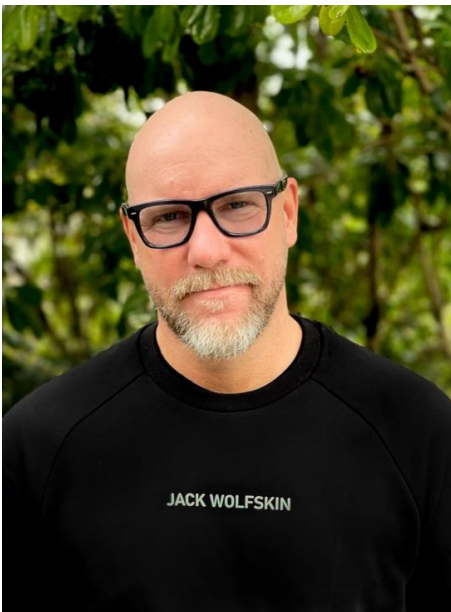


## JACK WOLFSKIN APPOINTS MATTHEW JUNG AS GENERAL MANAGER CHINA

**Idstein, Germany, 7 February 2022** - Effective February 9, 2022, Jack Wolfskin, a globally leading manufacturer of sustainably designed performance apparel, footwear and equipment, has appointed Matthew Jung (48) as its new General Manager China. In this role, Jung, an American who has served in executive roles in the Asian Pacific market for nearly 25 years, will be responsible for implementing the company's new strategic brand direction driven by the mantra "We Live to Discover" and developing Jack Wolfskin's omnichannel strategy in China.



Jack Wolfskin has sold into the Chinese outdoor market since 2008 and it has grown to become one of the brand's most significant sales regions. Jung will continue to further develop the organization's operations and drive further growth while reporting to Jack Wolfskin CEO Richard Collier. In his new role, Jung succeeds Karen Chang, who will leave the company in March 2022.

"With many years of experience in the sporting goods industry in the Asia Pacific region, Matthew has a deep understanding of the Chinese market," said Joe Flannery, executive vice president, Apparel and Soft Goods at Callaway Golf, Jack Wolfskin's parent company. "He has a strong track record and invaluable experience in leading international teams and successfully positioning global brands in Asia.

"We have high expectations for this market and are confident that Matthew will help Jack Wolfskin achieve its potential by building on the momentum that Karen produced for the brand over the past several years. We commend her and wish her continued success."

"We have come to know Matthew as a very dynamic and results-oriented manager," Collier said. "His leadership style will not only help drive sales and brand awareness but advance Jack Wolfskin's initiatives around outdoor advocacy, sustainability and education to inspire all to seek discovery through outdoor experiences."

Jung most recently worked for the Converse brand in Asia since 2016, the last two and a half years as Vice President/General Manager for Converse Asia. During that time, he and his team of more than 250 employees doubled the brand's business in the region, while also achieving the number three Brand Love positioning behind market leaders adidas and Nike. Prior to that, he spent six years as a Senior Brand Director at Nike Greater China and Marketing Director at Nike Taiwan. Jung has lived in Asia since 1997, including Hong Kong, Taipei and Shanghai. He studied English and Asian Studies at Loyola University Chicago. Jung is married and has three children.

“Consumers in China are shifting toward the outdoor lifestyle at unprecedented speed and scale,” Jung said. “The timing for such an authentic brand like Jack Wolfskin to take a leadership position in this sector based on the company’s 40 years of delivering industry-defining innovation, performance, approachability and sustainability. I regard it as a privilege to join such a passionate and talented team across the world and anchoring such a great brand in China.”

## **ABOUT JACK WOLFSKIN**

JACK WOLFSKIN is one of the leading providers of premium quality outdoor apparel, footwear and equipment in Europe and the largest franchisor in the sports retail market in Germany. JACK WOLFSKIN products are currently available in more than 490 JACK WOLFSKIN stores and at over 4,000 points of sale worldwide. JACK WOLFSKIN products are renowned for their optimised functionality, high quality and exceptional innovation. In recent years the specialist outdoor brand has captured a large share of the market with numerous new products and materials. JACK WOLFSKIN is also a pioneer of the first order when it comes to sustainability. The company has been a member of the Fair Wear Foundation since 2010 and was awarded FWF Leader status every year since 2014. JACK WOLFSKIN is also a bluesign® system partner since 2011. The company is head-quartered in Idstein, in the Taunus region of Germany and currently employs over 1,440 people worldwide.

### **PRESS CONTACT:**

JACK WOLFSKIN

Ausrüstung für Draussen GmbH & Co. KGaA

Jack Wolfskin Kreisel 1

65510 Idstein

Tel.: +49 (0) 6126 954 0

E-Mail: [presse@jack-wolfskin.com](mailto:presse@jack-wolfskin.com)