

*CORPORATE*  
**PRESS  
KIT**

*2023-2024*

GRUPE  
**ROSSIGNOL**



**LANGE**





“

Ready for the world that's emerging, mindful of the world we're passing on.



“To offer the best products, to bring enjoyment to as many people as possible and the chance to push beyond their limits to those who so wish: this has been our fundamental promise for 117 years.

And we live up to it every year through innovation, the ability to kindle dreams, and the commitment of our teams. Consumers around the world have chosen to make Rossignol a world leader, and we are constantly increasing our market share everywhere.

However, this promise no longer stands alone. It is our duty to provide responses to the great challenges of this century, at our own level. For us, connected as we are to the mountains, this means resilience and a positive impact on our environment. As a leader, it is our role to be the driving force behind the transformation of an entire industry.

We have therefore prepared the Rossignol Group to accelerate change with the deployment of one of the most ambitious transformation plans in its history.

Our responses are: ecological conversion at all levels, local production, inclusiveness and even more innovation.

In concrete terms, it is our manufacturing base that is transforming first and foremost. We were pioneers in creating the first recyclable ski. One third of the skis manufactured by the Group must fall within a circular economy or eco-design approach by 2028. We plan to reduce our waste by 40% within 3 years, and our carbon footprint by 30% by 2030 before contributing to collective carbon neutrality.

Our supply chain must also be exemplary, by continuing to focus on local supply. As the only manufacturer of skis in France, we reinforce our short-supply-chain approach by leveraging “Made in France” and “Made in Europe”: 715km is the maximum distance between our production sites and our logistics center. We have launched the planting of our own forest close to our factory in Spain, in order to set up a complete short-circuit cycle, from planting and production to the material recovery, end-of-

life and recycling stages, in a circular approach. We are also providing answers to consumers by developing, on an unprecedented scale, solutions for the repair, upcycling, aesthetic defects and second life of products. And we have taken the lead in structuring a global recycling chain, which is economically viable and unites all in the industry around common standards.

Protecting the mountains, their ecosystems and their biodiversity ultimately drives us to revise, challenge and improve our practices through new initiatives and key partnerships.

It is based on these commitments and in consistency with our new Purpose, **“Carve movements of sustainability and human potential”**, that we are investing to take the Group into the future with confidence and generate qualitative growth, under the banner of “Ascension 2026”. We anticipate increasing our revenues from €401 million to over €500 million in the next three years.

We are accelerating the diversification of our equipment offer around multi-activity experiences for consumers and services.

Beyond our continued gains in market share in equipment, particularly in export, our apparel and footwear offer is now driving a significant share of the Group's growth. It will continue to gain in strength with its international development, tripling in value in the next three years.

Our distribution strategy, focused on omnichannel sales, is also being fine-tuned with the new Start Gate store concept. This strategy is also driven by a target of multiplying e-commerce activity by a factor of four.

More ambitious than ever, conscious of our impact and determined to protect the environment in which our communities flourish: a new chapter is being written in the history of a flagship brand which dates back more than a century. A Rossignol Group ready for the world that is emerging and mindful of the world we will have to pass on.”

“  
WE PLAN TO REDUCE  
OUR WASTE BY 40%  
WITHIN 3 YEARS,  
AND OUR CARBON  
FOOTPRINT BY 30%  
BY 2030  
”

VINCENT WAUTERS,  
CEO of Rossignol Group





## CONTENTS

---

A new team for a new era	p.6
History of a french industrial champion	p.8
Ascension 2026 strategic plan	p.10
A world leader with its roots in the alps	p.12
The Group in figures in 2023	p.18
The Group's Respect program	p.22
Actions to protect the environment and promote inclusiveness	p.28
The rosignol Group brands	p.30
Champions	p.34



# A NEW TEAM FOR A NEW ERA

With 117 years of heritage, the Rossignol Group has endured across the ages by integrating modernity and technology into its expertise, and by becoming an iconic reference in the world of winter sports, and mountain sports in their broader sense.

Yet the Group's true firepower lies in its ability to adapt to its primary environment: the mountains.

The playing field of those looking for thrills, a place of calm and serenity, but also the scene of uncontrolled climate change, the mountains are a fragile, vulnerable ecosystem that must be looked after if we are to continue to take refuge or test ourselves in it.

More conscious than ever of this fragility and of the need for humans and mountains to co-exist, the Rossignol Group has committed to transforming its activity a little more every year to meet the current challenges.

So that it can continue to root innovation, production and performance in respect for the ecosystem in which it operates, the Rossignol Group has welcomed new international talents to its team in 2023: Bertrand Bogaert VP Development and Operations, Liz Wilson, Softgoods General Manager and Daniele Milani, VP DtoC.



## SENIOR MANAGEMENT TEAM



**Vincent WAUTERS** / CEO of Rossignol Group

Vincent WAUTERS Vincent is a seasoned Outdoor industry leader who previously served as CEO of Hunter Boots, President of Arc'teryx and Executive Board member of Amer Sports Corporation in charge of the Global Operations and of the Apparel and Gear Category. He has also held various operational positions at Newell Rubbermaid and was one of the first employees of Amazon in France.



**Gabriel AUTHIER**  
Chief Marketing Officer



**Daniele MILANI**  
Vice President DtoC, E-commerce



**Bertrand BOGAERT**  
Vice President  
Development and Operations



**Frédéric REGERT**  
General Director Finance,  
IT and Transformation



**Nathalie BONNAIGUE**  
Legal & General  
Service Director



**Ingrid RICHARD**  
Vice President Human Resources



**François GOULET**  
Rossignol Group President & CEO  
for North America and China  
VP Global Sales



**Liz WILSON**  
Softgoods General Manager



**Wajdi MATTAR**  
VP PMO & Business Transformation

## SHAREHOLDERS

### ALTOR

Altor, Rossignol Group's majority shareholder, is one of the leading Scandinavian equity funds. Since Created in 2003, Altor is the most active equity fund in Scandinavia's mid-cap segment. Its investments generate added value through initiatives aimed at stimulating growth and improving operational performance. Altor is a top-tier partner for Rossignol Group in light of its insight into the winter sports world and its expertise in apparel, as evidenced by its ability to successfully turn around the Helly Hansen brand.



# HISTORY OF A FRENCH INDUSTRIAL CHAMPION

MORE THAN A CENTURY OF  
HERITAGE AND EXPERIENCE

A CULTURE BASED ON PASSION,  
EXPERTISE AND INNOVATION

A HISTORY WHICH MAKES SKIING  
AND THE MOUNTAINS MORE  
ACCESSIBLE TO ALL

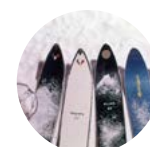
## 117 YEARS OF HISTORY



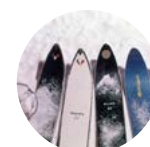
**1907** The Rossignol brand was born 117 years ago. Its founder, carpenter Abel Rossignol, made the very first wooden skis in his workshop in Voiron, Isère.



**1956** Some 50 years later, Rossignol was acquired by Laurent Boix-Vives, a visionary entrepreneur. A turning point in the history of the brand, which was to grow internationally and enter a new dimension.



**1967** Acquisition of Dynastar skis.



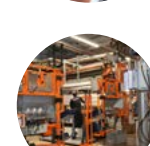
**1970** The world's leading manufacturer of skis: Rossignol becomes the world's leading manufacturer of skis. The Strato will be the first ski to sell a million pairs.



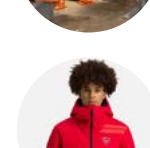
**1989** From ski manufacturer to producer of winter sports equipment: After launching its first Snowboards in 1987, the Rossignol Group acquired Lange in 1989 and then launched the first Rossignol ski boots. In 1994, the Group acquired Look to produce its bindings.



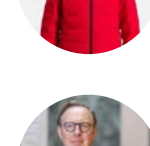
**2008** A new leader heads up the Group: The arrival of Bruno Cercley as CEO of the Rossignol Group after the sale of the company by Quiksilver.



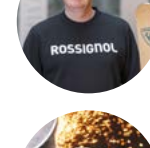
**2012** Transformation of the French production sites: The world leader in skiing equips its manufacturing sites in France and Europe with state-of-the-art equipment. €10 million invested. The brand's historic production site at Sallanches obtains the "Origine France Garantie" label.



**2018** En route for Beijing 2022: The Group ramps up its development and opens a subsidiary in China, prior to the 2022 Winter Olympics in Beijing.



**2019** Rossignol Apparel becomes a reference in mountain style: The Rossignol Apparel division hits €23 million in revenue.



**2021** A new team for a new era: A new chapter begins for the Rossignol Group, as it appoints Vincent Wauters as new CEO. A fast recovery will then occur after Covid period crisis. A refocus on mountain DNA & territory.



**2022** Vincent Wauters unveils his strategy for the Group's future: The Rossignol Group's "Ascension 2026" strategic plan aims to exceed €500 million in sales in 2026 (vs €313 million in 2022) while proving that qualitative growth is possible.



**2023** Launch of first recyclable ski, Rossignol Essential and introduction of Dynastar new eco designed technology, Hybride core 2.0.

2023 is a record year in all categories, regions and channels, global revenue of 401 million euros, +28%; and reaching 70 million euros in Apparel, x3 compared to 2019.



# STRATEGIC PLAN - ASCENSION 2026 -



Exceed €500 million in turnover in 2026  
(2022/23 turnover: €401 million)



While adopting new environmental and societal commitments



With €50 million in investment  
(including €27 million for industrial investments)

## INNOVATION & PRODUCT

**Innovation to drive sport performance and reduce environmental impact**

Invest in innovations for sporting and environmental performance, develop the offer beyond winter sports in a four-season approach to mountain sports, ramp up the development of the Apparel-Footwear category and launch initiatives to manage the life cycle of products.

## INDUSTRY

**Placing industry at the heart of transformation**

Reinforce the anchoring of its production in France and Western Europe and increase investment in its industrial sites to modernize the manufacturing base and achieve ecological transformation.  
The Sallanches site, at the foot of Mont Blanc, becomes the world's leading factory for the manufacture of eco-designed skis and end-of-life management of products.

## COMMERCIAL

**International commercial deployment**

Diversify the Group's revenues through the global multi-channel roll-out of equipment, clothing and footwear, in a multi-activity approach all year round.

## SOCIETAL

**Positively influence society and the mountain environment**

Commit to a contributory business model: create, drive and encourage movements that enhance human potential through sport in a more sustainable and inclusive environment.



## THE OBJECTIVES OF THIS PLAN

- One third of the skis manufactured by the Group must fall within a circular economy or eco-design approach by 2028.
- Roll out repair, aesthetic defects offer and upcycling from this winter.
- Participate in setting up recycling networks internationally.
- Make the Sallanches factory, the last to produce skis in France, the world's leading factory for eco-designed and recyclable skis, and a major expert center in repair and second life.
- Reduce Rossignol Group waste by 40% by 2025.
- Reduce the Rossignol Group's carbon footprint by 30% by 2030.
- Reinforce the Group's French and European roots.
- More than double sales of Apparel and Footwear to reach 150 million by the end of the year in 2026
- Increase Direct to Consumer from 10% to 15% of turnover by 2026





# A WORLD LEADER WITH ITS ROOTS IN THE ALPS

The Rossignol Group's products have always been envisioned, designed and manufactured by engineers, technicians, operators and precision workers who are all passionate about the product, obsessed with quality and inspired by the mountains.



**Building on its expertise and its heritage,** the Group has remained rooted in the French Alps while bringing together the very best in quality and skills through its presence in France and Western Europe, combining resilience, performance and innovation.

## THE INTERNATIONAL HEADQUARTERS AT SAINT-JEAN-DE-MOIRANS (Isère)



The Rossignol Group headquarters occupies a strategic geographical location, at the heart of the Auvergne Rhone-Alpes region between Grenoble and Lyon.

Close to two major cities and to the ski resorts too, its location is a key component in its ability to continue to attract talents and mountain enthusiasts.

**The site near Voiron in Isère where the company began and has developed since 1907** combines all the central functions as well as a production and innovation element.

It includes the racing ski production workshop: the Racing Workshop is a true technological showcase, at the very core of the Group's expertise. It manufactures 10,000 pairs of competition skis each year, including skis for the Athletes equipped by the Group's brands.

The Group's R&D department is also located at headquarters, where it develops all of its prototypes.

The site is equipped to produce solar-generated electricity. In January 2020, 600 photovoltaic panels were installed to produce some 200,000 kWh annually.



THE SALLANCHES FACTORY, (Haute-Savoie),  
PIVOTAL TO THE CIRCULAR ECONOMY



The Sallanches site, the only ski manufacturing factory in France, sits in the Chamonix valley at the foot of Mont Blanc and is integral to the reputation of the French industrial champion.

With a surface area of 16,500m2 and set in 28,300m2 of grounds, **the Sallanches site has produced more than 16 million pairs of skis since 1963.**

Employing 74 people, this site currently accounts for 22% of the Group’s global production. It manufactures Rossignol and Dynastar high-end alpine skis in small- and medium-sized production runs, as well as the Junior collections. The manufacturing operation is focused on molding, machining and finishing skis.

It is also, through Dynastar, the official supplier of skis for the chasseurs alpins, the French Army’s mountain troops. In 2022, the Rossignol Group also relocated the production of 10,000 pairs of racing skis, previously carried out in the Group’s Spanish factory in Artès. Sallanches now hosts the production of the very high performance skis for the Racing and Junior ranges. **Ski production amounts to around 160,000 pairs.**



THE ROSSIGNOL GROUP’S PLANS  
FOR THE SALLANCHES SITE :

**Make the last ski factory in France into the world’s leading factory for eco-designed and recyclable skis, and a major expert repair center to extend the life of products.**

- The factory produces the first Essential ski, which is eco-designed and 77% recyclable.
- Sallanches is currently the repair center for all winter sports products for the French, German, Austrian and Italian markets (ski boots are repaired at our Montebelluna manufacturing site in Italy which specializes in boots).
- The current after-sales service will be transformed to offer a more extensive repair service on site, thus increasing the reparability of products as opposed to replacement.
- The factory will soon become a manufacturing model of the circular economy as sales of second-hand sports equipment are rolled out.
- The whole site will operate on renewable energy from January 2023, and it is to be the subject of a future reforestation program.
- The energy transition is at the heart of the Sallanches project, with a new wastewater recycling system and improved thermal insulation to continue to minimize the Group’s environmental footprint.



All the Group’s production sites in France are certified to the ISO 14001 standard, the international environmental management standard based on continuous improvement in the environmental performance of certified sites.

The factories, and the suppliers too, operate in line with the Group’s CSR approach aimed at reducing waste and CO2 emissions in order to reduce the Group’s carbon footprint by 30% by 2030 and achieve collective carbon neutrality by 2050.

The actions implemented include:

- Reusing packaging and optimizing its use;
- Reducing our waste by proposing new alternatives with the 2nd Choice & 2nd Life projects;
- Supplying the sites with 100% renewable energy (electricity of renewable origin);
- Increasing energy autonomy by installing new solar panels;
- Modifying and constantly improving manufacturing processes so that they consume less energy and generate less waste;
- Rethinking the way we design our products (incorporating materials that are recycled, natural, labelled and bio-sourced, and reducing the number of materials for maximum recyclability of our skis at the end of life).

THE NEVERS SITE (Nièvre) - BINDINGS

The Rossignol Group site in Nevers manufactures LOOK bindings and employs 92 people. Acquired in 1994, LOOK is the Rossignol Group’s only bindings brand. It has been the French specialist in bindings since 1951, when Jean Beyl set up his company in Nevers. Some 650,000 pairs of bindings are assembled at the brand’s production site in Nevers every year.

THE ROSSIGNOL FOREST CLOSE TO THE FACTORIES

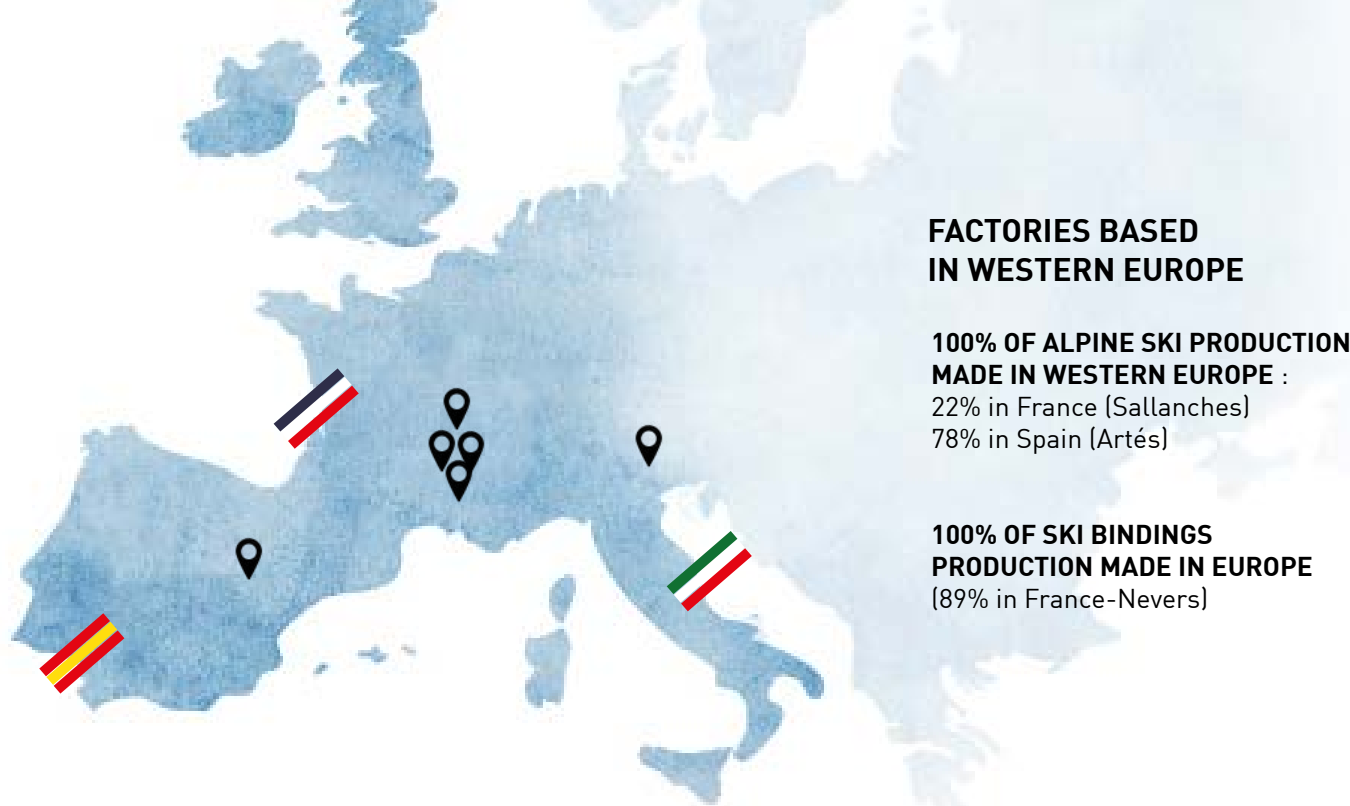
The Rossignol Group has also taken a new step in its sustainable development policy, by investing in its own poplar plantation in Spain from 2023. The aim is to set up a complete short-circuit cycle, from planting and production through to the material recovery, end-of-life and recycling stages, in a circular approach. The plantation will directly supply the Group’s two ski factories, in Spain (Artès) and France (Sallanches), with the ultimate aim of covering 50% of its annual wood requirements. This operation is part of a 15-year cycle that will enable a forest of over 50,000 trees to be planted on a non-treed site, capturing a total of 14,000 tonnes of CO2.

THE INTERNATIONAL LOGISTICS WAREHOUSE IN SAINT-ETIENNE-DE-SAINT-GEOIRS (Isère)

Located between Lyon and Grenoble in Isère, close to the global headquarters, this 36,000m2 logistics center handles order preparation, shipping and delivery at international level in addition to direct deliveries to sports stores in France and some other countries.

Employing around 65 people, the logistics center also manages e-commerce orders and deliveries. In total, close to 5 million products are shipped each year to 10,000 customers and stores.





### SPAIN - ARTÉS SITE - SKIS

The Artés factory, which celebrates its 50th anniversary in 2022, is dedicated to the production of wood core alpine skis for the Rossignol and Dynastar brands and top-of-the-range Rossignol cross-country skis. The Spanish site is now responsible for 78% of the Group's global alpine ski production and manufactures also Nordic skis.

The Artés ski factory is a prime example of Rossignol's commitment to more environmentally friendly production. It operates on 100% renewable energy and will soon produce part of its electricity from the installation of solar panels in 2023.

The entire production process has been revised and optimized to limit the environmental impact.

4,000 photovoltaic panels have been installed, with the aim of producing 20% of annual electricity needs.

The Artés site also holds the necessary certifications for the use of PEFC™ wood core.



The PEFC™ label guarantees to the consumer that the product they are buying comes from responsible sources and that by purchasing it they are contributing to the sustainable management of forests. Managing a forest sustainably means taking into account its environmental, societal and economic dimensions. The PEFC label fulfils this mission every day as a guardian of the natural balance in forests. The label tracks certified wood from its origins in the forest and throughout the processing and marketing chain, culminating at the end of the chain with the certification of the finished product.



### ITALY - MONTEBELLUNA SITE - SKIBOOTS

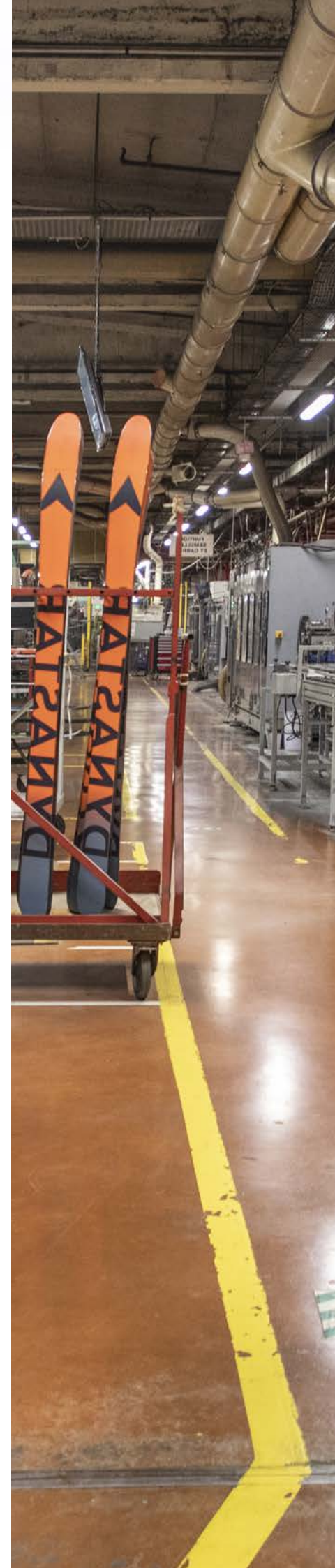
The Montebelluna site is the center of expertise dedicated to ski boots and Footwear.

The site is responsible for designing and manufacturing Rossignol and Lange alpine ski boots, and for designing the high-end Risport ice skates.

The site runs on 45% renewable electricity. The injection molding production process generates plastic waste (scrap and sprues). In order to reduce this waste, it is reground on site and reintegrated into the manufacturing process for new hulls.

Particular attention has also been paid to packaging, with the Rossignol Group striving to reduce its use as much as possible while also sourcing FSC-labelled boxes to package its ranges of boots.

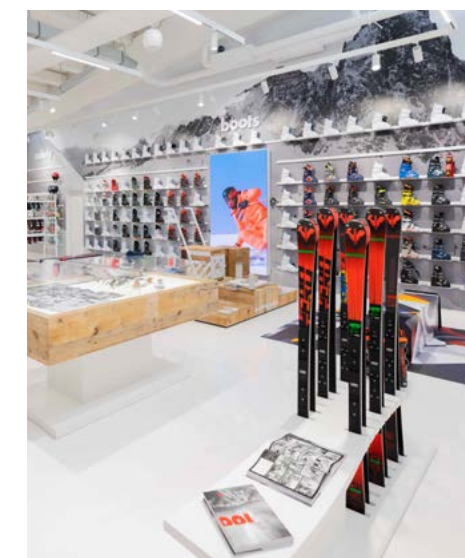
More than 100 people employed, 30% of them in R&D and design.



## START GATE, A NEW MULTI-BRAND MOUNTAIN SPORTS STORE CONCEPT

Seeking to offer mountain sports enthusiasts an enhanced multi-brand customer experience, the Rossignol Group has opened two "Start Gate" stores in Bex (Switzerland) and Bromont (Canada), marking a new step in its multi-season and multi-activity development strategy.

Start gate, the gateway to a new sporting season. Rossignol's START GATE concept is designed to offer all mountain sports enthusiasts special themed merchandising areas as well as a range of services for equipment customisation and maintenance. Inspired by the vibrant energy of the start gates, this concept celebrates these moments of anticipation. Start gate stores offer customers the best products from the Group's brands in a single location as well as specialist technical and customization services: boot lab, ski lab and bike lab.



New Rossignol store in Courchevel-2023

## MILAN-ITALY - DtoC & APPAREL EXPERTISE

In Milan, Liz Wilson, new Softgoods General Manager is leading a strong team focused on the development of Apparel & Footwear business (part of the Apparel team also based at HQ in France). Also in Milan are regrouped the DtoC teams (Retail and E-commerce) managed by Daniele Milani, new VP DtoC. To support its multi-channel strategy, Rossignol Groupe has partnered with Salesforce, the world leader in CRM, to strengthen its expertise in CRM, digital, data and customer relations, and develop its new global e-commerce platform.



# THE GROUP IN FIGURES *in 2023*

Rossignol is the oldest ski brand and remains  
the world number one (for alpine and nordic skis combined).

Ski boots with its Lange and Rossignol brands: the Group is in the Top 3 in the world.

A global presence through 10 subsidiaries and a distribution network in 60 countries,  
with strong foundations in Europe and North America and growth in Asia.



**80 %**

of the activity conducted  
outside the French market.

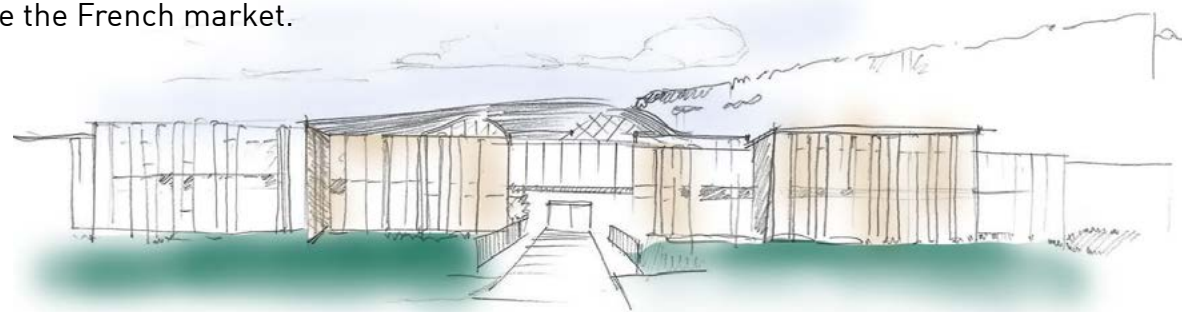


**€ 401 million**

in turnover (31st of March 2023)  
+28% compared to fiscal year 2022  
(313 M euros TO 31 March 2022)

**1230**

Group staffing numbers  
at 1st October 2023  
including around **600**  
in France



## DISTRIBUTION OF TURNOVER BY REGION

40% - North America  
20% - France  
25 % - Western Europe & Scandinavia  
15% - Asia & the rest of the world

## BY ACTIVITY

80% - Winter Sports equipment  
20% - Apparel, Footwear & Bikes



**25%**

**Apparel-Footwear category**  
represents 25% of Rossignol  
brand global turnover  
(40% in France)

## Successful diversification:

Apparel category sales have been  
multiplied by 5 since 2015





## WINTER SPORTS, A STABLE & RESILIENT GLOBAL MARKET



Around  
**130 million**  
skiers



An average of  
**370 million**  
skiers days



Practiced  
**worldwide**  
+ than 2000 ski resorts  
in + than 60 countries

Today, the ski market is global, and it extends beyond the main historical markets of European and North America; skiing and snowboarding are beginning to appeal to the Chinese population.

The ski market: 3.7 million pairs of skis.  
Rental represents a growing share of the market and over 70% of the market in France.

Main skiing locations are France, USA and Austria (with 50 to 60 million skier days in each depending on the season). Other key locations for skiing are Japan, Canada, Italy, Switzerland.



## SUSTAINABILITY PROGRAM OF THE GROUP

For the Rossignol Group, it is clear that the global democratization of winter sports and the relationship with the mountains must be handled with the utmost respect for this fragile environment. Therefore, in order to make mountain activities sustainable - in winter and throughout the year - the Group wishes to make quality and innovation synonymous with recyclability and resilience.

«At Rossignol, we genuinely believe that the transformation of winter sports into a sustainable and resilient activity is possible, thanks in particular to innovation. In the face of the climate emergency, our R&D and CSR experts represent the Group's DNA and contribute on a daily basis to making our company as ethical as it can be. Our RESPECT program formalizes all our social and environmental commitments and targets three key objectives towards which we are gradually moving: reduce the Group's carbon footprint by 30% by 2030 and commit to collective carbon neutrality by 2050, reduce the Group's waste by 40% by 2025 and promote living well together.

In 2030, we will have reduced the carbon impact of our manufacturing and our products through the deployment of a "Respect Design" range produced from biosourced and recycled materials that achieve a high recyclability rate at the end of life. As part of our management of the product life cycle, some of our production resources will be deployed in repair, second hand, upcycling and recycling.

The first step in this approach is the design and marketing since October 2022 of our first ski with "high recyclability potential". 77% recyclable, a rate about 10 times higher than the average for skis currently manufactured, our Essential ski is a true technical feat.

“

**Our production centers are committed in a process of decarbonization and will operate on renewable energy.**

”

Our production centers are committed in a process of decarbonization and will operate on solar energy. Our factories are now all 14001 certified and we use 100% renewable electrical energy at our headquarters, and in our sites in Saint-Etienne-de-Saint-Geoirs, Artès, Nevers and Sallanches.

We have planted a responsibly managed Rossignol Forest to meet our requirements for wood. A pilot project for the deployment of micro-forests is already under consideration, to revegetate our site or brownfields and repurpose them as locations for outdoor sports that are accessible to as many people as possible via soft mobility».

**LAURE JARLAUD,**  
CSR Manager for the Rossignol Group







OUR PURPOSE

# CARVE MOVEMENTS OF SUSTAINABILITY AND HUMAN POTENTIAL



**LAUNCHED IN 2020, THE RESPECT PROGRAM WAS BORN  
FROM THE GROUP'S DESIRE TO BRING MOUNTAIN SPORTS ACTIVITY INTO  
LINE WITH SUSTAINABILITY AND RESPECT FOR THE ENVIRONMENT.**

---

## **"RESPECT", MEANS RESPECT FOR A PRECIOUS ECOSYSTEM**

With more than a century of history behind it, the Rossignol Group takes its privileged relationship with its ecosystem and its playing field very seriously. Committed to its social and environmental responsibility, the Group devised the Respect Program around a single objective: to prove that the sector's activities are capable of being sustainable and resilient, from design to end-of-life management (repair, upcycling, recycling of skis), including their manufacture and use.

## **"RESPECT", MEANS RESPECT FOR NATURAL RESOURCES AND MATERIALS**

The Rossignol Group began by implementing initiatives in its production chain. In practical terms, the choice of materials used was reviewed, and manufacturing processes and product recyclability were optimized.

Every year, Rossignol commits to developing its range of eco-designed products that incorporate biosourced and recycled materials and approved natural materials. The Group also seeks to find effective end-of-life solutions for its products, while reducing waste and packaging as much as possible both in the logistics chain and in the factories. All these actions combined are enabling Rossignol to significantly reduce the environmental impact of its products.

## **"RESPECT", MEANS RESPECT FOR OTHERS, AND RESPECT FOR DIVERSITY AND QUALITY OF LIFE AT WORK**

Rossignol has always placed the management of men and women at the heart of its overall strategy and values, by implementing exemplary practices in safety, ethics, management, development and social performance. In this respect, the Group regularly asks its employees about their everyday well-being, endeavors to treat each of them equally and fairly, and continually seeks to improve working conditions, communication and managerial practices.

## **"RESPECT", MEANS RESPECT FOR ETHICAL MANUFACTURING**

For a global leader such as Rossignol it is imperative to engage and unite all of its partners around its CSR approach, so that it can maintain a genuine transformation of practices at every level.

To maximize its impact and translate its global commitment, the Group has established a CSR Code of Conduct which must be followed by all those working in the Rossignol ecosystem. Among its requirements, the Group fights against the mistreatment of animals and prohibits the use of down and feathers from the foie gras industry or obtained by live plucking of animals. It also completely ceased to use animal fur in 2018, angora wool from 2020 and mohair from 2021.



## IMPROVING RECYCLABILITY

The Rossignol Group is increasingly seeking to be part of a virtuous circle. To this end, the Group aims to:

- › increase the repairability of products, with its Sallanches factory taking responsibility for this.
- › develop second-hand purchase to give its skis a second life.
- › develop upcycling and create new items from waste recovered in its original state to give it a second life.
- › design skis based on recycled or biosourced and mainly recyclable materials.

Incorporating 73% recycled, certified natural and bio-sourced materials, the Essential will reach a recyclability rate of 77%, 10 times more than a traditional ski



### MANAGING PRODUCT END-OF-LIFE BETTER - ROSSIGNOL ESSENTIAL

The end-of life analyses carried out on Rossignol products have shown that its components account for around 60% of a ski's carbon footprint. To promote a circular economy, the Group has opted to reduce the number of materials used and to be rigorous in selecting only materials that are easily recyclable at the end of their life.

This process has resulted in the Essential ski, which has a recyclability rate of 77%. To round out this approach, the large expert center in Sallanches at the foot of Mont Blanc will in future house a complete cycle of production, repair and recycling.

The Essential, a pared-back ski eco-designed with recycled and biosourced materials that are labelled as natural, recently received the Union Sport & Cycle "circular economy" award at the 2022 EcoSport Awards. The Essential Ski has been awarded a 2022 POPULAR SCIENCE Best of What's New Award in the Sports & Outdoor Care category. Among the 100 greatest innovations of 2022.



Eco-design



Short supply chain  
cycle of production  
(100% components from UE)



Made in  
France

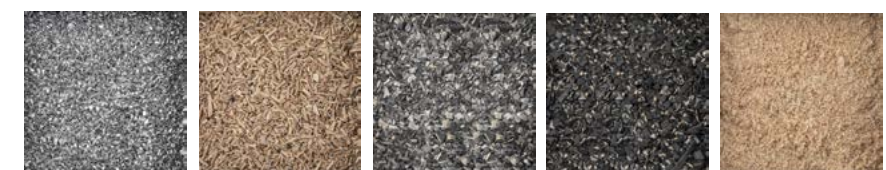
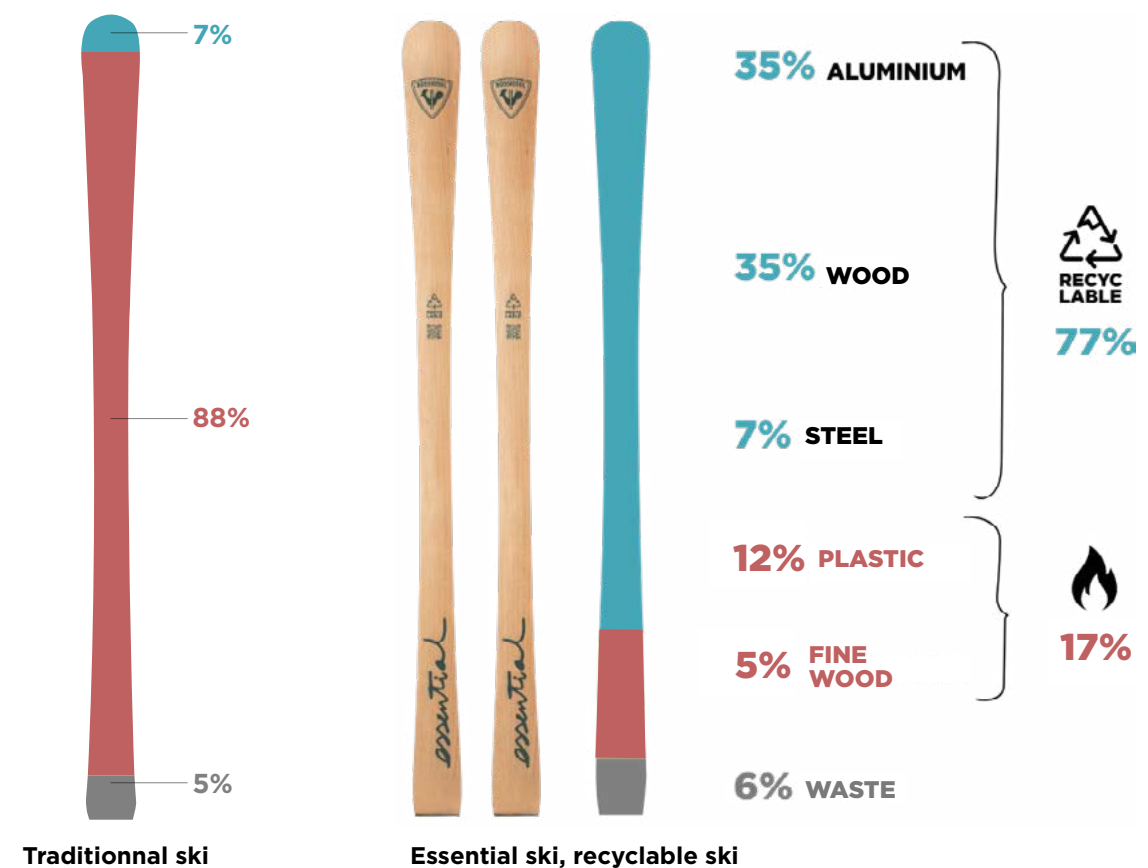


GREEN  
ELECTRICITY  
Renewable  
energy

## BETTER SEPARATION FOR BETTER RECYCLING



Rossignol has entered into a partnership with MTB, a leading player in recycling, to develop a process of separation and re-use of materials that enables improved recycling of conventional skis, and in particular the new Essential skis.



ALUMINIUM 35% WOOD 35% STEEL 7% PLASTICS 12% FINE WOOD 5%



# DYNASTAR HYBRID CORE 2.0

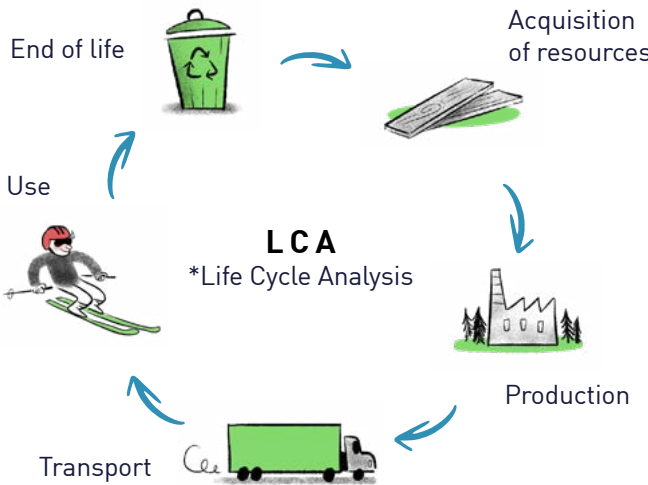
## ECO-FRIENDLY INNOVATION:

FACT

58,4%

of a pair of skis environmental impact stems from the raw materials it uses, and the manufacturing process\*

\* Lifecycle analysis is a scientific way of measuring a product's total environmental impact throughout its life cycle..



We strongly believe that skiing has no future unless we approach it responsibly. We have committed ourselves to this technology and placed sustainable design at the core of our future product plans.

# HYBRID CORE 2.0 WILL

## FEATURE IN FIVE LINES:

SPEED 4X4 / M-CROSS / E-CROSS / M-TOUR

**SPEED 4X4 563 TI**  
DRMX601

with  
LOOK KONECT NX 12 GW  
B90 BLACK BLUE bindings

PPR\* 670€

**M-CROSS 88**  
DRMX703

with  
SPX 12 GW B90 GREY  
ORGANIC BINDINGS

PPR\* 860€

Three-year goal:  
45% of Dynastar's annual manufactured volume will be environmentally friendly thanks to Hybrid Core 2.0

# A NEW WAY FORWARD SIGNIFICANTLY

## REDUCING THE ENVIRONMENTAL

## IMPACT OF OUR SKIS

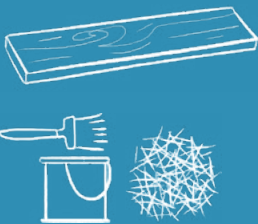
For All Mountain 2023-2024 skis, Dynastar's innovation is found in a new wood layer design (placing them in three directions instead of just one: longitudinally, vertically, and transversally), to replace the mechanical properties provided by composite materials such as glued fiberglass, reducing the proportion of this material in the ski while improving Dynastar's unique skiability.

\*depletion of non-renewable mineral resources, acidification, greenhouse gas emissions, fine-particulate matter emission, eutrophication – freshwater, depletion of non-renewable fossil fuels.

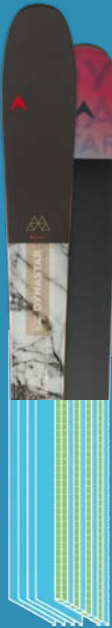


BETTER USE OF WOOD

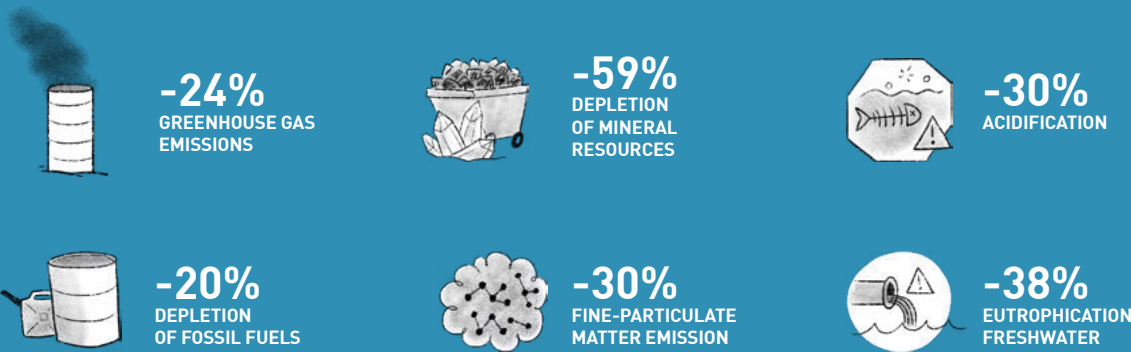
LESS COMPOSITE ELEMENTS



3 DIRECTIONNAL WOOD LAYER  
longitudinal vertical transversal



RESULTS FOR ALL MOUNTAIN RANGE:





# ACTIONS TO PROTECT THE ENVIRONMENT AND PROMOTE INCLUSIVENESS

In keeping with its actions related to its own environmental footprint, the Rossignol Group is multiplying its initiatives, commitments and partnerships in order to continue to contribute, at its own level, to the fight against climate change, to stimulate interest in protecting the environment, and to improve access to the mountains for all.



## On Piste, an app for getting off the beaten track and exploring the mountains in a different way!

The Rossignol Group is expanding its services for sports enthusiasts and destinations with its On Piste multi-sport platform: +300,000 users / 53 destinations / 5,000 routes

The Rossignol Group's ambition is to support athletes all year round in their outdoor experience. With its 100% free On Piste service and platform, the group has become the only equipment manufacturer to support local communities in building a new, more resilient and environmentally-friendly relationship with nature.

Thanks to the On Piste app, sportsmen and women can explore and be guided on marked trails for all levels, verified in the field by experts and local players, while respecting ecosystems.

To make nature sports more accessible to all, and in particular to people with disabilities, On Piste has developed a new label, Handi'spot, in collaboration with the French Handisport Federation. This inclusive project enables sportsmen and women to be autonomous in their practice, thanks to information collected on the courses and accessible on the website and app.

Summer and winter, in the mountains and elsewhere, the Rossignol Group is committed to more sustainable and inclusive outdoor sports.

New Challenge feature: take up sporting and community challenges!



ALL SPEED JACKET

## Apparel collections that limit their environmental impact

Since 2018, the Rossignol Group has collaborated with Primaloft, the expert in advanced materials science, to use recycled materials from plastic bottles in synthetic insulation for the Rossignol Softgoods (textile) range. From winter 2023/2024 onwards, the target is for 100% of Rossignol ski jackets and pants to use recycled Primaloft fibers, compared to 80% at present.

At the same time, the Group also joined forces with SympaTex, an operator committed to circularity. In the design of its shell jackets and pants (freeride/freerando), the Group uses a SympaTex membrane that is waterproof, windproof and breathable, PFC-free and 100% recyclable.

Finally, throughout its textile range the Rossignol Group uses OEKO-TEX certified materials, meaning that they are free of substances harmful to the body and the environment. This certification guarantees the legal conformity of the textile products that have been checked.

Rossignol is also collaborating with Fairly Made for its apparel ranges in order to provide transparent information about traceability and environmental labeling together with life-cycle analyses for the whole collection, with a view to subsequently developing new, lower-impact products.



Transforming outdoor and nature lovers and mountain enthusiasts into defenders of the climate with POW.

In 2007, the Group was the first brand to participate in and support Protect Our Winters (POW), a movement of enthusiasts, professional athletes and brands that use their social influence to inspire and mobilize the outdoor sports community in the fight against climate change. POW aims to act in a positive way for the climate and the mountains, whether by creating inspiring images, providing tools to promote low-carbon mobility, or through campaigns that advocate for the outdoors with elected representatives.



Facilitating discovery of mountain activities for the young with Share Winter Foundation

The Rossignol Group supports the Share Winter Foundation through its US subsidiary. This organization aims to offer disadvantaged young people aged 5 to 18 the opportunity to discover snow and snowsports during their school hours by covering the costs of transport and equipment. The Foundation's values resonate with the Group's commitment to inclusiveness, enabling people from all walks of life to discover winter sports and create this connection with the mountains.



## Sport dans la ville

Sport dans la Ville ("sport in the city") is the main association for integration through sport in France. All of the programs set up by the association help to promote the social and professional integration of 8,500 young people, playing an active role in their progression and personal development. Its mission is to promote equal opportunities through sport, and to pass on important values for their personal development and professional integration.

Through this partnership, the Rossignol Group participates in the sponsorship program that provides access to mountain sports and offers support to young people to promote integration, social diversity and success.



Wood, at the heart of the Group's DNA and a natural resource to be protected all over the world with Reforest'Action



The forest is an integral part of the solution to global warming and the preservation of biodiversity. Capable of storing tons of CO2 and of generating the oxygen we breathe, it is central to biodiversity. The Rossignol Group, for which wood is a precious natural resource – at the origin of its very first pair of skis and synonymous with sustainable manufacturing in the future – wanted to contribute to its preservation.

## 1t.org

Rossignol joins the @1t.org initiative as a contributing company, pledging to plant 100,000 trees by 2030. Launched by the World Economic Forum in Davos in 2021, 1t.org is an ambitious movement that aims to plant 1,000 billion trees by 2030. The initiative brings together companies (including Salesforce) and associations determined to work together for a sustainable future. Starting this season, Rossignol and Salesforce will each plant a tree for every pair of skis sold on the Rossignol Group's e-commerce platforms.



Rossignol is supporting organisations like **Riders for Refugees** in France and **Women of Winter** in the US.



## Les petits Montagnards

A new clothing rental service available in France in collaboration with Les Petits Montagnards. Rent Rossignol ski jackets and pants on the Les Petits Montagnards website. The aim of this rental program is to propose a new way of consuming, multiplying uses in order to reduce environmental impact and make winter sports more accessible. It's a new model for buying apparel in a more sustainable way.





# THE ROSSIGNOL GROUP BRANDS

A portfolio of iconic winter and mountain sports brands



Rossignol has its roots in the Alps, and its DNA is intrinsically linked to its history and the creation in 1907 of the very first wooden skis by carpenter Abel Rossignol in his studio in Voiron in Isère. Drawing on its 117 years of expertise, iconic products, sporting victories and collaboration with the greatest champions, Rossignol, the worldwide reference for winter sports, is exploring new directions in order to offer a mountain and lifestyle experience 365 days a year.

Winter and summer, Rossignol offers all mountain sports enthusiasts and participants comprehensive equipment for alpine and nordic skiing and for snowboarding, Apparel and Footwear collections for skiing, après-ski and all-season sports and lifestyle use, and a mountain bike and electric MTB offer.

The Rossignol brand now caters for all participants in mountain activities so that they can experience the magic of Alpine life in all seasons.

Rossignol invites everyone to fully embrace the experience and the dream of a life in the mountains, and to reconnect with nature for a healthier and more exhilarating life, whatever their chosen activity, be it sporty, active or more contemplative.



**DYNASTAR**

Dynastar is the specialist ski brand that provides technical products to committed, passionate skiers for demanding and exhilarating winter sports. Founded in 1963 in the shadow of Mont Blanc in the Chamonix Valley, Dynastar, which celebrates its 60th anniversary in 2023, champions such values as authenticity and commitment, and invites all skiers to live their passion to the fullest.

A reference brand for lovers of high mountains, freeride, adventure and ski touring, it is also famous for its pioneering spirit in many segments, including women's skis. Dynastar is known for its skiability, "Alive", i.e. the way the ski behaves on snow combining agility, lightness and power for a unique feel.

**LANGE**

A specialist in ski boots since 1948 and a top-of-the-range benchmark, Lange is aimed at skiers who are committed and passionate. With its DNA historically anchored in Alpine competition, Lange is developing a premium and high-tech offer for all practices, from race to freeride. Lange boots offer an anatomical fit, combining the kind of performance and comfort which allows everyone to ski better.

Lange, Just boots.



Look, a long-established bindings manufacturer based in Nevers, France, has been blazing a trail since its inception in 1951. Synonymous with safety, high performance and precision, Look has been a contributory factor, year after year, in the success of the biggest names in alpine skiing, freeriding and freestyling thanks to its legendary "Pivot" binding.



The reference in ice skating for almost half a century, Risport is based in Montebelluna, Italy. Technology, passion and professionalism are the hallmarks of this iconic ice-sports brand.



# PRODUCTS

A complete product offer for the practice of mountain sports, summer and winter: equipment for Alpine & Nordic skiing, , Snowboarding as well as Apparel and Footwear collections for skiing, for après-ski and for all-season mountain sports and lifestyle as well as an offer of mountain bikes and electric mountain bikes.

Helmet  
HERO SLALOM  
IMPACTS



Ski jacket  
HERO DEPART



Ski  
HERO ELITE  
ST TI

Designed with racing enthusiasts in mind, the Hero Elite ST TI is a slalom-inspired ski for experienced on-piste skiers.



Ski boots  
HERO WORLD CUP 140

A model developed with Rossignol athletes featuring Race Dual Core technology, the most proven in terms of performance.



Snowboard  
JUGGERNAUT



Versatile jacket  
OPSIDE

Après Shoe  
CHALET



Bag  
COMMUTERS  
15L



Après Ski  
PODIUM



**DYNASTAR**

M CROSS  
Eco-designed technology  
Hybrid Core 2.0



PIVOT 15  
Gold



**LANGE**

SHADOW 130



Waterproof jacket  
SKPR ACTIVE JKT



Hiking shoe  
SKPR HIKE LT



Bag  
ESCAPER BIKE  
12L



Bike  
MANDATE





# THE ROSSIGNOL GROUP CHAMPIONS

## UNRIVALED PRODUCTS USED BY THE FINEST ATHLETES IN THE WORLD

Synonymous with performance, Rossignol Group equipment has always contributed to the success of athletes and champions.

With a total of **146 podium** finishes and 40 World Cup victories throughout the winter, the 2022-2023 season has been remarkable. In Alpine skiing, there were 45 podiums and two world titles brought home from Courchevel-Méribel by Federica Brignone (ITA) and Laurence St-Germain (CAN). Cross-country skiing shone, with 34 podiums, 4 individual world medals. In all, the Rossignol group won 21 individual medals at the World Championships 2023, including 9 golds.



**Cyprien Sarrazin**  
Back to back victory in Downhill in Kitzbühel in 2024




 **Federica BRIGNONE** (ITA)  
**Alpine**  
Combined World Champion 2023  
Silver medal in Giant



 **Loïc MEILLARD** (SUI)  
**Alpine**  
Giant slalom Vice world champion



 **Clément NOËL** (FRA)  
**Alpine**  
Olympic champion in Slalom in 2022  
Winner of Schladming slalom in 2023



 **Petra VLHOVA** (SVK)  
**Alpine**  
3rd of World Cup general ranking



 **Paal GOLBERG** (NOR)  
**XC Skiing**  
3 times world champion.  
Winner of Distance World Cup general ranking



 **Dorothea WIERER** (ITA)  
**Biathlon**  
2nd at general world ranking



 **Max PALM** (SWE)  
**Freeride**  
Winner of FWT event in Baqueira Beret



 **Ludovic GUILLOT-DIAT** (FRA)  
**Freeride**  
2023 Snowboard Freeride World Champion



 **Vivian BRUCHEZ** (FRA)  
**Freeride**

French skier and mountaineer, mountain guide, member of the Compagnie des Guides de Chamonix and specialist in steep skiing.



 **Richard PERMIN** (FRA)  
**Freeride**

Big mountain skiing and freeride legend





**SKIS ROSSIGNOL SAS**  
98 RUE LOUIS BARRAN  
38 430 SAINT JEAN DE MOIRANS (France)  
+33 (0)4 38 038 038

[communication@rossignol.com](mailto:communication@rossignol.com)



**CONTACT PRESSE**  
1 PLACE D'ESTIENNE D'ORVES, 75009 PARIS  
[rossignol@eurosagency.eu](mailto:rossignol@eurosagency.eu)  
+33 (0)1 71 19 79 60

SKIS ROSSIGNOL S.A.S.

Société par Actions Simplifiée au capital de 71.746.248 €

Siège social : 98 rue Louis BARRAN - 38430 ST JEAN DE MOIRANS (France)

056 502 958 RCS Grenoble

CREDITS PHOTOS : Agence Zoom, Nordic Focus, Book 100 ans Rossignol, Stef Candé,  
Lapo Quagli, Blake Jorgenson, Sofia Sjöberg, Studio Rossignol, Florian Monot, Louis Garnier, Vegard Breie, Simon Valenti,  
Ludovic Chauchaix, Dom Daher, Kat Alvarez, Jeremy Bernard, Julien Gontard, Mathieu Thiebaut.