



WE CONNECT ACTIVE PEOPLE WITH THEIR PASSIONS

INVESTOR PRESENTATION

AUGUST 2026



FORWARD-LOOKING STATEMENTS

This presentation does not constitute an offer or invitation for the sale or purchase of securities and has been prepared solely for informational purposes.

This presentation contains forward-looking statements within the meaning of the federal securities laws regarding Columbia Sportswear Company's business opportunities and anticipated results of operations. Forward-looking statements generally relate to future events or our future financial or operating performance. In some cases, you can identify forward-looking statements because they contain words such as "may," "might," "will," "would," "should," "expect," "plan," "anticipate," "could," "intend," "target," "project," "contemplate," "believe," "estimate," "predict," "likely," "potential" or "continue" or the negative of these words or other similar terms or expressions that concern our expectations, strategy, plans or intentions. Unless the context indicates otherwise, the terms "we," "us," "our," "the Company," and "Columbia" refer to Columbia Sportswear Company, together with its wholly owned subsidiaries and entities in which it maintains a controlling financial interest.

The Company's expectations, beliefs and projections are expressed in good faith and are believed to have a reasonable basis; however, each forward-looking statement involves a number of risks and uncertainties, including those set forth in this document, those described in the Company's Annual Report on Form 10-K and Quarterly Reports on Form 10-Q under the heading "Risk Factors," and those that have been or may be described in other reports filed by the Company, including reports on Form 8-K. Potential risks and uncertainties that may affect our future revenues, costs, earnings and performance and could cause the actual results of operations or financial condition of the Company to differ materially from the anticipated results expressed or implied by forward-looking statements in this document include: loss of key customer accounts; our ability to execute the ACCELERATE Growth Strategy; our ability to execute and realize costs savings related to our Profit Improvement Plan; our ability to effectively execute our business strategies, including initiatives to upgrade our business processes and information technology ("IT") systems and investments in our DTC businesses; our ability to maintain the strength and security of our IT systems; the effects of unseasonable weather, including global climate change; the seasonality of our business and timing of orders; trends affecting consumer spending, including changes in the level of consumer spending, and retail traffic patterns; unfavorable economic conditions generally; the financial health of our customers and retailer consolidation; higher than expected rates of order cancellations; changes affecting consumer demand and preferences and fashion trends; changes in international, federal or state tax, labor and other laws and regulations that affect our business, including changes in corporate tax rates, tariffs, international trade policy and geopolitical tensions, or increasing wage rates; our ability to attract and retain key personnel; risks inherent in doing business in foreign markets, including fluctuations in currency exchange rates, global credit market conditions, changes in global regulation and economic and political conditions and disease outbreaks; volatility in global production and transportation costs and capacity and timing; our ability to effectively manage our inventory and our wholesale customers' to manage their inventories; our dependence on third-party manufacturers and suppliers and our ability to source at competitive prices from them or at all and our ability to import product; the effectiveness of our sales and marketing efforts; business disruptions and acts of terrorism, cyber-attacks or military activities around the globe; intense competition in the industry; our ability to establish and protect our intellectual property; and our ability to develop innovative products. The Company cautions that forward-looking statements are inherently less reliable than historical information.

New risks and uncertainties emerge from time to time and it is not possible for the Company to predict all risks and uncertainties that could have an impact on the forward-looking statements contained in this presentation. Nothing in this presentation should be regarded as a representation by any person that the forward-looking statements set forth herein will be achieved or that any of the contemplated results of such forward-looking statements will be achieved. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. We do not undertake any duty to update any of the forward-looking statements after the date of this document to conform the forward-looking statements to actual results or to changes in our expectations.

REFERENCES TO NON-GAAP FINANCIAL INFORMATION

Since Columbia Sportswear Company is a global company, the comparability of its operating results reported in U.S. dollars is affected by foreign currency exchange rate fluctuations because the underlying currencies in which it transacts change in value over time compared to the U.S. dollar. To supplement financial information reported in accordance with GAAP, the Company discloses constant-currency net sales information, which is a non-GAAP financial measure, to provide a framework to assess how the business performed excluding the effects of changes in the exchange rates used to translate net sales generated in foreign currencies into U.S. dollars. The Company calculates constant-currency net sales by translating net sales in foreign currencies for the current period into U.S. dollars at the average exchange rates that were in effect during the comparable period of the prior year. Management believes that this non-GAAP financial measure reflects an additional and useful way of viewing an aspect of our operations that, when viewed in conjunction with our GAAP results, provides a more comprehensive understanding of our business and operations.

Free cash flow is a non-GAAP financial measure. Free cash flow is calculated by reducing net cash flow from operating activities by capital expenditures. Management believes free cash flow provides investors with an important perspective on the cash available for shareholders and acquisitions after making the capital investments required to support ongoing business operations and long-term value creation. Free cash flow does not represent the residual cash flow available for discretionary expenditures as it excludes certain mandatory expenditures. Management uses free cash flow as a measure to assess both business performance and overall liquidity.

Non-GAAP financial measures, including constant-currency net sales and free cash flow, should be viewed in addition to, and not in lieu of or superior to, our financial measures calculated in accordance with GAAP. The Company provides a reconciliation of non-GAAP measures to the most directly comparable financial measure calculated in accordance with GAAP in the back of this presentation in the “Appendix”. The non-GAAP financial measures and constant-currency information presented may not be comparable to similarly titled measures reported by other companies.



WE CONNECT ACTIVE PEOPLE WITH THEIR PASSIONS

ACCELERATE PROFITABLE GROWTH

**CREATE
ICONIC PRODUCTS**

Differentiated, Functional, Innovative

**DRIVE
BRAND ENGAGEMENT**

Increased, Focused Demand Creation
Investments

**ENHANCE
CONSUMER EXPERIENCES**

Invest in Capabilities to Delight
and Retain Consumers

**AMPLIFY
MARKETPLACE EXCELLENCE**

Digitally-Led, Omni-Channel, Global

EMPOWER TALENT THAT IS DRIVEN BY OUR CORE VALUES

Through a Diverse and Inclusive Workforce





WE CONNECT ACTIVE PEOPLE WITH THEIR PASSIONS



01

**MULTI-GENERATIONAL
FAMILY STEWARDSHIP**

TENURED MANAGEMENT TEAM

02

**DIFFERENTIATED BRAND
PORTFOLIO**

ICONIC PRODUCTS

03

**LONG-TERM FINANCIAL
PERFORMANCE**

OVERALL PROFITABLE GROWTH
SINCE 1998 IPO

04

**DIVERSIFIED BUSINESS
MODEL**

GROWTH OPPORTUNITIES

05

**FORTRESS BALANCE
SHEET**

DISCIPLINED CAPITAL ALLOCATION
STRATEGY

01 BOYLE FAMILY LEGACY

KEEPING YOU OUTDOORS SINCE 1938

“IT’S PERFECT, NOW MAKE IT BETTER.”

OUR FOUNDER, GERT BOYLE, WAS ONE TOUGH MOTHER. AT A TIME WHEN FEW WOMEN HEADED UP CORPORATIONS, SELF-PROCLAIMED HOUSEWIFE GERT TURNED A STRUGGLING FAMILY BUSINESS INTO THE POWERHOUSE IT IS TODAY. HER LEGACY OF STRENGTH, TENACITY, WIT, AND UNAPOLOGETIC PERFECTIONISM LIVES ON IN EVERYTHING WE DO.



01 LEADERSHIP TEAM



TIM BOYLE
Chairman & CEO

~55 Years at CSC



JIM SWANSON
EVP, Chief Financial Officer

~23 Years at CSC



JOE BOYLE
President, Columbia Brand

~20 Years at CSC



PETER BRAGDON
President

~25 Years at CSC



RICHELLE LUTHER
EVP, Chief Administrative
Officer & General Council

~18 Years at CSC



LISA KULOK
EVP, Chief Operating Officer

~18 Years at CSC



Craig Zanon
EVP, Europe-direct, Asia-
direct & Emerging Brands

~5 Years at CSC



02 DIFFERENTIATED BRAND PORTFOLIO

 Columbia


SOREL

MOUNTAIN
HARD
WEAR 

prAna®



Founded in 1938, our Columbia brand's mission is to unlock the outdoors for everyone. Our Columbia brand offers authentic, high-value outdoor apparel, footwear, accessories and equipment products suited for hiking, trail running, snow, and fishing and hunting activities, as well as everyday outdoor activities.

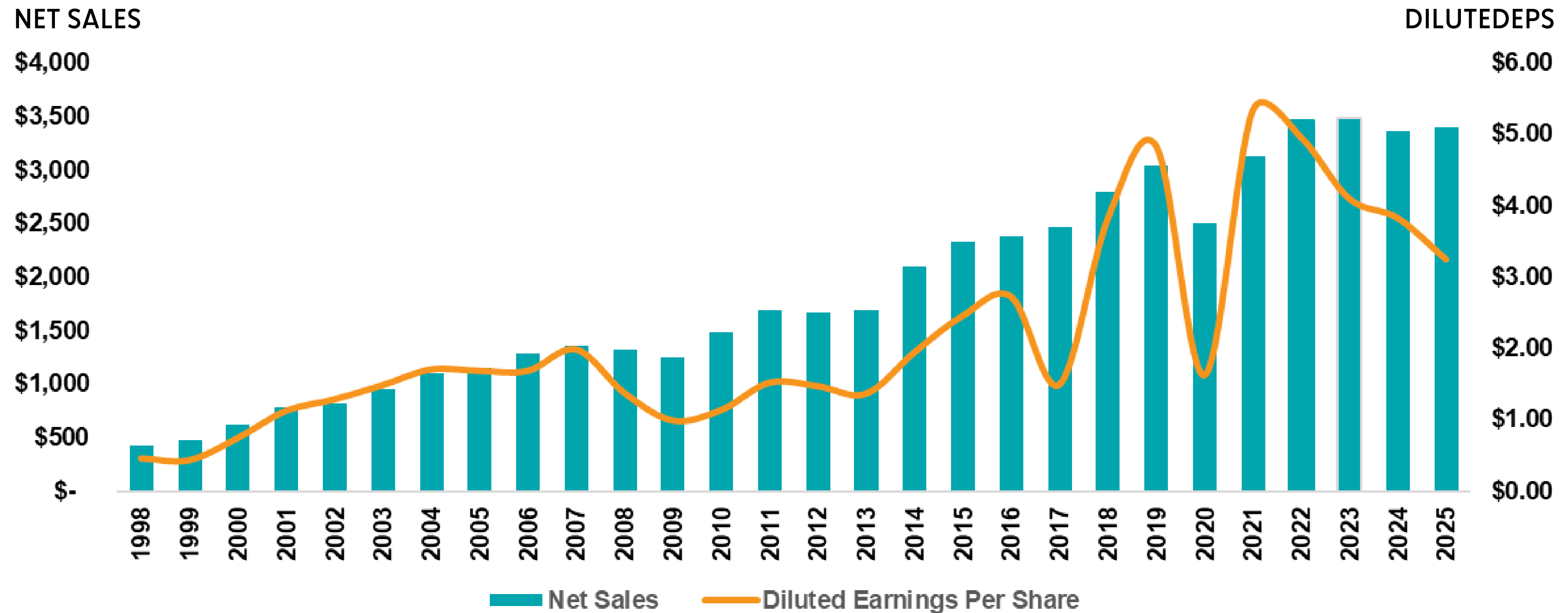
Acquired in 2000, our SOREL brand has evolved from a men's utility boot brand into a contemporary lifestyle brand bringing style to the outdoors. Our SOREL brand leverages its rich heritage, innovation and style to offer distinct, compelling, and unexpected footwear to consumers around the world.

Acquired in 2003, our Mountain Hardwear brand's mission is to encourage and equip people to seek a wilder path in life. With over 30 years of wild wisdom, our Mountain Hardwear brand continues to offer essential, premium apparel, accessories and equipment products for climbers, mountaineers, skiers, snowboarders, and trail athletes.

Acquired in 2014, our prAna brand's mission is to celebrate the spirit of adventure and discovery, encouraging individuals to pursue their passions inspired by an active California lifestyle. Our prAna brand offers apparel and accessories that blend style and versatility for individuals who embrace movement and have a deep reverence for nature.

03 LONG-TERM TRACK RECORD OF PROFITABLE GROWTH

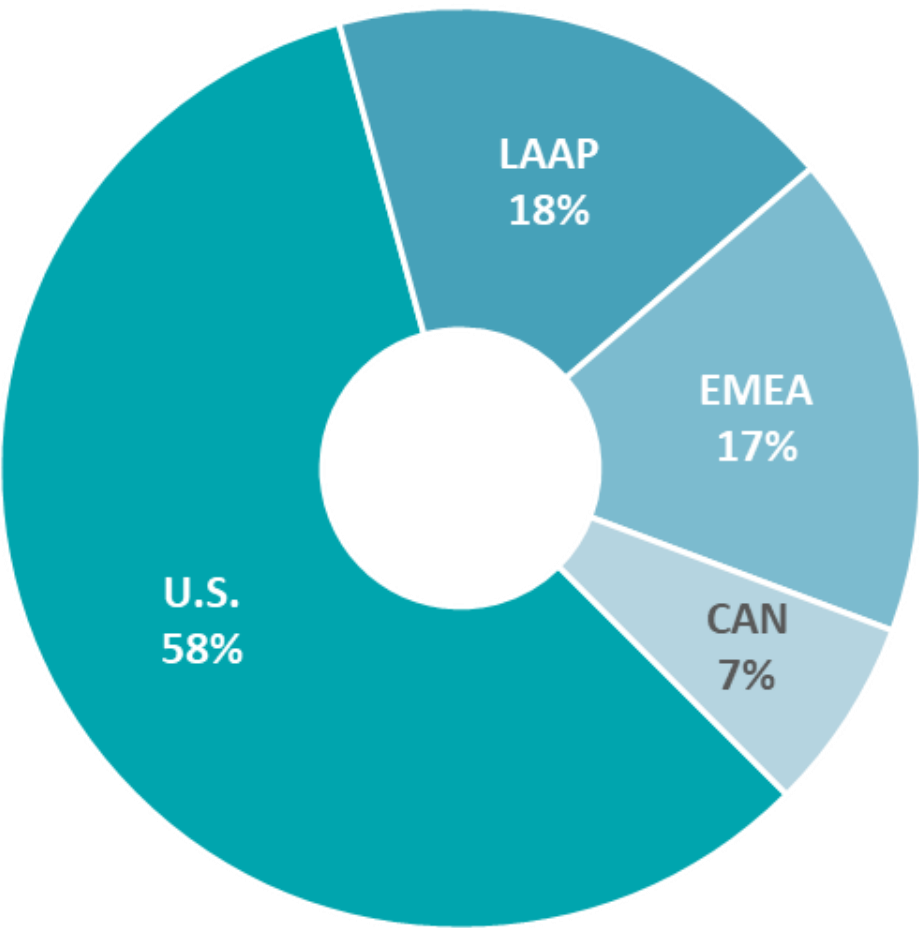
From 1998 – 2025, COLM generated an 8% net sales and 8% EPS CAGR*



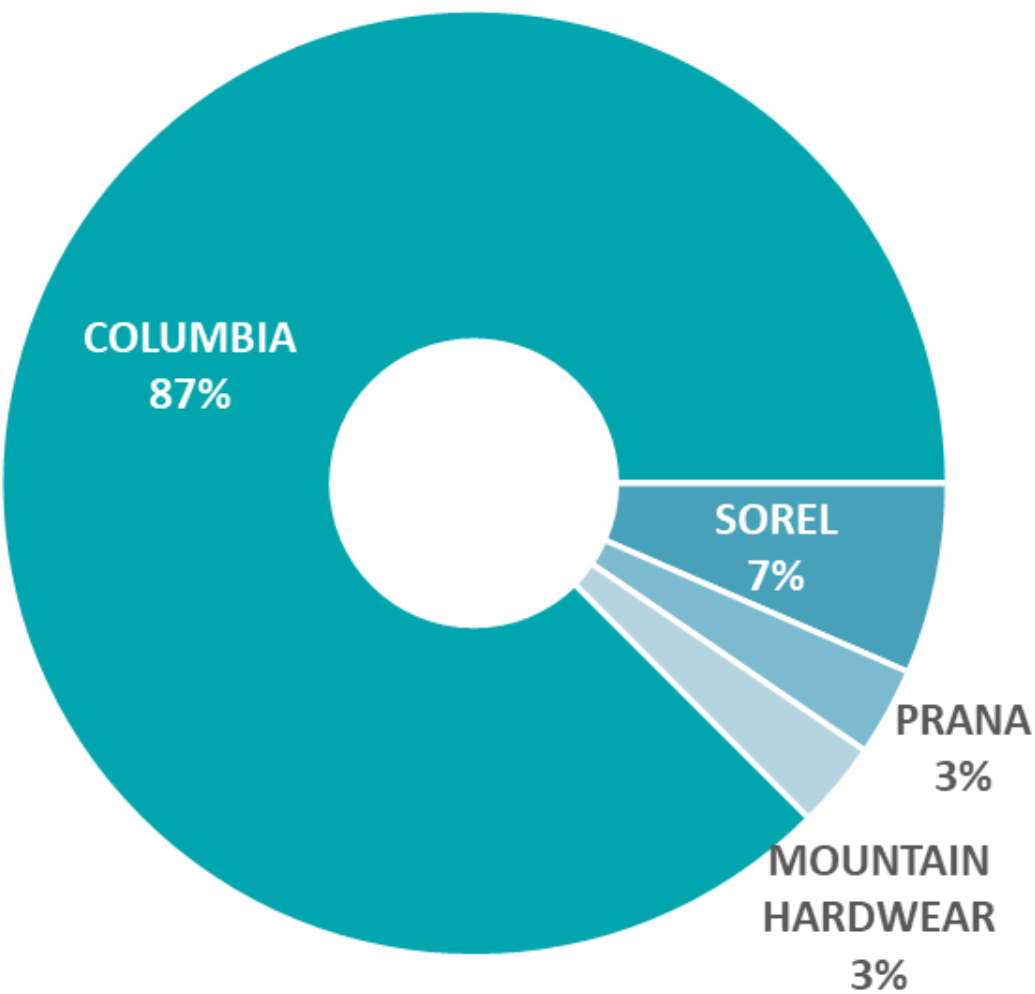
*CAGR (compound annual growth rate) is calculated using the formula: $(\text{Ending Value} / \text{Beginning Value})^{(1 / \text{number of years})} - 1$

2025 NET SALES BREAKDOWN

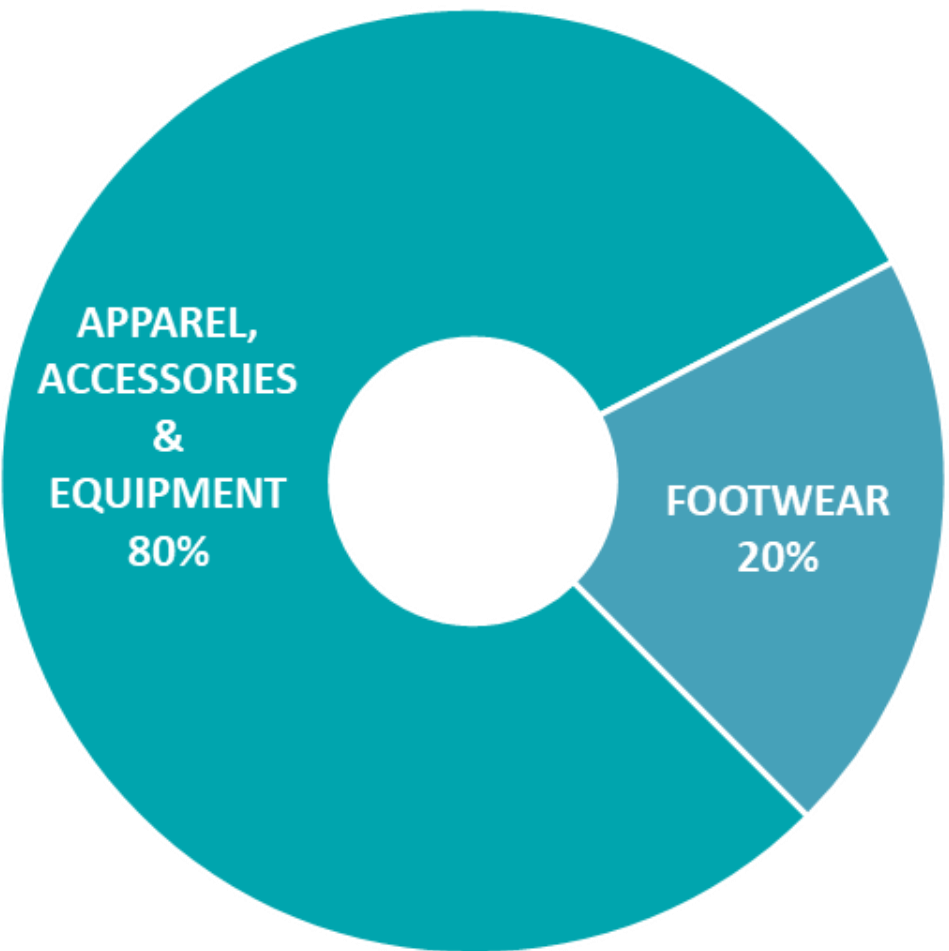
GEOGRAPHY



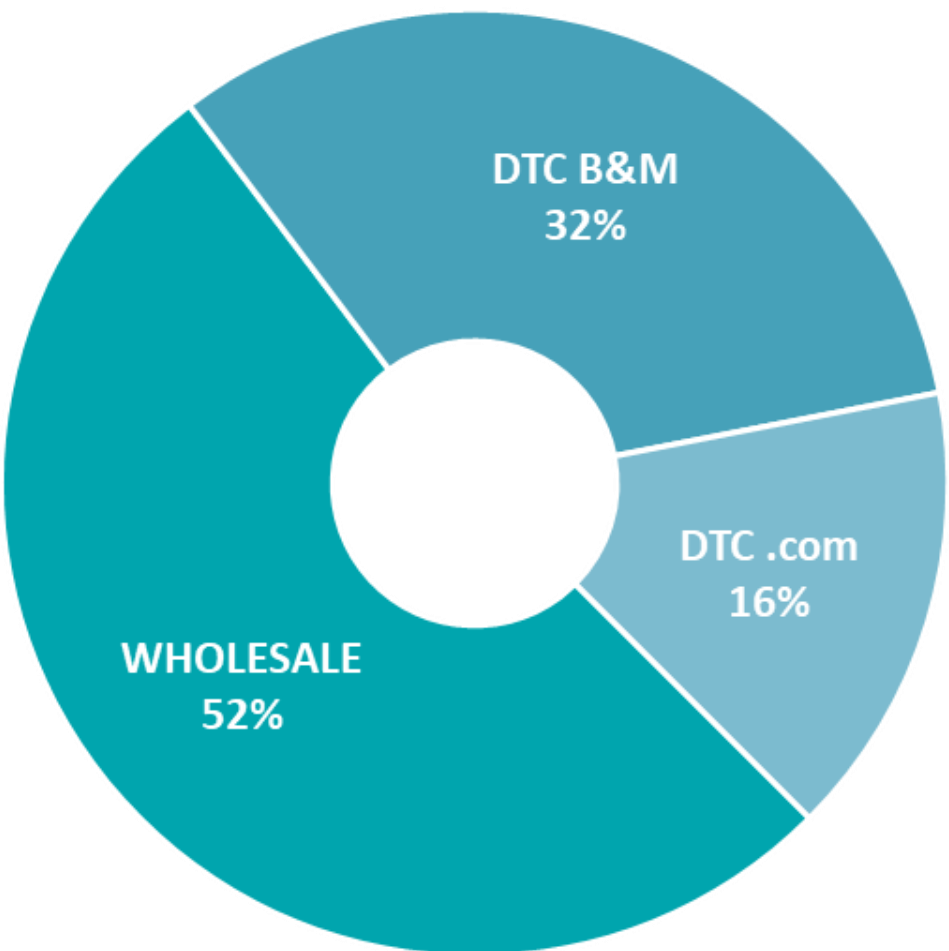
BRAND



CATEGORY



CHANNEL



United States ("U.S.")
Latin America and Asia Pacific ("LAAP")
Europe, Middle East and Africa ("EMEA")
Canada ("CAN.")

Direct-to-consumer - DTC
DTC B&M - DTC brick & mortar
DTC.com - DTC e-commerce



04 GROWTH ACCELERATORS



05 FORTRESS BALANCE SHEET & DISCIPLINED CAPITAL ALLOCATION

OUR GOAL IS TO MAINTAIN OUR STRONG BALANCE SHEET AND DISCIPLINED APPROACH TO CAPITAL ALLOCATION.

BALANCE SHEET AS OF JUNE 30, 2026

DEPENDENT UPON OUR FINANCIAL POSITION, MARKET CONDITIONS AND OUR STRATEGIC PRIORITIES, OUR CAPITAL ALLOCATION APPROACH INCLUDES:

INVEST IN ORGANIC GROWTH OPPORTUNITIES

TO DRIVE LONG-TERM PROFITABLE GROWTH

RETURN AT LEAST 40% OF FREE CASH FLOW TO SHAREHOLDERS

THROUGH DIVIDENDS AND SHARE REPURCHASES

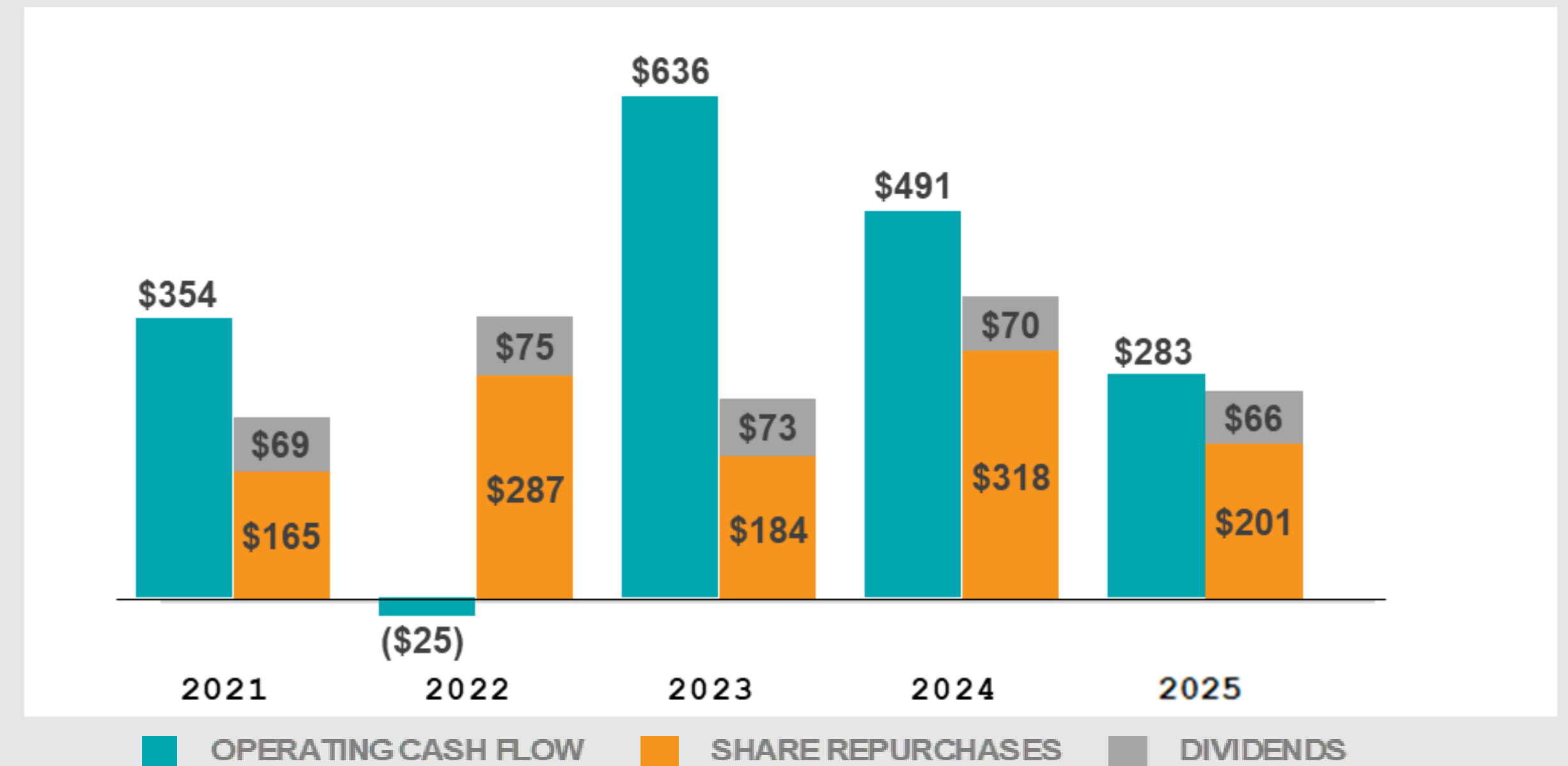
OPPORTUNISTIC M&A

CASH & SHORT-TERM INVESTMENTS:

~\$625M

NO BANK BORROWINGS

OPERATING CASH FLOW COMPARED TO SHARE REPURCHASES AND DIVIDENDS

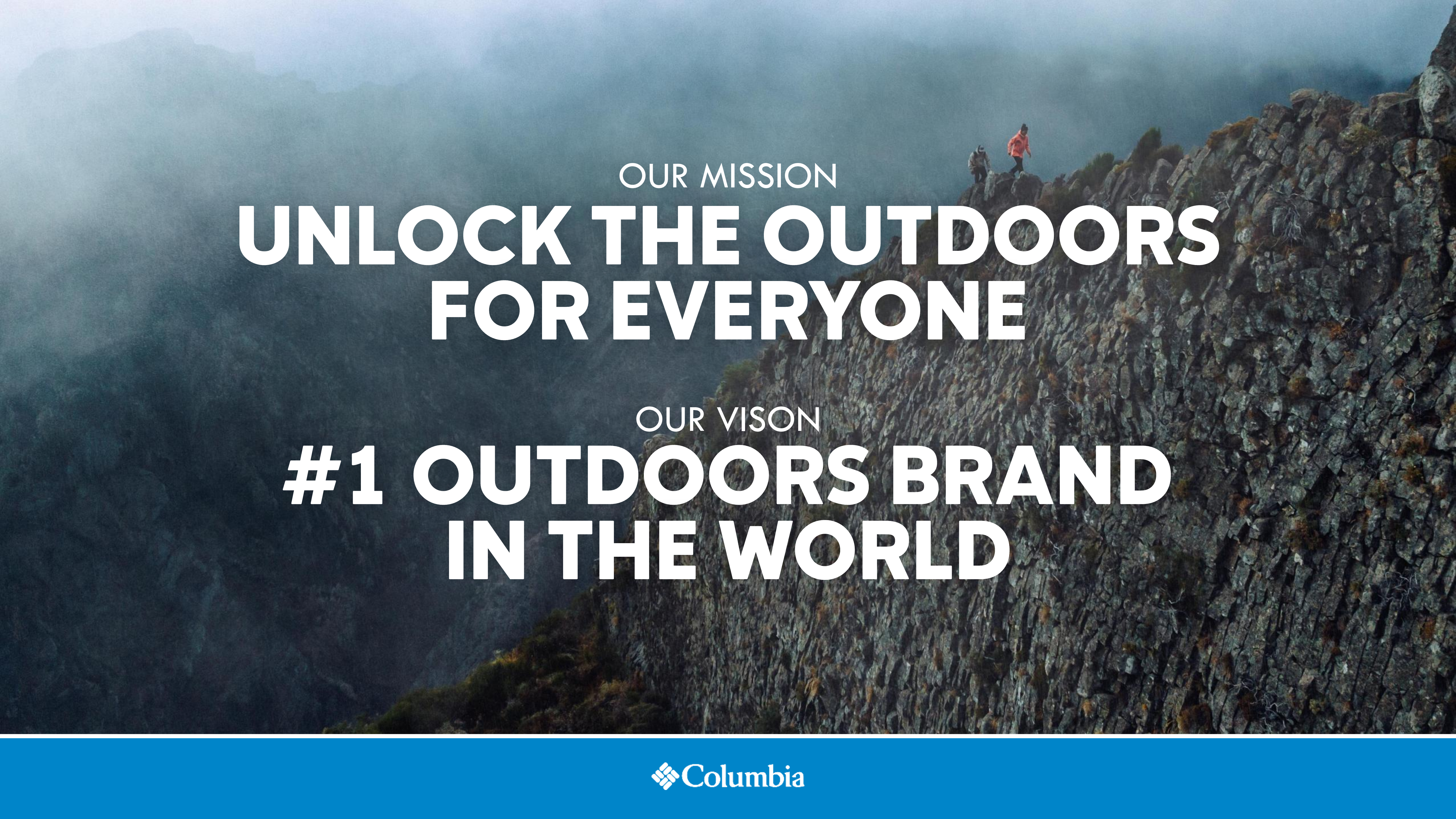


BRAND PORTFOLIO



A man wearing a Columbia baseball cap, sunglasses, and a bright orange Columbia long-sleeved shirt is smiling while holding a large, silvery fish (likely a tarpon) in shallow water. The fish is splashing, and the background shows a calm body of water under a blue sky with light clouds. The Columbia logo and brand name are overlaid in the center of the image.

 Columbia



OUR MISSION
**UNLOCK THE OUTDOORS
FOR EVERYONE**

OUR VISION
**#1 OUTDOORS BRAND
IN THE WORLD**

Accelerate Growth Strategy

ACCELERATE is a growth strategy intended to elevate the Columbia brand to attract younger and more active consumers. It is a multi-year effort centered around several consumer-centric shifts to our brand, product and marketplace strategies, as well as enhanced ways of working. Last year, the Columbia brand launched its new brand platform “Engineered for Whatever” through a global brand campaign, released certain new products designed with a younger, more active consumer in mind, and re-launched the U.S. Columbia.com website, with enhanced features and photography. The foundational shifts of the ACCELERATE Growth Strategy are starting to show tangible signs of traction with our target consumers.

Fuel Our Growth

Deliver growth with new consumers

Bring new younger, active consumers into the brand

CONSUMER

Strengthen our Core

Steward core consumer segments

Continue to serve existing consumers with accessible outdoor essentials

BRAND

Elevate consumers' perception of the Columbia brand

Refreshed creative strategy that brings Columbia's unique brand personality to life

PRODUCT

Emphasize innovation and style

Streamline assortment with fewer, more powerful collections with clear purpose

Deliver durable high-value products

Create elevated omni-channel brand experiences

Activate brand and product strategies by elevating the position of the Columbia brand in the U.S. marketplace

MARKETPLACE

Maintain outlet and value-oriented wholesale distribution

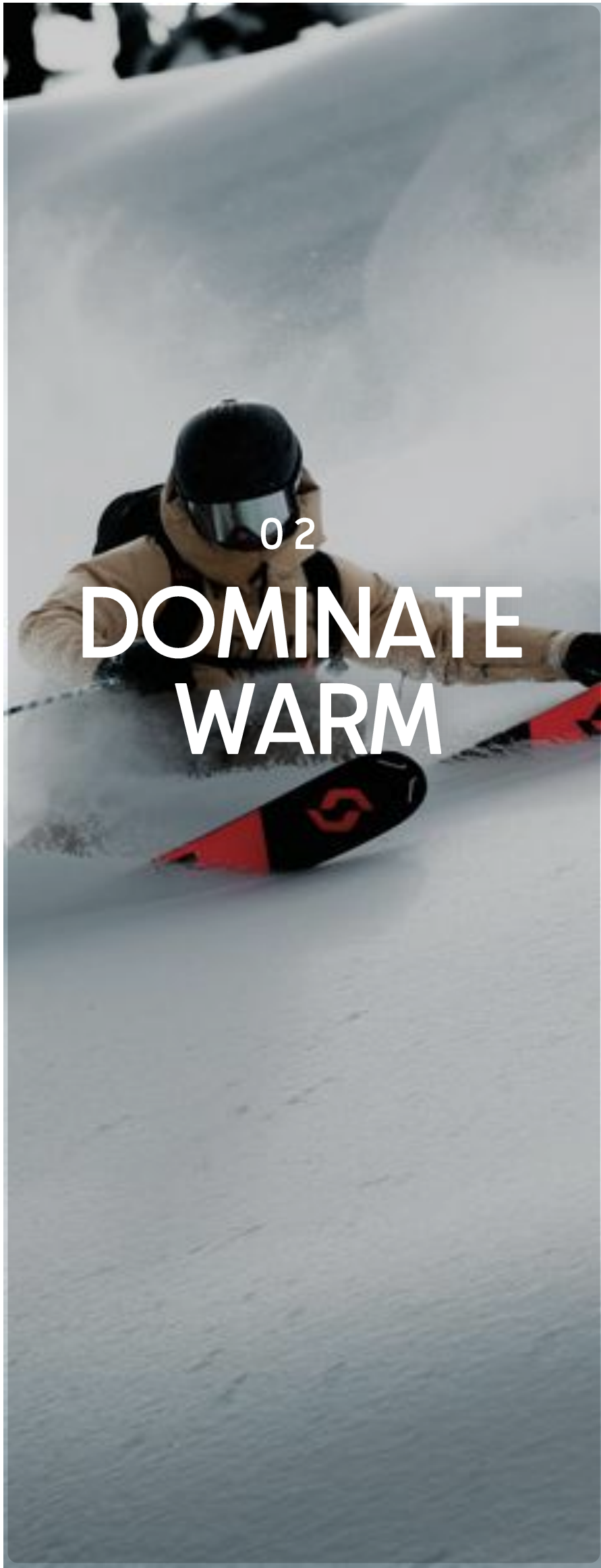
MARKETING

Deliver integrated full-funnel marketing

Higher and more efficient demand creation spending, with more creative and immersive ways to experience the brand

COLUMBIA BRAND STRATEGIC PILLARS

As the ACCELERATE Growth Strategy evolves, the Columbia brand is sharpening its focus on 5 strategic pillars. These pillars are nested in the original shifts of the ACCELERATE Growth Strategy, leveraging our authenticity and heritage in outdoor performance and lifestyle.



VISORED FACE
MASK HOOD

COLUMBIA SPORTSWEAR
We don't just design it. We engineer it.

apparel
design

FACTORY SEALED HOOD,
SHOULDER, COLLAR SEAMS

GORE-TEX
OUTER SHELL

ZIP CLOSED
MAXIMUM
SECURITY
INSIDE
POCKET

AT COLUMBIA WE DON'T
JUST DESIGN OUR CLOTHES,
WE ENGINEER THEM.

WE HAVE YOU COVERED.
BECAUSE WE'RE...



39.1346° N,
86.2328° W

ENGINEERED FOR WHATEVER

THE PEKE LAKE™ II
WITH DMD-HEAT™
THERMAL LINING.

WATERPROOF
AND ULTRA-WARM

 Columbia

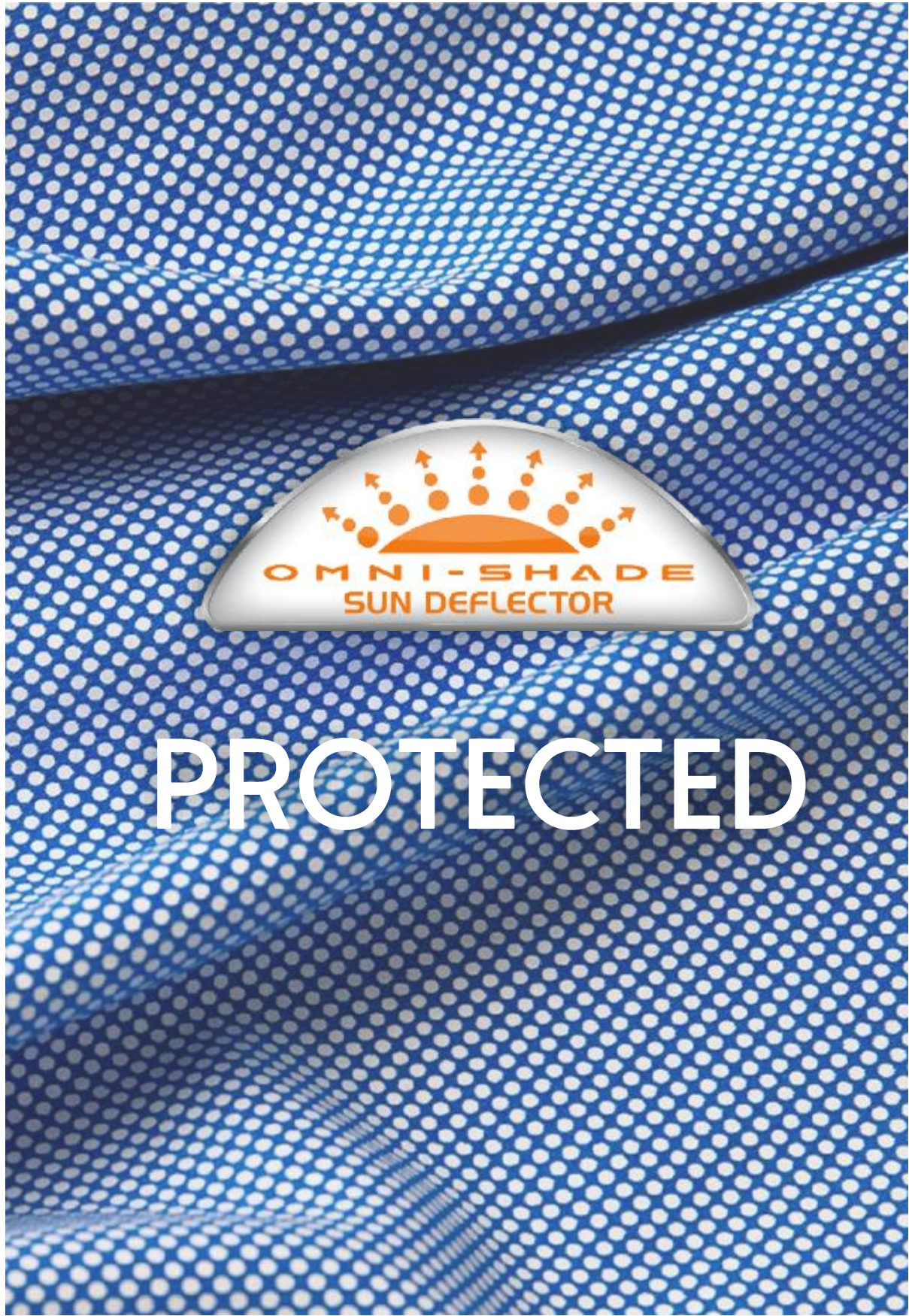
 Columbia

ACCELERATING THE COLUMBIA BRAND

COLUMBIA'S CHANGE OPPORTUNITY



AWARD WINNING DIFFERENTIATED INNOVATION



COLUMBIA FOOTWEAR

EVERY SURFACE IS A TRAIL



FAST



VERSATILE

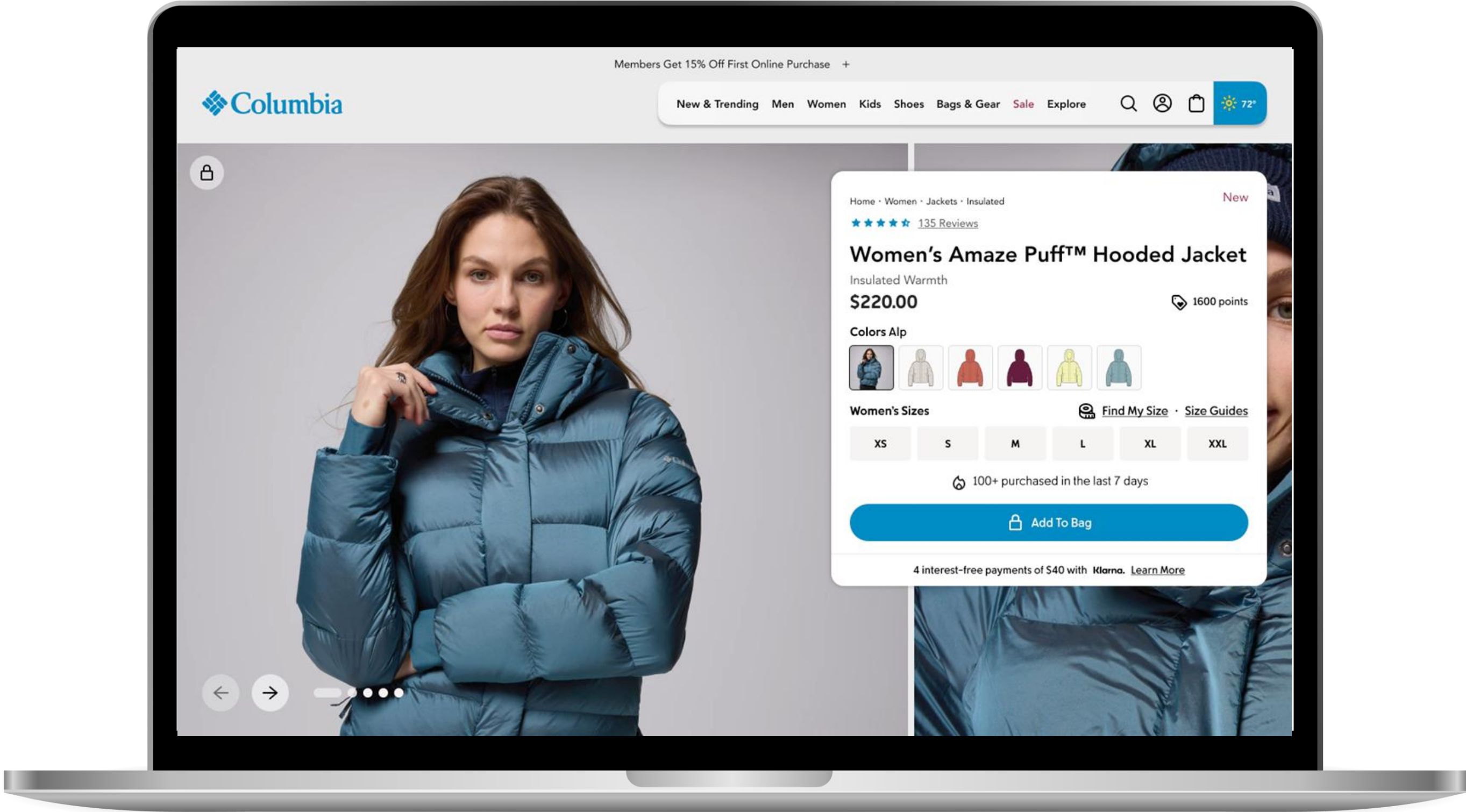


RUGGED

ELEVATING RETAIL



ELEVATING COLUMBIA.COM



GROWING INTERNATIONAL PRESENCE





Our Vision
**TO EMBOLDEN UNTAMED SPIRITS
WHEREVER THEY ROAM.**

Our Mission
**TO BE A GLOBAL ASPIRATIONAL SYMBOL
OF CONFIDENCE AND CREATIVITY,
ROOTED IN AUTHENTIC HERITAGE.**





Then to Now





PURPOSE

SEEK WILDER PATHS



MOUNTAIN
HARDWEAR



ALPINE

FIELDS OF PLAY



CLIMB



SNOW



CAMP



TRAIL



prAna®

prAna.

We're prAna, an Active Lifestyle brand
inspired by the adventurous spirit of our Southern California home.



prAna®

A woman with long dark hair, wearing a grey knit beanie and a dark blue/black quilted Columbia jacket, looks directly at the camera. The background is a dark, textured surface, possibly water or a rocky shore, with a cool blue-grey color palette. The text 'FINANCIAL OVERVIEW' is centered in white, uppercase letters, with a thin white horizontal line positioned below it.

FINANCIAL OVERVIEW

SECOND QUARTER 2026 FINANCIAL RESULTS

THREE MONTHS ENDED JUNE 30, 2026
NET SALES AND CHANGE VS. PRIOR YEAR

CATEGORY PERFORMANCE

APPAREL, ACCESSORIES &
EQUIPMENT: \$497 MILLION



↑ +1%

FOOTWEAR: \$117 MILLION



↑ +5%

REGIONAL PERFORMANCE

AS REPORTED:

-7% CANADA
\$25 MILLION

-4% U.S.
\$320 MILLION

+10% EMEA
\$143 MILLION

+12% LAAP
\$126 MILLION



CONSTANT-CURRENCY:* U.S. -4% LAAP +13% EMEA +8% CANADA -9%

*Non-GAAP measure. For additional information regarding this non-GAAP financial measure, see the disclosures and reconciliations included in the Appendix of this presentation.

BRAND PERFORMANCE

NET SALES VS. PRIOR YEAR:

 Columbia

↑ +1%

\$556 MILLION



↓ -14%

\$16 MILLION

prAna®

↑ +14%

\$23 MILLION

MOUNTAIN
HARD
WEAR 

↑ +6%

\$19 MILLION

FIRST HALF 2026 GLOBAL RESULTS

CHANGE AND PERCENTAGE METRICS ARE YEAR-OVER-YEAR METRICS, COMPARING FIRST SIX MONTHS 2026 TO FIRST SIX MONTHS 2025.

SIX MONTHS ENDED JUNE 30, 2026

NET SALES \$1,393M +1%	GROSS MARGIN* 54.1% +400 bps
OPERATING MARGIN* 5.2% +350 bps	DILUTED EPS* \$1.17 +102%

*First half 2026 results include impacts from U.S. IEEPA tariff refunds, including a 430 bps benefit to both Gross Margin and Operating Margin, and a \$0.92 benefit to Diluted EPS.



A P P E N D I X



FIRST HALF 2026 CONSTANT-CURRENCY RECONCILIATION

COLUMBIA SPORTSWEAR COMPANY
Reconciliation of GAAP to Non-GAAP Financial Measures
Net cash flow from operating activities to free cash flow
(Unaudited)

	Six Months Ended June 30,					
	Reported Net Sales 2026	Adjust for Foreign Currency Translation	Constant- currency Net Sales 2026 ⁽¹⁾	Reported Net Sales 2025	Reported Net Sales % Change	Constant- currency Net Sales % Change ⁽¹⁾
<i>(in thousands, except for percentages)</i>						
Brand net sales:						
Columbia	\$ 1,246,375	\$ (21,703)	\$ 1,224,672	\$ 1,231,466	1%	(1)%
SOREL	53,445	(855)	52,590	61,031	(12)%	(14)%
prAna	49,986	(8)	49,978	48,651	3%	3%
Mountain Hardwear	43,569	(31)	43,538	42,550	2%	2%
Total	<u>\$ 1,393,375</u>	<u>\$ (22,597)</u>	<u>\$ 1,370,778</u>	<u>\$ 1,383,698</u>	1%	(1)%
Product category net sales:						
Apparel, accessories and equipment	\$ 1,120,461	\$ (16,202)	\$ 1,104,259	\$ 1,123,122	—%	(2)%
Footwear	272,914	(6,395)	266,519	260,576	5%	2%
Total	<u>\$ 1,393,375</u>	<u>\$ (22,597)</u>	<u>\$ 1,370,778</u>	<u>\$ 1,383,698</u>	1%	(1)%
Channel net sales:						
Wholesale	\$ 719,425	\$ (14,253)	\$ 705,172	\$ 716,987	—%	(2)%
Direct-to-consumer	673,950	(8,344)	665,606	666,711	1%	—%
Total	<u>\$ 1,393,375</u>	<u>\$ (22,597)</u>	<u>\$ 1,370,778</u>	<u>\$ 1,383,698</u>	1%	(1)%

⁽¹⁾ Constant-currency net sales is a non-GAAP financial measure. See "Non-GAAP Financial Measure" above for further information.

FIRST HALF 2026 FREE CASH FLOW RECONCILIATION

COLUMBIA SPORTSWEAR COMPANY
Reconciliation of GAAP to Non-GAAP Financial Measures
Net cash flow from operating activities to free cash flow
(Unaudited)

<i>(In thousands)</i>	Six Months Ended June 30,	
	2026	2025
Net cash flow from operating activities	\$ 37,457	\$ (62,886)
Capital expenditures	(25,813)	(30,036)
Free cash flow	<u>\$ 11,644</u>	<u>\$ (92,922)</u>