

MAMMUT HANDS OVER THE MAMMUT ALPINE SCHOOL TO ZERMATTERS



Mammut focuses on its core business. © Mammut Sports Group AG, Will Saunders

Seon, August 23rd, 2022 – Swiss outdoor company Mammut Sports Group AG (“Mammut”) entrusts the Mammut Alpine School to its long-standing partner Zermatters. With the handover of its mountain school, Mammut focuses on strengthening its core business centered around creating the best quality products for mountain adventures. Under Zermatters' leadership, Mammut Alpine School customers will continue to benefit from unforgettable mountain experiences in the Swiss Alps.

In 2008, Mammut founded its own mountain school, offering mountain experiences, an expansive range of training, and alpine touring programs throughout Switzerland, Germany, and Austria. Mammut will now hand over the Mammut Alpine School to the Zermatters' cooperative. Zermatters unites its very own mountain guide agency and the Swiss Ski School in Zermatt. Zermatters will integrate the Mammut Alpine School into its own organization and run it with its wide-ranging expertise. After a long partnership, the handover of the Alpine School to Zermatters is a sign of continuity – for existing customers, employees, and mountain guides alike. Mammut is taking this step to further strengthen its market position in the outdoor industry by focusing on its product business.



Greg Nieuwenhuys, Mammut's Executive Chairman, comments: “Mammut is a unique brand, and our expertise lies in our innovative, high-quality products. The handover of the Mammut Alpine School to Zermatters will help us strengthen this position and accelerate our growth. With Zermatters, we have found the perfect partner to continue leading our Alpine School. Mammut, the Alpine School, its customers, and Zermatters will all benefit from this step.”

Beginning in September 2022, Zermatters will take over the daily business for the upcoming winter season, while the Alpine School will bring the summer operations to a close. For customers, this transition will not lead to any noticeable changes. All booked activities will take place as planned and remain available under the management of Zermatters.

Zermatters Chief Executive Officer Beat Wälti, comments: “Mammut and Zermatters were already linked by a close partnership before this step. Integrating the Mammut Alpine School will further complement our existing range of services, particularly in training. This enables us to accompany guests from their first alpine activities to the summit experience. In addition, our visibility in the Swiss market will be strengthened.”

About Mammut

Mammut is a Swiss outdoor company founded in 1862 that offers mountain sports enthusiasts worldwide high-quality products and unique brand experiences. For 160 years, the world's leading premium brand has stood for safety and pioneering innovation. Mammut products combine functionality and performance with contemporary design. With its combination of hard goods, footwear, and clothing, Mammut is one of the complete suppliers in the outdoor market. Mammut Sports Group AG is active in around 40 countries and employs approx. 800 people.

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