



IIC - INTERSPORT International Corporation GmbH

Media Information

Victor V. Duran to succeed Franz Julen as CEO of INTERSPORT International Corporation

Bern (Switzerland), May, 2016 - **Seamless transition: On January 1, 2017 Victor V. Duran will replace Franz Julen as CEO of IIC - INTERSPORT International Corporation GmbH (IIC). Victor Duran will take up his work as Member of the IIC Executive Management on October 1, 2016. During three months he will work together with Franz Julen to ensure a smooth transition. Franz Julen will retain full operational responsibility until December 31, 2016.**

Victor Duran (49), Senior Vice-President of Amer Sports in charge of Marketing & Business-to-Consumer and member of the Executive Board of this globally operating sporting goods company (revenue of EUR 2.5 billion in 2015 with the brands Arc'teryx, Atomic, Salomon, Precor, Suunto and Wilson), has been responsible since 2010 for the Group's Marketing and the Direct-to-Consumer business, including e-commerce. Under his leadership this division developed to a successful, profitable business unit with a global retail and multi-brand e-commerce footprint.

Prior to this, he worked for two consulting firms, Hothouse in Switzerland and Zyman Group in the UK. Before that, he worked for five years as General Manager Marketing EMEA for Caterpillar as well as for seven years for Procter & Gamble in Switzerland and the USA. Victor Duran studied economics (Bachelor of Science) at West Point and completed his education with an MBA degree in International Business and Marketing at the University of North Carolina. As an American citizen, Victor Duran did his military service as an officer in the US Army, where he was stationed in Germany for three years.

Victor Duran was born in Mexico and moved to the USA at the age of eleven. Besides English he also speaks Spanish, French and German. He is a passionate sportsman who grew up playing soccer and tennis and now is an avid skier, cyclist and runner.

Jussi Mikkola, Chairman of the Board of Management of IIC says: "Victor Duran knows the sporting goods market and our consumers very well. We have been convinced by his track record at Amer Sports, in particular in areas such as retail, digital, e-commerce and marketing. Having lived and worked in several countries and speaking four languages, he also has the human skills required and an understanding for different cultures. We are convinced that he will continue the dynamic growth strategy of the group together with the IIC team and all partners, and will lead it towards new successes."

On behalf of the entire IIC Board of Management, Jussi Mikkola thanks Franz Julen, who will leave the company on December 31, 2016, for his achievements: „Franz Julen has done a tremendous job for INTERSPORT. He will leave the company with an enormous track record. In the over 16 years as CEO he has more than doubled the retail sales and has increased INTERSPORT's global presence from 16 to 65 countries. Furthermore, he has managed to turn a buying group into a modern, globally leading, retail organization with more than 5'800 stores. For this outstanding performance the whole group would like to express its gratitude to him already today."

IIC-INTERSPORT International Corp.

For further information:

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About INTERSPORT and The Athlete's Foot

With retail sales of EUR 11.03 billion in 2015 (+5.1% vs. 2014) and more than 5,400 affiliated stores in 43 countries, INTERSPORT is the world's leading sporting goods retailer. In December 2012 INTERSPORT acquired the athletic speciality footwear chain, The Athlete's Foot, with around 460 stores in 26 countries and retail sales of EUR 307 million in 2015 (+6% vs. 2014). The INTERSPORT Group is represented in 65 countries on all five continents.



Victor V. Duran
CEO of IIC - INTERSPORT International Corp. as of 01.01.2017