ 1,760,603
Footwear	314,567	84,823	92,161	42,478	534,029
Total	\$ 1,521,453	\$ 309,896	\$ 305,789	\$ 157,494	\$ 2,294,632
<b>Channel net sales</b>					
Wholesale	\$ 817,429	\$ 165,075	\$ 261,580	\$ 109,065	\$ 1,353,149
Direct-to-consumer	704,024	144,821	44,209	48,429	941,483
Total	\$ 1,521,453	\$ 309,896	\$ 305,789	\$ 157,494	\$ 2,294,632

## PERFORMANCE OBLIGATIONS

For the three and nine months ended September 30, 2023 March 31, 2024 and 2022 2023, Net sales recognized from performance obligations related to prior periods were not material. Net sales expected to be recognized in any future period related to remaining performance obligations is not material.

## CONTRACT BALANCES

As of September 30, 2023 March 31, 2024, December 31, 2022 December 31, 2023 and September 30, 2022 March 31, 2023, the Company did not have contract assets and had an immaterial amount of contract liabilities included in Accrued liabilities on the unaudited Condensed Consolidated Balance Sheets.

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[Notes to unaudited Condensed Consolidated Financial Statements](#)



## NOTE 3 — INTANGIBLE ASSETS, NET AND GOODWILL

### INTANGIBLE ASSETS, NET

Intangible assets, net consisted of the following:

(in thousands)	September	December	September
	30, 2023	31, 2022	30, 2022

(in thousands)		March 31, 2024			December 31, 2023		March 31, 2023	
Intangible assets with definite lives:	Intangible assets with definite lives:							
Patents and purchased technology	Patents and purchased technology							
Patents and purchased technology	Patents and purchased technology							
Patents and purchased technology	Patents and purchased technology	\$ 14,198	\$ 14,198	\$ 14,198				
Customer relationships	Customer relationships	23,000	23,000	23,000				
Gross carrying amount	Gross carrying amount	37,198	37,198	37,198				
Accumulated amortization:	Accumulated amortization:							
Patents and purchased technology	Patents and purchased technology							
Patents and purchased technology	Patents and purchased technology							
Patents and purchased technology	Patents and purchased technology	(14,198)	(14,198)	(14,198)				
Customer relationships	Customer relationships	(21,900)	(20,663)	(20,249)				
Accumulated amortization	Accumulated amortization	(36,098)	(34,861)	(34,447)				
Net carrying amount	Net carrying amount	1,100	2,337	2,751				
Intangible assets with indefinite lives	Intangible assets with indefinite lives	79,221	79,221	97,921				
Intangible assets, net	Intangible assets, net	\$ 80,321	\$ 81,558	\$ 100,672				

Amortization expense for intangible assets subject to amortization was \$0.4 million for each of the three months ended **September 30, 2023** **March 31, 2024** and **2022**, and was **\$1.2 million** for the nine months ended **September 30, 2023** and **2022**.

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2023. The following table presents the remaining estimated annual amortization expense of intangible assets with definite lives for the years 2023 through 2028:

(in thousands)	2023	\$ 413
2024		\$ 687
2025 and thereafter		\$ —

will be recognized in 2024.

## GOODWILL

There have been no changes to the Company's goodwill as described in Note 6 in Part II, Item 8 of the Company's Annual Report on Form 10-K for the year ended **December 31, 2022** December 31, 2023.

## NOTE 4 — COMMITMENTS AND CONTINGENCIES

### LITIGATION

The Company is involved in litigation and various legal matters arising in the normal course of business, including matters related to employment, retail, intellectual property, contractual agreements, and various regulatory compliance activities. Management has considered facts related to legal and regulatory matters and opinions of counsel handling these matters, and does not believe the ultimate resolution of these proceedings will have a material adverse effect on the Company's financial position, results of operations or cash flows.

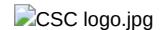
## NOTE 5 — SHAREHOLDERS' EQUITY

Since the inception of the Company's stock repurchase plan in 2004 through **September 30, 2023** March 31, 2024, the Company's Board of Directors has authorized the repurchase of \$2.0 billion of the Company's common stock, excluding excise tax. Shares of the Company's common stock may be purchased in the open market or through privately negotiated transactions, subject to market conditions, and generally settle subsequent to the trade date. The repurchase program does not obligate the Company to acquire any specific number of shares or to acquire shares over any specified period of time.

Under this program as of **September 30, 2023** March 31, 2024, the Company had repurchased **33.5 million** **34.7 million** shares at an aggregate purchase price of **\$1,615.3 million** **\$1,704.8 million** and had **\$384.7 million** **\$295.2 million** remaining available, excluding excise tax. During the three and nine months ended **September 30, 2023**, **March 31, 2024** and 2023, the Company repurchased an aggregate of **\$65.9 million** **\$50.2 million** and **\$144.6 million**, **\$15.8 million**, respectively, of common stock under this program, excluding excise tax.

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[Notes to unaudited Condensed Consolidated Financial Statements](#)



## NOTE 6 — STOCK-BASED COMPENSATION

The Company's Stock Incentive Plan allows for grants of incentive stock options, non-statutory stock options, restricted stock awards, restricted stock units, and other stock-based or cash-based awards. The Company uses original issuance shares to satisfy share-based payments.

### STOCK-BASED COMPENSATION EXPENSE

Stock-based compensation expense consisted of the following:

Three Months Ended September 30,	Nine Months Ended September 30,		
(in thousands)	(in thousands)	2023	2022
Three Months Ended March 31,			
Three Months Ended March 31,			
Three Months Ended March 31,			
		2024	2023

Stock options	Stock options	\$2,083	\$2,018	\$ 6,019	\$ 5,853
Restricted stock units	Restricted stock units	3,735	3,417	11,007	10,218
Total	Total	\$5,818	\$5,435	\$17,026	\$16,071

## STOCK OPTIONS

During the **nine** **three** months ended **September 30, 2023** **March 31, 2024**, the Company granted a total of **499,440** **156,277** stock options at a weighted average grant date fair value of **\$22.61** **\$20.87** per option. As of **September 30, 2023** **March 31, 2024**, unrecognized costs related to outstanding stock options totaled **\$14.9 million** **\$13.4 million**, before any related tax benefit. These unrecognized costs related to stock options are expected to be recognized over a weighted average remaining period of **2.28** **2.61** years.

## RESTRICTED STOCK UNITS

During the **nine** **three** months ended **September 30, 2023** **March 31, 2024**, the Company granted **286,951** **399,170** restricted stock units at a weighted average grant date fair value of **\$82.55** **\$78.65** per restricted stock unit. As of **September 30, 2023** **March 31, 2024**, unrecognized costs related to outstanding restricted stock units totaled **\$28.7 million** **\$45.6 million**, before any related tax benefit. These unrecognized costs related to restricted stock units are expected to be recognized over a weighted average remaining period of **2.58** **3.05** years.

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[Notes to unaudited Condensed Consolidated Financial Statements](#)



## NOTE 7 — EARNINGS PER SHARE

Earnings per share ("EPS") is presented on both a basic and diluted basis. Basic EPS is based on the weighted average number of common shares outstanding. Diluted EPS reflects the potential dilution that could occur if outstanding securities or other contracts to issue common stock were exercised or converted into common stock.

A reconciliation of the common shares used in the denominator for computing basic and diluted EPS is as follows:

		Three Months Ended September 30,		Nine Months Ended September 30,	
		Three Months Ended March 31,	Three Months Ended March 31,	Three Months Ended March 31,	
(in thousands, except per share amounts)		2023	2022	2023	2022
Weighted average common shares outstanding, used in computing basic earnings per share	Weighted average common shares outstanding, used in computing basic earnings per share	60,844	62,098	61,575	62,967
Weighted average common shares outstanding, used in computing basic earnings per share					
Weighted average common shares outstanding, used in computing basic earnings per share					
Effect of dilutive stock options and restricted stock units	Effect of dilutive stock options and restricted stock units	88	112	200	211
Effect of dilutive stock options and restricted stock units					

Effect of dilutive stock options and restricted stock units								
Weighted average common shares outstanding, used in computing diluted earnings per share								
Weighted average common shares outstanding, used in computing diluted earnings per share								
Weighted average common shares outstanding, used in computing diluted earnings per share	Weighted average common shares outstanding, used in computing diluted earnings per share							
		60,932		62,210		61,775		63,178
Earnings per share:	Earnings per share:							
Earnings per share:								
Earnings per share:								
Basic	Basic	\$ 1.70	\$ 1.80	\$ 2.57	\$ 2.95			
Basic								
Basic								
Diluted								
Diluted								
Diluted	Diluted	\$ 1.70	\$ 1.80	\$ 2.56	\$ 2.94			
Anti-dilutive common shares (1)	Anti-dilutive common shares (1)	2,266	2,175	1,989	1,738			
Anti-dilutive common shares (1)								
Anti-dilutive common shares (1)								

(1) Common stock related to stock options, service-based restricted stock units and service-based certain market-based restricted stock units, and performance-based restricted stock units were outstanding but were excluded from the computation of diluted EPS because their effect would be anti-dilutive under the treasury stock method or because the shares were subject to performance conditions that had not been met.

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[Notes to unaudited Condensed Consolidated Financial Statements](#)



## NOTE 8 — ACCUMULATED OTHER COMPREHENSIVE INCOME (LOSS)

Accumulated other comprehensive income (loss) on the unaudited Condensed Consolidated Balance Sheets is net of applicable taxes, and consists of unrealized gains and losses on available-for-sale securities, unrealized gains and losses on certain derivative transactions and foreign currency translation adjustments.

The following tables set forth the changes in Accumulated other comprehensive income (loss):

(in thousands)	(in thousands)	Derivative transactions	Foreign currency translation adjustments	Total	(in thousands)	Available-for-sale securities	Derivative transactions	Foreign currency translation adjustments	Total
Balance as of June 30, 2023	\$ 15,643	\$ (56,975)	\$ (41,332)						
Balance as of December 31, 2023									

Other comprehensive income (loss) before reclassifications	Other comprehensive income (loss) before reclassifications	9,876	(9,659)	217
Amounts reclassified from accumulated other comprehensive income (loss) <sup>(1)</sup>	Amounts reclassified from accumulated other comprehensive income (loss) <sup>(1)</sup>	(6,283)	—	(6,283)
Net other comprehensive income (loss) during the period	Net other comprehensive income (loss) during the period	3,593	(9,659)	(6,066)
Balance as of September 30, 2023		<u>\$ 19,236</u>	<u>\$ (66,634)</u>	<u>\$ (47,398)</u>
Balance as of March 31, 2024				

<sup>(1)</sup> Amounts reclassified are recorded in *Net sales*, *Cost of sales*, or *Other non-operating income, (expense)*, *net* on the unaudited Condensed Consolidated Statements of Operations. Refer to Note 10 for further information regarding reclassifications.

(in thousands)	Derivative transactions	Foreign currency translation adjustments	Total
Balance as of December 31, 2022	\$ 21,790	\$ (52,427)	\$ (30,637)
Other comprehensive income (loss) before reclassifications	(1,678)	1,480	(198)
Amounts reclassified from accumulated other comprehensive income (loss) <sup>(1)</sup>	(3,743)	—	(3,743)
Net other comprehensive income (loss) during the period	(5,421)	1,480	(3,941)
Balance as of March 31, 2023	<u>\$ 16,369</u>	<u>\$ (50,947)</u>	<u>\$ (34,578)</u>

<sup>(1)</sup> Amounts reclassified are recorded in *Net sales*, *Cost of sales*, or *Other non-operating income, (expense)*, *net* on the unaudited Condensed Consolidated Statements of Operations. Refer to Note 10 for further information regarding reclassifications.

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(in thousands)	Derivative transactions	Foreign currency translation adjustments	Total
Balance as of June 30, 2022	\$ 23,631	\$ (45,364)	\$ (21,733)
Other comprehensive income (loss) before reclassifications	17,191	(30,058)	(12,867)
Amounts reclassified from accumulated other comprehensive income (loss) <sup>(1)</sup>	(2,970)	—	(2,970)
Net other comprehensive income (loss) during the period	14,221	(30,058)	(15,837)
Balance as of September 30, 2022	<u>\$ 37,852</u>	<u>\$ (75,422)</u>	<u>\$ (37,570)</u>

<sup>(1)</sup> Amounts reclassified are recorded in *Net sales*, *Cost of sales*, or *Other non-operating income (expense)*, *net* on the unaudited Condensed Consolidated Statements of Operations. Refer to Note 10 for further information regarding reclassifications.

(in thousands)	Derivative transactions	Foreign currency translation adjustments	Total
Balance as of December 31, 2022	\$ 21,790	\$ (52,427)	\$ (30,637)
Other comprehensive income (loss) before reclassifications	10,602	(14,207)	(3,605)
Amounts reclassified from accumulated other comprehensive income (loss) <sup>(1)</sup>	(13,156)	—	(13,156)
Net other comprehensive income (loss) during the period	(2,554)	(14,207)	(16,761)
Balance as of September 30, 2023	<u>\$ 19,236</u>	<u>\$ (66,634)</u>	<u>\$ (47,398)</u>

<sup>(1)</sup> Amounts reclassified are recorded in *Net sales*, *Cost of sales*, or *Other non-operating income (expense)*, *net* on the unaudited Condensed Consolidated Statements of Operations. Refer to Note 10 for further information regarding reclassifications.

(in thousands)	Available-for- sale securities	Derivative transactions	Foreign currency translation adjustments	Total
Balance as of December 31, 2021	\$ —	\$ 9,914	\$ (14,290)	\$ (4,376)
Other comprehensive income (loss) before reclassifications	(451)	31,780	(61,132)	(29,803)
Amounts reclassified from accumulated other comprehensive income (loss) <sup>(1)</sup>	<u>451</u>	<u>(3,842)</u>	<u>—</u>	<u>(3,391)</u>
Net other comprehensive income (loss) during the period	—	27,938	(61,132)	(33,194)
Balance as of September 30, 2022	<u>\$ —</u>	<u>\$ 37,852</u>	<u>\$ (75,422)</u>	<u>\$ (37,570)</u>

<sup>(1)</sup> Amounts reclassified are recorded in *Net sales*, *Cost of sales*, or *Other non-operating income (expense)*, *net* on the unaudited Condensed Consolidated Statements of Operations. Refer to Note 10 for further information regarding reclassifications.

## NOTE 9 — SEGMENT INFORMATION

The Company has four reportable geographic segments: U.S., LAAP, EMEA, and Canada, which are reflective of the Company's internal organization, management and oversight structure. Each geographic segment operates predominantly in one industry: the design, development, marketing, and distribution of outdoor, active and lifestyle products, including apparel, footwear, accessories, and equipment. Intersegment net sales and intersegment profits, which are recorded at a negotiated mark-up and eliminated in consolidation, are not material. Unallocated corporate expenses consist of expenses incurred by centrally-managed departmental functions, including consumer digital information technology, certain supply chain functions, finance, human resources and legal, as well as executive compensation, unallocated benefit program expense, and other miscellaneous costs.

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[Notes to unaudited Condensed Financial Statements](#)



The following tables present financial information for the Company's reportable segments:

		Three Months Ended September 30,		Nine Months Ended September 30,	
		Three Months Ended March 31,		Three Months Ended March 31,	
		Three Months Ended March 31,		Three Months Ended March 31,	
(in thousands)	(in thousands)	2023	2022	2023	2022
Net sales to unrelated entities:	Net sales to unrelated entities:				
Net sales to unrelated entities:	Net sales to unrelated entities:				
U.S.	U.S.	\$ 635,413	\$ 607,074	\$ 1,551,997	\$ 1,521,453
LAAP	LAAP	115,357	115,328	345,099	309,896
LAAP					

LAAP						
EMEA						
EMEA						
EMEA	EMEA	129,351	153,530	338,494	305,789	
Canada	Canada	105,562	79,127	191,619	157,494	
		\$ 985,683	\$ 955,059	\$ 2,427,209	\$ 2,294,632	
Canada						
Canada						
		\$	\$	\$	\$	
		\$				
Segment operating income:						
Segment operating income:						
Segment	Segment					
operating income:	operating income:					
U.S.	U.S.	\$ 131,602	\$ 145,268	\$ 268,260	\$ 325,790	
U.S.						
U.S.						
LAAP						
LAAP						
LAAP	LAAP	14,509	11,771	36,932	21,712	
EMEA	EMEA	34,241	35,567	69,636	51,036	
EMEA						
EMEA						
Canada						
Canada						
Canada	Canada	30,150	20,237	41,065	31,913	
Total segment	Total segment					
operating income	operating income					
		210,502	212,843	415,893	430,451	
Total segment operating income						
Total segment operating income						
Unallocated corporate expenses						
Unallocated corporate expenses						
Unallocated corporate expenses	Unallocated corporate expenses	(75,948)	(67,582)	(218,683)	(192,751)	
Interest income, net	Interest income, net	1,870	765	8,659	1,659	
Other non-operating income (expense), net		(311)	(269)	354	(1,660)	
Interest income, net						
Interest income, net						
Other non-operating income, net						
Other non-operating income, net						
Other non-operating income, net						
Income before income tax						
Income before income tax						
Income before income tax	Income before income tax	\$ 136,113	\$ 145,757	\$ 206,223	\$ 237,699	

## CONCENTRATIONS

The Company had one customer that accounted for approximately **11.6%** **14.4%**, **19.8%** and **13.8%** **12.3%** of **Accounts receivable, net** as of **September 30, 2023** **March 31, 2024**, **December 31, 2023** and **December 31, 2022** **March 31, 2023**, respectively. The Company did not have any customer that accounted for 10% or more of **Accounts receivable, net** as of **September 30, 2022**. The Company did not have any customers that accounted for 10% or more of **Net sales** for the three and nine months ended **September 30, 2023** **March 31, 2024** and **September 30, 2022**. **2023**.

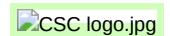
## NOTE 10 — FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

In the normal course of business, the Company's financial position, results of operations and cash flows are routinely subject to a variety of risks. These risks include risks associated with financial markets, primarily currency exchange rate risk and, to a lesser extent, interest rate risk and equity market risk. The Company regularly assesses these risks and has established policies and business practices designed to mitigate them. The Company does not engage in speculative trading in any financial market.

The Company actively manages the risk of changes in functional currency equivalent cash flows resulting from anticipated non-functional currency denominated purchases and sales. Subsidiaries that use European euros, Canadian dollars, Japanese yen, Chinese renminbi, or Korean won as their functional currency are primarily exposed to changes in functional currency equivalent cash flows from anticipated United States dollar inventory purchases. Subsidiaries that use United States dollars and euros as their functional currency also have non-functional currency denominated sales for which the Company hedges the Canadian dollar and British pound sterling. The Company seeks to

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manage these risks by using currency forward contracts formally designated and effective as cash flow hedges. Hedge effectiveness is generally determined by evaluating the ability of a hedging instrument's cumulative change in fair value to offset the cumulative change in the present value of expected cash flows on the underlying exposures. Time value components ("forward points") for forward contracts are included in the fair value of the cash flow hedge. These costs or benefits **will be** **are** included in **Accumulated other comprehensive income (loss)** until the underlying hedge transaction is recognized in either **Net sales** or **Cost of sales**, at which time, the forward points **will** also be recognized as a component of **Net income**.

The Company also uses currency forward contracts not formally designated as hedges to manage the consolidated currency exchange rate risk associated with the remeasurement of non-functional currency denominated monetary assets and liabilities by subsidiaries that use United States dollars, euros, Canadian dollars, yen, renminbi, or won as their functional currency. Non-functional currency denominated

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monetary assets and liabilities consists of cash and cash equivalents, short-term investments, receivables, payables, deferred income taxes, and intercompany loans and dividends. The gains and losses generated on these currency forward contracts not formally designated as hedges are expected to be largely offset in **Other non-operating income, (expense)**, **net** by the gains and losses generated from the remeasurement of the non-functional currency denominated monetary assets and liabilities.

The following table presents the gross notional amount of outstanding derivative instruments:

	September (in thousands)	December (in thousands)	September (in thousands)	March 31, 2024	December 31, 2023	March 31, 2023
Derivative instruments designated as cash flow hedges:	Derivative instruments designated as cash flow hedges:					
Currency forward contracts						

Currency forward contracts	
Currency forward contracts	Currency forward contracts \$ 548,424 \$ 514,365 \$ 459,189
Derivative instruments not designated as hedges:	Derivative instruments not designated as hedges:
Currency forward contracts	
Currency forward contracts	Currency forward contracts \$ 477,843 \$ 448,838 \$ 287,825
Currency forward contracts	
Currency forward contracts	

As of **September 30, 2023** **March 31, 2024**, **\$16.8 million** **\$13.0 million** of deferred net gains on both outstanding and matured derivatives recorded in *Accumulated other comprehensive income (loss)* are expected to be reclassified to *Net income* during the next twelve months as a result of underlying hedged transactions also being recorded in *Net sales or Cost of sales or Other non-operating income (expense), net* in the unaudited Condensed Consolidated Statements of Operations. When outstanding derivative contracts mature, actual amounts ultimately reclassified to *Net sales or Cost of sales or Other non-operating income (expense), net* in the unaudited Condensed Consolidated Statements of Operations are dependent on United States dollar exchange rates in effect against the euro, pound sterling, renminbi, Canadian dollar, won, and yen as well as the euro exchange rate in effect against the pound sterling.

As of **September 30, 2023** **March 31, 2024**, the Company's derivative contracts had a remaining maturity of less than **three** 3 years. The maximum net exposure to any single counterparty, which is generally limited to the aggregate unrealized gain of all contracts with that counterparty, was **\$7.5 million** **\$4.4 million** as of **September 30, 2023** **March 31, 2024**. All of the Company's derivative counterparties have credit ratings that are investment grade or higher. The Company is a party to master netting arrangements that contain features that allow counterparties to net settle amounts arising from multiple separate derivative transactions or net settle in the case of certain triggering events such as a bankruptcy or major default of one of the counterparties to the transaction. The Company has not pledged assets or posted collateral as a requirement for entering into or maintaining derivative positions.

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The following table presents the balance sheet classification and fair value of derivative instruments:

(in thousands)	(in thousands)	Classification	Balance	Sheet	September	December	September
			Classification	30, 2023	31, 2022	30, 2022	
(in thousands)							
Derivative instruments designated as cash flow hedges:	Derivative instruments designated as cash flow hedges:						
Derivative instruments in asset positions:	Derivative instruments in asset positions:						
Derivative instruments in asset positions:	Derivative instruments in asset positions:						
Balance Sheet Classification							
				March 31, 2024	December 31, 2023	March 31, 2023	

Derivative instruments in asset positions:						
Currency forward contracts						
Currency forward contracts						
		Prepaid				
Currency forward contracts	Currency forward contracts	expenses and other current assets	\$ 17,121	\$ 20,306	\$ 32,289	
Currency forward contracts	Currency forward contracts	Other non-current assets	6,511	7,153	13,919	
Derivative instruments in liability positions:	Derivative instruments in liability positions:					
Currency forward contracts	Currency forward contracts	Accrued liabilities	972	1,249	—	
Currency forward contracts	Currency forward contracts	Other long-term liabilities	104	1,770	436	
Currency forward contracts						
Currency forward contracts						
Derivative instruments not designated as cash flow hedges:	Derivative instruments not designated as cash flow hedges:					
Derivative instruments in asset positions:	Derivative instruments in asset positions:					
Derivative instruments in asset positions:						
Derivative instruments in asset positions:						
Currency forward contracts						
Currency forward contracts						
		Prepaid				
Currency forward contracts	Currency forward contracts	expenses and other current assets	4,485	3,027	2,912	
Derivative instruments in liability positions:	Derivative instruments in liability positions:					
Derivative instruments in liability positions:						
Derivative instruments in liability positions:						
Currency forward contracts						
Currency forward contracts						
Currency forward contracts	Currency forward contracts	Accrued liabilities	1,389	2,533	1,514	

The following table presents the statement of operations effect and classification of derivative instruments:

		Statement Of Operations Classification	Three Months Ended September 30,		Nine Months Ended September 30,		Three Months Ended March 31,	
			Statement Of Operations Classification		Statement Of Operations Classification			
			2023	2022	2023	2022		
		(in thousands)	(in thousands)					
Currency Forward Contracts:								
Currency forward contracts:								
Currency forward contracts:								
Derivative instruments designated as cash flow hedges:	Derivative instruments designated as cash flow hedges:							
Gain recognized in other comprehensive income (loss), net of tax	—		\$9,876	\$17,191	\$10,602	\$31,780		
Derivative instruments designated as cash flow hedges:								
Derivative instruments designated as cash flow hedges:								
Gain (loss) recognized in other comprehensive income (loss), net of tax								
Gain (loss) recognized in other comprehensive income (loss), net of tax								
Gain (loss) recognized in other comprehensive income (loss), net of tax								
Gain (loss) recognized in other comprehensive income (loss), net of tax								
Gain (loss) reclassified from accumulated other comprehensive income (loss) to income for the effective portion								
Gain (loss) reclassified from accumulated other comprehensive income (loss) to income for the effective portion								
Gain (loss) reclassified from accumulated other comprehensive income (loss) to income for the effective portion	Gain (loss) reclassified from accumulated other comprehensive income (loss) to income for the effective portion	Net sales	(236)	(28)	10	(204)		
Gain reclassified from accumulated other comprehensive income (loss) to income for the effective	Gain reclassified from accumulated other comprehensive income (loss) to income for the effective	Cost of sales	8,874	4,114	18,149	5,373		

portion	portion				
Gain reclassified from accumulated other comprehensive income (loss) to income for the effective portion					
Gain reclassified from accumulated other comprehensive income (loss) to income for the effective portion					
Gain (loss) reclassified from accumulated other comprehensive income (loss) to income as a result of cash flow hedge discontinuance					
Gain (loss) reclassified from accumulated other comprehensive income (loss) to income as a result of cash flow hedge discontinuance					
Gain (loss) reclassified from accumulated other comprehensive income (loss) to income as a result of cash flow hedge discontinuance	Gain (loss) reclassified from accumulated other comprehensive income (loss) to income as a result of cash flow hedge discontinuance (expense), net	Other non-operating income	—	(2)	222
Derivative instruments not designated as cash flow hedges:	Derivative instruments not designated as cash flow hedges:	Other non-operating income	—	—	
Gain recognized in income	(expense), net	3,313	1,341	2,033	2,638
Derivative instruments not designated as cash flow hedges:					
Derivative instruments not designated as cash flow hedges:					
Gain (loss) recognized in income					
Gain (loss) recognized in income					
Gain (loss) recognized in income					

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## NOTE 11 — FAIR VALUE MEASURES

Certain assets and liabilities are reported at fair value on either a recurring or nonrecurring basis. Fair value is defined as an exit price, representing the amount that the Company would receive to sell an asset or pay to transfer a liability in an orderly transaction between market participants, under a three-tier fair value hierarchy that prioritizes the inputs used in measuring fair value as follows:

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- Level 1 — observable inputs such as quoted prices for identical assets or liabilities in active liquid markets;
- Level 2 — inputs, other than the quoted market prices in active markets, that are observable, either directly or indirectly; or observable market prices in markets with insufficient volume or infrequent transactions; and
- Level 3 — unobservable inputs for which there is little or no market data available, that require the reporting entity to develop its own assumptions.

The Company's assets and liabilities measured at fair value are categorized as Level 1 or Level 2 instruments. Level 1 instrument valuations are obtained from real-time quotes for transactions in active exchange markets involving identical assets. Level 2 instrument valuations are obtained from inputs, other than quoted market prices in active markets, that are directly or indirectly observable in the marketplace and quoted prices in markets with limited volume or infrequent transactions.

Assets and liabilities measured at fair value on a recurring basis as of **September 30, 2023** **March 31, 2024** are as follows:

(in thousands)	(in thousands)	Level			(in thousands)	Level 1	Level 2	Level 3	Total
		1	2	3					
Assets:	Assets:								
Cash equivalents:	Cash equivalents:								
Cash equivalents:									
Money market funds	Money market funds	\$60,120	\$ —	\$ —	\$ 60,120				
Money market funds									
U.S. Government treasury bills									
Time deposits (1)	Time deposits (1)	—	19,412	—	19,412				
Short-term investments:	Short-term investments:								
Available-for-sale short-term investments: (2)									
Available-for-sale short-term investments: (2)									
Available-for-sale short-term investments: (2)									
U.S. Government treasury bills									
U.S. Government treasury bills									
U.S. Government treasury bills									
Other short-term investments:									
Money market funds									
Money market funds									

Money market funds	Money market funds	302	—	—	302
Mutual fund shares	Mutual fund shares	1,172	—	—	1,172
Prepaid expenses and other current assets:	Prepaid expenses and other current assets:				
Derivative financial instruments	Derivative financial instruments	—	21,606	—	21,606
Derivative financial instruments	Derivative financial instruments				
Other non-current assets:	Other non-current assets:				
Money market funds	Money market funds				
Money market funds	Money market funds	1,699	—	—	1,699
Mutual fund shares	Mutual fund shares	21,879	—	—	21,879
Derivative financial instruments	Derivative financial instruments	—	6,511	—	6,511
Total assets measured at fair value	Total assets measured at fair value	\$85,172	\$47,529	\$ —	\$132,701
Liabilities:	Liabilities:				
Accrued liabilities:	Accrued liabilities:				
Accrued liabilities:	Accrued liabilities:				
Derivative financial instruments	Derivative financial instruments				
Derivative financial instruments	Derivative financial instruments	\$ —	\$ 2,361	\$ —	\$ 2,361
Other long-term liabilities:	Other long-term liabilities:				
Derivative financial instruments	Derivative financial instruments	—	104	—	104
Derivative financial instruments	Derivative financial instruments				
Derivative financial instruments	Derivative financial instruments				

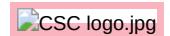
Total liabilities measured at fair value	Total liabilities measured at fair value
	\$ — \$ 2,465 \$ — \$ 2,465

(a) Time deposits are carried at amortized cost on the unaudited Condensed Consolidated Balance Sheet, which reasonably approximates fair value.

(a) Available-for-sale short-term investments have remaining maturities of less than one year.

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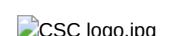


Assets and liabilities measured at fair value on a recurring basis as of December 31, 2022 are as follows:

(in thousands)	Level 1	Level 2	Level 3	Total
<b>Assets:</b>				
Cash equivalents:				
Money market funds	\$ 120,481	\$ —	\$ —	\$ 120,481
Short-term investments:				
Money market funds	80	—	—	80
Mutual fund shares	642	—	—	642
Prepaid expenses and other current assets:				
Derivative financial instruments	—	23,333	—	23,333
Other non-current assets:				
Money market funds	1,456	—	—	1,456
Mutual fund shares	19,026	—	—	19,026
Derivative financial instruments	—	7,153	—	7,153
<b>Total assets measured at fair value</b>	<b>\$ 141,685</b>	<b>\$ 30,486</b>	<b>\$ —</b>	<b>\$ 172,171</b>
<b>Liabilities:</b>				
Accrued liabilities:				
Derivative financial instruments	\$ —	\$ 3,782	\$ —	\$ 3,782
Other long-term liabilities:				
Derivative financial instruments	—	1,770	—	1,770
<b>Total liabilities measured at fair value</b>	<b>\$ —</b>	<b>\$ 5,552</b>	<b>\$ —</b>	<b>\$ 5,552</b>

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Assets and liabilities measured at fair value on a recurring basis as of **September 30, 2022** **December 31, 2023** are as follows:

(in thousands)	(in thousands)	Level	(in thousands)	Level	(in thousands)	Level	(in thousands)
		Level 1	Level 2	3	Total		
<b>Assets:</b>	<b>Assets:</b>						

Cash equivalents:							
Cash equivalents:							
Cash equivalents:							
Money market funds							
Money market funds							
Money market funds							
U.S.							
Government							
treasury							
bills							
Time deposits							
(1)							
Short-term investments:	Short-term investments:						
Available-for-sale short-term investments: (2)							
Available-for-sale short-term investments: (2)							
Available-for-sale short-term investments: (2)							
U.S. Government treasury bills							
U.S. Government treasury bills							
U.S. Government treasury bills							
Other short-term investments:							
Money market funds							
Money market funds							
Money market funds	Money market funds	\$	79	\$	—	\$	—
Mutual fund shares	Mutual fund shares		893		—		893
Prepaid expenses and other current assets:	Prepaid expenses and other current assets:						
Derivative financial instruments	Derivative financial instruments		—	35,201	—		35,201
Derivative financial instruments							
Derivative financial instruments							
Other non-current assets:	Other non-current assets:						
Money market funds							
Money market funds							
Money market funds	Money market funds						
Money market funds	Money market funds		1,201		—		1,201

Mutual fund shares	Mutual fund shares	17,332	—	—	17,332
Derivative financial instruments	Derivative financial instruments	—	13,919	—	13,919
Total assets measured at fair value	Total assets measured at fair value	\$19,505	\$49,120	\$ —	\$68,625
Liabilities:	Liabilities:				
Accrued liabilities:	Accrued liabilities:				
Accrued liabilities:	Derivative financial instruments				
Accrued liabilities:	Derivative financial instruments				
Derivative financial instruments	Derivative financial instruments	\$ —	\$ 1,514	\$ —	\$ 1,514
Other long-term liabilities:	Other long-term liabilities:				
Derivative financial instruments	Derivative financial instruments	—	436	—	436
Derivative financial instruments	Derivative financial instruments				
Derivative financial instruments	Derivative financial instruments				
Total liabilities measured at fair value	Total liabilities measured at fair value	\$ —	\$ 1,950	\$ —	\$ 1,950

(a) Time deposits are carried at amortized cost on the unaudited Condensed Consolidated Balance Sheet, which reasonably approximates fair value.

(a) Available-for-sale short-term investments have remaining maturities of less than one year.

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Assets and liabilities measured at fair value on a recurring basis as of March 31, 2023 are as follows:

(in thousands)	Level 1	Level 2	Level 3	Total
<b>Assets:</b>				
Cash equivalents:				
Money market funds	\$ 106,092	\$ —	\$ —	\$ 106,092
U.S. Government treasury bills	—	49,695	—	49,695
Short-term investments:				
Available-for-sale short-term investments: (1)				
U.S. Government treasury bills	\$ —	\$ 98,746	\$ —	\$ 98,746
Other short-term investments:				
Money market funds	284	—	—	284
Mutual fund shares	482	—	—	482
Prepaid expenses and other current assets:				
Derivative financial instruments	—	17,716	—	17,716

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Other non-current assets:						
Money market funds	1,712	—	—	—	—	1,712
Mutual fund shares	20,762	—	—	—	—	20,762
Derivative financial instruments	—	5,935	—	—	—	5,935
Total assets measured at fair value	<u>\$ 129,332</u>	<u>\$ 172,092</u>	<u>\$ —</u>	<u>\$ —</u>	<u>\$ —</u>	<u>\$ 301,424</u>
Liabilities:						
Accrued liabilities:						
Derivative financial instruments	\$ —	\$ 4,887	\$ —	\$ —	\$ —	4,887
Other long-term liabilities:						
Derivative financial instruments	—	1,788	—	—	—	1,788
Total liabilities measured at fair value	<u>\$ —</u>	<u>\$ 6,675</u>	<u>\$ —</u>	<u>\$ —</u>	<u>\$ —</u>	<u>\$ 6,675</u>

(a) Available-for-sale short-term investments have remaining maturities of less than one year.

## NON-RECURRING FAIR VALUE MEASUREMENTS

The Company measured the fair value of certain **retail store long-lived assets consisting of property, plant and equipment, certain trademark** **indefinite-lived intangible assets and goodwill and lease ROU assets** as part of impairment testing for the year ended **December 31, 2022** **December 31, 2023**. The inputs used to measure the fair value of these assets are primarily **significant** unobservable inputs and, as such, considered Level 3 fair value measurements. Refer to Notes 5, Note 6 and 9 in Part II, Item 8 in the Annual Report on Form 10-K for discussion of impairment charges. **further discussion.**

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## ITEM 2. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

The following discussion and analysis of our financial condition and results of operations should be read in conjunction with "Special Note Regarding Forward-Looking Statements", Part I, Item 1 and Part II, Item 1A of this Quarterly Report on Form 10-Q.

### OVERVIEW

As a global leader in designing, developing, marketing, and distributing outdoor, active and lifestyle products, our mission is to connect active people with their passions. We manage our product line in two major categories: apparel, accessories, and equipment products and footwear products. We provide our products through our four brands: Columbia, SOREL, Mountain Hardwear, and prAna. Apparel, accessories, and equipment products are provided by our Columbia, Mountain Hardwear and prAna brands. Footwear products are provided by our Columbia and SOREL brands. We sell our products in **approximately 90** **more than 100** countries and operate in four geographic segments: U.S., LAAP, EMEA, and Canada.

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We are investing in our strategic priorities to:

- accelerate profitable growth;
- create iconic products that are differentiated, functional and innovative;
- drive brand engagement through increased, focused demand creation investments;

- enhance consumer experiences by investing in capabilities to delight and retain consumers;
- amplify marketplace excellence, with digitally-led, omni-channel, global distribution; and
- empower talent that is driven by our core values through a diverse and inclusive workplace.

Ultimately, we expect our investments to enable market share capture across our brand portfolio, expand gross margin, improve selling, general and administrative expense efficiency, and drive improved operating margin over the long-term. We seek to bring additional consumer segments to our brands by proactively managing the promotional activity of the brands in the marketplace. For the Columbia brand, we are working to establish the Columbia.com site as the best expression of the brand through enhancements to the consumer experience as well as generally less promotion and discount activity.

#### **Profit Improvement Program**

As part of our strategic priorities, we are implementing a multi-year profit improvement program to accelerate profitable growth and improve the efficiency of our operations. We are focused on four areas of cost reduction and realignment, including:

- operational cost savings;
- organizational cost savings;
- operating model improvements; and
- indirect, or non-inventory, spending.

When the benefits of this program are combined with the cost savings we anticipate to receive from normalized inventory levels, we believe we can reach \$125 million to \$150 million in annualized savings by 2026. We anticipate these cost savings will ramp up over the course of 2024 and 2025, with the full benefit being realized in 2026. In 2024, we anticipate realizing approximately \$75 million to \$90 million in realized cost savings, net of approximately \$3 million to \$4 million of severance and other costs.

#### **Business Environment and Trends**

**Increasing Competitive Environment** | We believe many brands have shifted their strategies to capitalize on the emergence of casual and lifestyle trends. The versatility of casual and lifestyle products provides consumers the ability to use these products in a variety of settings, including outdoor activities. This shift has been evident in both the apparel and footwear product categories. We believe this trend has accelerated because of changes in consumer behavior resulting from the COVID-19 pandemic, which has resulted in an increasingly competitive apparel and footwear marketplace.

**Economic Environment Impacting Demand** | We believe inflationary pressure, increased interest rates and general economic uncertainty are impacting consumer and wholesale customer behavior and demand. Wholesale customers have been increasingly cautious managing inventory including and in placing advance orders. This cautiousness has been most pronounced in the U.S., but we believe that retailer prudence is spreading to other regions, including Canada and, to a lesser extent, Europe. Consumer demand, particularly in the U.S. and Korea, U.S., has been generally soft for outdoor apparel and footwear products. We anticipate these trends will continue to persist through the balance of 2023 and into throughout 2024.

**Promotional and Clearance Environment** | A surge in consumer demand in late 2021 and continuing through Since last year, we have been proactively managing promotional activity on Columbia.com to help establish the first half site as the best expression of 2022 resulted in exceptionally low promotional levels which began to normalize in the second half of 2022. We brand. However, we believe consumers are still seeking value and promotions in the marketplace, which has dampened demand in full price channels, from us, particularly in the U.S., including This has resulted in reduced demand for our direct-to-consumer ("DTC") e-commerce sites and branded stores. In the first nine months To capture demand associated with value conscious consumers, we have increasingly relied on our fleet of 2023, our promotional levels were on par with or slightly above levels prior to the COVID-19 pandemic. However, the proportion of older season clearance inventory being marked down and sold through DTC brick-and-mortar stores including our outlet stores has increased and resulted clearance locations, which offer discounted and clearance merchandise. The use of temporary clearance stores results in lower DTC product margins, increased SG&A expenses and modest operating income. We expect believe this trend method of liquidation results in stronger financial returns to continue until excess inventories return the Company in comparison to normalized levels. wholesale closeout sales channel alternatives and has a less disruptive impact in the marketplace. We anticipate continuing to utilize temporary clearance locations to assist with inventory liquidation throughout 2024.

**Changing Consumer Expectations and Shopping Habits** | Consumer behavior continues to fluctuate. We believe consumers in the U.S. are still adjusting have adjusted shopping habits in a post-COVID pandemic world including a shift back to and have increasingly participated in brick-and-mortar retail shopping experiences. A culmination of other factors have and will continue to contribute to shifts in consumer preferences, including increased spending on dining, travel, and entertainment, as well as other discretionary forms of spending. As a result, of these behavior shifts, anticipating future demand is increasingly challenging.

**Improved Inventory Receipts** | As a result of supply chain disruptions, we received Spring 2022 and Fall 2022 inventory later than expected and realized much higher than normal cancellations from expect our wholesale customers. Inventory production and logistics transit times have improved markedly for Spring 2023 and Fall 2023, resulting in earlier production and receipt of inventory, and enabling timely (and even early) shipment of orders U.S. e-commerce channel to our wholesale customers. As a result, the year-over-year timing of wholesale shipments has impacted our net sales growth on a quarter-by-quarter basis. We expect these improved transit times to continue and to be more in-line with our historical experience throughout 2023, assuming there are no significant disruptions to our logistics and distribution operations.

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**Elevated Inventories** | As continue to be challenged year-over-year. We believe this is a result of highly volatile shifts transitional trend and that, over time, growth in supply and demand and supply chain challenges, we exited 2022 with elevated inventory. Improved on-time production throughout 2023 further contributed to an increase in our inventory levels during the first half of the year. At the end of the third quarter of 2023, our inventory primarily reflected current season inventory and, to a lesser extent, carryover and older season inventory. To address our elevated inventory levels, we meaningfully reduced purchases of Spring 2023 and Fall 2023 inventory and are taking a cautious approach to future season purchases. Additionally, we are leveraging our outlet stores and have opened temporary outlet stores to profitably clear excess inventory. To a far lesser extent, we are selling product through close-out digital environments will outpace physical retail sales to our wholesale customers. We are continuing to sell carryover and excess inventory during the Fall 2023 selling season and expect our inventory levels to reach more normalized levels by the end of the year.growth.

**Distribution Center and Third-Party Capacity Pressure** | Elevated inventory levels have resulted in storage and process capacity pressures within our distribution centers and third-party logistics operations. We began to experience these operations throughout 2023. These pressures as we received Fall 2022 inventory and expect this trend to continue through the end of 2023. We have incurred and expect to continue to incur included additional inventory carrying costs throughout 2023 related to incremental outside storage, and other inventory related holding and handling costs, including losses in productivity, as we look worked to normalize our inventory position. We exited 2023 with more normalized inventory levels. As these storage and process capacity pressures have alleviated, we have begun to realize lower distribution-related expenses and expect these pressures and incremental costs to alleviate as see further benefit in our inventory levels normalize at the start of operating results for full year 2024.

**China Favorable Freight Cost Environment** | From 2020 to 2022, government efforts to control Over the spread of COVID-19 in China severely impacted our business there. We believe these efforts resulted in lower consumer demand, as well as disruption of our operations, including operations of our owned DTC stores and stores operated by our wholesale customers, and warehousing and fulfillment operations. Since the change in China's zero-COVID policy in December 2022, our business in China has experienced a surge in consumer demand. We expect to continue to see favorable results from our China business throughout the balance of 2023.

**Pricing** | In response to prior supply chain and product input inflationary cost pressures, we implemented product price increases for our Spring 2023 season merchandise, which varied by market and product category. In the U.S., on average, we increased pricing by a mid-single to high-single-digit percent to mitigate inflationary pressure. As certain supply chain costs have normalized and product input costs have become stable, past year, we have not implemented additional meaningful product price changes.

**Normalized Freight Charges** | For the majority of 2022, we experienced elevated ocean freight costs, which had a substantially unfavorable impact on our gross margin. Beginning in the fourth quarter of 2022, we began to experience realized significant declines in ocean freight rates and costs and have seen in comparison to prior year elevated levels. These lower ocean freight container rates return resulted in substantially lower inbound freight costs which benefited our gross margin. Looking forward, we expect less of a favorable benefit from lower inbound freight costs. Worldwide ocean freight rates continue to historical levels. Our decline and we expect to achieve additional cost savings and resulting gross margin has realized the benefits of these lower costs and improvement as we finalize freight contracts which take effect beginning June 1. We anticipate these lower ocean freight costs will persist and continue to benefit gross margin throughout the balance of 2023 and into early 2024.

**Seasonality** | Our business is affected by the general seasonal trends common to the industry, including seasonal weather and discretionary consumer shopping and spending patterns. Our products are marketed on a seasonal basis, and our sales are weighted substantially toward the third and fourth quarters, while our operating costs are more equally distributed throughout the year. In 2022, over 2023, nearly 60% of our net sales and over 75% nearly 80% of our operating income were realized in the second half of the year.

**Strong U.S. Dollar** | In 2022, the rapid strengthening of the U.S. dollar relative to major foreign currencies unfavorably impacted our results. With the continued strength of the U.S. dollar in 2023, foreign currency translation has unfavorably impacted net sales and profitability in the first half of 2023. Beginning in the third quarter of 2023, foreign currency translation was slightly favorable to our results. We anticipate the translation of foreign currency exchange rates to have a modestly favorable impact on our results for the balance of 2023.

**Heightened Geopolitical Risk** | We sell our products in approximately 90 more than 100 countries and our ability to sell in certain markets may be impacted by ongoing geopolitical tensions. We believe these tensions will remain elevated and have manifested, and will continue to manifest, themselves in certain regions where we operate.

**Increasing Regulatory Environment** | Recently, the number of regulations at the global and jurisdictional level impacting our business, and in particular our products, has significantly increased. We expect this trend to continue, and as a result, will impact our expenses, product input costs and ultimately our products, which may in turn impact our revenue. These regulatory matters at a minimum include regulations related to climate, social, privacy, and product chemistry. For example, in anticipation of the effectiveness of the regulations in California and New York states related to perfluoroalkyl and polyfluoroalkyl substances ("PFAS"), we have been working to eliminate PFAS chemicals across our global product line. We intend to stop stopped manufacturing any apparel or footwear with PFAS intentionally added prior to our Fall 2024 season. This transition has the potential to impact the flow of our wholesale business in 2024, as well as our inventory management strategies for existing merchandise. In addition, these These PFAS matters may result in a more promotional environment in 2024 as retailers move through merchandise containing PFAS.

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## RESULTS OF OPERATIONS

The following discussion of our results of operations and liquidity and capital resources should be read in conjunction with Part I, Item 1 of this Quarterly Report on Form 10-Q.

### Non-GAAP Financial Measure

To supplement financial information reported in accordance with accounting principles generally accepted in the United States ("GAAP"), we disclose constant-currency net sales information, which is a non-GAAP financial measure, to provide a framework to assess how the business performed excluding the effects of changes in foreign currency exchange rates against the United States dollar between comparable reporting periods. We calculate constant-currency net sales by translating net sales in foreign currencies for the current period into United States dollars at the exchange rates that were in effect during the comparable period of the prior year. Management believes that this non-GAAP financial measure reflects an additional and useful way of viewing an aspect of our operations that, when viewed in conjunction with our GAAP results, provides a more comprehensive understanding of our business and operations. In particular, investors may find the non-GAAP measure useful by reviewing our net sales results without the volatility in foreign currency exchange rates. This non-GAAP financial measure also facilitates management's internal comparisons to our historical net sales results and comparisons to competitors' net sales results. Constant-currency financial measures should be viewed in addition to, and not in lieu of or superior to, our financial measures calculated in accordance with GAAP.

The following discussion includes references to constant-currency net sales, and we provide a reconciliation of this non-GAAP measure to the most directly comparable financial measure calculated in accordance with GAAP below.

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### Results of Operations — Consolidated

The following table presents the items in our unaudited Condensed Consolidated Statements of Operations, both in dollars and as a percentage of net sales:

		Three Months Ended September 30,				Nine Months Ended September 30,						
		Three Months Ended March 31,				Three Months Ended March 31,						
		Three Months Ended March 31,				Three Months Ended March 31,						
(in millions, except for percentage of net sales and per share amounts)	(in millions, except for percentage of net sales and per share amounts)	2023	2022	2023	2022	2023	2022	2023	2022	2024	2023	
Net sales	Net sales	\$985.7	100.0 %	\$955.0	100.0 %	\$2,427.2	100.0 %	\$2,294.6	100.0 %	Net sales	\$770.0	100.0 %
Cost of sales	Cost of sales	505.5	51.3 %	496.5	52.0 %	1,233.5	50.8 %	1,173.5	51.1 %	Cost of sales	380.4	49.4 %
Gross profit	Gross profit	480.2	48.7 %	458.5	48.0 %	1,193.7	49.2 %	1,121.1	48.9 %	Gross profit	389.6	50.6 %
Selling, general and administrative expenses	Selling, general and administrative expenses	351.6	35.7 %	319.0	33.4 %	1,011.5	41.7 %	899.3	39.2 %	Selling, general and administrative expenses	349.3	45.4 %
Net licensing income	Net licensing income	6.0	0.7 %	5.8	0.6 %	15.0	0.6 %	15.9	0.7 %			
Net licensing income										4.4	0.6 %	
Net licensing income										4.3	0.5 %	
Operating income	Operating income	134.6	13.7 %	145.3	15.2 %	197.2	8.1 %	237.7	10.4 %	Operating income	44.7	5.8 %
Interest income, net	Interest income, net	1.9	0.1 %	0.8	0.1 %	8.6	0.4 %	1.7	0.1 %	Interest income, net	9.2	1.2 %
Other non-operating income (loss), net		(0.4)	— %	(0.3)	— %	0.4	— %	(1.7)	(0.1)%		3.3	0.4 %
										6.9	0.0 %	
										0.0	0.0 %	

Other non-operating income, net	Income before income tax	Income before income tax	136.1	13.8 %	145.8	15.3 %	206.2	8.5 %	237.7	10.4 %	Income before income tax	0.2	—	% 0.9	0.1
Income tax expense	Income tax expense	32.6	3.3 %	34.0	3.6 %	48.1	2.0 %	51.9	2.3 %	Income tax expense	54.1	7.0	7.0 %	60.6	7.4
Net income	Net income	\$103.5	10.5 %	\$111.8	11.7 %	\$158.1	6.5 %	\$185.8	8.1 %	Net income	\$ 42.3	5.5	5.5 %	\$ 46.2	5.6
Diluted earnings per share	Diluted earnings per share	\$ 1.70		\$ 1.80		\$ 2.56		\$ 2.94							
Diluted earnings per share	Diluted earnings per share														

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Three Months Ended September 30, 2023 March 31, 2024 Compared to Three Months Ended September 30, 2022 March 31, 2023

**Net Sales.** Net sales by brand, product category and channel are summarized in the following table:

(in millions, except for percentages)	Three Months Ended September 30,						Constant-currency Net Sales (in millions, except for percentages)	Reported Net Sales 2024	Adjust for Foreign Currency Translation	Constant-currency Net Sales 2024 (1)				
	Three Months Ended March 31,													
	Reported Net Sales 2023	Adjust for Foreign Currency Translation	Constant-currency Net Sales 2023 (1)	Reported Net Sales 2022	Reported Net Sales % Change	Constant-currency Net Sales % Change (1)								
<b>Brand Net Sales:</b>	<b>Brand Net Sales:</b>													
Columbia	Columbia	\$ 804.0	\$ (0.8)	\$ 803.2	\$ 773.3	4%	4%	\$ 663.9	\$ 4.0	\$ 667.9	\$ 45.6			
SOREL	SOREL	122.1	(0.3)	121.8	112.4	9%	8%	SOREL	45.7	(0.1)	45.6			
prAna	prAna	30.7	—	30.7	37.4	(18)%	(18)%	prAna	31.3	—	31.3			
Mountain Hardwear	Mountain Hardwear	28.9	0.3	29.2	31.9	(9)%	(8)%	Mountain Hardwear	29.1	0.1	29.2			
Total	Total	\$ 985.7	\$ (0.8)	\$ 984.9	\$ 955.0	3%	3%	Total	\$ 770.0	\$ 4.0	\$ 774.0			
<b>Product Category Net Sales:</b>	<b>Product Category Net Sales:</b>													
Product Category Net Sales:	Product Category Net Sales:													
Apparel, Accessories and Equipment	Apparel, Accessories and Equipment													
Apparel, Accessories and Equipment	Apparel, Accessories and Equipment													

Apparel, Accessories and Equipment	Apparel, Accessories and Equipment	\$ 731.7	\$ 0.3	\$ 732.0	\$ 726.3	1%	1%	\$ 619.0	\$ 3.3	\$ 622.3	\$ 151.7
Footwear	Footwear	254.0	(1.1)	252.9	228.7	11%	11%	Footwear	151.0	0.7	151.7
Total	Total	\$ 985.7	\$ (0.8)	\$ 984.9	\$ 955.0	3%	3%	Total	\$ 770.0	\$ 4.0	\$ 774.0
Channel	Channel										
Net Sales:	Net Sales:										

#### Channel Net Sales:

#### Channel Net Sales:

Wholesale

Wholesale

Wholesale	Wholesale	\$ 664.3	\$ (1.9)	\$ 662.4	\$ 645.1	3%	3%	\$ 390.9	\$ 1.1	\$ 392.0	\$ 382.0
Direct-to-consumer	Direct-to-consumer	321.4	1.1	322.5	309.9	4%	4%	Direct-to-consumer	379.1	2.9	382.0
Total	Total	\$ 985.7	\$ (0.8)	\$ 984.9	\$ 955.0	3%	3%	Total	\$ 770.0	\$ 4.0	\$ 774.0

(b) Constant-currency net sales is a non-GAAP financial measure. See "Non-GAAP Financial Measure" above for further information.

Overall, the decline in global net sales increase reflected balanced growth from was driven by our DTC US and Canada wholesale channels. Wholesale and LAAP and EMEA distributor businesses. The declines in US and Canada wholesale net sales growth was aided by earlier shipment of Fall 2023 wholesale primarily reflected lower Spring 2024 orders, largely for the Columbia brand, while the decline in the third quarter compared to shipment of Fall 2022 orders in the same period of the prior year. This increase was partially offset by the anniversary of prior year shipments to Russia (for orders that were placed prior to the invasion of Ukraine), as well as a higher portion of Fall 2023 our distributor orders shipping in the second quarter of 2023 compared to the timing of Fall 2022 shipments in the prior year.

By brand, Columbia and SOREL brands' businesses' net sales benefited from earlier shipment of Fall 2023 wholesale orders. Footwear growth primarily reflected earlier shipment of Fall 2023 Spring 2024 orders which shipped in the fourth quarter of 2023.

Lower footwear net sales reflected declines in both our Columbia and increased clearance product sales. SOREL brands. Footwear demand in the outdoor industry has softened while competitive pressures within the footwear category have amplified.

Our global DTC net sales reflected a 7% 9% increase in brick-and-mortar business net sales, partially offset by a 3% 7% decrease in e-commerce business net sales for the three months quarter ended September 30, 2023 March 31, 2024 compared to the same period in the prior year. The growth in net sales from our DTC retail store business was driven by contributions from temporary clearance locations and new stores and, to a lesser extent, increased store productivity. The decline in our DTC e-commerce net sales, which was predominantly focused in the U.S., was attributable to a number of factors, including lower discounts and promotions which fueled demand in the first quarter of 2023, shifts in consumer behavior as consumers seek value in response to continued inflationary pressures, and a more competitive outdoor products marketplace.

**Gross Profit.** Gross profit is summarized in the following table:

Three Months Ended September 30,				Three Months Ended March 31,			
Three Months Ended March 31,				Three Months Ended March 31,			
(in millions, except for percentages and basis points)	2023	2022	Change	(in millions, except for percentages and basis points)	2024	2023	Change
Gross profit	Gross profit	\$ 480.2	\$ 458.5	\$ 21.7 5 % Gross profit	\$ 389.6	\$ 399.5	\$ (9.9) (2) (2) %
Gross margin	Gross margin	48.7 %	48.0 %	70 bps			

Gross margin expanded primarily due to the following factors:

- an approximate 310 190 bps increase related to lower inbound freight costs;
- favorable channel and regional net sales shifts primarily due to lower proportion of distributor sales, which generally carry lower gross margins; partially offset by

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- an approximate 280 bps decrease of favorable region and channel profitability resulting from lower wholesale margins reflecting actions to reduce excess inventory and net sales mix; partially offset by
- by lower DTC product margins, due to increased brick-and-mortar which were primarily driven by higher DTC retail store clearance and promotional activity, including sales of excess inventory through our temporary clearance locations and outlet stores.
- year-over-year changes in inventory provisions.

**Selling, General and Administrative Expenses.** SG&A expenses is summarized in the following table:

(in millions, except for percentages and basis points)	Three Months September 30,			Change
	2023	2022		
Selling, general and administrative expenses	\$ 351.6	\$ 319.0	\$ 32.6	10 %
Selling, general and administrative expenses as percent of net sales	35.7 %	33.4 %	230 bps	

SG&A expenses growth was comprised of variable expenses incurred to support sales growth, investments to support growth strategies, increased distribution and fulfillment costs related to elevated inventory, and inflationary pressures, including increases in employee salaries and wages.

(in millions, except for percentages and basis points)	Three Months Ended March 31,			Change
	2024	2023		
Selling, general and administrative expenses	\$ 349.3	\$ 347.4	\$ 1.9	1 %
Selling, general and administrative expenses as percent of net sales	45.4 %	42.3 %	310 bps	

SG&A expenses increased primarily due to the following factors:

- higher omni-channel expenses of \$12.8 million \$10.8 million, primarily reflecting higher DTC brick-and-mortar expenses, including increased personnel expenses and costs associated with temporary clearance locations and new and temporary stores; partially offset by
- higher demand creation expenses; and
- higher lower supply chain expenses, reflecting higher warehousing and fulfillment decreased global distribution center expenses resulting from normalized inventory levels, as well as increased the non-recurrence of third-party logistics costs transition-related costs incurred in the comparable period of 2023.

**Interest Income, net.** Interest income, net is summarized in the following table:

Three Months Ended September 30,				Three Months Ended March 31,				
Three Months Ended March 31,				Three Months Ended March 31,				
(in millions, except for percentages)	(in millions, except for percentages)	2023	2022	Change	(in millions, except for percentages)	2024	2023	Change
Interest income, net	Interest income, net	\$ 1.9	\$ 0.8	\$ 1.1 138 %	Interest income, net	\$ 9.2	\$ 3.3	\$ 5.9
Interest income, net as a percent of net sales	Interest income, net as a percent of net sales	0.1 %	0.1 %					179 %

Interest income, net increased primarily reflecting higher yields on increased levels of cash, cash equivalents and short-term investments.

**Income Tax Expense.** Income tax expense and the related effective income tax rate are summarized in the following table:

Three Months Ended September 30,			Three Months Ended March 31,		
Three Months Ended March 31,			Three Months Ended March 31,		

	(in millions, except for percentages)			(in millions, except for percentages)			(in millions, except for percentages)			Change		
	2023	2022	Change	2024	2023	Change	2024	2023	Change	2024	2023	Change
Income tax expense	Income tax expense	\$32.6	\$34.0	\$(1.4) (4)%	Income tax expense	\$ 11.8	\$ 14.4	\$(2.6)	(18)	(18)	%	
Effective income tax rate	Effective income tax rate	24.0 %	23.3 %									

Our effective income tax rates for the three months ended **September 30, 2023** **March 31, 2024** and **2022** **2023** were impacted by discrete tax items, which lowered the effective income tax rate **for** **in** each period. For the three months ended **September 30, 2023** **March 31, 2024**, our effective income tax rate was primarily impacted by a benefit related to a **non-recurring decrease in foreign withholding taxes**. For the three months ended **March 31, 2023**, our effective income tax rate was primarily impacted by a non-recurring benefit related to a foreign currency loss resulting from an intercompany transaction. For the three months ended **September 30, 2022**, our effective income tax rate was primarily impacted **by a non-recurring benefit related to a decrease in accrued foreign withholding taxes**.

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#### Nine Months Ended September 30, 2023 Compared to Nine Months Ended September 30, 2022

**Net Sales.** Net sales by brand, product category and channel are summarized in the following table:

(in millions, except for percentages)	Nine Months Ended September 30,						
	Reported Net Sales 2023	Adjust for Foreign Currency Translation		Constant- currency Net Sales 2023 (1)	Reported Net Sales 2022	Reported Net Sales % Change	Constant- currency Net Sales % Change (1)
<b>Brand Net Sales:</b>							
Columbia	\$ 2,043.8	\$ 25.0	\$ 2,068.8	\$ 1,903.0	7%	9%	
SOREL	220.4	0.7	221.1	204.7	8%	8%	
prAna	90.8	—	90.8	110.8	(18)%	(18)%	
Mountain Hardwear	72.2	0.9	73.1	76.1	(5)%	(4)%	
<b>Total</b>	<b>\$ 2,427.2</b>	<b>\$ 26.6</b>	<b>\$ 2,453.8</b>	<b>\$ 2,294.6</b>	<b>6%</b>	<b>7%</b>	
<b>Product Category Net Sales:</b>							
Apparel, Accessories and Equipment	\$ 1,853.2	\$ 20.5	\$ 1,873.7	\$ 1,760.6	5%	6%	
Footwear	574.0	6.1	580.1	534.0	7%	9%	
<b>Total</b>	<b>\$ 2,427.2</b>	<b>\$ 26.6</b>	<b>\$ 2,453.8</b>	<b>\$ 2,294.6</b>	<b>6%</b>	<b>7%</b>	
<b>Channel Net Sales:</b>							
Wholesale	\$ 1,445.1	\$ 11.7	\$ 1,456.8	\$ 1,353.2	7%	8%	
Direct-to-consumer	982.1	14.9	997.0	941.4	4%	6%	
<b>Total</b>	<b>\$ 2,427.2</b>	<b>\$ 26.6</b>	<b>\$ 2,453.8</b>	<b>\$ 2,294.6</b>	<b>6%</b>	<b>7%</b>	

<sup>(1)</sup> Constant-currency net sales is a non-GAAP financial measure. See "Non-GAAP Financial Measure" above for further information.

Our global net sales increase was driven by international sales growth, primarily from our Europe-direct, China and Canada businesses. In these markets, DTC net sales have been generally strong throughout the year, while wholesale net sales growth was aided, in part, by favorable timing of Fall 2023 wholesale shipments compared to the same period last year. The timing of 2023 shipments represented more normalized timing compared to timing delays in prior years driven by COVID-19 pandemic related supply chain disruptions.

Columbia brand net sales, in particular, benefited from increased international sales, while its sales in the U.S. were largely aided by earlier shipment of Fall 2023 wholesale shipments and increased DTC consumer demand. SOREL brand net sales were driven by earlier shipment of Fall 2023 wholesale shipments and increased clearance product

sales, partially offset by a slight decline in DTC sales.

Footwear sales growth reflects earlier shipment of Fall 2023 wholesale orders, as well as increased promotional activity to clear excess inventory.

Our global DTC net sales reflected a 7% increase in brick-and-mortar business, partially offset by a 1% decrease in e-commerce business for the nine months ended September 30, 2023 compared to the same period in the prior year.

**Gross Profit.** Gross profit is summarized in the following table:

(in millions, except for percentages and basis points)	Nine Months Ended September 30,		
	2023	2022	Change
Gross profit	\$ 1,193.7	\$ 1,121.1	\$ 72.6
Gross margin	49.2 %	48.9 %	30 bps

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Gross margin expanded primarily due to the following factors:

- an approximate 210 bps increase related to lower inbound freight costs; partially offset by
- unfavorable channel profitability reflecting lower DTC product margins and lower wholesale margins.

Lower DTC margins discussed above were primarily driven by higher clearance and promotional activity, including a greater proportion of sales of excess inventory through our DTC outlet stores. Lower wholesale margins discussed above were primarily driven by actions to reduce excess inventory, partially offset by price increases that more than offset inflationary product costs.

**Selling, General and Administrative Expenses.** SG&A expenses is summarized in the following table:

(in millions, except for percentages and basis points)	Nine Months Ended September 30,		
	2023	2022	Change
Selling, general and administrative expenses	\$ 1,011.5	\$ 899.3	\$ 112.2
Selling, general and administrative expenses as percent of net sales	41.7 %	39.2 %	250 bps

SG&A expenses growth was comprised of variable expenses incurred to support sales growth, investments to support growth strategies, increased distribution and fulfillment costs related to elevated inventory, and inflationary pressures including increases in employee salaries and wages.

SG&A expenses increased primarily due to the following factors:

- higher omni-channel expenses of \$37.6 million, reflecting higher DTC expenses, including variable expenses including personnel expenses and costs associated with new and temporary stores;
- higher supply chain expenses of \$33.3 million, reflecting increased global distribution center expenses resulting from elevated inventory levels, including higher warehousing and fulfillment expenses, as well as third-party logistics transition-related costs; and
- higher information technology related expenses, reflecting increased personnel expenses to support digital strategies.

**Interest Income, net.** Interest income, net is summarized in the following table:

(in millions, except for percentages)	Nine Months Ended September 30,		
	2023	2022	Change
Interest income, net	\$ 8.6	\$ 1.7	\$ 6.9
Interest income, net as a percent of net sales	0.4 %	0.1 %	

Interest income, net increased primarily reflecting higher yields on increased levels of cash, cash equivalents and short-term investments.

**Income Tax Expense.** Income tax expense and the related effective income tax rate are summarized in the following table:

(in millions, except for percentages)	Nine Months Ended September 30,			Change
	2023	2022		
Income tax expense	\$ 48.1	\$ 51.9	\$ (3.8)	(7)%
Effective income tax rate	23.4 %	21.9 %		

Our effective income tax rates for the nine months ended September 30, 2023 and 2022 were impacted by discrete tax items, which lowered the effective income tax rate in each period. For the nine months ended September 30, 2023, our effective income tax rate was primarily impacted by a non-recurring benefit related to a foreign currency loss resulting from an intercompany transaction. For the nine months ended September 30, 2022, our effective income tax rate was primarily impacted by a non-recurring benefit related to the finalization of the U.S. and foreign audits, a non-recurring benefit related to a decrease in accrued foreign withholding taxes and a non-recurring benefit related to a foreign currency loss resulting from an intercompany transaction.

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#### Results of Operations — Segment

Segment operating income includes net sales, cost of sales, SG&A expenses, and net licensing income for each of our four reportable geographic segments. Operating income as a percentage of net sales in the U.S. is typically higher than the other segments primarily due to scale efficiencies associated with the larger base of net sales in the U.S. and, to a lesser extent, incremental licensing income.

We anticipate this trend to continue until other segments achieve scale efficiencies from higher levels of net sales volume relative to the fixed cost structure necessary to operate the business.

**Three Months Ended September 30, 2023** **March 31, 2024** Compared to **Three Months Ended September 30, 2022** **March 31, 2023**

Net sales by geographic segment are summarized in the following table:

Three Months Ended September 30,									
Three Months Ended March 31,									
(in millions, except for percentage changes)	(in millions, except for percentage changes)	Reported Net Sales	Adjust for Foreign Currency Translation	Constant-currency Net Sales	Reported Net Sales	Reported Net Sales	Constant-currency Net Sales	Reported Net Sales	Reported Net Sales
		2023	2023 (1)	2022	Reported Net Sales	% Change (1)	Reported Net Sales	2024 (1)	2023
U.S.	U.S.	\$ 635.4	\$ —	\$ 635.4	\$ 607.0	5%	\$ 474.4	\$ —	\$ 517.5
LAAP	LAAP	115.4	4.6	120.0	115.4	—%	138.7	6.6	136.4
EMEA	EMEA	129.4	(8.8)	120.6	153.5	(16)%	104.5	(2.2)	108.3
Canada	Canada	105.5	3.4	108.9	79.1	33%	52.4	(0.4)	58.4
		\$ 985.7	\$ (0.8)	\$ 984.9	\$ 955.0	3%		\$ 770.0	\$ 4.0
		\$ =							\$ 774.0

(1) Constant-currency net sales is a non-GAAP financial measure. See "Non-GAAP Financial Measure" above for further information.

Operating income for each reportable segment and unallocated corporate expenses are summarized in the following table:

Three Months Ended September 30,				
Three Months Ended March 31,				
(in millions)	(in millions)	2023	2022	Change (in millions)
U.S.	U.S.	\$131.6	\$145.3	\$ (13.7)
		2024	2023	
				Change

LAAP	LAAP	14.5	11.8	2.7
EMEA	EMEA	34.2	35.6	(1.4)
Canada	Canada	30.2	20.2	10.0
Total segment operating income	Total segment operating income	210.5	212.9	(2.4)
Unallocated corporate expenses	Unallocated corporate expenses	(75.9)	(67.6)	(8.3)
Operating income	Operating income	<u>\$134.6</u>	<u>\$145.3</u>	<u>\$ (10.7)</u>

#### U.S.

U.S. operating income decreased **\$13.7 million** **\$8.6 million** to **\$131.6 million** **\$73.0 million**, or **20.7% 15.4%** of net sales, for the **third first quarter of 2023 2024** from **\$145.3 million** **\$81.6 million**, or **23.9% 15.8%** of net sales, for the comparable period in **2022 2023**. The decrease was driven primarily by increased decreased net sales and gross margin, partially offset by lower SG&A expenses. U.S. net sales increased **\$28.4 million** decreased **\$43.1 million**, or **5% 8%**, for the **third first quarter of 2023 2024**, compared to the same period in **2022 2023**. U.S. net sales increased primarily in our U.S. wholesale business for our Columbia and SOREL brands. Increased U.S. wholesale net sales reflected earlier shipment of Fall 2023 wholesale orders compared to the same period in the prior year. U.S. DTC net sales increased decreased primarily due to sales growth generated from our retail stores, lower Spring 2024 wholesale orders, partially offset by decreased an increase in net sales in our e-commerce DTC brick-and-mortar business. As of **September 30, 2023** **March 31, 2024**, our U.S. business operated **159 161** retail stores, compared to **148 156** stores as of **September 30, 2022** **March 31, 2023**. In addition, we leveraged operated 24 temporary outlet stores during the third quarter clearance locations as of **2023** **March 31, 2024** to support excess inventory liquidation efforts, reduction efforts, compared to 8 temporary clearance locations as of March 31, 2023. Lower SG&A expenses were primarily driven by lower supply chain and demand creation expenses, partially offset by higher omni-channel expenses, as discussed above. SG&A expenses increased as a percentage of net sales to **27.6% 34.5%** for the **third first quarter of 2023 2024** compared to **25.9% 33.1%** for the same period in **2022**, primarily driven by increased DTC expenses reflecting increased personnel expenses and costs associated with new and temporary stores, as well as higher warehousing and fulfillment expenses resulting from elevated inventory levels. **2023**.

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#### LAAP

LAAP operating income increased **\$2.7 million** **\$3.5 million** to **\$14.5 million** **\$21.8 million**, or **12.6% 15.7%** of net sales, for the **third first quarter of 2023 2024** from **\$11.8 million** **\$18.3 million**, or **10.2% 13.4%** of net sales, for the comparable period in **2022 2023**. The increase was driven primarily by increased net sales and gross margin, partially offset by increased SG&A expenses. LAAP net sales were flat (increased 4% increased \$2.3 million, or 2% (7% constant-currency) compared to, for the **third first quarter of 2022**. LAAP net sales primarily reflected increased net sales in China resulting from higher consumer demand, partially offset by decreased net sales in Korea, reflecting challenging market conditions and efforts to reset the business to support long-term growth opportunities, and LAAP distributors due to a higher portion of Fall 2023 shipments in the second quarter **2024**, compared to the same period in the prior year **2023**. Increased LAAP net sales were primarily driven by our China business, partially offset by lower LAAP distributor net

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sales. Increased China net sales reflected higher consumer demand benefiting all channels of distribution. LAAP SG&A expenses increased as a percentage of net sales to **42.5% 41.7%** for the **third first quarter of 2023 2024** compared to **40.9% 40.6%** for the same period in **2022 2023**.

#### EMEA

EMEA operating income decreased \$1.4 million \$1.3 million to \$34.2 million \$19.1 million, or 26.5% 18.3% of net sales, for the third first quarter of 2023 2024 from \$35.6 million \$20.4 million, or 23.2% 18.8% of net sales, for the comparable period in 2022, 2023. The decrease was driven primarily by decreased net sales and combined with increased SG&A expenses partially offset by due to increased gross margin, headcount to support the business. EMEA net sales decreased \$24.1 million \$3.8 million, or 16% (21% 4% (6% constant-currency), for the third first quarter of 2023, 2024, compared to the same period in 2022, 2023, driven by decreased net sales in our EMEA distributor business partially offset by increased net sales of our Europe-direct business. lower EMEA distributor net sales decreased primarily due to and lower Spring 2024 wholesale orders, partially offset by an increase in our anniversary of prior year shipments to Russia (for orders that were placed prior to the invasion of Ukraine), as well as a higher portion of Fall 2023 distributor orders shipping in the second quarter compared to the timing of Fall 2022 shipments in the prior year. Europe-direct net sales increased primarily due to the earlier shipment of Fall 2023 orders in the third quarter compared to the same period in the prior year, and, to a lesser extent, increased DTC net sales. Gross margin increased primarily due to favorable channel shifts driven by a lower proportion of distributor sales, which generally carry lower gross margins. EMEA SG&A expenses increased as a percentage of net sales to 25.0% 31.3% for the third first quarter of 2023 2024 compared to 19.7% 28.0% for the same period in 2022, primarily driven by channel shifts from a lower proportion of distributor sales, which carry lower SG&A expenses than our Europe-direct business. 2023.

#### Canada

Canada operating income increased \$10.0 million \$0.4 million to \$30.2 million \$11.2 million, or 28.6% 21.3% of net sales, for the third first quarter of 2023 2024 from \$20.2 million \$10.8 million, or 25.6% 18.5% of net sales, for the comparable period in 2022, 2023. The increase primarily resulted from increased lower SG&A expenses, partially offset by decreased net sales, sales and gross margin. Canada net sales increased \$26.4 million decreased \$6.0 million, or 33% (38% 10% (11% constant-currency), for the third first quarter of 2023, 2024, compared to the same period in 2022, driven by increased net sales in our Canada wholesale business 2023, primarily due to the earlier shipment of Fall 2023 lower Spring 2024 wholesale orders, and, to a lesser extent, increased partially offset by an increase in DTC net sales. brick-and-mortar business. Canada SG&A expenses decreased increased as a percentage of net sales to 18.2% 27.9% for the third first quarter of 2023 2024 compared to 21.1% 26.8% for the same period in 2022, 2023.

#### Unallocated Corporate Expenses

Unallocated corporate expenses increased by \$8.3 million \$5.7 million to \$75.9 million in \$80.4 million for the third first quarter of 2023 2024 from \$67.6 million \$74.7 million for the same period in 2022, primarily driven by higher personnel expenses.

#### [Nine Months Ended September 30, 2023 Compared to Nine Months Ended September 30, 2022](#)

Net sales by geographic segment are summarized in the following table:

(in millions, except for percentage changes)	Nine Months Ended September 30,					
	Reported Net Sales 2023	Adjust for Foreign Currency Translation	Constant-currency Net Sales 2023 <sup>(1)</sup>	Reported Net Sales 2022	Reported Net Sales % Change	Constant-currency Net Sales % Change <sup>(1)</sup>
U.S.	\$ 1,552.0	\$ —	\$ 1,552.0	\$ 1,521.4	2%	2%
LAAP	345.1	21.4	366.5	309.9	11%	18%
EMEA	338.5	(3.5)	335.0	305.8	11%	10%
Canada	191.6	8.7	200.3	157.5	22%	27%
	<b>\$ 2,427.2</b>	<b>\$ 26.6</b>	<b>\$ 2,453.8</b>	<b>\$ 2,294.6</b>	<b>6%</b>	<b>7%</b>

<sup>(1)</sup> Constant-currency net sales is a non-GAAP financial measure. See "Non-GAAP Financial Measure" above for further information.

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Operating income for each reportable segment and unallocated corporate expenses are summarized in the following table:

(in millions)	Nine Months Ended September 30,		
	2023	2022	Change
U.S.	\$ 268.3	\$ 325.8	\$ (57.5)
LAAP	36.9	21.7	15.2
EMEA	69.6	51.0	18.6
Canada	41.1	31.9	9.2
Total segment operating income	415.9	430.4	(14.5)



Unallocated corporate expenses	(218.7)	(192.7)	(26.0)
Operating income	\$ 197.2	\$ 237.7	\$ (40.5)

#### U.S.

U.S. operating income decreased \$57.5 million to \$268.3 million, or 17.3% of net sales, for the nine months ended September 30, 2023 from \$325.8 million, or 21.4% of net sales, for the comparable period in 2022. The decrease was driven primarily by increased SG&A expenses. U.S. net sales increased \$30.6 million, or 2%, for the nine months ended September 30, 2023, compared to the same period in 2022. U.S. net sales increased primarily due to earlier shipments of Fall 2023 wholesale orders and higher DTC consumer demand. As of September 30, 2023, our U.S. business operated 159 retail stores, compared to 148 stores as of September 30, 2022. In addition, we opened and leveraged temporary outlet stores in 2023 to support excess inventory liquidation efforts. SG&A expenses increased as a percentage of net sales to 32.3% for the nine months ended September 30, 2023 compared to 28.7% for the same period in 2022, primarily driven by increased warehousing and fulfillment expenses resulting from elevated inventory levels and higher DTC expenses reflecting higher personnel and costs associated with new and temporary stores.

#### LAAP

LAAP operating income increased \$15.2 million to \$36.9 million, or 10.7% of net sales, for the nine months ended September 30, 2023 from \$21.7 million, or 7.0% of net sales, for the comparable period in 2022. The increase was driven primarily by increased net sales and decreased SG&A expenses as a percentage of net sales. LAAP net sales increased \$35.2 million, or 11% (18% constant-currency), for the nine months ended September 30, 2023, compared to the same period in 2022. Increased LAAP net sales was primarily driven by our China and LAAP distributor businesses, partially offset by declines in our Korea business. Increased China net sales reflects higher consumer demand as we lapped prior year government mandated restrictions to prevent the spread of COVID-19. LAAP distributor net sales increased due to higher Spring 2023 and Fall 2023 orders compared to the same period in the prior year. Decreased Korea net sales reflects challenging market conditions and efforts to reset the business to support long-term growth opportunities. LAAP SG&A expenses decreased as a percentage of net sales to 44.6% for the nine months ended September 30, 2023 compared to 47.9% for the same period in 2022, primarily driven by leveraging of fixed operating expenses.

#### EMEA

EMEA operating income increased \$18.6 million to \$69.6 million, or 20.6% of net sales, for the nine months ended September 30, 2023 from \$51.0 million, or 16.7% of net sales, for the comparable period in 2022. The increase was driven primarily by increased net sales and increased gross margin. EMEA net sales increased \$32.7 million, or 11% (10% constant-currency), for the nine months ended September 30, 2023, compared to the same period in 2022, driven by increased net sales in our Europe-direct business, partially offset by decreased net sales in our EMEA distributor business. Europe-direct net sales increased primarily due to broad-based growth across our wholesale and DTC businesses, including the earlier shipment of Fall 2023 orders compared to prior year. EMEA distributor net sales decreased primarily due to our anniversary of prior year shipments to Russia (for orders that were placed prior to the invasion of Ukraine). Gross margin increased primarily due to favorable channel shifts driven by a lower proportion of distributor sales, which generally carry lower gross margins. EMEA SG&A expenses increased as a percentage of net sales to 26.5% for the nine months ended September 30, 2023 compared to 26.4% for the same period in 2022.

#### Canada

Canada operating income increased \$9.2 million to \$41.1 million, or 21.4% of net sales, for the nine months ended September 30, 2023 from \$31.9 million, or 20.3% of net sales for the comparable period in 2022. The increase primarily resulted from increased net sales. Canada net

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sales increased \$34.1 million, or 22% (27% constant-currency), for the nine months ended September 30, 2023, compared to the same period in 2022, driven by increased net sales in our Canada wholesale and DTC businesses, including the earlier shipment of Fall 2023 orders compared to prior year. Canada SG&A expenses decreased as a percentage of net sales to 25.2% for the nine months ended September 30, 2023, compared to 26.2% for the same period in 2022.

#### Unallocated Corporate Expenses

Unallocated corporate expenses increased by \$26.0 million to \$218.7 million for the nine months ended September 30, 2023 from \$192.7 million for the same period in 2022, primarily largely driven by higher personnel expenses.

#### LIQUIDITY AND CAPITAL RESOURCES

Including cash, cash equivalents, short-term investments and available committed credit lines, we had approximately \$720 million \$1.5 billion in total liquidity as of September 30, 2023 March 31, 2024. Our liquidity may be affected by the general seasonal trends common to the industry. Our products are marketed on a seasonal basis and our sales are weighted substantially toward the third and fourth quarters, while our operating costs are more equally distributed throughout the year. Our cash and cash equivalents and short-term investments balances generally are at their lowest level just prior to the start of the U.S. holiday season and increase during the fourth quarter from collection of wholesale

business receivables and fourth quarter DTC sales. This trough cash position is impacted by the amount of product we order from our contract manufacturers in anticipation of customer demand and is more heavily impacted in advance of periods of expected high demand.

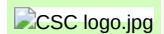
#### Cash Flow Activities

Cash flows are summarized in the following table:

Nine Months Ended September 30,		Three Months Ended March 31,			Three Months Ended March 31,			Three Months Ended March 31,		
(in millions)	(in millions)	2023	2022	Change (in millions)	2023	2022	Change (in millions)	2023	2022	Change (in millions)
Net cash provided by (used in):	Net cash provided by (used in):									
Net cash provided by (used in):	Net cash provided by (used in):									
Operating activities	Operating activities	\$ 22.2	\$ (328.1)	\$ 350.3						
Investing activities	Investing activities	(38.5)	88.5	(127.0)						
Financing activities	Financing activities									
Financing activities	Financing activities	(197.6)	(339.7)	142.1						
Net effect of exchange rate changes on cash	Net effect of exchange rate changes on cash	(3.1)	(24.9)	21.8						
Net decrease in cash and cash equivalents	Net decrease in cash and cash equivalents	\$ (217.0)	\$ (604.2)	\$ 387.2						
Net effect of exchange rate changes on cash	Net effect of exchange rate changes on cash									
Net effect of exchange rate changes on cash	Net effect of exchange rate changes on cash									
Net increase/(decrease) in cash and cash equivalents	Net increase/(decrease) in cash and cash equivalents									
Net increase/(decrease) in cash and cash equivalents	Net increase/(decrease) in cash and cash equivalents									
Net increase/(decrease) in cash and cash equivalents	Net increase/(decrease) in cash and cash equivalents									

The change in cash flows provided by operating activities was driven by a ~~\$365.8~~ \$31.8 million decrease in cash used in provided by changes in assets and liabilities, partially offset by a ~~\$15.5~~ \$3.0 million decrease in cash provided by net income and non-cash adjustments. The most significant comparative changes in assets and liabilities included *Inventories and Accounts Payable receivable*, and to a lesser extent, *Prepaid expenses and other current assets*, and *Accrued liabilities Accounts payable*. The ~~\$578.6~~ \$60.2 million increase in cash provided by *Inventories* reflected a decrease in inventory as we curtailed inventory purchases to compensate for elevated inventories exiting 2022 and liquidated excess inventory levels throughout 2023

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and the first quarter of 2024. The \$18.4 million decrease in cash used in *Accounts payable* was primarily driven by lower inventory receipts in the first quarter of 2024 compared to eventually align inventory supply with future demand. The ~~\$54.3~~ the first quarter of 2023. These amounts were partially offset by the \$32.5 million increase in cash provided by *Accounts receivable* primarily driven by lower wholesale net sales for the quarter. Additionally, changes in *Prepaid expenses and other current assets* was primarily driven by changes to inventory prepayments. These amounts were partially offset by the \$216.0 million increase resulted in cash used in *Accounts payable* primarily resulting from earlier production and payment of Fall \$0.5 million for the first quarter of 2024 compared to cash provided of \$23.1 million for the first quarter of 2023, and Spring 2024 inventory, as well as the \$23.8 million increase in cash used in *Accrued liabilities*, which was primarily driven by higher sales reserves at the beginning of 2023 compared to 2022 as a result of higher sales overall decreases in the fourth quarter of 2022, inventory prepayments from December 31, 2022.

Net cash provided by investing activities was \$37.1 million for the three months ended March 31, 2024, compared to \$111.7 million of cash used in investing activities was \$38.5 million for the ~~nine~~ three months ended September 30, 2023, compared to \$88.5 million of March 31, 2023. For the 2024 period, net cash provided by investing activities consisted of \$110.9 million in cash provided by sales and maturities of short-term investments, partially offset by \$59.0 million in cash used for the ~~nine~~ months ended September 30, 2022, purchases of short-term investments and \$14.8 million for capital expenditures. For the 2023 period, net cash used in investing activities consisted of \$41.4 \$98.2 million in cash used purchases of short-term investments and \$14.0 million for capital expenditures, partially offset by \$2.9 \$0.6 million in net provided by sales and maturities of short-term investments. For the 2022 period, net cash provided by investing activities consisted of \$131.0 million in net sales and maturities of short-term investments partially offset by \$42.5 million in cash used for capital expenditures.

Net cash used in financing activities was \$197.6 \$71.4 million for the ~~nine~~ three months ended September 30, 2023 March 31, 2024 compared to \$339.7 \$35.6 million for the ~~nine~~ three months ended September 30, 2022 March 31, 2023. For the 2024 period, net cash used in financing activities primarily consisted of repurchases of common stock of \$50.2 million and dividend payments to our shareholders of \$17.9 million. For the 2023 period, net cash used in financing activities primarily consisted of repurchases of common stock of \$144.6 million \$15.3 million and dividend payments to our shareholders of \$55.4 million. For the 2022 period, net cash used in financing activities primarily consisted of repurchases of common stock of \$287.4 million and dividend payments to our shareholders of \$56.6 million.

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\$18.6 million.

#### Sources of Liquidity

##### Cash and cash equivalents and short-term investments

As of September 30, 2023 March 31, 2024, we had cash and cash equivalents of \$213.3 million \$418.5 million and short-term investments of \$1.5 million \$369.3 million, compared to \$430.2 million \$350.3 million and \$0.7 million \$414.2 million, respectively, as of December 31, 2022 December 31, 2023 and \$159.2 million \$361.0 million and \$1.0 million \$99.5 million, respectively, as of September 30, 2022 March 31, 2023.

##### Domestic Credit Facility

Refer to Note 7 in Part II, Item 8 of our Annual Report on Form 10-K for the year ended December 31, 2022 December 31, 2023 for further information regarding the domestic credit facility.

As of September 30, 2023 March 31, 2024, we had available an unsecured, committed revolving credit facility, which provides for borrowings up to \$500.0 million. We were in compliance with all associated covenants and there was no balance outstanding under the facility.

## International Credit Facility

As of **September 30, 2023** **March 31, 2024**, our European subsidiary had available an unsecured, committed line of credit, which is guaranteed by the Company and provides for borrowings up to €4.4 million (approximately US\$**4.6** **4.7** million). There was no balance outstanding under the facility.

## Other Sources

As of **September 30, 2023** **March 31, 2024**, collectively, our international subsidiaries had unsecured, uncommitted lines of credit, credit facilities and overdraft facilities, providing for borrowings up to approximately US\$**104.2** **104.5** million. There was no balance outstanding under these facilities.

## Capital Requirements

Our expected short-term and long-term cash needs are primarily for working capital and capital expenditures. We expect to meet these short-term and long-term cash needs primarily with cash flows from operations and, if needed, borrowings from our existing credit facilities.

Our working capital management goals include maintaining an optimal level of inventory necessary to deliver goods on time to our customers and our retail stores to satisfy end consumer demand, alleviating manufacturing capacity constraints, and driving efficiencies to minimize the cycle time from the purchase of inventory from our suppliers to the collection of accounts receivable balances from our customers. Inventory balances may be elevated in advance of periods of expected high demand. As of **September 30, 2023** **March 31, 2024**, our inventory balance decreased to **\$885.2 million** **\$607.4 million**, compared to **\$1,056.9 million** **\$959.2 million** as of **September 30, 2022** **March 31, 2023**, driven by a meaningful reduction in current season and carryover inventory resulting from lower inventory buys, as well as the use of our outlet stores and earlier receipt and shipment of Fall 2023 temporary clearance locations to profitably sell excess merchandise. We believe older season inventories represent a manageable portion of our total inventory mix. To address higher inventory levels, we meaningfully reduced purchases of Spring 2023 and Fall 2023 inventory and are taking a cautious approach to future inventory purchases. Additionally, we are leveraging our outlet stores and opened temporary outlet stores to profitably clear excess merchandise. As we continue to sell carryover and excess inventory during the Fall 2023 season, we believe our inventory levels have begun to normalize.

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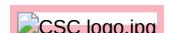
We have planned **2023** **2024** capital expenditures of approximately \$60 to **\$70 million** **\$80 million**. This includes investments in our DTC operations, including new stores U.S. distribution projects to increase efficiency and expand storage, corporate facilities improvements, and digital and supply chain capabilities to support our strategic priorities. Our actual capital expenditures may differ from the planned amounts depending on factors such as the timing of system implementations and new store openings and related construction as well as the availability of capital assets from suppliers. construction.

Our long-term goal is to maintain a strong balance sheet and a disciplined approach to capital allocation. Dependent upon our financial position, market conditions and our strategic priorities, our capital allocation approach includes:

- investing in organic growth opportunities to drive long-term profitable growth;
- returning at least 40% of free cash flow to shareholders through dividends and share repurchases; and
- considering opportunistic mergers and acquisitions.

Free cash flow is a non-GAAP financial measure. Free cash flow is calculated by reducing net cash flow from operating activities by capital

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expenditures. Management believes free cash flow provides investors with an important perspective on the cash available for shareholders and acquisitions after making the capital investments required to support ongoing business operations and long-term value creation. Free cash flow does not represent the residual cash flow available for discretionary expenditures since it excludes certain mandatory expenditures. Management uses free cash flow as a measure to assess both business performance and overall liquidity.

## Other cash commitments

Our inventory purchase obligations were \$367.3 million as of September 30, 2023 March 31, 2024, compared to \$401.4 million \$343.4 million and \$435.5 million \$540.6 million as of December 31, 2022 December 31, 2023 and September 30, 2022 March 31, 2023, respectively.

There have been no other significant changes to our other cash commitments as described in Item 7 of our Annual Report on Form 10-K for the year ended December 31, 2022 December 31, 2023.

## CRITICAL ACCOUNTING POLICIES AND ESTIMATES

Management's discussion and analysis of our financial condition and results of operations are based on our unaudited condensed consolidated financial statements, which have been prepared in accordance with GAAP. The preparation of these financial statements requires us to make various estimates and judgments that affect reported amounts of assets, liabilities, sales, cost of sales, and expenses and related disclosure of contingent assets and liabilities. We believe that the estimates, assumptions and judgments involved in the accounting for sales reserves, allowance for uncollectible accounts receivable, excess, close-out and slow-moving inventory, impairment of long-lived assets, intangible assets and goodwill, and income taxes have the greatest potential effect on our financial statements, so we consider these to be our critical accounting policies and estimates. Because of the uncertainty inherent in these matters, actual results may differ from the estimates we use in applying these critical accounting policies and estimates. We base our ongoing estimates on historical experience and other assumptions that we believe to be reasonable in the circumstances. Refer to Part II, Item 7 in our Annual Report on Form 10-K for the year ended December 31, 2022 December 31, 2023 for additional information regarding our critical accounting policies and estimates.

Management regularly discusses with our audit committee each of our critical accounting estimates and the development and selection of these accounting estimates, and the disclosure about each estimate in this Quarterly Report on Form 10-Q. These discussions typically occur at our quarterly audit committee meetings and include the basis and methodology used in developing and selecting these estimates, the trends in and amounts of these estimates, specific matters affecting the amount of and changes in these estimates, and any other relevant matters related to these estimates, including significant issues concerning accounting principles and financial statement presentation.

There have been no significant changes to the Company's significant accounting policies described in Note 2 in Part II, Item 8 of our Annual Report on Form 10-K for the year ended December 31, 2022 December 31, 2023.

## RECENT ACCOUNTING PRONOUNCEMENTS

Refer to Note 1 in Part I, Item 1 of this Quarterly Report on Form 10-Q.

## ITEM 3. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK

There has not been any material change in the market risk disclosure contained in Part II, Item 7A of our Annual Report on Form 10-K for the year ended December 31, 2022 December 31, 2023.

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## ITEM 4. CONTROLS AND PROCEDURES

### EVALUATION OF DISCLOSURE CONTROLS AND PROCEDURES

We have evaluated, under the supervision and with the participation of management, including our Chief Executive Officer and Chief Financial Officer, the effectiveness of our disclosure controls and procedures pursuant to Rule 13a-15(b) under the Securities Exchange Act of 1934, as amended (the "Exchange Act") as of the end of the period covered by this report. These disclosure controls and procedures require information to be disclosed in our Exchange Act reports to be (1) recorded, processed, summarized, and reported in a timely manner and (2) accumulated and communicated to our management, including our Chief Executive Officer and Chief Financial Officer.

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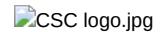


Based on our evaluation, we, including our Chief Executive Officer and Chief Financial Officer, have concluded that as of **September 30, 2023** **March 31, 2024** our disclosure controls and procedures are designed at a reasonable assurance level and are effective to provide reasonable assurance that information we are required to disclose in reports we file or submit under the Exchange Act is recorded, processed, summarized and reported within the time periods specified in the Securities and Exchange Commission's rules and forms, and that such information is accumulated and communicated to our management, including our Chief Executive Officer and Chief Financial Officer, as appropriate, to allow timely decisions regarding required disclosure.

## CHANGES IN INTERNAL CONTROL OVER FINANCIAL REPORTING

There have not been any changes in our internal control over financial reporting that occurred during the quarter ended **September 30, 2023** **March 31, 2024** that have materially affected, or are reasonably likely to materially affect, our internal control over financial reporting.

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## PART II — OTHER INFORMATION

### ITEM 1. LEGAL PROCEEDINGS

We are involved in litigation and various legal matters arising in the normal course of business, including matters related to employment, retail, intellectual property, contractual agreements, and various regulatory compliance activities. We have considered facts related to legal and regulatory matters and opinions of counsel handling these matters and do not believe the ultimate resolution of these proceedings will have a material adverse effect on our financial condition, results of operations or cash flows.

### Item 1A. RISK FACTORS

In addition to the other information contained in this Quarterly Report on Form 10-Q, the following risk factors should be considered carefully in evaluating our business. Our business, financial condition, results of operations, or cash flows may be materially adversely affected by these and other risks. Please note that additional risks not presently known to us or that we currently deem immaterial may also impair our business and operations.

The following risk factors include changes to and supersede the description of the risk factors associated with our business previously disclosed in Part I, Item 1A of our Annual Report on Form 10-K for the year ended **December 31, 2022** **December 31, 2023**.

### CHANGES IN PRODUCT DEMAND CAN ADVERSELY AFFECT OUR FINANCIAL RESULTS

*We are Subject to a Number of Risks Which May Adversely Affect Consumer and/or Wholesale Customer Demand for Our Products and Lead to a Decline in Sales and/or Earnings.*

These risks include, but are not limited to:

- Volatile Economic Conditions. We are a consumer products company and are highly dependent on consumer discretionary spending. Consumer discretionary spending behavior is inherently unpredictable. Consumer demand, and related wholesale customer demand, for our products may not support our sales targets, or may decline, especially during periods of heightened economic uncertainty in our key markets.
- Highly Competitive Markets. In each of our geographic markets, we face significant competition from global and regional branded apparel, footwear, accessories, and equipment companies. **More recently this competition has extended to emerging brands that may not be viewed as outdoor brands but are participating in the outdoor apparel and footwear industry.** Retailers who are our wholesale customers often pose a significant competitive threat by designing, marketing and distributing apparel, footwear, accessories, and equipment under their own private labels. We also experience direct competition in our DTC business from retailers that are our wholesale customers. This is **true in particular particularly the case** in the digital marketplace, where increased consumer expectations and competitive pressure related to various aspects of our e-commerce business, including speed of product delivery, shipping charges, return privileges, and other evolving expectations are key factors.
- Consumer Preferences and Fashion/Product Trends. Changes in consumer preferences, consumer interest in outdoor activities, and fashion/product trends may have a material adverse effect on our business. We also face risks because our success depends on our and our customers' abilities to anticipate consumer preferences and our ability to respond to changes of such preferences in a timely manner. Product development and/or production lead times for many of our products may make it more difficult for us to respond rapidly to new or changing fashion/product trends or consumer preferences.
- Brand Images. Our brands have wide recognition, and our success has been due in large part to our ability to maintain, enhance and protect our brand image and reputation and our consumers' and customers' connection to our brands. Our continued success depends in part on our ability to adapt to a rapidly changing media

environment, including our increasing reliance on social media and online dissemination of advertising campaigns. In addition, consumer and customer sentiment could be shaped by our sustainability policies and related design, sourcing and operational decisions. Finally, demand in certain channels may be impacted in the short term as we seek to bring additional consumer segments to our brands by proactively managing the promotional activity of the brands in the marketplace.

- Weather Conditions, Including Global Climate Change Trends. Our sales are affected by weather conditions. Our DTC sales are dependent in part on the weather and our DTC sales growth is likely to be adversely impacted or may even decline in years in which weather conditions do not stimulate demand for our products. Unseasonably warm weather also impacts future sales to our

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wholesale customers, who may hold inventory into subsequent seasons in response to unseasonably warm weather. Our results may be negatively impacted if management is not able to adjust expenses in a timely manner in response to unfavorable weather

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conditions and the resulting impact on consumer and customer demand. The magnitude by which global of climate change and whether resulting weather patterns continue to trend warmer will influence the extent to which consumer and customer demand for our outerwear products will be negatively affected.

- Shifts in Retail Traffic Patterns. Shifts in consumer purchasing patterns in our key markets may have an adverse effect on our DTC operations and the financial health of certain of our wholesale customers, some of whom may reduce their brick and mortar store fleet, file for protection under bankruptcy laws, restructure, or cease operations. These related business impacts have already occurred at certain of our wholesale customers. We face increased risk of order reduction and cancellation when dealing with financially ailing wholesale customers. We also extend credit to our wholesale customers based on an assessment of the wholesale customer's financial condition, generally without requiring collateral. We may choose (and have chosen in the past) to limit our credit risk by reducing our level of business with wholesale customers experiencing financial difficulties and may not be able to replace those revenues with other customers or through our DTC businesses within a reasonable period or at all.
- Innovation. To distinguish our products in the marketplace and achieve commercial success, we rely on product innovations, including new or exclusive technologies, inventive and appealing design or other differentiating features. If we fail to introduce innovative products that appeal to consumers and customers, we could suffer reputational damage to our brands and demand for our products could decline.

#### ***Our Orders from Wholesale Customers are Subject to Cancellation, Which Could Lead to a Decline in Sales or Gross Profit, Write-downs of Excess Inventory, Increased Discounts or Extended Credit Terms to Our Wholesale Customers.***

We do not have long-term contracts with any of our wholesale customers. We do have contracts with our independent international distributors; although these contracts may have annual purchase minimums that must be met in order to retain distribution rights, the distributors are not otherwise obligated to purchase products from us. Sales to our wholesale customers (other than our international distributors) are generally on an order-by-order basis and are subject to rights of cancellation and rescheduling prior to shipment of orders. We place the majority of our orders for products with our contract manufacturers for our wholesale customers based on these advance orders. We consider the timing of delivery dates in our wholesale customer orders when we forecast our sales and earnings for future periods. If any of our major wholesale customers experience a significant downturn in business or fail to remain committed to our products or brands, or if we are unable to deliver products to our wholesale customers in the agreed upon manner or reach mutually agreeable accommodations, these customers could postpone, reduce, cancel, or discontinue purchases from us, including after we have begun production on any order, or seek to impose chargebacks.

#### ***Our Inability to Accurately Predict Consumer and/or Customer Demand for Our Products Could Lead to a Build-up of Inventory or a Lack of Inventory and Affect Our Gross Margin.***

We have implemented key strategic initiatives designed to improve the efficiency of our supply chain, such as spreading out the production of our products over time, which may lead to the build-up of inventory well in advance of the selling seasons for such products. Additionally, we place orders for our products with our contract manufacturers in advance of the related selling season and, as a result, are vulnerable to changes in consumer and/or customer demand for our products. Therefore, we must accurately forecast consumer and/or customer demand for our products well in advance of the selling season. We are subject to numerous risks relating to consumer and/or customer demand (see "We are Subject to a Number of Risks Which May Adversely Affect Consumer and/or Customer Demand for our Products and Lead to a Decline in Sales and/or Earnings" and "Our Orders from Wholesale Customers are Subject to Cancellation, Which Could Lead to a Decline in Sales or Gross Profit, Write-downs of Excess Inventory, Increased Discounts or Extended Credit Terms to Our Wholesale Customers" for additional information). Our ability to accurately predict consumer and/or customer demand well in advance of the selling season for

our products is impacted by these risks, as well as our reliance on manual processes and judgments that are subject to human error. These risks are heightened during periods of macroeconomic and geopolitical volatility, such as we are currently experiencing, volatility.

Our failure to accurately forecast consumer and/or customer demand could result in inventory levels in excess of demand, (as currently is the case), which may cause inventory write-downs and/or the sale of excess inventory at discounted prices through our owned outlet stores, temporary clearance locations, or third-party liquidation channels (as we are currently doing) and could have a material adverse effect on our brand image and gross margin. In addition, we are experiencing and may continue to experience additional costs and margin pressure relating to the storage and processing of excess inventory, including through our outlet stores and temporary clearance locations.

Conversely, if we underestimate consumer and/or customer demand for our products or if our contract manufacturers or third-party logistics providers are unable to supply or deliver products when we need them, we may experience inventory shortages, which may prevent us from fulfilling product orders or having optimal inventory assortments for our DTC channels resulting in lost sales, delay shipments of product, negatively affect our wholesale customer and consumer relationships, result in increased costs to expedite production and delivery, or diminish our ability to build brand loyalty.

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## WE ARE SUBJECT TO VARIOUS RISKS IN OUR SUPPLY CHAIN

*Our Reliance on Contract Manufacturers, Including Our Ability to Enter into Purchase Order Commitments with Them and Maintain Quality Standards of Our Products and Standards of Manufacturing Processes at Contract Manufacturers, May Result in Lost Sales and Impact our Gross Margin and Results of Operations.*

Our products are manufactured by contract manufacturers worldwide, primarily in the Asia Pacific region. Although we enter into purchase order commitments with these contract manufacturers each season, we generally do not maintain long-term manufacturing commitments with them, and various factors could interfere with our ability to source our products. Without long-term commitments, there is no assurance that we will be able to secure adequate or timely production capacity and our competitors may obtain production capacities that effectively limit or eliminate the availability of our contract manufacturers. If we are unable to obtain necessary production capacities, we may be unable to meet consumer demand, resulting in lost sales.

In addition, contract manufacturers may fail to perform as expected. If a contract manufacturer fails to ship orders in a timely manner, (as was the case throughout 2022), we could experience supply disruptions that result in missed delivery deadlines, which may cause our customers to cancel their orders, refuse to accept deliveries or demand a reduction in purchase price or cause us to incur additional freight costs.

Reliance on contract manufacturers also creates quality control risks. Contract manufacturers may need to use sub-contracted manufacturers to fulfill our orders, which could result in compromised quality of our products. A failure in our quality control program, or a failure of our contract manufacturers or their subcontractors to meet our quality control standards, may result in diminished product quality, which in turn could result in increased order cancellations, price concessions, product returns, decreased consumer and customer demand for our products, non-compliance with our product standards or regulatory requirements, or product recalls or other regulatory actions.

We impose standards of manufacturing practices on our contract manufacturers for the benefit of workers and require compliance with our restricted substances list and product safety and other applicable laws, including environmental, health and safety and forced labor laws. We also require that our contract manufacturers impose these practices, standards and laws on their subcontractors. If a contract manufacturer or subcontractor violates labor or other laws or engages in practices that are not generally accepted as safe or ethical, we may experience production disruptions, lost sales or significant negative publicity that could result in long-term damage to our reputation. In some circumstances, parties may assert that we are liable for our contract manufacturers' or subcontractors' labor and operational practices, which could have a material adverse effect on our brand image, results of operations and our financial condition.

*Volatility in the Availability of and Prices for Raw Materials We Use in Our Products Could Have a Material Adverse Effect on Our Revenues, Costs, Gross Margins and Profitability.*

Our products are derived from raw materials that are subject to both disruptions to supply availability and price volatility. If there are supply disruptions or price increases for raw materials we use in our products (as is currently the case) and we are unable to obtain sufficient raw materials to meet production needs or offset rising costs by increasing the price of our products or achieving efficiency improvements, we could experience negative impacts to our sales and profitability.

*For Certain Materials We Depend on a Limited Number of Suppliers, Which May Cause Increased Costs or Production Delays.*

As an innovative company, some of our materials are highly technical and/or proprietary and may be available from only one source or a very limited number of sources. As a result, from time to time, we may have difficulty satisfying our material requirements. Although we believe that we can identify and qualify additional contract manufacturers to produce or

supply these materials or alternative materials as necessary, there are no guarantees that additional contract manufacturers will be available. In addition, depending on the timing, any changes in sources or materials may result in increased costs or production delays.

#### ***Our Success Depends on Third-Party Logistics Providers and Our and Third-Party Distribution Facilities.***

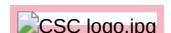
The majority of our products are manufactured outside of our principal sales markets, which requires these products to be consolidated and transported, sometimes over large geographical distances. A small number of third-party logistics providers currently consolidate, deconsolidate and/or transload almost all of our products. Any disruption in the operations of these providers or changes to the costs they charge, due to capacity constraints, volatile fuel prices or otherwise, could materially impact our sales and profitability. A prolonged disruption in the operations of these providers could also require us to seek alternative distribution arrangements, which may not be available on

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attractive terms and could lead to delays in distribution of products, either of which could have a significant and material adverse effect on our business, results of operations and financial condition.

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In addition, the ability to move products over larger geographical distances could be constrained negatively affected by ocean, air and trucking cargo capacity constraints or labor disruptions, or such constraints or disruptions at ports or borders, borders, or geopolitical conflicts (such as is occurring currently in the Red Sea). These constraints, conflicts and disruptions could hinder our ability to satisfy demand through our wholesale and DTC businesses, and we may miss delivery deadlines, which may cause our customers to cancel their orders, refuse to accept deliveries or demand a reduction in purchase price. In addition, Furthermore, increases in distribution costs, including but not limited to freight costs, could adversely affect our costs, which we may not be able to offset through price increases or decreased promotions.

We receive our products from third-party logistics providers at our owned distribution centers in the United States, Canada and France. The fixed costs associated with owning, operating and maintaining such distribution centers during a period of economic weakness or declining sales can result in lower operating efficiencies, financial deleverage and potential impairment in the recorded value of distribution assets.

We also receive and distribute our products through third-party operated distribution facilities internationally and domestically. We depend on these third-parties to manage the operation of their distribution facilities as necessary to meet our business needs. If the third-parties fail to manage these responsibilities, our international and domestic distribution operations could face significant disruptions or we could incur additional expense. Transitions within our distribution network amongst third-party distribution partners, as is currently occurring, exacerbates this risk.

Our ability to meet consumer and customer expectations, manage inventory, complete sales, and achieve our objectives for operating efficiencies depends on the proper operation of our existing distribution facilities, as well as the facilities of third-parties, the development or expansion of additional distribution capabilities and services, and the timely performance of services by third-parties, including those involved in moving products to and from our distribution facilities and facilities operated by third-parties. The uneven flow of inventory receipts during peak times at our distribution centers may cause us to miss delivery deadlines, as we work through inventory, which in turn may cause our customers to cancel their orders, refuse to accept deliveries or demand a reduction in purchase price.

#### **OUR INVESTMENT IN STRATEGIC PRIORITIES EXPOSES US TO CERTAIN RISKS**

##### ***We May Be Unable to Execute Our Strategic Priorities, Which Could Limit Our Ability to Invest in and Grow Our Business.***

Our strategic priorities are to drive brand awareness and sales growth through increased, focused demand creation investments, enhance consumer experience and digital capabilities in all of our channels and geographies, expand and improve global DTC operations with supporting processes and systems and invest in our people and optimize our organization across our portfolio of brands.

To implement our strategic priorities, we must continue to, among other things, modify and fund various aspects of our business, effectively prioritize our initiatives and execute effective change management. These efforts, coupled with a continuous focus on expense discipline, may place strain on internal resources, and we may have operating difficulties as a result.

Our strategic priorities also generally involve increased expenditures, which could cause our profitability or operating margin to decline if we are unable to offset our increased spending with increased sales or gross profit or comparable reductions in other operating costs. costs (as is currently occurring). This could result in a decision to delay, modify, or terminate certain initiatives related to our strategic priorities.

**Initiatives to Upgrade Our Business Processes and Information Technology Systems to Optimize Our Operational and Financial Performance Involve Many Risks Which Could Result in, Among Other Things, Business Interruptions, Higher Costs and Lost Profits.**

We regularly implement business process improvement and information technology initiatives intended to optimize our operational and financial performance. Transitioning to these new or upgraded processes and systems requires significant capital investments and personnel resources. Implementation is also highly dependent on the coordination of numerous employees, contractors and software and system providers. The interdependence of these processes and systems is a significant risk to the successful completion and continued refinement of these initiatives, and the failure of any aspect could have a material adverse effect on the functionality of our overall business. We may also experience difficulties in implementing or operating our new or upgraded business processes or information technology systems, including, but not limited to, ineffective or inefficient operations, significant system failures, system outages, delayed implementation and loss of system availability, which could lead to increased implementation and/or operational costs, loss or corruption of data, delayed shipments, excess inventory and interruptions of operations resulting in lost sales and/or profits.

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**We May Not Realize Returns on Our Fixed Cost Investments in Our DTC Business Operations.**

We continue to make investments in our digital capabilities and our DTC operations, including new stores. (See "Initiatives to Upgrade Our Business Processes and Information Technology Systems to Optimize Our Operational and Financial Performance Involve Many Risks Which Could Result in, Among Other Things, Business Interruptions, Higher Costs and Lost Profits"). Since many of the costs of our DTC operations are fixed, we may be unable to reduce expenses in order to avoid losses or negative cash flows if we have insufficient sales, including as a result of restrictions on operations sales. We may not be able to exit DTC brick and mortar locations and related leases at all or without significant cost or loss, renegotiate the terms thereof, or effectively manage the profitability of our existing brick and mortar stores. In addition, obtaining real estate and effectively renewing real estate leases for our DTC brick and mortar operations is subject to the real estate market and we may not be able to secure adequate new locations or successfully renew leases for existing locations.

**WE ARE SUBJECT TO CERTAIN INFORMATION TECHNOLOGY RISKS**

**We Rely on Information Technology Systems, including Third-Party Cloud-based Solutions, and Any Failure of These Systems May Result in Disruptions or Outages in Our E-Commerce and In-Store Retail Platforms, Loss of Processing Capabilities, and/or Loss of Data, Any of Which May Have a Material Adverse Effect on Our Financial Condition, Results of Operations or Cash Flow.**

Our reputation and ability to attract, retain and serve consumers and customers is dependent upon the reliable performance of our underlying technology infrastructure and external service providers, including third-party cloud-based solutions. These systems are vulnerable to damage or interruption and we have experienced interruptions in the past. We rely on cloud-based solutions furnished by third-parties primarily to allocate resources, pay vendors, collect from customers, manage loyalty programs, process transactions, develop demand and supply plans, manage product design, production, transportation, and distribution, forecast and report operating results, meet regulatory requirements and administer employee payroll and benefits, among other functions. In addition, our DTC operations, both in-store and online, rely on cloud-based solutions to process transactions. We have also designed a significant portion of our software and computer systems to utilize data processing and storage capabilities from third-party cloud solution providers. Both our on-premises and cloud-based infrastructure may be susceptible to outages due to any number of reasons, including human error, fire, floods, power loss, telecommunications failures, terrorist attacks and similar events. Despite the implementation of security measures that we believe to be reasonable, both our on-premises and our cloud-based infrastructure may also be vulnerable to hacking, computer viruses, the installation of malware and similar disruptions either by third-parties or employees, which may result in outages. We do not have redundancy for all of our systems and our disaster recovery planning may not account for all eventualities. If we or our existing third-party cloud-based solution providers experience interruptions in service regularly or for a prolonged basis, or other similar issues, our business could be seriously harmed and, in some instances, our consumers and customers may not be able to purchase our products, which could significantly and negatively affect our sales. Additionally, our existing cloud-based solution providers have broad discretion to change and interpret their terms of service and other policies with respect to us, and they may take actions beyond our control that could harm our business. We also may not be able to control the quality of the systems and services we receive from our third-party cloud-based solution providers. Any transition of the cloud-based solutions currently provided to different cloud providers would be difficult to implement and may cause us to incur significant time and expense.

If we and/or our cloud-based solution providers are not successful in preventing or effectively responding to outages and/or cyberattacks, our financial condition, results of operations and cash flow could be materially and adversely affected.

**A Security Breach of Our or Our Third-Parties' Systems, Exposure of Personal or Confidential Information or Increased Government Regulation Relating to Handling of Personal Data, Could, Among Other Things, Disrupt Our Operations or Cause Us to Incur Substantial Costs or Negatively Affect Our Reputation.**

We and many of our third-party vendors manage and maintain various types of proprietary information and sensitive and confidential data relating to our business, such as personally identifiable information of our consumers, our customers, our employees, and our business partners, as well as credit card payment information in certain instances. Unauthorized parties may attempt to gain access to these systems or information through fraud or other means of deceiving our employees or third-party service providers. The

methods used to obtain unauthorized access, disable or degrade service or sabotage systems are constantly changing and evolving, and may be difficult to anticipate or detect for long periods of time. The ever-evolving threats mean we and our third-parties must continually evaluate and adapt our systems and processes, and there is no guarantee that these efforts will be adequate to safeguard against all data security breaches or misuses of data. Any breaches of our or our third-parties' systems could expose us, our customers, our consumers, our suppliers, our employees, or other individuals **that may be affected** to a risk of loss or misuse of this information, result in litigation and potential liability for us, damage our reputation, or

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otherwise harm our business. While we maintain cyber liability insurance policies for coverage in the event of a cybersecurity

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incident, we cannot be certain that our existing coverage will continue to be available on acceptable terms or will be available, and in sufficient amount, to cover the potentially significant losses that could result from a cybersecurity incident or that the insurer will not deny coverage as to any future claims.

In addition, as the regulatory environment related to information security, data collection and use and privacy becomes increasingly rigorous, with new and constantly changing requirements applicable to our business, compliance with those requirements could also result in additional costs or liabilities. Non-U.S. data privacy and data security laws and regulations, various U.S. federal and state laws and other information privacy and security standards may be and are applicable to us. Violations of these requirements could result in significant penalties, investigations or litigation. Significant legislative, judicial or regulatory changes have been and could be issued in the future. As new requirements are issued, new processes must be implemented to ensure compliance. In addition, previously implemented processes must be continually refined. This work is accomplished through significant efforts by our employees. The diverted attention of these employees may impact our operations and there may be additional costs incurred by us for third-party resources to advise on the constantly changing landscape. **We have recently experienced this with the new privacy laws in China.** Limitations on the use of data may also impact our future business strategies. Additionally, our DTC business depends on customers' willingness to entrust us with their personal information. Events that adversely affect that trust could adversely affect our brand and reputation.

#### ***We Depend on Certain Legacy Information Technology Systems, Which May Inhibit Our Ability to Operate Efficiently.***

Our legacy product development, retail and other systems, on which we continue to manage a portion of our business activities, rely on the availability of limited internal and external resources with the expertise to maintain the systems. In addition, our legacy systems, including aged systems in our Japanese and Korean businesses, may not support desired functionality for our operations and may inhibit our ability to operate efficiently. As we continue to transition from our legacy systems and implement new systems, certain functionality and information from our legacy systems, including that of third-party systems that interface with our legacy systems, may not be fully compatible with the new systems.

#### **WE ARE SUBJECT TO LEGAL AND REGULATORY RISKS**

##### ***Our Success Depends on the Protection of Our Intellectual Property Rights.***

Our registered and common law trademarks, our patented or patent-pending designs and technologies, trade dress and the overall appearance and image of our products have significant value and are important to our ability to differentiate our products from those of our competitors.

As we strive to achieve product innovations, extend our brands into new product categories and expand the geographic scope of our marketing, we face a greater risk of inadvertent infringements of third-party rights or compliance issues with regulations applicable to products with technical features or components. We may become subject to litigation based on allegations of infringement or other improper use of intellectual property rights of third-parties. In addition, failure to successfully obtain and maintain patents on innovations could negatively affect our ability to market and sell our products.

We regularly discover products that are counterfeit reproductions of our products or that otherwise infringe on our proprietary rights. Increased instances of counterfeit manufactured products and sales may adversely affect our sales and the reputation of our brands and result in a shift of consumer preference away from our products. The actions we take to establish and protect trademarks and other proprietary rights may not be adequate to prevent imitation of our products by others or to prevent others from seeking to block sales of our products as violations of proprietary rights. In markets outside of the United States, it may be more difficult for us to establish our proprietary rights and to successfully challenge use of those rights by other parties.

Litigation is often necessary to defend against claims of infringement or to enforce and protect our intellectual property rights. Intellectual property litigation may be costly and may divert management's attention from the operation of our business. Adverse determinations in any litigation may result in the loss of our proprietary rights, subject us to significant liabilities or require us to seek licenses from third-parties, which may not be available on commercially reasonable terms, if at all.

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***Certain of Our Products Are Subject to Product Regulations and/or Carry Warranties, Which May Cause an Increase to Our Expenses in the Event of Non-Compliance and/or Warranty Claims.***

Our products are subject to increasingly stringent and complex domestic and foreign product labeling, performance, environmental and safety standards, laws and other regulations, including those pertaining to PFAS perfluoroalkyl and polyfluoroalkyl substances and other environmental impacts. These requirements could result in greater expense associated with compliance efforts, and failure to comply with these regulations could result in a delay, non-delivery, recall, or destruction of inventory shipments during key seasons, a loss of advance orders from wholesale customers or in other financial penalties. Significant or continuing noncompliance with these standards and laws could disrupt our business and harm our reputation.

Our products are generally used in outdoor activities, sometimes in severe conditions. Product recalls or product liability claims resulting from the failure, or alleged failure, of our products could have a material adverse effect on the reputation of our brands and result in additional expenses. Most of our products carry limited warranties for defects in quality and workmanship. We maintain a warranty reserve for estimated future warranty claims, but the actual costs of servicing future warranty claims may exceed the reserve.

***We May Have Additional Tax Liabilities or Experience Increased Volatility in Our Effective Tax Rate.***

As a global company, we determine our income tax liability in various tax jurisdictions and our effective tax rate based on an analysis and interpretation of local tax laws and regulations and our financial projections. This analysis requires a significant amount of judgment and estimation and is often based on various assumptions about the future, which, in times of economic disruptions, are highly uncertain. These determinations are the subject of periodic domestic and foreign tax audits. Although we accrue for uncertain tax positions, our accruals may be insufficient to satisfy unfavorable findings. Unfavorable audit findings and tax rulings may result in payment of taxes, fines and penalties for prior periods and higher tax rates in future periods.

On December 22, 2017, the United States government enacted comprehensive tax legislation, commonly referred to as the Tax Cuts and Jobs Act (the "TCJA"). The TCJA made broad and complex changes to the United States tax code. In addition, on March 27, 2020, the United States government enacted the U.S. Coronavirus Aid, Relief, and Economic Security Act (the "CARES Act"). A change in interpretation of the applicable revisions to the United States tax code and related tax accounting guidance, changes in assumptions made in developing these estimates, and regulatory guidance that may be issued with respect to the applicable revisions to the United States tax code, and state tax implications as a result of the TCJA, the CARES Act, and other recent legislation may cause actual amounts to differ from our provisional estimates. In addition, proposals to reform U.S. and foreign tax laws could significantly impact how U.S. multinational corporations are taxed on foreign earnings and could increase the U.S. corporate tax rate. Although we cannot predict whether or in what form these proposals will pass, several of the proposals considered, if enacted into law, could have an adverse impact on our effective tax rate, income tax expense and cash flows.

Other changes in the tax laws of the jurisdictions where we do business, including an increase in tax rates or an adverse change in the treatment of an item of income or expense, could result in a material increase in our tax expense. For example, changes in the tax laws of foreign jurisdictions could arise as a result of the Base Erosion and Profit Shifting project undertaken by the Organization for Economic Co-operation and Development ("OECD"). The OECD, which represents a coalition of member countries, has recommended changes to numerous long-standing tax principles. The OECD Pillar 2 global minimum tax rules, which generally provide for a minimum effective tax rate of 15%, are intended to apply for tax years beginning in 2024. On February 2, 2023, the OECD issued administrative guidance providing transition and safe harbor rules around the implementation of the Pillar 2 global minimum tax. Under a transitional safe harbor released July 17, 2023, the undertaxed profits rule top-up tax in the jurisdiction of a company's ultimate parent entity will be zero for each fiscal year of the transition period if that jurisdiction has a corporate tax rate of at least 20%. The safe harbor transition period will apply to fiscal years beginning on or before December 31, 2025 and ending before December 31, 2026. We are closely monitoring developments and evaluating the impact these new rules are anticipated to have on our tax rate, including eligibility to qualify for these safe harbor rules. As these changes are adopted by countries, tax uncertainty could increase and may adversely affect our provision for income taxes.

Due to the nature of the findings in the Korea 2009 through 2014 income tax audits, the Company has invoked the Mutual Agreement Procedures outlined in the United States-Korean income tax treaty. The Company does not anticipate that adjustments relative to these findings will result in material changes to its financial condition, results of operations or cash flows.

**WE OPERATE GLOBALLY AND ARE SUBJECT TO SIGNIFICANT RISKS IN MANY JURISDICTIONS**

***Global Regulation and Economic and Political Conditions, as well as Potential Changes in Regulations, Legislation and Government Policy, May Negatively Affect Our Business.***

We are subject to risks generally associated with doing business internationally. These risks include, but are not limited to, the burden of complying with, and unexpected changes to, foreign and domestic laws and regulations, such as anti-corruption and forced labor regulations and sanctions regimes, climate-change sustainability regulations, the effects of fiscal and political crises and political and economic disputes, changes in diverse consumer preferences, foreign currency exchange rate fluctuations, managing a diverse and widespread workforce, political unrest, terrorist acts, military operations, disruptions or delays in shipments, disease outbreaks, natural disasters, and changes in economic conditions in countries in which we contract to manufacture, source raw materials or sell products. Our ability to sell products in certain

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markets, demand for our products in certain markets, our ability to collect accounts receivable, our contract manufacturers' ability to procure raw materials or manufacture products, distribution and logistics providers' ability to operate, our ability to operate brick and mortar stores, our workforce, and our cost of doing business (including the cost of freight and logistics) may be impacted by these events should they occur and laws and regulations, regulations that are enacted in response to such events. Our exposure to these risks is heightened in Vietnam, where a significant portion of our contract manufacturing is located, and in China, where a large portion of the raw materials used in our products is sourced by

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our contract manufacturers. Should certain of these events occur in Vietnam or China, they could cause a substantial disruption to our business and have a material adverse effect on our financial condition, results of operations and/or cash flows.

In addition, many of our imported products are subject to duties, tariffs or other import limitations that affect the cost and quantity of various types of goods imported into the United States and other markets, including the punitive tariffs on U.S. products imported from China imposed in 2019. In addition, goods suspected of being manufactured with forced labor could be blocked from importation into the U.S., which could materially impact sales.

In connection with the United Kingdom's exit from the European Union (commonly referred to as "Brexit"), on December 24, 2020, the European Union ("E.U.") and the United Kingdom ("U.K.") reached an agreement, the E.U.-U.K. Trade and Cooperation Agreement, to govern aspects of the relationship of the E.U. and U.K. following Brexit. As a result of no longer having "free circulation" between the U.K. and the E.U., we have incurred and will continue to incur additional duties. We are investigating alternatives to mitigate these additional costs in the future.

#### ***Fluctuations in Inflation and Currency Exchange Rates Could Result in Lower Revenues, Higher Costs and/or Decreased Margins and Earnings.***

We derive a significant portion of our sales from markets outside the United States, which consist of sales to wholesale customers and directly to consumers by our entities in Europe, Asia, and Canada and sales to independent international distributors who operate within EMEA and LAAP. The majority of our purchases of finished goods inventory from contract manufacturers are denominated in United States dollars, including purchases by our foreign entities. These purchase and sale transactions expose us to the volatility of global economic conditions, including fluctuations in inflation and foreign currency exchange rates. Our international revenues and expenses generally are derived from sales and operations in foreign currencies, and these revenues and expenses could be and have been affected by currency fluctuations, specifically amounts recorded in foreign currencies and translated into United States dollars for consolidated financial reporting, as weakening of foreign currencies relative to the United States dollar adversely affects the United States dollar value of the Company's foreign currency-denominated sales and earnings.

Our exposure is increased with respect to our wholesale customers (including international distributors), where, in order to facilitate solicitation of advance orders for the spring and fall seasons, we establish local-currency-denominated wholesale and retail price lists in each of our foreign entities approximately six to nine months prior to United States dollar-denominated seasonal inventory purchases. As a result, our consolidated results are directly exposed to transactional foreign currency exchange risk and have been and could be further impacted by the United States dollar strengthening during the six to nine months between when we establish seasonal local-currency prices and when we purchase inventory. In addition to the direct currency exchange rate exposures described above, our wholesale business is indirectly exposed to currency exchange rate risks. Weakening of a wholesale customer's functional currency relative to the United States dollar makes it more expensive for it to purchase finished goods inventory from us, which may cause a wholesale customer to cancel orders or increase prices for our products, which may make our products less price-competitive in those markets. In addition, in order to make purchases and pay us on a timely basis, our international distributors must exchange sufficient quantities of their functional currency for United States dollars through the financial markets and may be limited in the amount of United States dollars they are able to obtain.

We employ several strategies in an effort to mitigate this transactional currency risk, but these strategies may not and, in the current environment, have not fully mitigated the negative effects of adverse foreign currency exchange rate fluctuations on the cost of our finished goods in a given period and there is no assurance that price increases will be accepted by our wholesale customers, international distributors or consumers. Our gross margins are adversely affected whenever we are not able to offset the full extent of finished goods cost increases caused by adverse fluctuations in foreign currency exchange rates.

Currency exchange rate fluctuations may also create indirect risk to our business by disrupting the business of independent finished goods manufacturers from which we purchase our products. When their functional currencies weaken in relation to other currencies, the raw materials they purchase on global commodities markets become more expensive and more difficult to finance. Although each manufacturer bears the full risk of fluctuations in the value of its currency against other currencies, our business can be and has been indirectly affected when adverse fluctuations cause a manufacturer to raise the prices of goods it produces for us, disrupt the manufacturer's ability to purchase the necessary raw materials on a timely basis, or disrupt the manufacturer's ability to function as an ongoing business.

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## WE ARE SUBJECT TO NUMEROUS OPERATIONAL RISKS

### *Our Ability to Manage Fixed Costs Across a Business That is Affected by Seasonality May Impact Our Profits.*

Our business is affected by the general seasonal trends common to the outdoor industry. Our products are marketed on a seasonal basis and our annual net sales are weighted heavily toward the fall/winter season, while our operating expenses are more equally distributed throughout the year. As a result, often a majority of our operating profits are generated in the second half of the year. If we are unable to manage our fixed costs in the seasons where we experience lower net sales, our profits may be adversely impacted.

### *Labor Matters, Changes in Labor Laws and Our Ability to Meet Our Labor Needs May Reduce Our Revenues and Earnings.*

Our business depends on our ability to source and distribute products in a timely manner. While a majority of our own operations are not subject to organized labor agreements, certain of our operations in Europe include a formal representation of employees by a Works Council and the application of a collective bargaining agreement. Matters that may affect our workforce (including COVID-19 infections or the risk thereof) at contract manufacturers where our goods are produced, shipping ports, transportation carriers, retail stores, or distribution centers create risks for our business, particularly if these matters result in work shut-downs (with little to no notice), slowdowns, lockouts, strikes, limitations on the number of individuals able to work (e.g. social distancing) or other disruptions. The foregoing includes potential impacts to our business as a result of the International Longshore and Warehouse Union and Teamsters negotiations. Labor matters may have a material adverse effect on our business, potentially resulting in canceled orders by customers, inability to fulfill potential e-commerce demand, unanticipated inventory accumulation and reduced net sales and net income.

In addition, our ability to meet our labor needs at our distribution centers, retail stores, corporate headquarters, and regional subsidiaries, including our ability to find qualified employees while controlling wage and related labor costs, is generally subject to numerous external factors, including the availability of a sufficient number of qualified people in the work force of the markets in which our operations are located, unemployment levels within those markets, absenteeism, prevailing wage rates, changing demographics, parental responsibilities, health and other insurance costs, and adoption of new or revised employment and labor laws and regulations, and fear of contracting COVID-19. Our ability to source, distribute and sell products in a timely and cost-effective manner may be negatively affected to the extent we experience these factors. Our ability to comply with labor laws, including our ability to adapt to rapidly changing labor laws, as well as provide a safe working environment may increase our risk of litigation and cause us to incur additional costs.

### *We May Incur Additional Expenses, Be Unable to Obtain Financing, or Be Unable to Meet Financial Covenants of Our Financing Agreements as a Result of Downturns in the Global Markets.*

Our vendors, wholesale customers, licensees and other participants in our supply chain may require access to credit markets in order to do business. Credit market conditions may slow our collection efforts as our wholesale customers find it more difficult to obtain necessary financing, leading to higher than normal accounts receivable. This could result in greater expense associated with collection efforts and increased bad debt expense. Credit conditions and/or supply chain disruptions may impair our vendors' ability to finance the purchase of raw materials or general working capital needs to support our production requirements, resulting in a delay or non-receipt of inventory shipments during key seasons.

Historically, we have limited our reliance on debt to finance our working capital, capital expenditures and investing activity requirements. We expect to fund our future capital expenditures with existing cash, expected operating cash flows and credit facilities, but, if the need arises to finance additional expenditures, we may need to seek additional funding. Our ability to obtain additional financing will depend on many factors, including prevailing market conditions, our financial condition and our ability to negotiate favorable terms and conditions. Financing may not be available on terms that are acceptable or favorable to us, if at all.

Our credit agreements have various financial and other covenants. If an event of default were to occur, the lenders could, among other things, declare outstanding amounts due and payable. If we were to borrow under our credit agreements, we would be subject to market interest rates and may incur additional interest expense when borrowing in a high interest rate environment.

### *Acquisitions Are Subject to Many Risks.*

From time to time, we may pursue growth through strategic acquisitions of assets or companies. Acquisitions are subject to many risks, including potential loss of significant customers or key personnel of the acquired business as a result of the change in ownership, difficulty integrating the operations of the acquired business or achieving targeted

efficiencies, the incurrence of substantial costs and expenses related to the acquisition effort, and diversion of management's attention from other aspects of our business operations.

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Acquisitions may also cause us to incur debt or result in dilutive issuances of our equity securities. Our acquisitions may cause large one-time expenses or create goodwill or other intangible assets that could result in significant impairment charges in the future (as has recently occurred with the prAna brand). We also make various estimates and assumptions in order to determine purchase price allocation and estimate the fair value of assets acquired and liabilities assumed. If our estimates or assumptions used to value these assets and liabilities vary from actual or future projected results, we may be exposed to losses, including impairment losses, that could be material.

We do not provide any assurance that we will be able to successfully integrate the operations of any acquired businesses into our operations or achieve the expected benefits of any acquisitions. The failure to successfully integrate newly acquired businesses or achieve the expected benefits of strategic acquisitions in the future could have an adverse effect on our financial condition, results of operations or cash flows. We may not complete a potential acquisition for a variety of reasons, but we may nonetheless incur material costs in the preliminary stages of evaluating and pursuing such an acquisition that we cannot recover.

#### ***Extreme Weather Conditions, Climate Change, and Natural Disasters Could Negatively Impact Our Operating Results and Financial Condition.***

Extreme weather conditions in the areas in which our retail stores, suppliers, consumers, customers, distribution centers, headquarters and vendors are located could adversely affect our operating results and financial condition. Moreover, climate change and natural disasters such as earthquakes, hurricanes and tsunamis, whether occurring in the United States or abroad, and their related consequences and effects, including energy shortages and public health issues, could disrupt our operations, the operations of our vendors and other suppliers or result in economic instability and changes in consumer preferences and spending that may negatively impact our operating results and financial condition.

#### ***An Outbreak of Disease or Similar Public Health Threat, Such as a Pandemic, Could Have an Adverse Impact on Our Business, Operating Results and Financial Condition.***

An outbreak of disease or similar public health threat, such as a pandemic, could have an adverse impact on our business, financial condition and operating results, including in the form of lowered net sales and the delay of inventory production and fulfillment in impacted regions.

#### ***Our Investment Securities May Be Adversely Affected by Market Conditions.***

Our investment portfolio is subject to a number of risks and uncertainties. Changes in market conditions, such as those that accompany an economic downturn or economic uncertainty, may negatively affect the value and liquidity of our investment portfolio, perhaps significantly. Our ability to find diversified investments that are both safe and liquid and that provide a reasonable return may be impaired, potentially resulting in lower interest income, less diversification, longer investment maturities, or other-than-temporary impairments.

#### ***We Depend on Certain Key Personnel.***

Our future success will depend in part on our ability to attract, retain and develop certain key talent and to effectively manage succession. We face intense competition for these individuals worldwide, and there is a significant concentration of well-funded apparel and footwear competitors near our headquarters in Portland, Oregon. We may not be able to attract qualified new employees or retain existing employees, which may have a material adverse effect on our financial condition, results of operations or cash flows.

#### ***We License our Proprietary Rights to Third-Parties and Could Suffer Reputational Damage to Our Brands if We Fail to Choose Appropriate Licensees.***

We currently license, and expect to continue licensing, certain of our proprietary rights, such as trademarks or copyrighted material, to third-parties. We rely on our licensees to help preserve the value of our brands. Although we attempt to protect our brands through approval rights, we cannot completely control the use of our licensed brands by our licensees. The misuse of a brand by or negative publicity involving a licensee could have a material adverse effect on that brand and on us.

In addition, from time to time we license the right to operate retail stores for our brands to third-parties, primarily to our independent international distributors. We provide training to support these stores and set operational standards. However, these third-parties may not operate the stores in a manner consistent with our standards, which could cause reputational damage to our brands or harm these third-parties' sales.

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## RISKS RELATED TO OUR SECURITIES

### **Our Common Stock Price May Be Volatile.**

Our common stock is traded on the NASDAQ Global Select Market. The size of our public float and our average daily trading volume makes the price of our common stock susceptible to large degrees of fluctuation. Factors such as general market conditions, actions by institutional investors to rapidly accumulate or divest of a substantial number of our shares, fluctuations in financial results, variances from financial market expectations, changes in earnings estimates or recommendations by analysts, or announcements by us or our competitors may cause the market price of our common stock to fluctuate, perhaps substantially.

### **Certain Shareholders Have Substantial Control Over Us and Are Able to Influence Corporate Matters.**

As of **September 30, 2023** **March 31, 2024**, three related shareholders, Timothy P. Boyle, Joseph P. Boyle, and Molly E. Boyle, controlled just under 50% of our common stock outstanding. As a result, if acting together, Timothy P. Boyle, Joseph P. Boyle, and Molly E. Boyle are able to exercise significant influence over all matters requiring shareholder approval. These holdings could be significantly diminished (and with them the related effective control percentage) to satisfy any applicable estate or unrealized gains tax obligations of the holders.

### **The Sale or Proposed Sale of a Substantial Number of Shares of Our Common Stock Could Cause the Market Price of Our Common Stock to Decline.**

Shares held by Timothy P. Boyle, Joseph P. Boyle, and Molly E. Boyle, are available for resale, subject to the requirements of, and the rules under, the Securities Act of 1933 and the Securities Exchange Act of 1934. The sale or the prospect of the sale of a substantial number of these shares may have an adverse effect on the market price of our common stock.

We also may issue our capital stock or securities convertible into our capital stock from time to time in connection with a financing, acquisition, investments, investment, or otherwise. Any such issuance could result in substantial dilution to our existing shareholders and cause the market price of our common stock to decline.

## **Item 2. UNREGISTERED SALES OF EQUITY SECURITIES AND USE OF PROCEEDS**

### **ISSUER PURCHASES OF EQUITY SECURITIES BY THE ISSUER**

Since the inception of our share repurchase program in 2004 through **September 30, 2023** **March 31, 2024**, our Board of Directors has authorized the repurchase of \$2.0 billion of our common stock, excluding excise tax. Shares of our common stock may be purchased in the open market or through privately negotiated transactions, subject to market conditions, and generally settle subsequent to the trade date. The repurchase program does not obligate us to acquire any specific number of shares or to acquire shares over any specified period of time. Under this program as of **September 30, 2023** **March 31, 2024**, we had repurchased **33.5 million** **34.7 million** shares at an aggregate purchase price of **\$1,615.3 million** **\$1,704.8 million**, and had **\$384.7 million** **\$295.2 million** remaining available, excluding excise tax.

The following is a summary of our common stock repurchases, excluding excise tax, during the quarter ended **September 30, 2023** **March 31, 2024**:

Period	Total Number of Shares		Average Price Paid per Share	Total Number of Shares Purchased as Part of Publicly Announced Plans or Programs	Approximate Dollar Value of Shares that May Yet Be Purchased Under the Plans or Programs (in millions)	
	Purchased	Share				
July 1, 2023 through July 31, 2023	46,900	\$ 77.24		46,900	\$	447.0
August 1, 2023 through August 31, 2023	771,046	\$ 74.42		771,046	\$	389.7
September 1, 2023 through September 30, 2023	70,630	\$ 69.97		70,630	\$	384.7
<b>Total</b>	<b>888,576</b>	<b>\$ 74.21</b>		<b>888,576</b>	<b>\$</b>	<b>384.7</b>

Period	Total Number of Shares		Average Price Paid per Share	Total Number of Shares Purchased as Part of Publicly Announced Plans or Programs	Approximate Dollar Value of Shares that May Yet Be Purchased Under the Plans or Programs (in millions)	
	Purchased	Share				
January 1, 2024 through January 31, 2024	2,153	\$ 74.53		2,153	\$	345.2
February 1, 2024 through February 29, 2024	253,900	\$ 79.02		253,900	\$	325.1
March 1, 2024 through March 31, 2024	375,415	\$ 79.76		375,415	\$	295.2

Total	631,468	\$ 79.45	631,468	\$ 295.2
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## ITEM 5. Other Information

### Securities Trading Plans

No "Rule 10b5-1 trading arrangements" or "non-Rule 10b5-1 trading arrangements" (as each term is defined by Regulation S-K Item 408(a)) were entered into or terminated by our directors or officers (as defined in Rule 16a-1(f) under the Exchange Act) during the **third** **first** quarter of **2023**, **2024**.

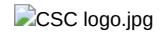
## ITEM 6. EXHIBITS

(a) See Exhibit Index below for a description of the documents that are filed as Exhibits to this Quarterly Report on Form 10-Q or incorporated herein by reference.

### EXHIBIT INDEX

#### Exhibit No. Exhibit Name

3.1	<a href="#">Third Restated Articles of Incorporation (incorporated by reference to exhibit 3.1 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended March 31, 2000) (File No. 000-23939).</a>
3.1(a)	<a href="#">Amendment to Third Restated Articles of Incorporation (incorporated by reference to exhibit 3.1 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2002) (File No. 000-23939).</a>
3.1(b)	<a href="#">Second Amendment to Third Restated Articles of Incorporation (incorporated by reference to exhibit 3.1 to the Company's Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2018) (File No. 000-23939).</a>
3.2	<a href="#">2023 Amended and Restated Bylaws of Columbia Sportswear Company (incorporated by reference to exhibit 3.2 to the Company's Form 8-K filed on February 1, 2023) (File No. 000-23939).</a>
+ 10.1	<a href="#">Form of Long-Term Incentive Cash Award Agreement (Cumulative Operating Income) for cash awards granted under the Company's 2020 Stock Incentive Plan on or after March 5, 2024.</a>
+ 10.2	<a href="#">Form of Long-Term Incentive Cash Award Agreement (Relative Total Shareholder Return) for cash awards granted under the Company's 2020 Stock Incentive Plan on or after March 5, 2024.</a>
+ 10.3	<a href="#">Form of Performance-Based Restricted Stock Units Award Agreement (Cumulative Operating Income) for performance-based restricted stock units granted under the Company's 2020 Stock Incentive Plan on or after March 5, 2024.</a>
+ 10.4	<a href="#">Form of Performance-Based Restricted Stock Units Award Agreement (Relative Total Shareholder Return) for performance-based restricted stock units granted under the Company's 2020 Stock Incentive Plan on or after March 5, 2024.</a>
31.1	<a href="#">Rule 13a-14(a) Certification of Timothy P. Boyle, Chairman, President and Chief Executive Officer.</a>
31.2	<a href="#">Rule 13a-14(a) Certification of Jim A. Swanson, Executive Vice President and Chief Financial Officer.</a>
32.1	<a href="#">Section 1350 Certification of Timothy P. Boyle, Chairman, President and Chief Executive Officer.</a>
32.2	<a href="#">Section 1350 Certification of Jim A. Swanson, Executive Vice President and Chief Financial Officer.</a>
101.INS	XBRL Instance Document - the instance document does not appear in the Interactive Data File because its XBRL tags are embedded within the Inline XBRL document
101.SCH	XBRL Taxonomy Extension Schema Document
101.CAL	XBRL Taxonomy Extension Calculation Linkbase Document
101.DEF	XBRL Taxonomy Extension Definition Linkbase Document
101.LAB	XBRL Taxonomy Extension Label Linkbase Document
101.PRE	XBRL Taxonomy Extension Presentation Linkbase Document
104	Cover Page Interactive Data File, formatted as Inline XBRL and contained in Exhibit 101



## SIGNATURES

Pursuant to the requirements of Section 13 or Section 15(d) of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

### COLUMBIA SPORTSWEAR COMPANY

Date:	May 2, 2024	By:	/s/ JIM A. SWANSON
Jim A. Swanson			
Executive Vice President and Chief Financial Officer			
(Duly Authorized Officer and Principal Financial and Accounting Officer)			

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Exhibit 10.1

### LONG-TERM INCENTIVE CASH AWARD AGREEMENT

(Cumulative Operating Income)

This Long-Term Incentive Cash Award Agreement (this "Agreement") is entered into as of [DATE] (the "Award Date") by and between Columbia Sportswear Company, an Oregon corporation (the "Company"), and [NAME] (the "Recipient").

The Award is made pursuant to Section 7 of the 2020 Stock Incentive Plan, as amended (the "Plan") (though the Award shall be settled in cash), and the Recipient desires to accept the award subject to the terms and conditions of this Agreement and the applicable provisions of the Plan. The terms of the Plan are incorporated by reference in this Agreement. Capitalized terms used but not defined in this Agreement have the meanings set forth in the Plan.

IN CONSIDERATION of the mutual covenants and agreements set forth in this Agreement, the parties agree to the following.

**1. Award.** The Company awards to the Recipient under the Plan a Long-Term Incentive Cash Award with a target amount of [\$] (the "Award"), subject to forfeiture and adjustment as provided in Section 1 of this Agreement and to the restrictions, terms and conditions set forth in this Agreement.

(a) *Rights under Award.* The Award represents the unfunded, unsecured right to require the Company to deliver to the Recipient a payment in cash as provided in this Agreement. The amount of cash deliverable with respect to the Award is subject to adjustment as provided in Section 1(b) and Section 1(c) of this Agreement.

(b) *Vesting.* The Award shall initially be 100% unvested and subject to forfeiture. The Award is subject to both a performance-based vesting condition (the "Performance Vesting Condition") based on the Company's cumulative operating income ("Cumulative Operating Income") and a time-based vesting condition (the "Time-Based Vesting Condition"). Except as otherwise set forth in this Agreement, no portion of the Award shall vest and become eligible for payment in cash until both the Performance Vesting Condition and the Time-Based Vesting Condition are satisfied.

(1) *Adjustment to Award Based on Achievement of Performance.* Except as otherwise set forth in this Agreement, for the period beginning [DATE] and ending [DATE] (the "Performance Period"), the Award is subject to increase, decrease or forfeiture (and if forfeited the Recipient shall have no right to receive any cash related to the Award), based on achievement of the Cumulative Operating Income during the Performance Period. Following the last day of the Performance Period, the Talent and Compensation Committee of

the Board (the "Compensation Committee") shall certify the percentage of the Award that is earned (the "Earned Award") for the Performance Period, based on the table below. If results are between data points, the percentage of the Award payable shall be determined by linear interpolation between data points.

(000's – USD)		
Cum. Op. Inc.	Goal as of % of Plan	Earned Award as a % of Target
<\$	<80%	0%
\$	80%	50%
\$	90%	75%
\$	100%	100%
\$	105%	125%
\$	110%	150%
\$	115%	175%
≥\$	≥120%	200%

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Exhibit 10.1

"Cumulative Operating Income" means the sum of the annual income from operations for each of the two fiscal years in the Performance Period as set forth in the audited consolidated financial statements of the Company, excluding the following items (collectively, the "Excluded Effects"), for the Performance Period:

- (A) business development costs, including business advisory, investment banking, lending, legal, tax and accounting fees ("Business Development Costs") in connection with any single transaction, whether or not completed, in excess of \$250,000; except in connection with a completed transaction that results in a benefit in excess of \$250,000 to the Company's income before income taxes and bonus expense, in which case no Business Development Costs relating to the completed transaction will be excluded;
- (B) operating results and net assets of acquired businesses in the year of acquisition will be excluded from the computations of operating income before bonus and return on invested capital;
- (C) restructuring costs, except for routine severance costs of \$2,000,000 or less, in excess of those costs reflected in the performance target;
- (D) extraordinary discrete and program related costs of \$2,000,000 or more incurred in support of the Company's enterprise and/or operational projects in excess of costs reflected in the performance target and approved by the Company's Board of Directors;
- (E) tangible and intangible asset impairment charges, except for retail store impairments;
- (F) the effects of changes in accounting principles or other similar laws, rules or regulations affecting reported results, including midyear tax changes, such as import/export taxes, not otherwise excluded in the bonus calculation; and
- (G) the effects of the following force majeure events beyond the reasonable control of management (and not as a product or result of the Company's conduct), each to be itemized and approved by the Company's Board of Directors:
  - (1) war, invasion, hostilities (whether war is declared or not), terrorist threats or acts, riot or other civil unrest;
  - (2) action by any governmental authority and/or government orders or laws, curtailing business activities or threatening reputational harm including embargoes, sanctions or blockades; and
  - (3) unbudgeted financial impacts resulting from an epidemic, pandemic or similar viral or bacterial infection (which is defined by the United States Center for Disease Control as virulent human influenza or infection that may cause global outbreak, or pandemic, or serious illness).

Notwithstanding the foregoing, the Compensation Committee may, in its sole discretion, disregard all or any part of any Excluded Effects when determining the Performance Results for the Performance Period.

(2) *Time-Based Vesting Condition.* Following the last day of the Performance Period, any Earned Award shall satisfy the Time-Based Vesting Condition on the one-year anniversary of the last day of the Performance Period (the "Vesting Date"). If the Vesting Date falls on a weekend or any other day on which the Nasdaq Stock Market ("NSM") or any national securities exchange on which the Common Stock then is principally traded (the "Exchange") is not open, the Earned Award shall vest on the next following NSM or

Exchange business day, as the case may be. Except as otherwise provided in this Agreement, the Recipient must be continuously employed by the Company from the Award Date through the Vesting Date to satisfy the Time-Based Vesting Condition and receive the Common Stock in respect of the Earned Award pursuant to Section 1(e).

(c) *Adjustment of Award.*

(1) *Treatment of Award on Termination of Employment that is not a Qualified Termination.* If the Recipient ceases to be continuously employed by the Company on or prior to the Vesting Date, and such termination of employment is not due to the Recipient's (i) retirement on any date that is after the later of (A) the second anniversary of the first day of the Performance Period and (B) the Recipient's retirement eligibility date or (ii) death or total disability that occurs after at least six months of the Performance Period has elapsed (any such termination pursuant to clauses (i) and (ii), a "Qualified Termination"), the Recipient shall immediately forfeit the entire Award pursuant to this Agreement and the Recipient shall have no right to receive any related cash thereunder. If the

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Exhibit 10.1

Recipient ceases to be continuously employed by the Company for any reason after the Vesting Date, the Recipient shall be entitled to receive the Earned Award, subject to the Recipient's compliance with the Recipient's continuing obligations to the Company. In the event of a Recipient's Qualified Termination, the Recipient's Award shall not be immediately forfeited and shall instead be eligible to vest as provided in Section 1(c)(2) or Section 1(c)(3) of this Agreement, as applicable.

(2) *Treatment of Award on a Qualified Termination Due to Retirement.* If the Recipient ceases to be continuously employed by the Company on or prior to the Vesting Date as a result of retirement on any date that is after the later of (i) the second anniversary of the first day of the Performance Period and (ii) the Recipient's retirement eligibility date, the Recipient shall be eligible to receive a prorated portion of the Earned Award pursuant to Section 1(e), subject to the Recipient's compliance with the Recipient's continuing obligations to the Company. Subject to Section 1(c)(4), such prorated amount shall be equal to the product of (x) the amount of the Earned Award, multiplied by (y) a fraction, the numerator of which is the number of calendar days of continuous employment from the beginning of the Performance Period through the date of the Recipient's Qualified Termination due to retirement and the denominator of which is the total number of calendar days from the beginning of the Performance Period through the Vesting Date. For purposes of applying Section 1(e), the Vesting Date shall be treated as the "applicable vesting date" in respect of a Qualified Termination due to retirement, such that the timing of the delivery date referenced in Section 1(e) shall be the same as if no such Qualified Termination had occurred. For purposes of this Agreement, "retirement" shall have the same meaning as provided in the applicable policy maintained by the Company for the benefit of the Recipient or, in the absence of such policy, as determined by the Board or the Compensation Committee in its discretion in accordance with applicable law.

(3) *Acceleration of Vesting on Qualified Termination Due to Death or Total Disability.* If the Recipient ceases to be continuously employed by the Company on or prior to the Vesting Date as a result of death or total disability that occurs at least six months after commencement of the Performance Period, subject to Section 1(c)(4), a prorated amount of the Recipient's Award pursuant to this Agreement immediately shall become vested in an amount equal to the product of (i) the amount of the Award (or, if the Qualified Termination due to death or total disability occurs after the last day of the Performance Period, the Earned Amount), multiplied by (ii) a fraction, the numerator of which is the number of calendar days of continuous employment from the beginning of the Performance Period through the date of the Recipient's Qualified Termination due to death or total disability and the denominator of which is the total number of calendar days from the beginning of the Performance Period through the Vesting Date. The date of the Recipient's Qualified Termination due to death or total disability shall be treated as the "applicable vesting date" for purposes of applying Section 1(e). For purposes of the foregoing, "total disability" shall have the same meaning as provided in any long-term disability policy maintained by the Company for the benefit of the Recipient or, in the absence of such policy, as determined by the Board or the Compensation Committee in its discretion in accordance with applicable law.

(4) *Treatment of Leave of Absence.* Absence on leave approved by the Board or the Compensation Committee shall not be deemed a termination or interruption of employment or service. Unless otherwise determined by the Company, the Board or the Compensation Committee in its sole discretion, (i) vesting of the Award shall continue during a medical, family or military leave of absence, whether paid or unpaid, and (ii) vesting of the Award shall be suspended during, and the amount of the Award deliverable at the applicable vesting date shall be proportionately reduced as a result of, any other unpaid leave of absence.

(5) *Forfeiture of Award on Violation of Code of Business Conduct and Ethics.* The Recipient acknowledges that compliance with the Company's Code of Business Conduct and Ethics is a condition to the receipt and vesting of the Award. If, during the term of this Agreement, the Board (or a committee of directors designated by the Board) determines in good faith that the Recipient's conduct is or has been in violation of the Company's Code of Business Conduct and Ethics, then the Board or committee may cause the Recipient to immediately forfeit all or a portion of the unvested Award granted pursuant to this Agreement and the Recipient shall have no right to receive the related cash.

(d) *Restrictions on Transfer and Delivery on Death.* The Recipient may not sell, transfer, assign, pledge or otherwise encumber or dispose of the Award subject to this Agreement. If the Recipient dies before the delivery date, the cash payment shall be delivered to the Recipient's estate.

(e) *Payment.* As soon as practicable following the applicable vesting date, the Company shall pay in cash the amount represented by the vested portion of the Award to the Recipient (the date of delivery of such cash amount is referred to as a "delivery date"); provided that the Recipient has satisfied its tax withholding obligations as specified under Section 1(f) and the Recipient has

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completed, signed and returned any documents and taken any additional action the Company deems appropriate. In the event of the Recipient's death, the cash payment shall be made to the Recipient's estate.

Notwithstanding the foregoing, a delivery date may be delayed in order to provide the Company such time as it determines appropriate to determine tax withholding and other administrative matters; provided, however, that in any event the cash payment shall be made not later than, as applicable, (A) the March 15 that immediately follows the Vesting Date or (B) if the Award vests in accordance with Section 1(c)(3), March 15 of the calendar year immediately following the calendar year that includes the date of the Recipient's Qualified Termination due to death or total disability.

**(f) Taxes and Tax Withholding.**

(i) The Recipient acknowledges that under United States federal tax laws in effect on the Award Date, the Recipient will have taxable compensation income based on the amount of the cash payment made to the Recipient pursuant to the Award. The Recipient shall be responsible for all taxes imposed in connection with the Award, regardless of any action the Company takes with respect to any tax withholding obligations that arise in connection with the Award. The Company makes no representation or undertaking regarding the adequacy of any tax withholding in connection with the grant or vesting of the Award.

(ii) The Company shall deduct from any and all cash payments pursuant to the Award all domestic or foreign income, employment or other tax withholding obligation, whether national, federal, state or local (the "**Tax Withholding Obligation**"), arising as a result of any grant, vesting or payment of cash pursuant to this Award, in amounts determined by the Company.

(g) *No Solicitation.* (This provision is not applicable to California employees.) The Recipient agrees that for 18 months after the Recipient's employment with the Company terminates for any reason, with or without cause, whether by the Company or the Recipient, the Recipient shall not recruit, attempt to hire, solicit, or assist others in recruiting or hiring, any person who is an employee of the Company, or any of its subsidiaries. In addition to other remedies that may be available to the Company, the Recipient shall pay to the Company in cash, upon demand, the net value of any cash payment made under this Agreement if the Recipient violates this Section 1(g).

(h) *Not a Contract of Employment.* This Agreement shall not be construed as a contract of employment between the Company and the Recipient and nothing contained in this Agreement or in the Plan shall confer upon the Recipient any right to be continued in the employment of the Company or any subsidiary or to interfere in any way with the right of the Company or any subsidiary by whom the Recipient is employed to terminate the Recipient's employment at any time for any reason, with or without cause, or to decrease the Recipient's compensation or benefits.

**2. Miscellaneous.**

(a) *Entire Agreement.* This Agreement constitutes the entire agreement of the parties with regard to the subjects hereof.

(b) *Interpretation of the Plan and this Agreement.* The Board, or a committee of the responsible for administering the Plan (the "**Administrator**"), shall have the sole authority to interpret the provisions of this Agreement and the Plan, and all determinations by it shall be final and conclusive.

(c) *Section 409A.* The Award made pursuant to this Agreement is intended not to constitute a "nonqualified deferred compensation plan" within the meaning of Section 409A the Internal Revenue Code of 1986, as amended, and instead is intended to be exempt from the application of Section 409A, whether pursuant to the short-term deferral exception described in Treasury Regulation Section 1.409A-1(b)(4) or otherwise. To the extent that the Award is nevertheless deemed to be subject to Section 409A, the Award shall be interpreted in accordance with Section 409A and Treasury regulations and other interpretive guidance issued thereunder, including without limitation any such regulations or other guidance issued after the grant of the Award. Notwithstanding any provision of the Award to the contrary, in the event that the Administrator determines that the Award is or may be subject to Section 409A, the Administrator may adopt such amendments to the Award or adopt other policies and procedures (including amendments, policies and procedures with retroactive effect), or take any other actions, that the Administrator determines are necessary or appropriate to (i) exempt the Award from the application of Section 409A or preserve the intended tax treatment of the benefits provided with respect to the Award, or (ii) comply with the requirements of Section 409A.

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(d) *Electronic Delivery.* The Recipient consents to the electronic delivery of any prospectus and any other documents relating to this Award in lieu of mailing or other form of delivery.

(e) *Rights and Benefits.* The rights and benefits of this Agreement shall inure to the benefit of and be enforceable by the Company's successors and assigns and, subject to the restrictions on transfer of this Agreement, be binding upon the Recipient's heirs, executors, administrators, successors and assigns.

(f) *Further Action.* The parties agree to execute such further instruments and to take such further action as may reasonably be necessary to carry out the intent of this Agreement.

(g) *Governing Law, Venue and Jurisdiction; Attorneys' Fees.* This Agreement and the Plan shall be interpreted under the laws of the state of Oregon, exclusive of choice of law rules. Venue and jurisdiction shall be in the state or federal courts in Washington County, Oregon, and nowhere else. In the event either party institutes litigation hereunder, the prevailing party shall be entitled to reasonable attorneys' fees to be set by the trial court and, upon any appeal, the appellate court.

(h) *Consent to Transfer Personal Data.* By signing this Agreement, the Recipient voluntarily acknowledges and consents to the collection, use, processing and transfer of personal data as described in this paragraph. The Recipient is not obliged to consent to such collection, use, processing and transfer of personal data. However, failure to provide the consent may affect the Recipient's ability to participate in the Plan. The Company and its subsidiaries hold certain personal information about the Recipient, including name, home address and telephone number, date of birth, social security number or other employee identification number, salary, nationality, job title, any shares of stock or directorships held in the Company, details of all entitlement to shares of stock awarded, canceled, purchased, vested, unvested or outstanding in the Recipient's favor, for the purpose of managing and administering the Plan ("Data"). The Company and/or its subsidiaries will transfer Data amongst themselves as necessary for the purpose of implementation, administration and management of the Plan, and the Company and/or any of its subsidiaries may each further transfer Data to any third parties assisting the Company in the implementation, administration and management of the Plan. These recipients may be located in the European Economic Area, or elsewhere throughout the world, including the United States. The Recipient authorizes such recipients to receive, possess, use, retain and transfer the Data, in electronic or other form, for the purposes of implementing, administering and managing the Recipient's participation in the Plan, including any requisite transfer of such Data as may be required for the administration of the Plan and/or the subsequent holding of shares of stock on the Recipient's behalf to a broker or other third party with whom the Recipient may elect to deposit any shares of stock acquired pursuant to the Plan. The Recipient may, at any time, review Data, require any necessary amendments to it or withdraw the consents herein in writing by contacting the Company; however, withdrawing consent may affect the Recipient's ability to participate in the Plan.

(i) *Acknowledgment of Discretionary Nature of the Plan; No Vested Rights.* The Recipient acknowledges and agrees that the Plan is discretionary in nature and limited in duration, and may be amended, cancelled, or terminated by the Company, in its sole discretion, at any time. The Award under the Plan is a one-time benefit and does not create any contractual or other right to receive a grant of another award or benefits in lieu of another award in the future. Future awards, if any, shall be at the sole discretion of the Company, including, but not limited to, the timing of any award, the type and amount of any award and vesting provisions.

(j) *Character of Award.* Participation in the Plan is voluntary. The value of the Award is an extraordinary item of compensation outside the scope of the Recipient's employment contract, if any. As such, the Award is not part of normal or expected compensation for purposes of calculating any severance, resignation, redundancy, end of service payments, bonuses, long-service awards, pension, or retirement benefits or similar payments.

(k) *Recovery Policy.* Notwithstanding any other provision of this Agreement to the contrary and to the extent applicable to the Recipient, the Recipient acknowledges and agrees that any cash payment received by the Recipient under this Award may be subject to potential cancellation, recoupment, rescission, payback or other action in accordance with the terms of the Columbia Sportswear Company Incentive Compensation Recovery Policy (the "Recovery Policy") as in effect on the Award Date (and to the extent applicable to the Recipient, a copy of which has been made available to the Recipient) and as may be amended from time to time in order to comply with changes in laws, rules or regulations that are applicable to such Award and shares of Common Stock. As a condition to the grant of this Award, to the extent applicable, the Recipient expressly agrees and consents to the Company's application, implementation and enforcement of (a) the Recovery Policy and (b) any provision of applicable law relating to cancellation, recoupment, rescission or payback of compensation. Further, the Recipient expressly agrees that the Company may take

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such actions as are necessary or appropriate to effectuate the Recovery Policy (as applicable to the Recipient) or applicable law without further consent or action being required by the Recipient. For purposes of the foregoing and as a condition to the grant of this Award, the Recipient expressly and explicitly authorizes the Company to issue instructions, on the Recipient's behalf, to any third party broker/administrator engaged by the Company for purposes of administering awards granted under the Plan to re-convey, transfer or otherwise return such shares and/or other amounts to the Company. To the extent that the terms of this Agreement and the Recovery Policy conflict, the terms of the Recovery Policy shall prevail.

(m) *Acceptance; Counterparts.* By accepting the grant of the Award, the Recipient acknowledges that the Recipient has read this Agreement, and specifically accepts and agrees to the provisions therein. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original.

COLUMBIA SPORTSWEAR COMPANY

By: \_\_\_\_\_

RECIPIENT

By: \_\_\_\_\_

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Exhibit 10.2

**LONG-TERM INCENTIVE CASH  
AWARD AGREEMENT**

**(Relative Total Shareholder Return)**

This Long-Term Incentive Cash Award Agreement (this "Agreement") is entered into as of [DATE] (the "Award Date") by and between Columbia Sportswear Company, an Oregon corporation (the "Company"), and [NAME] (the "Recipient").

The Award is made pursuant to Section 7 of the 2020 Stock Incentive Plan, as amended (the "Plan") (though the Award shall be settled in cash), and the Recipient desires to accept the award subject to the terms and conditions of this Agreement and the applicable provisions of the Plan. The terms of the Plan are incorporated by reference in this Agreement. Capitalized terms used but not defined in this Agreement have the meanings set forth in the Plan.

IN CONSIDERATION of the mutual covenants and agreements set forth in this Agreement, the parties agree to the following.

**1. Award.** The Company awards to the Recipient under the Plan a Long-Term Incentive Cash Award with a target amount of [\$] (the "Award"), subject to forfeiture and adjustment as provided in Section 1 of this Agreement and to the restrictions, terms and conditions set forth in this Agreement.

(a) *Rights under Award.* The Award represents the unfunded, unsecured right to require the Company to deliver to the Recipient a payment in cash as provided in this Agreement. The amount of cash deliverable with respect to the Award is subject to adjustment as provided in Section 1(b) and Section 1(c) of this Agreement.

(b) *Vesting.* The Award shall initially be 100% unvested and subject to forfeiture. The Award shall become eligible for vesting and payment in cash as set forth below.

(1) *Adjustment to Award Based on Achievement of Performance.* Except as otherwise set forth in this Agreement, for the period beginning [DATE] and ending [DATE] (the "Performance Period"), the Award is subject to increase, decrease or forfeiture (and if forfeited the Recipient shall have no right to receive any cash related to the Award), based on achievement of the Company's relative Total Shareholder Return ("Relative TSR") during the Performance Period compared against the Russell 3000 companies in the Textiles, Apparel and Luxury Goods Companies GICS Sub-Industry Group (GICS Code 252030), including Levi Strauss & Co. (not currently in the Russell 3000), as constituted on the first day of the Performance Period and listed on **Exhibit A** hereto (the "Comparator Companies").

The last day of the Performance Period is the "Vesting Date" of the Award. If the Vesting Date falls on a weekend or any other day on which the Nasdaq Stock Market ("NSM") or any national securities exchange on which the Common Stock then is principally traded (the "Exchange") is not open, the Award shall vest on the next following NSM or Exchange business day, as the case may be. Following the last day of the Performance Period, the Talent and Compensation Committee of the Board (the "Compensation Committee") shall certify the percentage of the Award that is earned (the "Earned Award") for the Performance Period, based on the following table and the provisions in Section 1(b)(2) below. If results are between data points, the percentage of the Award payable shall be determined by linear interpolation between the data points.

Date: _____			/s/ JIM A. SWANSON 3 Year Relative TSR Performance and Related Payouts for the Performance Period
November 2, 2023			By: Jim A. Swanson Earned Award as a % of Target Executive Vice President and Chief Financial Officer 25%
Performance Level	Company TSR Percentile as Compared to Comparator Companies		
Threshold	25 <sup>th</sup> Percentile		
Target	50 <sup>th</sup> Percentile	100%	
Stretch	75 <sup>th</sup> Percentile	150%	
Maximum	≥90 <sup>th</sup> Percentile	(Duly Authorized Officer and Principal Financial and Accounting Officer) 200%	

(2) *Measurement of Relative TSR.* Relative TSR shall be measured as follows:

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Exhibit 10.2

(i) Total Shareholder Return of the Company and that of the Comparator Companies shall be measured using the average of the closing stock price for the [20] trading days immediately before the first day of the Performance Period and the average closing stock price for the [20] trading days immediately before and including the last day of the Performance Period. Total Shareholder Return for each of the Company and the Comparator Companies shall assume reinvestment of dividends on the ex-dividend date.

(ii) Any Comparator Companies that (i) are acquired or are not the surviving company following a merger or (ii) are delisted during the Performance Period shall be removed as a Comparator Company for purposes of calculating Relative TSR. Notwithstanding the foregoing, any Comparator Companies that file for bankruptcy during the Performance Period shall be placed at the bottom of the Comparator Companies for measurement purposes.

(c) *Adjustment of Award.*

(1) *Treatment of Award on Termination of Employment that is not a Qualified Termination.* If the Recipient ceases to be continuously employed by the Company on or prior to the Vesting Date, and such termination of employment is not due to the Recipient's (i) retirement on any date that is after the later of (A) the second anniversary of the first day of the Performance Period and (B) the Recipient's retirement eligibility date or (ii) death or total disability that occurs after at least six months of the Performance Period has elapsed (any such termination pursuant to clauses (i) and (ii), a "Qualified Termination"), the Recipient shall immediately forfeit the entire Award pursuant to this Agreement and the Recipient shall have no right to receive any related cash thereunder. If the Recipient ceases to be continuously employed by the Company for any reason after the Vesting Date, the Recipient shall be entitled to receive the Earned Award, subject to the Recipient's compliance with the Recipient's continuing obligations to the Company. In the event of a Recipient's Qualified Termination, the Recipient's Award shall not be immediately forfeited and shall instead be eligible to vest as provided in Section 1(c)(2) or Section 1(c)(3) of this Agreement, as applicable.

(2) *Treatment of Award on a Qualified Termination Due to Retirement.* If the Recipient ceases to be continuously employed by the Company on or prior to the Vesting Date as a result of retirement on any date that is after the later of (i) the second anniversary of the first day of the Performance Period and (ii) the Recipient's retirement eligibility date, the Recipient shall be eligible to receive a prorated portion of the Earned Award pursuant to Section 1(e), subject to the Recipient's compliance with the Recipient's continuing obligations to the Company. Subject to Section 1(c)(4), such prorated amount shall be equal to the product of (x) the amount of the Earned Award, multiplied by (y) a fraction, the numerator of which is the number of calendar days of continuous employment from the beginning of the Performance Period through the date of the Recipient's Qualified Termination due to retirement and the denominator of which is the total number of calendar days in the Performance Period. For purposes of applying Section 1(e), the Vesting Date shall be treated as the "applicable vesting date" in respect of a Qualified Termination due to retirement, such that the timing of the delivery date referenced in Section 1(e) shall be the same as if no such Qualified Termination had occurred. For purposes of this Agreement, "retirement" shall have the same meaning as provided in the applicable policy

maintained by the Company for the benefit of the Recipient or, in the absence of such policy, as determined by the Board or the Compensation Committee in its discretion in accordance with applicable law.

(3) *Acceleration of Vesting on Qualified Termination Due to Death or Total Disability.* If the Recipient ceases to be continuously employed by the Company on or prior to the Vesting Date as a result of death or total disability that occurs at least six months after commencement of the Performance Period, subject to Section 1(c)(4), a prorated amount of the Recipient's Award pursuant to this Agreement immediately shall become vested in an amount equal to the product of (i) the amount of the Award, multiplied by (ii) a fraction, the numerator of which is the number of calendar days of continuous employment from the beginning of the Performance Period through the date of the Recipient's Qualified Termination due to death or total disability and the denominator of which is the total number of calendar days in the Performance Period. The date of the Recipient's Qualified Termination due to death or total disability shall be treated as the "applicable vesting date" for purposes of applying Section 1(e). For purposes of the foregoing, "total disability" shall have the same meaning as provided in any long-term disability policy maintained by the Company for the benefit of the Recipient or, in the absence of such policy, as determined by the Board or the Compensation Committee in its discretion in accordance with applicable law.

(4) *Treatment of Leave of Absence.* Absence on leave approved by the Board or the Compensation Committee shall not be deemed a termination or interruption of employment or service. Unless otherwise determined by the Company, the Board or the Compensation Committee in its sole discretion, (i) vesting of the Award shall continue during a medical, family or military leave of

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absence, whether paid or unpaid, and (ii) vesting of the Award shall be suspended during, and the amount of the Award deliverable at the applicable vesting date shall be proportionately reduced as a result of, any other unpaid leave of absence.

(5) *Forfeiture of Award on Violation of Code of Business Conduct and Ethics.* The Recipient acknowledges that compliance with the Company's Code of Business Conduct and Ethics is a condition to the receipt and vesting of the Award. If, during the term of this Agreement, the Board (or a committee of directors designated by the Board) determines in good faith that the Recipient's conduct is or has been in violation of the Company's Code of Business Conduct and Ethics, then the Board or committee may cause the Recipient to immediately forfeit all or a portion of the unvested Award granted pursuant to this Agreement and the Recipient shall have no right to receive the related cash.

(d) *Restrictions on Transfer and Delivery on Death.* The Recipient may not sell, transfer, assign, pledge or otherwise encumber or dispose of the Award subject to this Agreement. If the Recipient dies before the delivery date, the cash payment shall be delivered to the Recipient's estate.

(e) *Payment.* As soon as practicable following the applicable vesting date and, unless Section 1(c)(3) is applicable to the Recipient, the Compensation Committee's certification of achievement of Relative TSR results, the Company shall pay in cash the amount represented by the vested portion of the Award to the Recipient (the date of delivery of such cash amount is referred to as a "delivery date"); provided that the Recipient has satisfied its tax withholding obligations as specified under Section 1(f) and the Recipient has completed, signed and returned any documents and taken any additional action the Company deems appropriate. In the event of the Recipient's death, the cash payment shall be made to the Recipient's estate.

Notwithstanding the foregoing, a delivery date may be delayed in order to provide the Company such time as it determines appropriate to determine tax withholding and other administrative matters; provided, however, that in any event the cash payment shall be made not later than, as applicable, (A) the March 15 that immediately follows the Vesting Date or (B) if the Award vests in accordance with Section 1(c)(3), March 15 of the calendar year immediately following the calendar year that includes the date of the Recipient's Qualified Termination due to death or total disability.

(f) *Taxes and Tax Withholding.*

(i) The Recipient acknowledges that under United States federal tax laws in effect on the Award Date, the Recipient will have taxable compensation income based on the amount of the cash payment made to the Recipient pursuant to the Award. The Recipient shall be responsible for all taxes imposed in connection with the Award, regardless of any action the Company takes with respect to any tax withholding obligations that arise in connection with the Award. The Company makes no representation or undertaking regarding the adequacy of any tax withholding in connection with the grant or vesting of the Award.

(ii) The Company shall deduct from any and all cash payments pursuant to the Award all domestic or foreign income, employment or other tax withholding obligation, whether national, federal, state or local (the "Tax Withholding Obligation"), arising as a result of any grant, vesting or payment of cash pursuant to this Award, in amounts determined by the Company.

(g) *No Solicitation.* The Recipient agrees that for 18 months after the Recipient's employment with the Company terminates for any reason, with or without cause, whether by the Company or the Recipient, the Recipient shall not recruit, attempt to hire, solicit, or assist others in recruiting or hiring, any person who is an employee of the Company, or any of its subsidiaries. In addition to other remedies that may be available to the Company, the Recipient shall pay to the Company in cash, upon demand, the net value of any cash payment made under this Agreement if the Recipient violates this Section 1(g).

(h) *Not a Contract of Employment.* This Agreement shall not be construed as a contract of employment between the Company and the Recipient and nothing contained in this Agreement or in the Plan shall confer upon the Recipient any right to be continued in the employment of the Company or to interfere in any way with the right of the Company to terminate the Recipient's employment at any time for any reason, with or without cause, or to decrease the Recipient's compensation or benefits.

## 2. Miscellaneous.

(a) *Entire Agreement.* This Agreement constitutes the entire agreement of the parties with regard to the subjects hereof.

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(b) *Interpretation of the Plan and this Agreement.* The Board, or a committee of the responsible for administering the Plan (the "Administrator"), shall have the sole authority to interpret the provisions of this Agreement and the Plan, and all determinations by it shall be final and conclusive.

(c) *Section 409A.* The Award made pursuant to this Agreement is intended not to constitute a "nonqualified deferred compensation plan" within the meaning of Section 409A the Internal Revenue Code of 1986, as amended, and instead is intended to be exempt from the application of Section 409A, whether pursuant to the short-term deferral exception described in Treasury Regulation Section 1.409A-1(b)(4) or otherwise. To the extent that the Award is nevertheless deemed to be subject to Section 409A, the Award shall be interpreted in accordance with Section 409A and Treasury regulations and other interpretive guidance issued thereunder, including without limitation any such regulations or other guidance issued after the grant of the Award. Notwithstanding any provision of the Award to the contrary, in the event that the Administrator determines that the Award is or may be subject to Section 409A, the Administrator may adopt such amendments to the Award or adopt other policies and procedures (including amendments, policies and procedures with retroactive effect), or take any other actions, that the Administrator determines are necessary or appropriate to (i) exempt the Award from the application of Section 409A or preserve the intended tax treatment of the benefits provided with respect to the Award, or (ii) comply with the requirements of Section 409A.

(d) *Electronic Delivery.* The Recipient consents to the electronic delivery of any prospectus and any other documents relating to this Award in lieu of mailing or other form of delivery.

(e) *Rights and Benefits.* The rights and benefits of this Agreement shall inure to the benefit of and be enforceable by the Company's successors and assigns and, subject to the restrictions on transfer of this Agreement, be binding upon the Recipient's heirs, executors, administrators, successors and assigns.

(f) *Further Action.* The parties agree to execute such further instruments and to take such further action as may reasonably be necessary to carry out the intent of this Agreement.

(g) *Governing Law, Venue and Jurisdiction; Attorneys' Fees.* This Agreement and the Plan shall be interpreted under the laws of the state of Oregon, exclusive of choice of law rules. Venue and jurisdiction shall be in the state or federal courts in Washington County, Oregon, and nowhere else. In the event either party institutes litigation hereunder, the prevailing party shall be entitled to reasonable attorneys' fees to be set by the trial court and, upon any appeal, the appellate court.

(h) *Consent to Transfer Personal Data.* By signing this Agreement, the Recipient voluntarily acknowledges and consents to the collection, use, processing and transfer of personal data as described in this paragraph. The Recipient is not obliged to consent to such collection, use, processing and transfer of personal data. However, failure to provide the consent may affect the Recipient's ability to participate in the Plan. The Company and its subsidiaries hold certain personal information about the Recipient, including name, home address and telephone number, date of birth, social security number or other employee identification number, salary, nationality, job title, any shares of stock or directorships held in the Company, details of all entitlement to shares of stock awarded, canceled, purchased, vested, unvested or outstanding in the Recipient's favor, for the purpose of managing and administering the Plan ("Data"). The Company and/or its subsidiaries will transfer Data amongst themselves as necessary for the purpose of implementation, administration and management of the Plan, and the Company and/or any of its subsidiaries may each further transfer Data to any third parties assisting the Company in the implementation, administration and management of the Plan. These recipients may be located in the European Economic Area, or elsewhere throughout the world, including the United States. The Recipient authorizes such recipients to receive, possess, use, retain and transfer the Data, in electronic or other form, for the purposes of implementing, administering and managing the Recipient's participation in the Plan, including any requisite transfer of such Data as may be required for the administration of the Plan and/or the subsequent holding of shares of stock on the Recipient's behalf to a broker or other third party with whom the Recipient may elect to deposit any shares of stock acquired pursuant to the Plan. The Recipient may, at any time, review Data, require any necessary amendments to it or withdraw the consents herein in writing by contacting the Company; however, withdrawing consent may affect the Recipient's ability to participate in the Plan.

(i) *Acknowledgment of Discretionary Nature of the Plan; No Vested Rights.* The Recipient acknowledges and agrees that the Plan is discretionary in nature and limited in duration, and may be amended, cancelled, or terminated by the Company, in its sole discretion, at any time. The Award under the Plan is a one-time benefit and does not create any contractual or other right to receive a

grant of another award or benefits in lieu of another award in the future. Future awards, if any, shall be at the sole discretion of the Company, including, but not limited to, the timing of any award, the type and amount of any award and vesting provisions.

(j) *Character of Award.* Participation in the Plan is voluntary. The value of the Award is an extraordinary item of compensation outside the scope of the Recipient's employment contract, if any. As such, the Award is not part of normal or expected compensation for purposes of calculating any severance, resignation, redundancy, end of service payments, bonuses, long-service awards, pension, or retirement benefits or similar payments.

(k) *Recovery Policy.* Notwithstanding any other provision of this Agreement to the contrary and to the extent applicable to the Recipient, the Recipient acknowledges and agrees that any cash payment received by the Recipient under this Award may be subject to potential cancellation, recoupment, rescission, payback or other action in accordance with the terms of the Columbia Sportswear Company Incentive Compensation Recovery Policy (the "Recovery Policy") as in effect on the Award Date (and to the extent applicable to the Recipient, a copy of which has been made available to the Recipient) and as may be amended from time to time in order to comply with changes in laws, rules or regulations that are applicable to such Award and shares of Common Stock. As a condition to the grant of this Award, to the extent applicable, the Recipient expressly agrees and consents to the Company's application, implementation and enforcement of (a) the Recovery Policy and (b) any provision of applicable law relating to cancellation, recoupment, rescission or payback of compensation. Further, the Recipient expressly agrees that the Company may take such actions as are necessary or appropriate to effectuate the Recovery Policy (as applicable to the Recipient) or applicable law without further consent or action being required by the Recipient. For purposes of the foregoing and as a condition to the grant of this Award, the Recipient expressly and explicitly authorizes the Company to issue instructions, on the Recipient's behalf, to any third party broker/administrator engaged by the Company for purposes of administering awards granted under the Plan to re-convey, transfer or otherwise return such shares and/or other amounts to the Company. To the extent that the terms of this Agreement and the Recovery Policy conflict, the terms of the Recovery Policy shall prevail.

(m) *Acceptance; Counterparts.* By accepting the grant of the Award, the Recipient acknowledges that the Recipient has read this Agreement, and specifically accepts and agrees to the provisions therein. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original.

COLUMBIA SPORTSWEAR COMPANY

By: \_\_\_\_\_

RECIPIENT

By: \_\_\_\_\_

EXHIBIT A

LIST OF COMPARATOR COMPANIES

Allbirds, Inc.	Ermenegildo Zegna N.V.	Kontoor Brands, Inc.	PVH Corp.	Tapestry, Inc.
Capri Holdings Limited	FIGS, Inc.	Levi Strauss & Co.	Ralph Lauren Corporation	Under Armour, Inc.
Carter's, Inc.	Fossil Group, Inc.	Movado Group, Inc.	Rocky Brands, Inc.	V.F. Corporation
Crocs, Inc.	G-III Apparel Group, Ltd.	NIKE, Inc.	Skechers U.S.A, Inc.	Vera Bradley, Inc.
Deckers Outdoor Corporation	Hanesbrands Inc.	Oxford Industries, Inc.	Steven Madden, Ltd.	Wolverine World Wide, Inc.

**PERFORMANCE-BASED RESTRICTED STOCK UNIT  
AWARD AGREEMENT  
(Cumulative Operating Income)**

This Award Agreement (this "Agreement") is entered into as of [DATE] (the "Award Date") by and between Columbia Sportswear Company, an Oregon corporation (the "Company"), and [NAME] (the "Recipient"), for the award of restricted stock units with respect to the Company's Common Stock ("Common Stock").

The award of restricted stock units to the Recipient is made pursuant to Section 7 of the 2020 Stock Incentive Plan, as amended (the "Plan"), and the Recipient desires to accept the award subject to the terms and conditions of this Agreement and the Plan. The terms of the Plan are incorporated by reference in this Agreement. Capitalized terms used but not defined in this Agreement have the meanings set forth in the Plan.

IN CONSIDERATION of the mutual covenants and agreements set forth in this Agreement, the parties agree to the following.

**1. Award and Terms of Restricted Stock Units.** The Company awards to the Recipient under the Plan [SHARES] restricted stock units (the "Award" or the "Target RSUs"), subject to forfeiture and adjustment as provided in Section 1 of this Agreement and to the restrictions, terms and conditions set forth in this Agreement.

(a) *Rights under Restricted Stock Units.* A restricted stock unit (a "RSU") represents the unfunded, unsecured right to require the Company to deliver to the Recipient one share of Common Stock for each RSU. The number of shares of Common Stock deliverable with respect to each RSU is subject to adjustment (1) as provided in Section 1(b) and Section 1(c) of this Agreement and (2) as determined by the Board of Directors of the Company (the "Board") as to the number and kind of shares of stock deliverable upon any merger, reorganization, consolidation, recapitalization, stock dividend, spin-off or other change in the corporate structure affecting the Common Stock generally.

(b) *Vesting.* The RSUs awarded under this Agreement shall initially be 100% unvested and subject to forfeiture. The RSUs are subject to both a performance-based vesting condition (the "Performance Vesting Condition") based on the Company's cumulative operating income ("Cumulative Operating Income") and a time-based vesting condition (the "Time-Based Vesting Condition"). Except as otherwise set forth in this Agreement, none of the RSUs shall vest and become eligible for settlement in shares of Common Stock until both the Performance Vesting Condition and the Time-Based Vesting Condition are satisfied.

(1) *Adjustment to Target RSUs Based on Achievement of Performance.* Except as otherwise set forth in this Agreement, for the period beginning [DATE] and ending [DATE] (the "Performance Period"), the Award is subject to increase, decrease or forfeiture (and if forfeited the Recipient shall have no right to receive the related Common Stock), based on achievement of the Cumulative Operating Income during the Performance Period. Following the last day of the Performance Period, the Talent and Compensation Committee of the Board (the "Compensation Committee") shall certify the percentage of the Award that is earned (the "Earned RSUs") for the Performance Period, based on the table below. If results are between data points, the percentage of the Award payable shall be determined by linear interpolation between data points.  
(000's – USD)

Cum. Op. Inc.	Goal as of % of Plan	Earned RSUs as a % of Target
<\$	<80%	0%
\$	80%	50%
\$	90%	75%
\$	100%	100%
\$	105%	125%
\$	110%	150%
\$	115%	175%
≥\$	≥120%	200%

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"Cumulative Operating Income" means the sum of the annual income from operations for each of the two fiscal years in the Performance Period as set forth in the audited consolidated financial statements of the Company, excluding the following items (collectively, the "Excluded Effects"), for the Performance Period:

- (A) business development costs, including business advisory, investment banking, lending, legal, tax and accounting fees ("Business Development Costs") in connection with any single transaction, whether or not completed, in excess of \$250,000; except in connection with a completed transaction that results in a benefit in excess of \$250,000 to the Company's income before income taxes and bonus expense, in which case no Business Development Costs relating to the completed transaction will be excluded;
- (B) operating results and net assets of acquired businesses in the year of acquisition will be excluded from the computations of operating income before bonus and return on invested capital;
- (C) restructuring costs, except for routine severance costs of \$2,000,000 or less, in excess of those costs reflected in the performance target;
- (D) extraordinary discrete and program related costs of \$2,000,000 or more incurred in support of the Company's enterprise and/or operational projects in excess of costs reflected in the performance target and approved by the Company's Board of Directors;
- (E) tangible and intangible asset impairment charges, except for retail store impairments;
- (F) the effects of changes in accounting principles or other similar laws, rules or regulations affecting reported results, including midyear tax changes, such as import/export taxes, not otherwise excluded in the bonus calculation; and
- (G) the effects of the following force majeure events beyond the reasonable control of management (and not as a product or result of the Company's conduct), each to be itemized and approved by the Company's Board of Directors:
  - (1) war, invasion, hostilities (whether war is declared or not), terrorist threats or acts, riot or other civil unrest;
  - (2) action by any governmental authority and/or government orders or laws, curtailing business activities or threatening reputational harm including embargoes, sanctions or blockades; and
  - (3) unbudgeted financial impacts resulting from an epidemic, pandemic or similar viral or bacterial infection (which is defined by the United States Center for Disease Control as virulent human influenza or infection that may cause global outbreak, or pandemic, or serious illness).

Notwithstanding the foregoing, the Compensation Committee may, in its sole discretion, disregard all or any part of any Excluded Effects when determining the Performance Results for the Performance Period.

(2) *Time-Based Vesting Condition.* Following the last day of the Performance Period, any Earned RSUs shall satisfy the Time-Based Vesting Condition on the one-year anniversary of the last day of the Performance Period (the "Vesting Date"). If the Vesting Date falls on a weekend or any other day on which the Nasdaq Stock Market ("NSM") or any national securities exchange on which the Common Stock then is principally traded (the "Exchange") is not open, affected RSUs shall vest on the next following NSM or Exchange business day, as the case may be. Except as otherwise provided in this Agreement, the Recipient must be continuously employed by the Company from the Award Date through the Vesting Date to satisfy the Time-Based Vesting Condition and receive the Common Stock in respect of the Earned RSUs pursuant to Section 1(f).

(c) *Adjustment of RSUs.*

(1) *Treatment of RSUs on Termination of Employment that is not a Qualified Termination.* If the Recipient ceases to be continuously employed by the Company on or prior to the Vesting Date, and such termination of employment is not due to the Recipient's (i) retirement on any date that is after the later of (A) the second anniversary of the first day of the Performance Period and (B) the Recipient's retirement eligibility date or (ii) death or total disability that occurs after at least six months of the Performance Period has elapsed (any such termination pursuant to clauses (i) and (ii), a "Qualified Termination"), the Recipient shall immediately forfeit all outstanding RSUs awarded pursuant to this Agreement and the Recipient shall have no right to receive any related Common Stock. If the Recipient ceases to be continuously employed by the Company for any reason after the Vesting Date, the  
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Exhibit 10.3

Recipient shall be entitled to receive the Earned RSUs, subject to the Recipient's compliance with the Recipient's continuing obligations to the Company. In the event of a Recipient's Qualified Termination, the Recipient's RSUs shall not be immediately forfeited and shall instead be eligible to vest as provided in Section 1(c)(2) or Section 1(c)(3) of this Agreement, as applicable.

(2) *Treatment of RSUs on a Qualified Termination Due to Retirement.* If the Recipient ceases to be continuously employed by the Company on or prior to the Vesting Date as a result of retirement on any date that is after the later of (i) the second anniversary of the first day of the Performance Period and (ii) the Recipient's retirement eligibility date, the Recipient shall be eligible to receive a prorated number of the Earned RSUs pursuant to Section 1(f), subject to the Recipient's compliance with the Recipient's continuing obligations to the Company. Subject to Section 1(c)(4), such prorated number shall be an amount equal to the product of (x) the number of Earned RSUs, multiplied by (y) a fraction,

the numerator of which is the number of calendar days of continuous employment from the beginning of the Performance Period through the date of the Recipient's Qualified Termination due to retirement and the denominator of which is the total number of calendar days from the beginning of the Performance Period through the Vesting Date. For purposes of applying Section 1(f), the Vesting Date shall be treated as the "applicable vesting date" in respect of a Qualified Termination due to retirement, such that the timing of the delivery date referenced in Section 1(f) shall be the same as if no such Qualified Termination had occurred. For purposes of this Agreement, "retirement" shall have the same meaning as provided in the applicable policy maintained by the Company for the benefit of the Recipient or, in the absence of such policy, as determined by the Board or the Compensation Committee in its discretion in accordance with applicable law.

(3) *Acceleration of Vesting on Qualified Termination Due to Death or Total Disability.* If the Recipient ceases to be continuously employed by the Company on or prior to the Vesting Date as a result of death or total disability that occurs at least six months after commencement of the Performance Period, subject to Section 1(c)(4), a prorated number of the Recipient's outstanding RSUs awarded pursuant to this Agreement immediately shall become vested in an amount equal to the product of (i) the number of Target RSUs (or, if the Qualified Termination due to death or total disability occurs after the last day of the Performance Period, the Earned RSUs), multiplied by (ii) a fraction, the numerator of which is the number of calendar days of continuous employment from the beginning of the Performance Period through the date of the Recipient's Qualified Termination due to death or total disability and the denominator of which is the total number of calendar days from the beginning of the Performance Period through the Vesting Date. The date of the Recipient's Qualified Termination due to death or total disability shall be treated as the "applicable vesting date" for purposes of applying Section 1(f). For purposes of the foregoing, "total disability" shall have the same meaning as provided in any long-term disability policy maintained by the Company for the benefit of the Recipient or, in the absence of such policy, as determined by the Board or the Compensation Committee in its discretion in accordance with applicable law.

(4) *Treatment of Leave of Absence.* Absence on leave approved by the Company (or, if the Recipient is an executive officer of the Company, approved by the Board or the Compensation Committee), shall not be deemed a termination or interruption of employment or service. Unless otherwise determined by the Company, the Board or the Compensation Committee in its sole discretion, (i) vesting of RSUs shall continue during a medical, family or military leave of absence, whether paid or unpaid, and (ii) vesting of RSUs shall be suspended during, and the number of shares deliverable at the applicable vesting date shall be proportionately reduced as a result of, any other unpaid leave of absence.

(5) *Forfeiture of RSUs on Violation of Code of Business Conduct and Ethics.* The Recipient acknowledges that compliance with the Company's Code of Business Conduct and Ethics is a condition to the receipt and vesting of the RSUs. If, during the term of this Agreement, the Board (or a committee of directors designated by the Board) determines in good faith that the Recipient's conduct is or has been in violation of the Company's Code of Business Conduct and Ethics, then the Board or committee may cause the Recipient to immediately forfeit all or a portion of the unvested RSUs granted pursuant to this Agreement and the Recipient shall have no right to receive the related Common Stock.

(d) *Restrictions on Transfer and Delivery on Death.* The Recipient may not sell, transfer, assign, pledge or otherwise encumber or dispose of the RSUs subject to this Agreement. If the Recipient dies before the delivery date, the shares shall be delivered to the Recipient's estate.

(e) *Voting Rights and Dividend Equivalents.* The Recipient shall have no rights as a shareholder with respect to the RSUs or the Common Stock underlying the RSUs until the delivery date of Common Stock underlying the RSUs. The Recipient shall not be entitled to receive a cash payment equal to any cash dividends paid with respect to the Common Stock underlying the RSUs awarded under this Agreement that are declared prior to the delivery date.

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Exhibit 10.3

(f) *Delivery of Shares.* As soon as practicable following the applicable vesting date, the Company shall deliver the shares of Common Stock represented by vested RSUs to the Recipient (the date of delivery of such shares is referred to as a "**delivery date**"), rounded to the nearest whole share; provided that the Recipient has satisfied its tax withholding obligations as specified under Section 1(g) and the Recipient has completed, signed and returned any documents and taken any additional action the Company deems appropriate. No fractional shares of Common Stock shall be issued. The shares of Common Stock shall be issued in the Recipient's name or, in the event of the Recipient's death, to the Recipient's estate.

Notwithstanding the foregoing, (i) the Company shall not be obligated to vest or deliver any shares of Common Stock during any period when the Company determines that the conversion of an RSU or the delivery of shares hereunder would violate any federal, state or other applicable laws and may issue shares with any restrictive legend that, as determined by the Company, is necessary to comply with securities laws or other regulatory requirements, and (ii) a delivery date may be delayed in order to provide the Company such time as it determines appropriate to determine tax withholding and other administrative matters; provided, however, that in any event the shares shall be delivered not later than, as applicable, (A) the March 15 that immediately follows the Vesting Date or (B) if the RSUs vest in accordance with Section 1(c)(3), March 15 of the calendar year immediately following the calendar year that includes the date of the Recipient's Qualified Termination due to death or total disability.

(g) *Taxes and Tax Withholding.*

(i) The Recipient acknowledges that under United States federal tax laws in effect on the Award Date, the Recipient will have taxable compensation income based on the Market Value (as defined below) of the Common Stock on the delivery date. The Recipient shall be responsible for all taxes imposed in connection with the Award, regardless of any

action the Company takes with respect to any tax withholding obligations that arise in connection with the Award. The Company makes no representation or undertaking regarding the adequacy of any tax withholding in connection with the grant or vesting of the Award.

(ii) The Company shall have the right, but not the obligation, to deduct from any and all payments made under the Plan, or to withhold from any delivery of Common Stock hereunder all domestic or foreign income, employment or other tax withholding obligations, whether national, federal, state or local (the "Tax Withholding Obligation"), arising as a result of any grant, vesting or delivery of Common Stock pursuant to this Award, in amounts determined by the Company. Unless otherwise determined by the Company, the Tax Withholding Obligation will be satisfied by the Company withholding from the vested shares of Common Stock a number of whole shares of Common Stock with an aggregate Market Value (as defined below) equal to the required minimum tax withholding. The Recipient shall pay to the Company in cash, upon demand, the amount of any Tax Withholding Obligation that is not satisfied by the withholding of shares described above, and authorizes the Company to withhold from other amounts payable by the Company to the Recipient, including through additional payroll withholding, any amount not so paid. The Company has no obligation to deliver shares of Common Stock pursuant to this Award until the Company's tax withholding obligations have been satisfied by the Recipient.

(h) *No Solicitation.* (This provision is not applicable to California employees). The Recipient agrees that for 18 months after the Recipient's employment with the Company terminates for any reason, with or without cause, whether by the Company or the Recipient, the Recipient shall not recruit, attempt to hire, solicit, or assist others in recruiting or hiring, any person who is an employee of the Company, or any of its subsidiaries. In addition to other remedies that may be available to the Company, the Recipient shall pay to the Company in cash, upon demand, the net value of any shares of Common Stock, valued as of the delivery date, delivered under this Agreement if the Recipient violates this Section 1(h).

(i) *Not a Contract of Employment.* This Agreement shall not be construed as a contract of employment between the Company and the Recipient and nothing contained in this Agreement or in the Plan shall confer upon the Recipient any right to be continued in the employment of the Company or to interfere in any way with the right of the Company to terminate the Recipient's employment at any time for any reason, with or without cause, or to decrease the Recipient's compensation or benefits.

## 2. Miscellaneous.

(a) *Entire Agreement.* This Agreement constitutes the entire agreement of the parties with regard to the subjects hereof.

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Exhibit 10.3

(b) *Interpretation of the Plan and this Agreement.* The Board, or a committee of the Board responsible for administering the Plan (the "Administrator"), shall have the sole authority to interpret the provisions of this Agreement and the Plan, and all determinations by it shall be final and conclusive.

(c) *Section 409A.* The Award made pursuant to this Agreement is intended not to constitute a "nonqualified deferred compensation plan" within the meaning of Section 409A the Internal Revenue Code of 1986, as amended, and instead is intended to be exempt from the application of Section 409A, whether pursuant to the short-term deferral exception described in Treasury Regulation Section 1.409A-1(b)(4) or otherwise. To the extent that the Award is nevertheless deemed to be subject to Section 409A, the Award shall be interpreted in accordance with Section 409A and Treasury regulations and other interpretive guidance issued thereunder, including without limitation any such regulations or other guidance issued after the grant of the Award. Notwithstanding any provision of the Award to the contrary, in the event that the Administrator determines that the Award is or may be subject to Section 409A, the Administrator may adopt such amendments to the Award or adopt other policies and procedures (including amendments, policies and procedures with retroactive effect), or take any other actions, that the Administrator determines are necessary or appropriate to (i) exempt the Award from the application of Section 409A or preserve the intended tax treatment of the benefits provided with respect to the Award, or (ii) comply with the requirements of Section 409A.

(d) *Market Value.* "Market Value" as of a particular date shall mean (i) the closing sales price per share of Common Stock as reported by the NSM on that date, or (ii) if the shares of Common Stock are not listed or admitted to trading on the NSM, the closing price on the national securities exchange on which such stock is principally traded on that date, or (iii) if the shares of Common Stock are not then listed on the NSM or on another national securities exchange, the average of the highest reported bid and lowest reported asked prices for the shares of Common Stock on that date or (iv) if the shares of Common Stock are not then listed on any securities exchange and prices therefor are not reported, such value as determined in good faith by the Board of Directors (or any duly authorized committee thereof) as of that date.

(e) *Electronic Delivery.* The Recipient consents to the electronic delivery of any prospectus and any other documents relating to this Award in lieu of mailing or other form of delivery.

(f) *Rights and Benefits.* The rights and benefits of this Agreement shall inure to the benefit of and be enforceable by the Company's successors and assigns and, subject to the restrictions on transfer of this Agreement, be binding upon the Recipient's heirs, executors, administrators, successors and assigns.

(g) *Further Action.* The parties agree to execute such further instruments and to take such further action as may reasonably be necessary to carry out the intent of this Agreement.

(h) **Governing Law, Venue and Jurisdiction; Attorneys' Fees.** This Agreement and the Plan shall be interpreted under the laws of the state of Oregon, exclusive of choice of law rules. Venue and jurisdiction shall be in the state or federal courts in Washington County, Oregon, and nowhere else. In the event either party institutes litigation hereunder, the prevailing party shall be entitled to reasonable attorneys' fees to be set by the trial court and, upon any appeal, the appellate court.

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(i) **Consent to Transfer Personal Data.** By signing this Agreement, the Recipient voluntarily acknowledges and consents to the collection, use, processing and transfer of personal data as described in this paragraph. The Recipient is not obliged to consent to such collection, use, processing and transfer of personal data. However, failure to provide the consent may affect the Recipient's ability to participate in the Plan. The Company and its subsidiaries hold certain personal information about the Recipient, including name, home address and telephone number, date of birth, social security number or other employee identification number, salary, nationality, job title, any shares of stock or directorships held in the Company, details of all entitlement to shares of stock awarded, canceled, purchased, vested, unvested or outstanding in the Recipient's favor, for the purpose of managing and administering the Plan ("Data"). The Company and/or its subsidiaries will transfer Data amongst themselves as necessary for the purpose of implementation, administration and management of the Plan, and the Company and/or any of its subsidiaries may each further transfer Data to any third parties assisting the Company in the implementation, administration and management of the Plan. These recipients may be located in the European Economic Area, or elsewhere throughout the world, including the United States. The Recipient authorizes such recipients to receive, possess, use, retain and transfer the Data, in electronic or other form, for the purposes of implementing, administering and managing the Recipient's participation in the Plan, including any requisite transfer of such Data as may be required for the administration of the Plan and/or the subsequent holding of shares of stock on the Recipient's behalf to a broker or other third party with whom the Recipient may elect to deposit any shares of stock acquired pursuant to the Plan. The Recipient may, at any time, review Data, require any necessary amendments to it or withdraw the consents herein in writing by contacting the Company; however, withdrawing consent may affect the Recipient's ability to participate in the Plan.

(j) **Acknowledgment of Discretionary Nature of the Plan; No Vested Rights.** The Recipient acknowledges and agrees that the Plan is discretionary in nature and limited in duration, and may be amended, cancelled, or terminated by the Company, in its sole discretion, at any time. The award of RSUs under the Plan is a one-time benefit and does not create any contractual or other right to receive a grant of RSUs or benefits in lieu of RSUs in the future. Future awards, if any, shall be at the sole discretion of the Company, including, but not limited to, the timing of any award, the number of RSUs and vesting provisions.

(k) **Character of Award.** Participation in the Plan is voluntary. The value of the Award is an extraordinary item of compensation outside the scope of the Recipient's employment contract, if any. As such, the Award is not part of normal or expected compensation for purposes of calculating any severance, resignation, redundancy, end of service payments, bonuses, long-service awards, pension, or retirement benefits or similar payments.

(l) **Recovery Policy.** Notwithstanding any other provision of this Agreement to the contrary and to the extent applicable to the Recipient, the Recipient acknowledges and agrees that the Recipient's RSUs, any shares of Common Stock acquired pursuant thereto and/or any amount received with respect to any sale of such shares may be subject to potential cancellation, recoupment, rescission, payback or other action in accordance with the terms of the Columbia Sportswear Company Incentive Compensation Recovery Policy (the "Recovery Policy") as in effect on the Award Date (and to the extent applicable to the Recipient, a copy of which has been made available to the Recipient) and as may be amended from time to time in order to comply with changes in laws, rules or regulations that are applicable to such Award and shares of Common Stock. As a condition to the grant of the RSUs, to the extent applicable, the Recipient expressly agrees and consents to the Company's application, implementation and enforcement of (a) the Recovery Policy and (b) any provision of applicable law relating to cancellation, recoupment, rescission or payback of compensation. Further, the Recipient expressly agrees that the Company may take such actions as are necessary or appropriate to effectuate the Recovery Policy (as applicable to the Recipient) or applicable law without further consent or action being required by the Recipient. For purposes of the foregoing and as a condition to the grant of the RSUs, the Recipient expressly and explicitly authorizes the Company to issue instructions, on the Recipient's behalf, to any third party broker/administrator engaged by the Company for purposes of administering awards granted under the Plan to re-convey, transfer or otherwise return such shares and/or other amounts to the Company. To the extent that the terms of this Agreement and the Recovery Policy conflict, the terms of the Recovery Policy shall prevail.

(m) **Acceptance.** By accepting the grant of the Award, the Recipient acknowledges that the Recipient has read this Agreement, the Addendum to this Agreement (as applicable) and the Plan, and specifically accepts and agrees to the provisions therein.

**This Award of RSUs is subject to the Recipient's on-line acceptance of the terms and conditions of this Agreement through the E\*TRADE web portal. By accepting the terms and conditions of this Agreement, the Recipient acknowledges receipt of a copy of the Plan, the U.S. Prospectus for the Plan, and the local country tax supplement to the U.S. Prospectus for the Plan (the "Award Information"). The Recipient represents that the Recipient is familiar with the terms and provisions of the Award**

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Information and hereby accepts this Award on the terms and conditions set forth herein and in the Plan, and acknowledges that the Recipient had the opportunity to obtain independent legal, investment and tax advice at the Recipient's personal expense prior to accepting this Award.

COLUMBIA SPORTSWEAR COMPANY  
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**PERFORMANCE-BASED RESTRICTED STOCK UNIT  
AWARD AGREEMENT  
(Relative Total Shareholder Return)**

This Award Agreement (this "Agreement") is entered into as of [DATE] (the "Award Date") by and between Columbia Sportswear Company, an Oregon corporation (the "Company"), and [NAME] (the "Recipient"), for the award of restricted stock units with respect to the Company's Common Stock ("Common Stock").

The award of restricted stock units to the Recipient is made pursuant to Section 7 of the 2020 Stock Incentive Plan, as amended (the "Plan"), and the Recipient desires to accept the award subject to the terms and conditions of this Agreement and the Plan. The terms of the Plan are incorporated by reference in this Agreement. Capitalized terms used but not defined in this Agreement have the meanings set forth in the Plan.

IN CONSIDERATION of the mutual covenants and agreements set forth in this Agreement, the parties agree to the following.

**1. Award and Terms of Restricted Stock Units.** The Company awards to the Recipient under the Plan [SHARES] restricted stock units (the "Award" or the "Target RSUs"), subject to forfeiture and adjustment as provided in Section 1 of this Agreement and to the restrictions, terms and conditions set forth in this Agreement.

(a) *Rights under Restricted Stock Units.* A restricted stock unit (a "RSU") represents the unfunded, unsecured right to require the Company to deliver to the Recipient one share of Common Stock for each RSU. The number of shares of Common Stock deliverable with respect to each RSU is subject to adjustment (1) as provided in Section 1(b) and Section 1(c) of this Agreement and (2) as determined by the Board of Directors of the Company (the "Board") as to the number and kind of shares of stock deliverable upon any merger, reorganization, consolidation, recapitalization, stock dividend, spin-off or other change in the corporate structure affecting the Common Stock generally.

(b) *Vesting.* The RSUs awarded under this Agreement shall initially be 100% unvested and subject to forfeiture. The RSUs shall become eligible for vesting and settlement in shares of Common Stock as set forth below.

(1) *Adjustment to Target RSUs Based on Achievement of Performance.* Except as otherwise set forth in this Agreement, for the period beginning [DATE] and ending [DATE] (the "Performance Period"), the Award is subject to increase, decrease or forfeiture (and if forfeited the Recipient shall have no right to receive the related Common Stock) based on achievement of the Company's relative Total Shareholder Return ("Relative TSR") during the Performance Period compared against the Russell 3000 companies in the Textiles, Apparel and Luxury Goods Companies GICS Sub-Industry Group (GICS Code 252030), including Levi Strauss & Co. (not currently in the Russell 3000), as constituted on the first day of the Performance Period and listed on **Exhibit A** hereto (the "Comparator Companies").

The last day of the Performance Period is the "Vesting Date" of the Award. If the Vesting Date falls on a weekend or any other day on which the Nasdaq Stock Market ("NSM") or any national securities exchange on which the Common Stock then is principally traded (the "Exchange") is not open, affected RSUs shall vest on the next following NSM or Exchange business day, as the case may be. Following the last day of the Performance Period, the Talent and Compensation Committee of the Board (the "Compensation Committee") shall certify the percentage of the Award that is earned (the "Earned RSUs") for the Performance Period, based on the following table and the provisions in Section 1(b)(2) below. If results are between data points, the percentage of the Award payable shall be determined by linear interpolation between the data points.

3-Year Relative TSR Performance and Related Payouts for the Performance Period		
Performance Level	Company TSR Percentile as Compared to Comparator Companies	Earned RSUs as a % of Target
Threshold	25 <sup>th</sup> Percentile	25%
Target	50 <sup>th</sup> Percentile	100%

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Stretch	75 <sup>th</sup> Percentile	150%
Maximum	≥90 <sup>th</sup> Percentile	200%

(2) *Measurement of Relative TSR.* Relative TSR shall be measured as follows:

(i) Total Shareholder Return of the Company and that of the Comparator Companies shall be measured using the average of the closing stock price for the 20 trading days immediately before the first day of the Performance Period and the average closing stock price for the 20 trading days immediately before and including the last day of the Performance Period. Total Shareholder Return for each of the Company and the Comparator Companies shall assume reinvestment of dividends on the ex-dividend date.

(ii) Any Comparator Companies that (i) are acquired or are not the surviving company following a merger or (ii) are delisted during the Performance Period shall be removed as a Comparator Company for purposes of calculating Relative TSR. Notwithstanding the foregoing, any Comparator Companies that file for bankruptcy during the Performance Period shall be placed at the bottom of the Comparator Companies for measurement purposes.

(c) *Adjustment of RSUs.*

(1) *Treatment of RSUs on Termination of Employment that is not a Qualified Termination.* If the Recipient ceases to be continuously employed by the Company on or prior to the Vesting Date, and such termination of employment is not due to the Recipient's (i) retirement on any date that is after the later of (A) the second anniversary of the first day of the Performance Period and (B) the Recipient's retirement eligibility date or (ii) death or total disability that occurs after at least six months of the Performance Period has elapsed (any such termination pursuant to clauses (i) and (ii), a "Qualified Termination"), the Recipient shall immediately forfeit all outstanding RSUs awarded pursuant to this Agreement and the Recipient shall have no right to receive any related Common Stock. If the Recipient ceases to be continuously employed by the Company for any reason after the Vesting Date, the Recipient shall be entitled to receive the Earned RSUs, subject to the Recipient's compliance with the Recipient's continuing obligations to the Company. In the event of a Recipient's Qualified Termination, the Recipient's RSUs shall not be immediately forfeited and shall instead be eligible to vest as provided in Section 1(c)(2) or Section 1(c)(3) of this Agreement, as applicable.

(2) *Treatment of RSUs on a Qualified Termination Due to Retirement.* If the Recipient ceases to be continuously employed by the Company on or prior to the Vesting Date as a result of retirement on any date that is after the later of (i) the second anniversary of the first day of the Performance Period and (ii) the Recipient's retirement eligibility date, the Recipient shall be eligible to receive a prorated number of the Earned RSUs pursuant to Section 1(f), subject to the Recipient's compliance with the Recipient's continuing obligations to the Company. Subject to Section 1(c)(4), such prorated number shall be an amount equal to the product of (x) the number of Earned RSUs, multiplied by (y) a fraction, the numerator of which is the number of calendar days of continuous employment from the beginning of the Performance Period through the date of the Recipient's Qualified Termination due to retirement and the denominator of which is the total number of calendar days in the Performance Period. For purposes of applying Section 1(f), the Vesting Date shall be treated as the "applicable vesting date" in respect of a Qualified Termination due to retirement, such that the timing of the delivery date referenced in Section 1(f) shall be the same as if no such Qualified Termination had occurred. For purposes of this Agreement, "retirement" shall have the same meaning as provided in the applicable policy maintained by the Company for the benefit of the Recipient or, in the absence of such policy, as determined by the Board or the Compensation Committee in its discretion in accordance with applicable law.

(3) *Acceleration of Vesting on Qualified Termination Due to Death or Total Disability.* If the Recipient ceases to be continuously employed by the Company on or prior to the Vesting Date as a result of death or total disability that occurs at least six months after commencement of the Performance Period, subject to Section 1(c)(4), a prorated number of the Recipient's outstanding RSUs awarded pursuant to this Agreement immediately shall become vested in an amount equal to the product of (i) the number of Target RSUs, multiplied by (ii) a fraction, the numerator of which is the number of calendar days of continuous employment from the beginning of the Performance Period through the date of the Recipient's Qualified Termination due to death or total disability and the denominator of which is the total number of calendar days in the Performance Period. The date of the Recipient's Qualified Termination due to death or total disability shall be treated as the "applicable vesting date" for purposes of applying Section 1(f). For purposes of the foregoing, "total disability" shall have the same meaning as provided in any long-term disability policy maintained by

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the Company for the benefit of the Recipient or, in the absence of such policy, as determined by the Board or the Compensation Committee in its discretion in accordance with applicable law.

(4) *Treatment of Leave of Absence.* Absence on leave approved by the Company (or, if the Recipient is an executive officer of the Company, approved by the Board or the Compensation Committee), shall not be deemed a termination or interruption of employment or service. Unless otherwise determined by the Company, the Board or the

Compensation Committee in its sole discretion, (i) vesting of RSUs shall continue during a medical, family or military leave of absence, whether paid or unpaid, and (ii) vesting of RSUs shall be suspended during, and the number of shares deliverable at the applicable vesting date shall be proportionately reduced as a result of, any other unpaid leave of absence.

(5) *Forfeiture of RSUs on Violation of Code of Business Conduct and Ethics.* The Recipient acknowledges that compliance with the Company's Code of Business Conduct and Ethics is a condition to the receipt and vesting of the RSUs. If, during the term of this Agreement, the Board (or a committee of directors designated by the Board) determines in good faith that the Recipient's conduct is or has been in violation of the Company's Code of Business Conduct and Ethics, then the Board or committee may cause the Recipient to immediately forfeit all or a portion of the unvested RSUs granted pursuant to this Agreement and the Recipient shall have no right to receive the related Common Stock.

(d) *Restrictions on Transfer and Delivery on Death.* The Recipient may not sell, transfer, assign, pledge or otherwise encumber or dispose of the RSUs subject to this Agreement. If the Recipient dies before the delivery date, the shares shall be delivered to the Recipient's estate.

(e) *Voting Rights and Dividend Equivalents.* The Recipient shall have no rights as a shareholder with respect to the RSUs or the Common Stock underlying the RSUs until the delivery date of Common Stock underlying the RSUs. The Recipient shall not be entitled to receive a cash payment equal to any cash dividends paid with respect to the Common Stock underlying the RSUs awarded under this Agreement that are declared prior to the delivery date.

(f) *Delivery of Shares.* As soon as practicable following the applicable vesting date and, unless Section 1(c)(3) is applicable to the Recipient, the Compensation Committee's certification of achievement of Relative TSR results, the Company shall deliver the shares of Common Stock represented by vested RSUs to the Recipient (the date of delivery of such shares is referred to as a "delivery date"), rounded to the nearest whole share; provided that the Recipient has satisfied its tax withholding obligations as specified under Section 1(g) and the Recipient has completed, signed and returned any documents and taken any additional action the Company deems appropriate. No fractional shares of Common Stock shall be issued. The shares of Common Stock shall be issued in the Recipient's name or, in the event of the Recipient's death, to the Recipient's estate.

Notwithstanding the foregoing, (i) the Company shall not be obligated to vest or deliver any shares of Common Stock during any period when the Company determines that the conversion of an RSU or the delivery of shares hereunder would violate any federal, state or other applicable laws and may issue shares with any restrictive legend that, as determined by the Company, is necessary to comply with securities laws or other regulatory requirements, and (ii) a delivery date may be delayed in order to provide the Company such time as it determines appropriate to determine tax withholding and other administrative matters; provided, however, that in any event the shares shall be delivered not later than, as applicable, (A) the March 15 that immediately follows the Vesting Date or (B) if the RSUs vest in accordance with Section 1(c)(3), March 15 of the calendar year immediately following the calendar year that includes the date of the Recipient's Qualified Termination due to death or total disability.

(g) *Taxes and Tax Withholding.*

(i) The Recipient acknowledges that under United States federal tax laws in effect on the Award Date, the Recipient will have taxable compensation income based on the Market Value (as defined below) of the Common Stock on the delivery date. The Recipient shall be responsible for all taxes imposed in connection with the Award, regardless of any action the Company takes with respect to any tax withholding obligations that arise in connection with the Award. The Company makes no representation or undertaking regarding the adequacy of any tax withholding in connection with the grant or vesting of the Award.

(ii) The Company shall have the right, but not the obligation, to deduct from any and all payments made under the Plan, or to withhold from any delivery of Common Stock hereunder all domestic or foreign income, employment or other tax withholding.

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obligations, whether national, federal, state or local (the "Tax Withholding Obligation"), arising as a result of any grant, vesting or delivery of Common Stock pursuant to this Award, in amounts determined by the Company. Unless otherwise determined by the Company, the Tax Withholding Obligation will be satisfied by the Company withholding from the vested shares of Common Stock a number of whole shares of Common Stock with an aggregate Market Value (as defined below) equal to the required minimum tax withholding. The Recipient shall pay to the Company in cash, upon demand, the amount of any Tax Withholding Obligation that is not satisfied by the withholding of shares described above, and authorizes the Company to withhold from other amounts payable by the Company to the Recipient, including through additional payroll withholding, any amount not so paid. The Company has no obligation to deliver shares of Common Stock pursuant to this Award until the Company's tax withholding obligations have been satisfied by the Recipient.

(h) *No Solicitation.* (This provision is not applicable to California employees). The Recipient agrees that for 18 months after the Recipient's employment with the Company terminates for any reason, with or without cause, whether by the Company or the Recipient, the Recipient shall not recruit, attempt to hire, solicit, or assist others in recruiting or hiring, any person who is an employee of the Company, or any of its subsidiaries. In addition to other remedies that may be available to the Company, the Recipient shall pay to the Company in cash, upon demand, the net value of any shares of Common Stock, valued as of the delivery date, delivered under this Agreement if the Recipient violates this Section 1(h).

(i) *Not a Contract of Employment.* This Agreement shall not be construed as a contract of employment between the Company and the Recipient and nothing contained in this Agreement or in the Plan shall confer upon the Recipient any right to be continued in the employment of the Company or to interfere in any way with the right of the Company to

terminate the Recipient's employment at any time for any reason, with or without cause, or to decrease the Recipient's compensation or benefits.

## 2.Miscellaneous.

(a) *Entire Agreement.* This Agreement constitutes the entire agreement of the parties with regard to the subjects hereof.

(b) *Interpretation of the Plan and this Agreement.* The Board, or a committee of the Board responsible for administering the Plan (the "Administrator"), shall have the sole authority to interpret the provisions of this Agreement and the Plan, and all determinations by it shall be final and conclusive.

(c) *Section 409A.* The Award made pursuant to this Agreement is intended not to constitute a "nonqualified deferred compensation plan" within the meaning of Section 409A the Internal Revenue Code of 1986, as amended, and instead is intended to be exempt from the application of Section 409A, whether pursuant to the short-term deferral exception described in Treasury Regulation Section 1.409A-1(b)(4) or otherwise. To the extent that the Award is nevertheless deemed to be subject to Section 409A, the Award shall be interpreted in accordance with Section 409A and Treasury regulations and other interpretive guidance issued thereunder, including without limitation any such regulations or other guidance issued after the grant of the Award. Notwithstanding any provision of the Award to the contrary, in the event that the Administrator determines that the Award is or may be subject to Section 409A, the Administrator may adopt such amendments to the Award or adopt other policies and procedures (including amendments, policies and procedures with retroactive effect), or take any other actions, that the Administrator determines are necessary or appropriate to (i) exempt the Award from the application of Section 409A or preserve the intended tax treatment of the benefits provided with respect to the Award, or (ii) comply with the requirements of Section 409A.

(d) *Market Value.* "Market Value" as of a particular date shall mean (i) the closing sales price per share of Common Stock as reported by the NSM on that date, or (ii) if the shares of Common Stock are not listed or admitted to trading on the NSM, the closing price on the national securities exchange on which such stock is principally traded on that date, or (iii) if the shares of Common Stock are not then listed on the NSM or on another national securities exchange, the average of the highest reported bid and lowest reported asked prices for the shares of Common Stock on that date or (iv) if the shares of Common Stock are not then listed on any securities exchange and prices therefor are not reported, such value as determined in good faith by the Board of Directors (or any duly authorized committee thereof) as of that date.

(e) *Electronic Delivery.* The Recipient consents to the electronic delivery of any prospectus and any other documents relating to this Award in lieu of mailing or other form of delivery.

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(f) *Rights and Benefits.* The rights and benefits of this Agreement shall inure to the benefit of and be enforceable by the Company's successors and assigns and, subject to the restrictions on transfer of this Agreement, be binding upon the Recipient's heirs, executors, administrators, successors and assigns.

(g) *Further Action.* The parties agree to execute such further instruments and to take such further action as may reasonably be necessary to carry out the intent of this Agreement.

(h) *Governing Law, Venue and Jurisdiction; Attorneys' Fees.* This Agreement and the Plan shall be interpreted under the laws of the state of Oregon, exclusive of choice of law rules. Venue and jurisdiction shall be in the state or federal courts in Washington County, Oregon, and nowhere else. In the event either party institutes litigation hereunder, the prevailing party shall be entitled to reasonable attorneys' fees to be set by the trial court and, upon any appeal, the appellate court.

(i) *Consent to Transfer Personal Data.* By signing this Agreement, the Recipient voluntarily acknowledges and consents to the collection, use, processing and transfer of personal data as described in this paragraph. The Recipient is not obliged to consent to such collection, use, processing and transfer of personal data. However, failure to provide the consent may affect the Recipient's ability to participate in the Plan. The Company and its subsidiaries hold certain personal information about the Recipient, including name, home address and telephone number, date of birth, social security number or other employee identification number, salary, nationality, job title, any shares of stock or directorships held in the Company, details of all entitlement to shares of stock awarded, canceled, purchased, vested, unvested or outstanding in the Recipient's favor, for the purpose of managing and administering the Plan ("Data"). The Company and/or its subsidiaries will transfer Data amongst themselves as necessary for the purpose of implementation, administration and management of the Plan, and the Company and/or any of its subsidiaries may each further transfer Data to any third parties assisting the Company in the implementation, administration and management of the Plan. These recipients may be located in the European Economic Area, or elsewhere throughout the world, including the United States. The Recipient authorizes such recipients to receive, possess, use, retain and transfer the Data, in electronic or other form, for the purposes of implementing, administering and managing the Recipient's participation in the Plan, including any requisite transfer of such Data as may be required for the administration of the Plan and/or the subsequent holding of shares of stock on the Recipient's behalf to a broker or other third party with whom the Recipient may elect to deposit any shares of stock acquired pursuant to the Plan. The Recipient may, at any time, review Data, require any necessary amendments to it or withdraw the consents herein in writing by contacting the Company; however, withdrawing consent may affect the Recipient's ability to participate in the Plan.

(j) *Acknowledgment of Discretionary Nature of the Plan; No Vested Rights.* The Recipient acknowledges and agrees that the Plan is discretionary in nature and limited in duration, and may be amended, cancelled, or terminated by the Company, in its sole discretion, at any time. The award of RSUs under the Plan is a one-time benefit and does not create any contractual or other right to receive a grant of RSUs or benefits in lieu of RSUs in the future. Future awards, if any, shall be at the sole discretion of the Company, including, but not limited to, the timing of any award, the number of RSUs and vesting provisions.

(k) *Character of Award.* Participation in the Plan is voluntary. The value of the Award is an extraordinary item of compensation outside the scope of the Recipient's employment contract, if any. As such, the Award is not part of normal or expected compensation for purposes of calculating any severance, resignation, redundancy, end of service payments, bonuses, long-service awards, pension, or retirement benefits or similar payments.

(l) *Recovery Policy.* Notwithstanding any other provision of this Agreement to the contrary and to the extent applicable to the Recipient, the Recipient acknowledges and agrees that the Recipient's RSUs, any shares of Common Stock acquired pursuant thereto and/or any amount received with respect to any sale of such shares may be subject to potential cancellation, recoupment, rescission, payback or other action in accordance with the terms of the Columbia Sportswear Company Incentive Compensation Recovery Policy (the "Recovery Policy") as in effect on the Award Date (and to the extent applicable to the Recipient, a copy of which has been made available to the Recipient) and as may be amended from time to time in order to comply with changes in laws, rules or regulations that are applicable to such Award and shares of Common Stock. As a condition to the grant of the RSUs, to the extent applicable, the Recipient expressly agrees and consents to the Company's application, implementation and enforcement of (a) the Recovery Policy and (b) any provision of applicable law relating to cancellation, recoupment, rescission or payback of compensation. Further, the Recipient expressly agrees that the Company may take such actions as are necessary or appropriate to effectuate the Recovery Policy (as applicable to the Recipient) or applicable law without further consent or action being required by the Recipient. For purposes of the foregoing and as a condition to the grant of the RSUs, the Recipient expressly and explicitly

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authorizes the Company to issue instructions, on the Recipient's behalf, to any third party broker/administrator engaged by the Company for purposes of administering awards granted under the Plan to re-convey, transfer or otherwise return such shares and/or other amounts to the Company. To the extent that the terms of this Agreement and the Recovery Policy conflict, the terms of the Recovery Policy shall prevail.

(m) *Acceptance.* By accepting the grant of the Award, the Recipient acknowledges that the Recipient has read this Agreement, the Addendum to this Agreement (as applicable) and the Plan, and specifically accepts and agrees to the provisions therein.

**This Award of RSUs is subject to the Recipient's on-line acceptance of the terms and conditions of this Agreement through the E\*TRADE web portal. By accepting the terms and conditions of this Agreement, the Recipient acknowledges receipt of a copy of the Plan, the U.S. Prospectus for the Plan, and the local country tax supplement to the U.S. Prospectus for the Plan (the "Award Information"). The Recipient represents that the Recipient is familiar with the terms and provisions of the Award Information and hereby accepts this Award on the terms and conditions set forth herein and in the Plan, and acknowledges that the Recipient had the opportunity to obtain independent legal, investment and tax advice at the Recipient's personal expense prior to accepting this Award.**

COLUMBIA SPORTSWEAR COMPANY

EXHIBIT A

LIST OF COMPARATOR COMPANIES

Allbirds, Inc.	Ermenegildo Zegna N.V.	Kontoor Brands, Inc.	PVH Corp.	Tapestry, Inc.
Capri Holdings Limited	FIGS, Inc.	Levi Strauss & Co.	Ralph Lauren Corporation	Under Armour, Inc.
Carter's, Inc.	Fossil Group, Inc.	Movado Group, Inc.	Rocky Brands, Inc.	V.F. Corporation
Crocs, Inc.	G-III Apparel Group, Ltd.	NIKE, Inc.	Skechers U.S.A, Inc.	Vera Bradley, Inc.
Deckers Outdoor Corporation	Hanesbrands Inc.	Oxford Industries, Inc.	Steven Madden, Ltd.	Wolverine World Wide, Inc.

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## CERTIFICATION

I, Timothy P. Boyle, certify that:

1. I have reviewed this Quarterly Report on Form 10-Q of Columbia Sportswear Company;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
  - (a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
  - (b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
  - (c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
  - (d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
  - (a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
  - (b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: November 2, 2023 May 2, 2024

/s/ TIMOTHY P. BOYLE

Timothy P. Boyle  
Chairman, President and Chief Executive Officer  
(Principal Executive Officer)

## CERTIFICATION

I, Jim A. Swanson, certify that:

1. I have reviewed this Quarterly Report on Form 10-Q of Columbia Sportswear Company;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;

3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
  - (a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
  - (b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
  - (c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
  - (d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
  - (a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
  - (b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: **November 2, 2023** **May 2, 2024**

*/s/* **JIM A. SWANSON**  
 Jim A. Swanson  
 Executive Vice President and Chief Financial Officer  
 (Principal Financial and Accounting Officer)

#### **EXHIBIT 32.1**

#### **SECTION 1350 CERTIFICATION**

In connection with the Quarterly Report on Form 10-Q of Columbia Sportswear Company (the "Company") for the period ended **September 30, 2023** **March 31, 2024** as filed with the Securities and Exchange Commission on the date hereof (the "Form 10-Q"), I, Timothy P. Boyle, Chief Executive Officer of the Company, certify, pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, that to my knowledge:

- (1) The Form 10-Q fully complies with the requirements of Section 13(a) or 15(d), as applicable, of the Securities Exchange Act of 1934 as of, and for, the periods presented in the Form 10-Q; and
- (2) The information contained in the Form 10-Q fairly presents, in all material respects, the financial condition and results of operations of the Company.

Dated: **November 2, 2023** **May 2, 2024**

*/s/* **TIMOTHY P. BOYLE**  
 Timothy P. Boyle  
 Chairman, President and Chief Executive Officer  
 (Principal Executive Officer)

**SECTION 1350 CERTIFICATION**

In connection with the Quarterly Report on Form 10-Q of Columbia Sportswear Company (the "Company") on or for the period ended **September 30, 2023** **March 31, 2024** as filed with the Securities and Exchange Commission on the date hereof (the "Form 10-Q"), I, Jim A. Swanson, Chief Financial Officer of the Company, certify, pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, that to my knowledge:

- (1) The Form 10-Q fully complies with the requirements of Section 13(a) or 15(d), as applicable, of the Securities Exchange Act of 1934 as of, and for, the periods presented in the Form 10-Q; and
- (2) The information contained in the Form 10-Q fairly presents, in all material respects, the financial condition and results of operations of the Company.

Dated: **November 2, 2023** **May 2, 2024**

/s/ JIM A. SWANSON

Jim A. Swanson  
Executive Vice President and Chief Financial Officer  
(Principal Financial and Accounting Officer)

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