



UNDER ARMOUR ANNOUNCED SENIOR MANAGEMENT CHANGES IN NORTH AMERICA

- Under Armour has announced Jason LaRose will assume the position of Company President for North America. He will succeed Matthew Mirchin.
- Mr. Mirchin will stay with the company and serve as Strategic Advisor, Global Revenue.
- Mr. LaRose joined Under Armour in 2013 to lead the company’s global e-commerce business.

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Under Armour has announced Jason LaRose will assume the position of Company President for North America. He will succeed Matthew Mirchin, who will stay with the company and assume the position of Strategic Advisor, Global Revenue. The changes are effective October 1, 2016.

Mr. LaRose joined Under Armour in 2013 to lead the company’s global e-commerce business. He eventually became Senior Vice President of Digital Revenue in 2015. No successor has been chosen for this position as of the time of writing. Mr. Mirchin has been with the company since 2005 and has worked in a number of senior management positions in sales and marketing.

The company is expected to announce third-quarter earnings on October 23, 2016.

In/Out (+/-)	Date	Name	Title	Brief Introduction
+	1995	Kevin A. Plank	Founder, Chairman, Chief Executive Officer and President	The Chief Executive Officer of Under Armour since 1996 and its President since August 2010, Mr. Plank founded Under Armour in 1995.
+	January 2016	Lawrence P. Molloy	Chief Financial Officer	Mr. Molloy has been the Chief Financial Officer of Under Armour since January 19, 2016.
+	March 2015	James H. Hardy, Jr.	Executive Vice President of Global Operations	Executive Vice President of Global Operations at Under Armour since March 2015, Mr. Hardy served as the Chief Supply Chain Officer for Under Armour from April 2012 to February 2015.
+	March 2015	Paul Fipps	Chief Information Officer	The Chief Information Officer at Under Armour since March 2015, Mr. Fipps served as Senior Vice President of Global Operations at Under Armour from January 2014 to February 2015.



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+	August 2016	Kip J. Fulks	Chief Product Officer	Chief Product Officer since August 2016, Mr. Fulks served as Chief Marketing officer from November 2015 to July 2016.
+	January 2015	Kerry D. Chandler	Chief Human Resources Officer	Ms. Chandler has served in this position since January 2015. Prior to joining Under Armour, she served as Global Head of Human Resources for Christie’s International from February 2014 to November 2014.
+	July 2016	Michael Lee	Chief Digital Officer	Mr. Lee has served in this position since July 2016. He took on this role after serving as Senior Vice President of Digital from March 2015 to June 2016.
+	November 2015	Karl-Heinz Maurath	Chief Revenue Officer	Mr. Maurath has served in this position since November 2015. Prior to that he served as President of International from September 2012 to October 2015.
+	October 2016	Jason LaRose	President of North America	Mr. LaRose joined the company in 2013 and became Senior Vice President of Digital Revenue in 2015.
-	October 2016	Matthew C. Mirchin	Strategic Advisor, Global Revenue	Mr. Mirchin served as President of North America from December 2014 to September 2016. Previously he served as Executive Vice President, Global Marketing from October 2013 to November 2014, Senior Vice President, Global Brand and Sports Marketing from March 2012 to September 2013 and Senior Vice President of Sports Marketing from January 2010 to February 2012.



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