



Press Release

Friday 17th April 2009

Suunto to strengthen its marine business through the acquisition of Tacktick Ltd

Suunto, the leading manufacturer of sports precision instruments, today announced the acquisition of the UK based Tacktick Ltd, manufacturer of wireless marine sensors, instruments and displays. The acquisition was carried out by a sister company Amer Sports UK Ltd, a subsidiary of the Amer Sports Group.

Suunto's strong brand presence in the marine segment began with the introduction of innovative tactical compasses in 1965 which quickly were adopted by the rapidly growing sailing population. The products were praised for their superb stability, readability and quality. Today, Suunto's marine instrument business includes a complete range of high quality marine compasses, as well as a range of robust marine wristops that provide compass, barometer and timing functionalities for cruising and racing sailors.

Tacktick is a world leader in wireless marine electronics with an extensive range of wireless instruments designed specifically for dinghies, sports boats, cruising and racing yachts. The unique product range utilizes an innovative low power wireless technology allowing the units to function entirely using solar power. This enables extremely fast and flexible installation and allows for the seamless addition of extra instruments at any stage.

“The acquisition of Tactick is a key step in securing the cornerstones of the Suunto brand and it nicely enhances Suunto’s brand as a quality marine instrument manufacturer. Tactick, as the preferred brand among top sailors and gold medallists, fits well under the portfolio of other Suunto sports instruments for top athletes. We plan to utilise distribution synergies between Suunto and Tactick to strengthen our presence in the marine market. The combined strength of Suunto and Tactick’s technologies will accelerate the development of new innovative marine applications while also offering possibilities to expand the solar power technologies to other areas of sports electronics within Suunto and Amer Sports Group,” says the Suunto President Juha Pinomaa.

“We are delighted with this acquisition and see it as a logical step to growing the wireless marine sector as well as giving us the opportunity to share technologies within the extensive Amer Sports Group. We are looking forward to developing Suunto’s marine business worldwide as well as exploring technology synergies within the huge range of Amer Sports companies,” state the Tactick founders Clive and Mark Johnson.

No changes are envisaged with the 14 Tactick employees at Tactick Ltd and Tactick SARL following the acquisition.

Ends.

Notes for editors:

Tactick are world leaders in wireless, solar powered electronics for the marine industry. Formed in 1996 by joint managing directors Clive and Mark Johnson, years of extensive research and development, together with customer feedback led to the development of the world’s first wireless networking electronics system, Micronet, in 2003. Tactick offer a range of wireless electronic instruments for dinghies through to race boats, cruisers and power boats too. Top sailors around the world have been sailing with Tactick’s instruments since 1997. In April 2007 Tactick won the prestigious Queens Award for Innovation for their Micronet technology. www.tactick.com

Amer Sports is the world's leading sports equipment company with internationally recognized brands including Salomon, Wilson, Precor, Atomic, Suunto, Mavic and Arc'teryx. All Amer Sports companies develop and manufacture technically advanced products that improve the performance of active sports participants. The Group's business is balanced by its broad portfolio of sports and presence in all major markets. www.amersports.com

About Suunto:

Suunto is a leading designer and manufacturer of sports precision instruments for training, diving and outdoor sports. Prized for their design, accuracy and dependability, Suunto sports instruments combine the aesthetics and functionality of watches with sport-specific computers. Headquartered in Vantaa, Finland, Suunto employs more than 500 people worldwide and distributes its products to over 100 countries. www.suunto.com

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