



## MAMMUT APPOINTS NEW HEAD OF CORPORATE RESPONSIBILITY

**Press Release | The Swiss Tobias Steinegger started his position as Mammut's new Head of Corporate Responsibility on January 1<sup>st</sup>, 2024. With a robust background in Environmental Engineering and -Management, Steinegger will further strengthen Mammut's commitment to corporate responsibility and sustainability, focusing on fostering strategic partnerships, scaling up decarbonization, and exploring circular business models.**

As part of the Mammut rope team since 2019, Tobias Steinegger has been instrumental in advancing the company's sustainability initiatives under the guidance of the former Head of Corporate Responsibility, Adrian Huber, who has shaped the position over the last 20 years and has now decided to seek a new challenge. Steinegger brings extensive knowledge of Mammut's strategic goals, operations, and a well-established network within the industry. With a background in environmental engineering and -management, he has a holistic view of corporate responsibility and circularity, as well as proven experience in developing and executing climate strategies.

**Heiko Schäfer**, Chief Executive Officer at Mammut, comments: "Tobias has played an instrumental role in strengthening our analytical rigor and execution discipline around our carbon reduction and removal efforts. He has demonstrated outstanding performance in his previous position. We trust this role to be in good hands with Tobias and thank Adrian for paving the way into pioneering decarbonization and Mammut's general Corporate Responsibility efforts."

### **Continuing a legacy**

In his new role, commencing January 1<sup>st</sup>, Steinegger will lead, shape, and implement Mammut's corporate responsibility strategy. This includes fostering strategic partnerships with key stakeholders such as the Fair Wear Foundation, Bluesign®, the European Outdoor Group, and the Sustainable Apparel Coalition – organizations that share Mammut's commitment to ethical and responsible business practices.

Steinegger will continue efforts toward meeting Mammut's corporate responsibility targets with a data-driven approach. Key areas of concentration will include decarbonizing the value chain, exploring circular business models, transparency & traceability, and scaling up carbon removal solutions. Steinegger and his team will steer projects related to product stewardship and emphasize communication and reporting on the road to transparency.



**Tobias Steinegger**, new Head of Corporate Responsibility, comments: “I am thrilled to lead corporate responsibility at Mammut, building on a solid foundation that has been established over the past two decades. Personally passionate about mountain sports, I am a witness to the climate crisis. The responsibility to preserve the places we love shapes how we do business at Mammut. “

### **Trailblazing Corporate Responsibility**

Recycled materials have played a role at Mammut from early on. With the Eiger Extreme collection, Mammut introduced its first recycled PET fleece as early as 1995. Since 2006, Mammut has been driving sustainability topics together with other industry players. Over the past two decades, international supply chain challenges

have been addressed through collaborations with industry experts, external monitoring systems and partners, including Fair Wear Foundation and bluesign®. As a primary signatory of the UN's Fashion Industry Charter for Climate Action in 2018, Mammut puts the climate crisis on top of its strategic agenda. Focusing on tangible and progressive climate action, Mammut is committed to reaching net zero by 2050. This requires the company to reduce emissions by at least 90% and remove all remaining unavoidable CO<sub>2</sub> emissions from the atmosphere, investing in innovative carbon removal technologies.

Mammut actively works to ensure future prosperity for people and the planet. With its 160-year heritage, the company remains committed to providing future generations of mountain sports enthusiasts worldwide with high-quality products and unique experiences.

For more information about Mammut and its commitment to corporate responsibility, please read our [Responsibility Report 2022](#).

#### **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.  
[mammut.com](http://mammut.com)

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