

YETI™



The
Down Specialist
Since 1983



Essence of Yeti

In 1983 East German Bernd Exner wanted to climb the Romanian Fagaras Mountains. Alone. During the winter. He couldn't find a sleeping bag that would keep him warm enough to survive. So he and his wife made one.

This story of the first Yeti sleeping bag is the essence of Yeti: Survival when exploring the great outdoors and the most further corners of the world – battling the elements under extreme conditions. Yeti is deeply rooted in the great outdoors among mountaineers, extreme trekkers, and modern explorers.

Exner's sleeping bags and apparel became known and loved by expeditions teams, and over the years Yeti evolved into exclusive down clothing and especially designed fashion collections using the finest and most cutting-edge innovative materials.

The goal of Yeti is to create the ultimate down equipment – whether you need to stay warm in the polar desert or keep

cool in the urban jungle. Yeti is durable, yet light. Warm, yet non-constricting. Functional, yet fashionable. Yeti is a brand for those who do not consider fashion and nature to be inconsistent.



Materials



Yeti is the down specialist and creates down products according to the highest standards. This demands not only the absolute best down on the market, but also a unique fabric that can hold this vibrant material without disturbing the great features of down.



Crystal Down™

Nothing compares to Mother Nature when it comes to insulation. No matter how we try, no man has yet been able to invent a better insulation material than down.

Down are static masterpieces which captures escaped body heat and use it to warm up the body. The finer the down, the better the insulation. That's why Yeti only uses the finest first class down known as CrystalDown™. Crystal Down is solely from European bred birds and found in every Yeti item.

Next to Nothing™

Yeti works with the most innovative suppliers and producers in the world. Together we develop new ground-breaking materials. Yeti solely use down proof fabrics of the highest possible quality.

The secret behind the extreme lightness of Yeti lies in the ultra thin thread, which has a diameter of only a fraction of a human hair bringing the weight of 1.000 km to a mere 140 g.

Still the fabric is both as durable and tear-proof as it is light and airy.



Packable

With Yeti you always have soft luxurious warmth at hand. Most Yeti apparel products are packable in its own pocket to a small pack that fits in any bag and can be brought anywhere.

Yeti is your perfect travel companion.

Next to Nature™

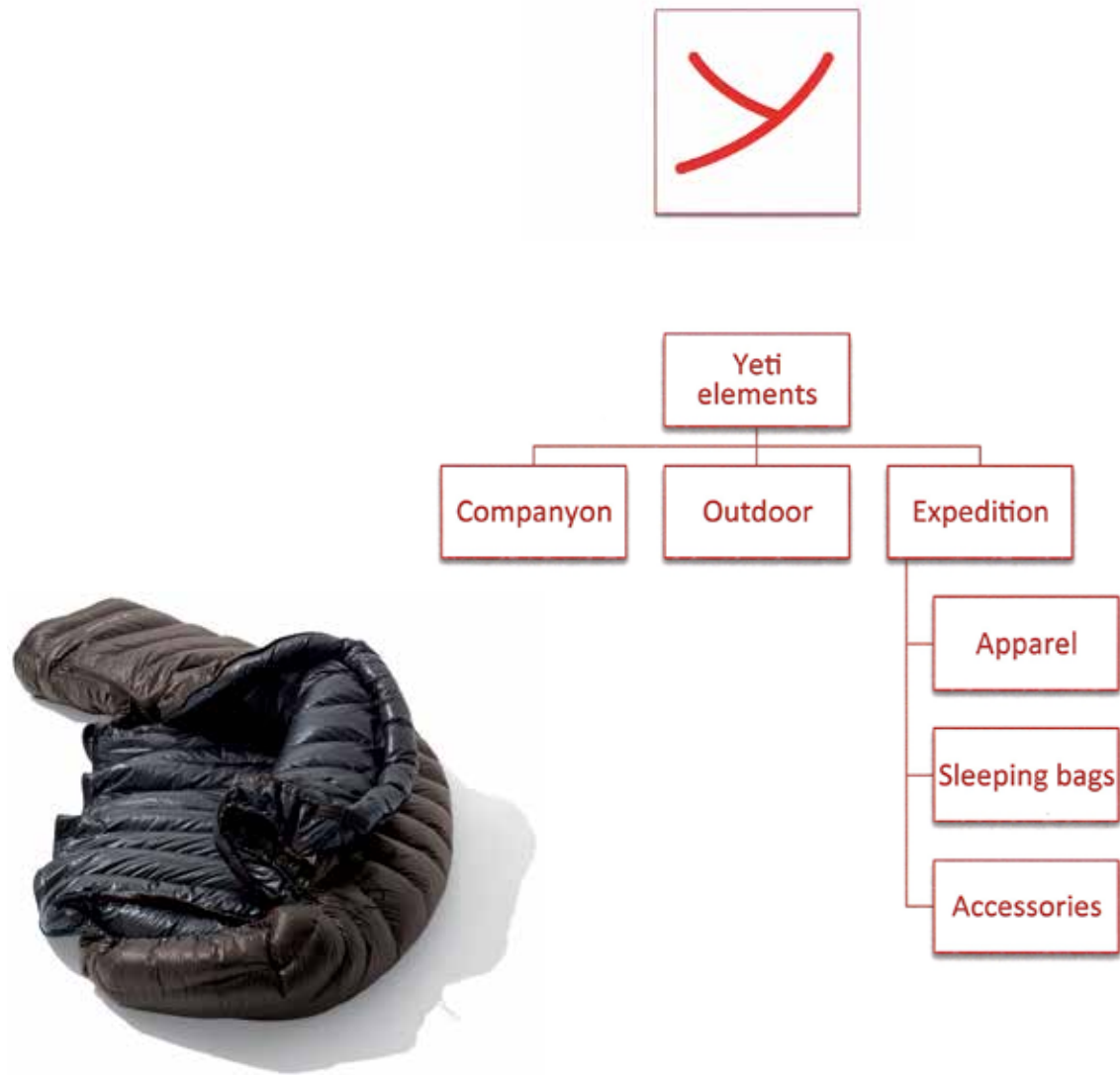
– eco-friendly fabric

Next To Nature is the world's first nylon fabric based on renewable plant oil from the non-food Ricinus plant. It grows mainly on dry wasteland and does not occupy farming land. Thus plant based nylon is much more eco-friendly than traditional nylon made from scarce petroleum products.

Next to Nature fabric is also highly water repellent. Next to Nature is used in the jackets North and Mode.



Collections



Yeti develops, designs and market two collections; Elements for extreme outdoor activities and Red Y Collection for fashion-conscious urban dwellers.

ELEMENTS

For conquering the elements in the great outdoors

Outdoor

Whether you are trekking in tough terrain, hiking in harsh hills or simply discovering the urban jungle, Yeti Outdoor will perform and protect, offering cosy warmth, freedom of movement and a unique feel good factor.

Companion

Companion is a unique composition of three things: The ultralight Next to Nothing fabric, the exclusive Crystal Down filling and state of the art functionality – not least through the ultra packable feature.

Expedition

The professional line made to protect and preserve. Optimal for climbing the mountains or trekking under extremely harsh conditions.

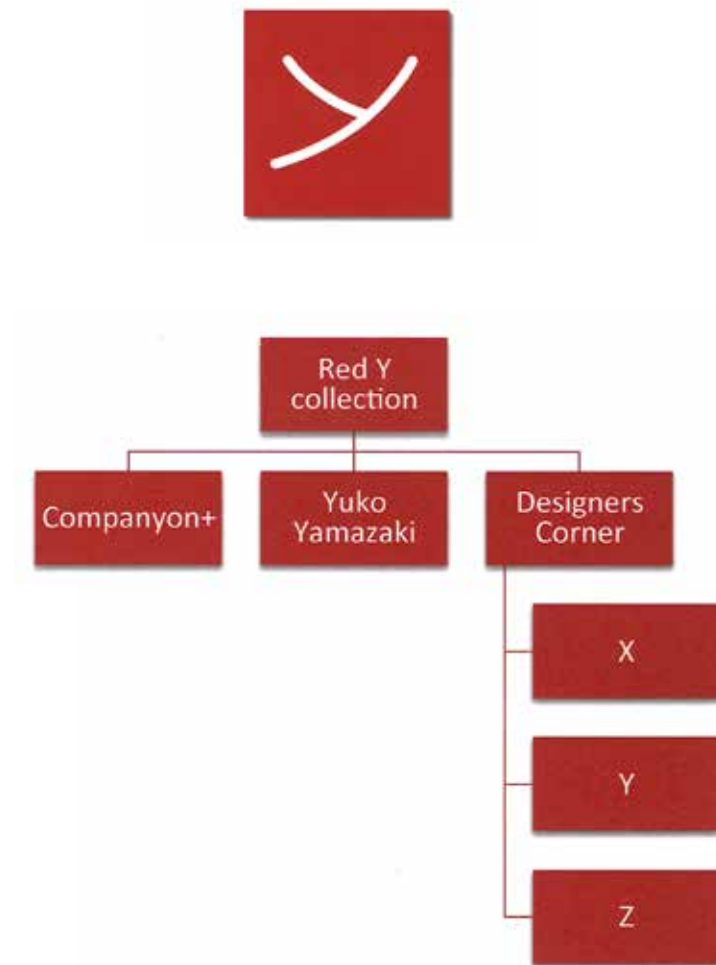
Sleeping bags

The backbone of Yeti is sleeping bags. The technical challenges of both minimizing size and weight, and creating the highest possible performance is what drives us.



RED Y COLLECTION

For conquering the scene in the urban jungle



Companion+

The Companion range was originally developed for outdoor living and travelling. But the range became popular in the cities as well. Therefore we developed Companion+. Optimal for city dwelling and equipped with loads of small details.

Yuko Yamazaki Collection

Japanese fashion designer Yuko Yamazaki took the outdoor technology to her creative workroom for a new interpre-

tation. She transformed the exclusive materials into an offbeat urban fashion collection of down jackets, waistcoats and coats for women limited-edition exclusively for Yeti.

World Collection

With more than 3,500 stores and 135 brands World Co. is the leading clothing company in Japan. with Yeti and Copenhagen Fur World has developed and designed a special Yeti collection for the Japanese market. The collection is available in a limited edition in Europe.

History

From contraband sleeping bags to exclusive down apparel

1983 1983 It starts in a climber's kitchen

Yeti began in a living room in East Germany in 1983. Climber Bernd Exner was going on a climb in Romania in the winter. Bernd's wife Sabine a skilled mountaineer herself knows she cannot prevent Bernd from going even though they cannot find a sleeping bag in East Germany warm enough for the trip. So she decides to make it herself.



1980's Contraband sleeping bags

As their sleeping bags become more and more popular among friends and fellow climbers Sabine and Bernd Exner apply for commercial license in the communist country, but are rejected. The couple continues to make sleeping bags, jackets, vests and gloves. One of their customers from then, Uwe Wirthwein, still has his sleeping bag and jacket from 1988, and uses it on "very cold days".

1990 Yeti officially launched

After the fall of the Berlin Wall in 1989 "Yeti Down Sporting Goods" was officially launched, and quickly becomes popular among expedition teams from Germany, Austria, Switzerland and Italy.

1996 First down jacket

Yeti's first down jacket is developed and launched.



2000 Yeti bought by Breiding & Son

In the year 2000 the Exner family sold the majority of the Yeti company to the Carl Breiding & Sohn Company, a leading producer in Germany and Europe for down and beddingware.

2001 Yeti moves to Görlitz

Yeti moves from Borgsdorf to Görlitz in Saxony.

2005 Yeti bought by Nordisk

In the summer of 2005 Yeti is taken over by Nordisk, a leading outdoor suppliers of Danish origin. Nordisk



leads the brand back to its roots: down equipment for adventurers traveling in extreme climates.

2006 New materials from Japan

Yeti begins to work closely with Japanese textile experts Toray Industries on ultra thin and lightweight yet down proof material.

2007 Crystal Down standard

The standard for Crystal down is defined, and as one of the first producers Yeti commits to follow this code of practice for decent production with focus on high quality and animal welfare.

2008 The Yuko Yamazaki Fashion Collection

Yeti asks the Japanese designer Yuko Yamazaki to do Yeti Collection and with

this collection Yeti enters the fashion world.

2009 Next to Nothing is launched

The ground breaking and record breaking material "Next to Nothing" is launched, setting new standards for weight in down clothing and sleeping bags.

2009 Ethical down

The Yeti Ethical Down Code is defined and includes among other an extensive traceability of down.



2009 The world's lightest sleeping bag

The sleeping bag Passion One is launched and is with its 320 gram the worlds lightest sleeping bag. It receives a number of awards among other Red Dot Design Award and Outdoor Industry Award.

2010 Factory flooded

How brutal nature can be, Yeti finds out in August 2010 at its own site: The Neisse bursts its banks and floods the factory. The beautiful old buildings have to be abandoned.



History

2011
New in-store "Glass Factory"

Yeti opens a see-through factory at the Globetrotter store in Dresden, Germany, where consumers can follow the production of their Yeti sleeping bag.

2013
30th anniversary

Yeti can look back on 30 years of adventure and the story does not end here.



2014
Next to Nature eco-friendly fabric

Yeti launches the fabric Next to Nature, the world's first nylon based on renewable plant rather than fossil oil.

2014
Ice-cold shopping experience

Yeti opens a pop-up shop in Copenhagen Airport with a unique fitting room with a constant temperature of minus 5°C and wind. Several medias covered the event, among other USA Today calling Yeti Brand Box one of the world's best pop-up concepts.

2014
The World Fashion Collection

Yeti collaborates with World Co., Japan's leading clothing company, on a special fashion collection for Japan, and the World Collection is a hit in both Asia and Europe



Fans



Yeti has seen some of the most rough, cold and secluded areas of the globe on the many, many expeditions that has preferred Yeti clothing and sleeping bags to keep warm yet light when exploring the world.

But Yeti has also explored catwalks, film and TV shows, where actors, hosts and celebrities appear in the light, functional and fashionable jackets and vests.

2014 Arnold Coster Expeditions

Dutch mountaineer, Arnold Coster, climbs a number of the highest mountains in the world wearing Yeti.

2014 Crossing Alaska

During the summer of 2014 Danish explorer, Erik Jørgensen, crosses Alaska in a solo trek over The Brooks Range – a trip of 1000 kilometres as the bird flies.

2014 COT14: Challenge of the Fourteen

Danish mountaineer, Bo Belvedere Christensen, intends to climb the 14 mountains in the world that are higher than 8000 metres. He will climb them over a period of five years. Wearing Yeti.

2014 Frederik, Crown Prince of Denmark

At the Olympic Winter Games in Sochi the Crown Prince of Denmark appeared in a red Yeti expedition jacket with a Danish flag on the shoulder.

2014 Danish film loves Yeti

Nordisk Film – the company behind many of Danish films greatest hits – loves Yeti and often chooses Yeti to keep the crew warm and the characters fashionable.

2014 From Denmark to New York

From 2013 to 2015 Danish TV2 follows explorer, Max Hunt, as he drives his Landrover from Denmark through Asia to Alaska and from there to New York. Wearing Yeti.

2013 Add a Friend

The first and very successful Pay-TV series in Germany, Add a Friend, aired

on TNT since 2012 uses Yeti apparel in its 3rd season as it takes place close to the Arctic Circle.

2012 K3 Broad Peak Challenge

A six-man expedition consisting of among others former British marines climbed the Faichan Kangri in Himalaya without oxygen but wearing Yeti. Faichan Kangri is 8047 metres and is the 12th highest mountain in the world.

2012 Forbrydelsen (The Killing)

When the Danish TV series, Forbrydelsen 3 (known world wide as The Killing) was filmed in Copenhagen, all the crew was wearing Yeti, and for once they weren't cold in the icy Danish winter.

2011 Radek Jaroš

On May 19th world famous mountaineer Radek Jaroš climbed the Lhotse (8516 metres) in a solo climb without artificial oxygen. It is his 12th mountain over 8000 metres.

2011 Marathon Des Sables

Danish Christian Madsen completed the extreme desert race Marathon Des Sables on 36 hours, 57 minutes and 46 seconds using Yeti gear. He finished as number 147 out of 849.

Other than that Yeti is loved by:

- German actor screenwriter, producer, and singer, Jörgen Vogel
- Belgian tennis star Malène de Wouters
- British TV host Julia Bradbury
- British TV host and former musician Michaela Strachan
- British TV host Nick Baker
- Several Danish TV hosts and filmmakers

Ekspeditions



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|--|---|--|
| 1999 Manasulu Expedition
(Alpinclub Sachsen) | 1995 Saxon Himalaya Youth-Expedition | 1993 Over The Hills -mountain biketour
(Ingo Wolf) |
| 1998 Makev
(Sächsische Himalaya Ges.) | 1995 1. Saxon Mount Everest Expedition | 1993 Patagonia
(Norbert Jasper) |
| 1998 Amical Alpin Cho Oyu Expedition
(Amical) | 1995 Mansulu High Dream Expedition
(Holger Klos) | 1993 Mount Vinson Ascent
(Lutz Protze) |
| 1998 Northpole-Challenge Terminal
(DAV-Summit Club) | 1995 Shisha-Pangma & Cho Oyu
(IMC) | 1993 First Saxon Himalaya-Expedition
(Naga Parbat / Alpinclub Sachsen) |
| 1997 By Bike to the Northpole
(Eddi Castelli) | 1995 Broad Peak - Expedition
(Alpinclub Sachsen) | |
| 1997 Saxon Himalaya Trilogy
(Alpinclub Sachsen) | 1995 Anapurna I & IV - Expedition
(DAV-Summit Club) | |
| 1997 Ski-Expedition Mount McKinley
(Christian Matschewski) | 1994 East Greenland Ice Cap
(Robert Peroni) | |
| 1996 From Elbsandstein to Everest
(Lutz Protze) | 1994 Expedition Tienschan
(Alpinclub Sachsen) | |
| 1996 Saxon Everest-Expedition
(Götz Wiegand) | | |

Yeti has been part of many great and daring expeditions in the past

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| 2008 Expedition Muztagh Ata
(Gil Bretschneider & Peer Schepanski & Lutz Illing) | 2003 Cho Oyu Expedition
(Kati Kobler & Partner) | 2001 Hidden Peak.Gasherbrun II
(Alpinclub Sachsen) |
| 2008 Thousand Mile Summer
(Andreas Cohrs) | 2003 Kilimandscharo Bicycle Circumvention
(Axel Bauer) | 1999 Saxon Khumba-Expedition
(Alpinclub Sachsen) |
| 2004 Broad Peak
(Kari Kobler & Partner) | 2002 Womenpower on Kilimandscharo
(Hubert Schwarz) | 1999 Leipziger Cho Oyu Expedition
(DAV-Leipzig) |
| 2004 Broad Peak
(Adventure Train Leipzig) | 2000 Himalaya 2000-Baruntse-Makalu Expedition
(Sächsische Himalaya Ges.) | 1999 Manasulu Expedition
(Sächsische Himalaya Ges.) |
| 2004 On the Trail of Noah's Ark
(Peter Hugo Bauer) | 2000 Timbuktu- By Bike in the Sahara
(Martin Mroschek) | 1999 Arctic Spirit - International Trans-Greenland
(Till Gottbrath) |
| 2004 Anapurna Himalaya Range
(Götz Wiegand) | 2000 Everest-Jubiläumstour
(Norbert Joos) | 1999 Swiss-German Double-Expedition
(DAV Karlsruhe) |
| 2004 Nanga Parbat
(Christian Walter) | | |



Awards



Red Dot Design Award

- 2014: Fever Zero Ultralight Sleeping bag. Mode Men's Down Hoody
- 2013: Cross Women's Ultra light Vest
- 2012: Tuner Temperature Adjustable Sleeping Bag
- 2011: Ambition Men's Down Jacket
- 2009: Passion One Ultra light Sleeping bag

Outdoor Industry Award

- 2013: Fever Zero Ultra light Sleeping bag. North Women's Down Hoody
- 2012: Cross Women's Ultra light Vest
- 2011: Ambition Men's Down Jacket
- 2010: Passion One Ultra light Sleeping bag
- 2009: Passion Three Ultra light Sleeping bag



reddot award 2014
best of the best



German Design Award

- 2010: Passion One Ultra Light Sleeping bag

iF Design Award GOLD

- 2010: Purity Men's Lightweight Down Jacket

Danish Design Award

- 2010/11: Nominering: Passion One Ultra Light Sleeping Bag
- 2010/11: Nominering: Desire Women's Lightweight Down Jacket



reddot design award
winner 2013



Nominering
Den Danske Designpris 2010/11



Distribution



ISPO Munich



As Yeti is deeply rooted in the rough outdoor and expedition world our presence is divided between the finest outdoor shops and selected exclusive fashion shops all over Europe, Russia, Korea and Japan.

Yeti is constantly searching for new innovative shop concepts and new ways to give the consumers a unique experience. In spring 2014 Yeti opened a unique pop-up shop in Copenhagen

Airport, Denmark, giving consumers an extraordinary experience. With the "Be cool" dressing room consumers could try on Yeti apparel in authentic conditions in minus 5°C. The ice-cold shopping experience was an instant hit. In Dresden, Germany, Yeti has created an in-store "glass factory" in the Globetrotter store where consumers can follow and participate in the making of their new Yeti sleeping bag.

Retailers and press meets Yeti at selected European fairs in fashion and

outdoor: Premium Berlin, RePresent London, ClIFF Copenhagen International Fashion Fair, ISPO Munich and Outdoor Friedrichshafen.



Yeti Cool room, -5°C.



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