
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported):
October 26, 2023

COLUMBIA SPORTSWEAR COMPANY
(Exact name of registrant as specified in its charter)

Oregon
(State or other jurisdiction
of incorporation)

000-23939
(Commission
File Number)

93-0498284
(I.R.S. Employer
Identification No.)

14375 Northwest Science Park Drive
Portland, Oregon 97229
(Address of principal executive offices) (Zip code)

(503) 985-4000
(Registrant's telephone number, including area code)

No Change
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common stock	COLM	Nasdaq Global Select Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

ITEM 2.02 RESULTS OF OPERATIONS AND FINANCIAL CONDITION

On October 26, 2023, Columbia Sportswear Company (the "Company") issued a press release reporting its third quarter and first nine months 2023 financial results, updating its full year 2023 financial outlook, and announcing a quarterly dividend. A copy of the Company's press release is attached hereto as Exhibit 99.1 and is incorporated herein by reference. The information in this report shall not be treated as filed for purposes of the Securities Exchange Act of 1934, as amended.

Attached hereto as Exhibit 99.2 and incorporated by reference herein is the CFO Commentary and Financial Review presentation by Jim A. Swanson, Executive Vice President and Chief Financial Officer of the Company, on the Company's third quarter 2023 financial results and its 2023 financial outlook, as posted on the Company's investor relations website, <https://investor.columbia.com>, on October 26, 2023. The information in this report shall not be treated as filed for purposes of the Securities Exchange Act of 1934, as amended.

ITEM 7.01 REGULATION FD DISCLOSURE

In its October 26, 2023 press release, the Company announced that its Board of Directors declared a quarterly cash dividend of \$0.30 per share of common stock to be paid on November 30, 2023 to its shareholders of record on November 16, 2023.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(d) Exhibits

- [99.1](#) Press Release, dated October 26, 2023 (furnished pursuant to Items 2.02 and 7.01 hereof).
 - [99.2](#) CFO Commentary and Financial Review Presentation, dated October 26, 2023 (furnished pursuant to Items 2.02 and 7.01 hereof).
 - 104 Cover Page Interactive Data File (embedded within the Inline XBRL document).
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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

COLUMBIA SPORTSWEAR COMPANY

Dated: October 26, 2023

By: /S/ JIM A. SWANSON
Jim A. Swanson
Executive Vice President and Chief Financial Officer



**Columbia Sportswear Company Reports Third Quarter and First Nine Months 2023 Financial Results;
Updates Full Year 2023 Financial Outlook**

Third Quarter 2023 Highlights

- **Net sales increased 3 percent (3 percent constant-currency) to \$985.7 million, compared to third quarter 2022.**
- **Operating income decreased 7 percent to \$134.6 million, or 13.7 percent of net sales, compared to third quarter 2022 operating income of \$145.3 million, or 15.2 percent of net sales.**
- **Diluted earnings per share decreased 6 percent to \$1.70, compared to third quarter 2022 diluted earnings per share of \$1.80.**
- **Exited the quarter with \$214.8 million of cash, cash equivalents and short-term investments and no borrowings.**

Full Year 2023 Financial Outlook

The following forward-looking statements reflect our expectations as of October 26, 2023 and are subject to significant risks and business uncertainties, including those factors described under "Forward-Looking Statements" below. Additional disclosures and financial outlook details can be found in the Full Year 2023 Financial Outlook section below and the CFO Commentary and Financial Review presentation.

- **Net sales of \$3.48 to \$3.53 billion (prior \$3.53 to \$3.59 billion) representing net sales growth of 0.5 to 2.0 percent (prior 2.0 to 3.5 percent) compared to 2022.**
- **Operating income of \$343 to \$363 million (prior \$348 to \$368 million), representing operating margin of 9.8 to 10.3 percent (unchanged).**
- **Diluted earnings per share of \$4.45 to \$4.70 (prior \$4.40 to \$4.65).**

PORTLAND, Ore. - October 26, 2023 - Columbia Sportswear Company (NASDAQ: COLM, the "Company"), a multi-brand global leading innovator in outdoor, active and lifestyle products including apparel, footwear, accessories, and equipment, today announced third quarter 2023 financial results for the period ended September 30, 2023.

Chairman, President and Chief Executive Officer Tim Boyle commented, "Third quarter performance was led by international-direct markets, with Canada, Europe-direct and China all delivering over 20 percent year-over-year growth in constant currency. In the U.S., the marketplace remains challenging, but we are making meaningful progress on our inventory reduction plan, with inventory exiting the quarter down 16 percent year-over-year. As we enter our peak selling season, we have numerous activations across our brand portfolio to engage consumers and drive sales, including product collaborations, pop-up shops and continued momentum in Columbia's Omni-Heat Infinity collection.

"As we finish the year and look forward to 2024, economic and geopolitical uncertainty is high. We know there will be challenges, particularly in the first half of next year. In this environment, we are focused on what we can control, delivering exceptional value and innovation to consumers, while diligently managing expenses. Our strong balance sheet and operating discipline will enable us to navigate near-term headwinds and position us to emerge in a stronger position.

"I'm confident in our team, our strategies, and our ability to achieve the significant long-term growth opportunities we see across the business. The strength of our diversified global business model and balance sheet enables us to continue investing in our strategic priorities to:

- accelerate profitable growth;
- create iconic products that are differentiated, functional and innovative;
- drive brand engagement through increased, focused demand creation investments;
- enhance consumer experiences by investing in capabilities to delight and retain consumers;
- amplify marketplace excellence, with digitally-led, omni-channel, global distribution; and
- empower talent that is driven by our core values, through a diverse and inclusive workforce."

CFO's Commentary and Financial Review Presentation Available Online

For a detailed review of the Company's third quarter 2023 financial results, please refer to the CFO Commentary and Financial Review presentation furnished to the Securities and Exchange Commission (the "SEC") on a Current Report on Form 8-K and published on the Investor Relations section of the Company's website at <http://investor.columbia.com/financial-results> at approximately 4:15 p.m. ET today. Analysts and investors are encouraged to review this commentary prior to participating in our conference call.

Third Quarter 2023 Financial Results

(All comparisons are between third quarter 2023 and third quarter 2022, unless otherwise noted.)

Net sales increased 3 percent (3 percent constant-currency) to \$985.7 million from \$955.0 million for the comparable period in 2022. Net sales growth was balanced across our direct-to-consumer (DTC) and wholesale businesses. Within wholesale, growth was driven by earlier shipments of Fall 2023 orders compared to the same period last year, which more than offset lower distributor sales.

Gross margin expanded 70 basis points to 48.7 percent of net sales from 48.0 percent of net sales for the comparable period in 2022. Gross margin expansion primarily reflects lower inbound freight costs and favorable channel mix, which more than offset the impact of inventory reduction efforts across our wholesale and DTC businesses.

SG&A expenses increased 10 percent to \$351.6 million, or 35.7 percent of net sales, from \$319.0 million, or 33.4 percent of net sales, for the comparable period in 2022. SG&A expense growth primarily reflects higher expenses across DTC, demand creation, and supply chain.

Operating income decreased 7 percent to \$134.6 million, or 13.7 percent of net sales, compared to \$145.3 million, or 15.2 percent of net sales, for the comparable period in 2022.

Interest income, net of \$1.9 million, compared to net interest income of \$0.8 million for the comparable period in 2022, reflects higher yields on increased levels of cash, cash equivalents, and investments.

Income tax expense of \$32.6 million resulted in an effective income tax rate of 24.0 percent, compared to income tax expense of \$34.0 million, or an effective income tax rate of 23.3 percent, for the comparable period in 2022.

Net income decreased 7 percent to \$103.5 million, or \$1.70 per diluted share, compared to net income of \$111.8 million, or \$1.80 per diluted share, for the comparable period in 2022.

First Nine Months 2023 Financial Results

(All comparisons are between the first nine months 2023 and the first nine months 2022, unless otherwise noted.)

Net sales increased 6 percent (7 percent constant-currency) to \$2,427.2 million from \$2,294.6 million for the comparable period in 2022.

Gross margin expanded 30 basis points to 49.2 percent of sales compared to 48.9 percent of net sales for the comparable period in 2022.

SG&A expenses increased 12 percent to \$1,011.5 million, or 41.7 percent of net sales, from \$899.3 million, or 39.2 percent of net sales, for the comparable period in 2022.

Operating income decreased 17 percent to \$197.2 million, or 8.1 percent of net sales, compared to operating income of \$237.7 million, or 10.4 percent of net sales, for the comparable period in 2022.

Interest income, net was \$8.7 million, compared to net interest income of \$1.7 million for the comparable period in 2022.

Income tax expense of \$48.2 million resulted in an effective income tax rate of 23.4 percent, compared to income tax expense of \$51.9 million, or an effective income tax rate of 21.9 percent, for the comparable period in 2022.

Net income decreased 15 percent to \$158.1 million, or \$2.56 per diluted share, compared to net income of \$185.8 million, or \$2.94 per diluted share, for the comparable period in 2022.

Balance Sheet as of September 30, 2023

Cash, cash equivalents and short-term investments totaled \$214.8 million, compared to \$160.2 million as of September 30, 2022.

The Company had no borrowings as of September 30, 2023, compared to borrowings of \$4.4 million as of September 30, 2022.

Inventories decreased 16 percent to \$885.2 million, compared to \$1,056.9 million as of September 30, 2022. The decrease was driven by a reduction in current season and carryover inventory resulting from lower inventory purchases and earlier receipt and shipment of Fall 2023 product.

Cash Flow for the Nine Months Ended September 30, 2023

Net cash provided by operating activities was \$22.2 million, compared to net cash used in operating activities of \$328.1 million for the same period in 2022.

Capital expenditures totaled \$41.4 million, compared to \$42.5 million for the same period in 2022.

Share Repurchases for the Nine Months Ended September 30, 2023

The Company repurchased 1,841,845 shares of common stock for an aggregate of \$144.6 million, or an average price per share of \$78.53.

At September 30, 2023, \$384.7 million remained available under our stock repurchase authorization, which does not obligate the Company to acquire any specific number of shares or to acquire shares over any specified period of time.

Quarterly Cash Dividend

The Board of Directors approved a regular quarterly cash dividend of \$0.30 per share, payable on November 30, 2023 to shareholders of record on November 16, 2023.

Full Year 2023 Financial Outlook

(Additional financial outlook details can be found in the CFO Commentary and Financial Review presentation.)

The Company's Full Year 2023 Financial Outlook, Fourth Quarter 2023 Financial Outlook, and Preliminary 2024 Commentary are each forward-looking in nature, and the following forward-looking statements reflect our expectations as of October 26, 2023 and are subject to significant risks and business uncertainties, including those factors described under "Forward-Looking Statements" below. These risks and uncertainties limit our ability to accurately forecast results. The following forward-looking statements reflects our estimates as of October 26, 2023 regarding the impact of economic conditions, including inflationary pressures; supply chain expenses; marketplace

inventories; changes in consumer behavior and confidence; as well as geopolitical tensions. The following forward-looking statements assume macro-economic conditions do not materially deteriorate.

Net sales are expected to increase 0.5 to 2.0 percent (prior 2.0 to 3.5 percent), resulting in net sales of \$3.48 to \$3.53 billion (prior \$3.53 to \$3.59 billion), compared to \$3.46 billion in 2022.

Gross margin is expected to expand approximately 40 basis points (unchanged) to approximately 49.8 percent of net sales (unchanged) from 49.4 percent of net sales in 2022.

SG&A expenses, as a percent of net sales, are expected to be 40.2 to 40.6 percent (prior 40.1 to 40.5 percent), compared to SG&A expense as a percent of net sales of 37.7 percent in 2022.

Operating income is expected to be \$343 to \$363 million (prior \$348 to \$368 million), resulting in operating margin of 9.8 to 10.3 percent (unchanged), compared to operating margin of 11.3 percent in 2022.

Interest income, net is expected to be approximately \$14 million (prior approximately \$13 million).

Effective income tax rate is expected to be approximately 23.0 percent (prior 24.5 percent).

Net income is expected to be \$275 to \$290 million (prior \$272 to \$288 million), resulting in diluted earnings per share of \$4.45 to \$4.70 (prior \$4.40 to \$4.65). This diluted earnings per share range is based on estimated weighted average diluted shares outstanding of 61.8 million (prior 61.9 million).

Foreign Currency

- Foreign currency translation is anticipated to reduce 2023 net sales growth by approximately 60 basis points (prior 30 basis points).
- Foreign currency is expected to have an approximately \$0.07 negative impact (prior \$0.03) on diluted earnings per share due primarily to unfavorable foreign currency transactional effects from hedging of inventory production.

Balance Sheet and Cash Flows

Operating cash flow is expected to be approximately \$500 million (prior \$550 to \$600 million).

Capital expenditures are planned to be in the range of \$60 to \$70 million (unchanged).

Fourth Quarter 2023 Financial Outlook

- **Net sales** are expected to be \$1,054 to \$1,106 million, representing a decline of 10 to 5 percent from \$1,169.5 million for the comparable period in 2022.
- **Operating income** is expected to be \$146 to \$166 million, resulting in operating margin of 13.8 to 15.0 percent, compared to operating margin of 13.3 percent in the comparable period in 2022.
- **Diluted earnings per share** is expected to be \$1.93 to \$2.18 compared to \$2.02 for the comparable period in 2022.

Preliminary Full Year 2024 Commentary

The Company is providing limited commentary regarding early planning efforts for 2024.

- Spring 2024 will be a challenging season for our business. The combination of consumer and category headwinds, retailer cautiousness, and our transition to product designed without perfluoroalkyl and polyfluoroalkyl substances (PFAS) will impact the first half of the year. Our Spring 2024 orderbook reflects these challenges and as a result, we are forecasting a low-double-digit percent decline in wholesale net sales in first half 2024. We expect this wholesale net sales decline will be partially offset by continued growth in our global DTC businesses, resulting in total net sales declining a mid-single-digit percent in first half 2024.

- We believe that generating full year net sales growth with modest operating margin expansion is achievable. Generating full year 2024 sales growth will be dependent upon several factors including, but not limited to, retailer and consumer sentiment, economic conditions, geopolitical tensions, and our transition to product designed without PFAS.

Conference Call

The Company will hold its third quarter 2023 conference call at 5:00 p.m. ET today. Dial (888) 506-0062 to participate. The call will also be webcast live on the Investor Relations section of the Company's website at <http://investor.columbia.com>.

Fourth Quarter 2023 Reporting Date

Columbia Sportswear Company plans to report fourth quarter 2023 financial results on Thursday, February 1, 2024 at approximately 4:00 p.m. ET.

Supplemental Financial Information

Since Columbia Sportswear Company is a global company, the comparability of its operating results reported in United States 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 United States 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 United States dollars. The Company calculates constant-currency net sales by translating net sales in foreign currencies for the current period into United States 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. In particular, investors may find the non-GAAP financial measure useful by reviewing our net sales results without the volatility in foreign currency exchange rates. This non-GAAP financial measure also facilitates management's internal comparisons to our historical net sales results and comparisons to competitors' net sales results.

The non-GAAP financial measures 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. See the "Reconciliation of GAAP to Non-GAAP Financial Measures" table included herein. The non-GAAP financial measures presented may not be comparable to similarly titled measures reported by other companies.

Forward-Looking Statements

This document contains forward-looking statements within the meaning of the federal securities laws, including statements regarding the Company's expectations, anticipations or beliefs about the Company's ability to realize growth opportunities and manage expenses, financial position, marketing strategies, inventory, full year 2023 net sales, gross margin, SG&A expenses, operating income, net interest income, effective income tax rate, net income, diluted earnings per share, weighted average diluted shares outstanding, foreign currency translation, cash flows, and capital expenditures, and fourth quarter 2023 net sales, operating income, and diluted earnings per share, and full year 2024 net sales and operating margin. Forward-looking statements often use words such as "will," "anticipate," "estimate," "expect," "should," "may" and other words and terms of similar meaning or reference future dates. 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 include those relating to economic conditions, including inflationary pressures; supply chain expenses; marketplace inventories; changes in consumer behavior and confidence; as well as geopolitical tensions. The Company does not undertake any duty to update any of the forward-looking statements after the date of this document to conform them to actual results or to reflect changes in events, circumstances or its expectations. New factors emerge from time to time and it is not

possible for the Company to predict or assess the effects of all such factors or the extent to which any factor, or combination of factors, may cause results to differ materially from those contained in any forward-looking statement.

About Columbia Sportswear Company

Columbia Sportswear Company connects active people with their passions and is a global multi-brand leading innovator in outdoor, active and lifestyle products including apparel, footwear, accessories, and equipment. Founded in 1938 in Portland, Oregon, the Company's brands are sold in approximately 90 countries. In addition to the Columbia® brand, Columbia Sportswear Company also owns the Mountain Hard Wear®, SOREL® and prAna® brands. To learn more, please visit the Company's websites at www.columbia.com, www.mountainhardwear.com, www.sorel.com, and www.pрана.com.

Contact:

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- Financial tables follow -

COLUMBIA SPORTSWEAR COMPANY
CONDENSED CONSOLIDATED BALANCE SHEETS
(Unaudited)

<i>(in thousands)</i>	September 30, 2023	September 30, 2022
ASSETS		
Current Assets:		
Cash and cash equivalents	\$ 213,282	\$ 159,221
Short-term investments	1,474	972
Accounts receivable, net	686,821	600,457
Inventories	885,163	1,056,905
Prepaid expenses and other current assets	96,016	142,055
Total current assets	1,882,756	1,959,610
Property, plant and equipment, net	283,095	287,338
Operating lease right-of-use assets	339,538	328,893
Intangible assets, net	80,321	100,672
Goodwill	51,694	68,594
Deferred income taxes	89,801	76,899
Other non-current assets	71,738	68,146
Total assets	\$ 2,798,943	\$ 2,890,152
LIABILITIES AND EQUITY		
Current Liabilities:		
Short-term borrowings	\$ —	\$ 4,441
Accounts payable	162,222	336,782
Accrued liabilities	283,799	279,226
Operating lease liabilities	72,685	65,866
Income taxes payable	7,254	10,341
Total current liabilities	525,960	696,656
Non-current operating lease liabilities	323,508	314,565
Income taxes payable	24,218	33,215
Other long-term liabilities	29,946	30,913
Total liabilities	903,632	1,075,349
Total shareholders' equity	1,895,311	1,814,803
Total liabilities and shareholders' equity	\$ 2,798,943	\$ 2,890,152

COLUMBIA SPORTSWEAR COMPANY
CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS
(Unaudited)

<i>(In thousands, except per share amounts)</i>	Three Months Ended September 30,		Nine Months Ended September 30,	
	2023	2022	2023	2022
Net sales	\$ 985,683	\$ 955,059	\$ 2,427,209	\$ 2,294,632
Cost of sales	505,486	496,564	1,233,467	1,173,530
Gross profit	480,197	458,495	1,193,742	1,121,102
Gross margin	48.7 %	48.0 %	49.2 %	48.9 %
Selling, general and administrative expenses	351,563	318,957	1,011,490	899,301
Net licensing income	5,920	5,723	14,958	15,899
Operating income	134,554	145,261	197,210	237,700
Interest income, net	1,870	765	8,659	1,659
Other non-operating income (expense), net	(311)	(269)	354	(1,660)
Income before income tax	136,113	145,757	206,223	237,699
Income tax expense	32,605	34,007	48,163	51,949
Net income	\$ 103,508	\$ 111,750	\$ 158,060	\$ 185,750
Earnings per share:				
Basic	\$ 1.70	\$ 1.80	\$ 2.57	\$ 2.95
Diluted	\$ 1.70	\$ 1.80	\$ 2.56	\$ 2.94
Weighted average shares outstanding:				
Basic	60,844	62,098	61,575	62,967
Diluted	60,932	62,210	61,775	63,178

COLUMBIA SPORTSWEAR COMPANY
CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS
(Unaudited)

<i>(in thousands)</i>	Nine Months Ended September 30,	
	2023	2022
Cash flows from operating activities:		
Net income	\$ 158,060	\$ 185,750
Adjustments to reconcile net income to net cash provided by (used in) operating activities:		
Depreciation, amortization, and non-cash lease expense	93,365	86,569
Provision for uncollectible accounts receivable	2,010	(1,745)
Loss on disposal or impairment of property, plant and equipment, and right-of-use assets	568	2,455
Deferred income taxes	4,236	1,712
Stock-based compensation	17,026	16,071
Changes in operating assets and liabilities:		
Accounts receivable	(146,139)	(129,251)
Inventories	135,417	(443,194)
Prepaid expenses and other current assets	26,809	(27,535)
Other assets	(3,106)	2,260
Accounts payable	(152,168)	63,868
Accrued liabilities	(42,251)	(18,409)
Income taxes payable	(20,434)	(14,299)
Operating lease assets and liabilities	(49,322)	(49,159)
Other liabilities	(1,897)	(3,182)
Net cash provided by (used in) operating activities	<u>22,174</u>	<u>(328,089)</u>
Cash flows from investing activities:		
Purchases of short-term investments	(117,877)	(44,876)
Sales and maturities of short-term investments	120,747	175,827
Capital expenditures	(41,355)	(42,489)
Net cash provided by (used in) investing activities	<u>(38,485)</u>	<u>88,462</u>
Cash flows from financing activities:		
Proceeds from credit facilities	837	12,660
Repayments on credit facilities	(837)	(8,133)
Payment of line of credit issuance fees	—	(604)
Proceeds from issuance of common stock related to stock-based compensation	7,081	4,598
Tax payments related to stock-based compensation	(4,620)	(4,178)
Repurchase of common stock	(144,633)	(287,443)
Cash dividends paid	(55,379)	(56,556)
Net cash used in financing activities	<u>(197,551)</u>	<u>(339,656)</u>
Net effect of exchange rate changes on cash	<u>(3,097)</u>	<u>(24,900)</u>
Net decrease in cash and cash equivalents	<u>(216,959)</u>	<u>(604,183)</u>
Cash and cash equivalents, beginning of period	<u>430,241</u>	<u>763,404</u>
Cash and cash equivalents, end of period	<u>\$ 213,282</u>	<u>\$ 159,221</u>
Supplemental disclosures of cash flow information:		
Cash paid during the year for income taxes	\$ 66,580	\$ 59,584
Supplemental disclosures of non-cash investing and financing activities:		
Property, plant and equipment acquired through increase in liabilities	\$ 5,389	\$ 7,502

COLUMBIA SPORTSWEAR COMPANY
Reconciliation of GAAP to Non-GAAP Financial Measures
Net Sales Growth - Constant-currency Basis
(Unaudited)

	Three Months Ended September 30,					
	Reported Net Sales	Adjust for Foreign Currency	Constant- currency Net Sales	Reported Net Sales	Reported Net Sales	Constant-currency Net Sales
	2023	Translation	2023 ⁽¹⁾	2022	% Change	% Change ⁽¹⁾
<i>(In millions, except percentage changes)</i>						
Geographical Net Sales:						
United States	\$ 635.4	\$ —	\$ 635.4	\$ 607.0	5%	5%
Latin America and Asia Pacific	115.4	4.6	120.0	115.4	—%	4%
Europe, Middle East and Africa	129.4	(8.8)	120.6	153.5	(16)%	(21)%
Canada	105.5	3.4	108.9	79.1	33%	38%
Total	<u>\$ 985.7</u>	<u>\$ (0.8)</u>	<u>\$ 984.9</u>	<u>\$ 955.0</u>	3%	3%
Brand Net Sales:						
Columbia	\$ 804.0	\$ (0.8)	\$ 803.2	\$ 773.3	4%	4%
SOREL	122.1	(0.3)	121.8	112.4	9%	8%
prAna	30.7	—	30.7	37.4	(18)%	(18)%
Mountain Hardwear	28.9	0.3	29.2	31.9	(9)%	(8)%
Total	<u>\$ 985.7</u>	<u>\$ (0.8)</u>	<u>\$ 984.9</u>	<u>\$ 955.0</u>	3%	3%
Product Category Net Sales:						
Apparel, Accessories and Equipment	\$ 731.7	\$ 0.3	\$ 732.0	\$ 726.3	1%	1%
Footwear	254.0	(1.1)	252.9	228.7	11%	11%
Total	<u>\$ 985.7</u>	<u>\$ (0.8)</u>	<u>\$ 984.9</u>	<u>\$ 955.0</u>	3%	3%
Channel Net Sales:						
Wholesale	\$ 664.3	\$ (1.9)	\$ 662.4	\$ 645.1	3%	3%
DTC	321.4	1.1	322.5	309.9	4%	4%
Total	<u>\$ 985.7</u>	<u>\$ (0.8)</u>	<u>\$ 984.9</u>	<u>\$ 955.0</u>	3%	3%

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

COLUMBIA SPORTSWEAR COMPANY
Reconciliation of GAAP to Non-GAAP Financial Measures
Net Sales Growth - Constant-currency Basis
(Unaudited)

	Nine Months Ended September 30,					
	Reported Net Sales	Adjust for Foreign Currency	Constant- currency Net Sales	Reported Net Sales	Reported Net Sales	Constant-currency Net Sales
	2023	Translation	2023 ⁽¹⁾	2022	% Change	% Change ⁽¹⁾
<i>(In millions, except percentage changes)</i>						
Geographical Net Sales:						
United States	\$ 1,552.0	\$ —	\$ 1,552.0	\$ 1,521.4	2%	2%
Latin America and Asia Pacific	345.1	21.4	366.5	309.9	11%	18%
Europe, Middle East and Africa	338.5	(3.5)	335.0	305.8	11%	10%
Canada	191.6	8.7	200.3	157.5	22%	27%
Total	<u>\$ 2,427.2</u>	<u>\$ 26.6</u>	<u>\$ 2,453.8</u>	<u>\$ 2,294.6</u>	6%	7%
Brand Net Sales:						
Columbia	\$ 2,043.8	\$ 25.0	\$ 2,068.8	\$ 1,903.0	7%	9%
SOREL	220.4	0.7	221.1	204.7	8%	8%
prAna	90.8	—	90.8	110.8	(18)%	(18)%
Mountain Hardwear	72.2	0.9	73.1	76.1	(5)%	(4)%
Total	<u>\$ 2,427.2</u>	<u>\$ 26.6</u>	<u>\$ 2,453.8</u>	<u>\$ 2,294.6</u>	6%	7%
Product Category Net Sales:						
Apparel, Accessories and Equipment	\$ 1,853.2	\$ 20.5	\$ 1,873.7	\$ 1,760.6	5%	6%
Footwear	574.0	6.1	580.1	534.0	7%	9%
Total	<u>\$ 2,427.2</u>	<u>\$ 26.6</u>	<u>\$ 2,453.8</u>	<u>\$ 2,294.6</u>	6%	7%
Channel Net Sales:						
Wholesale	\$ 1,445.1	\$ 11.7	\$ 1,456.8	\$ 1,353.2	7%	8%
DTC	982.1	14.9	997.0	941.4	4%	6%
Total	<u>\$ 2,427.2</u>	<u>\$ 26.6</u>	<u>\$ 2,453.8</u>	<u>\$ 2,294.6</u>	6%	7%

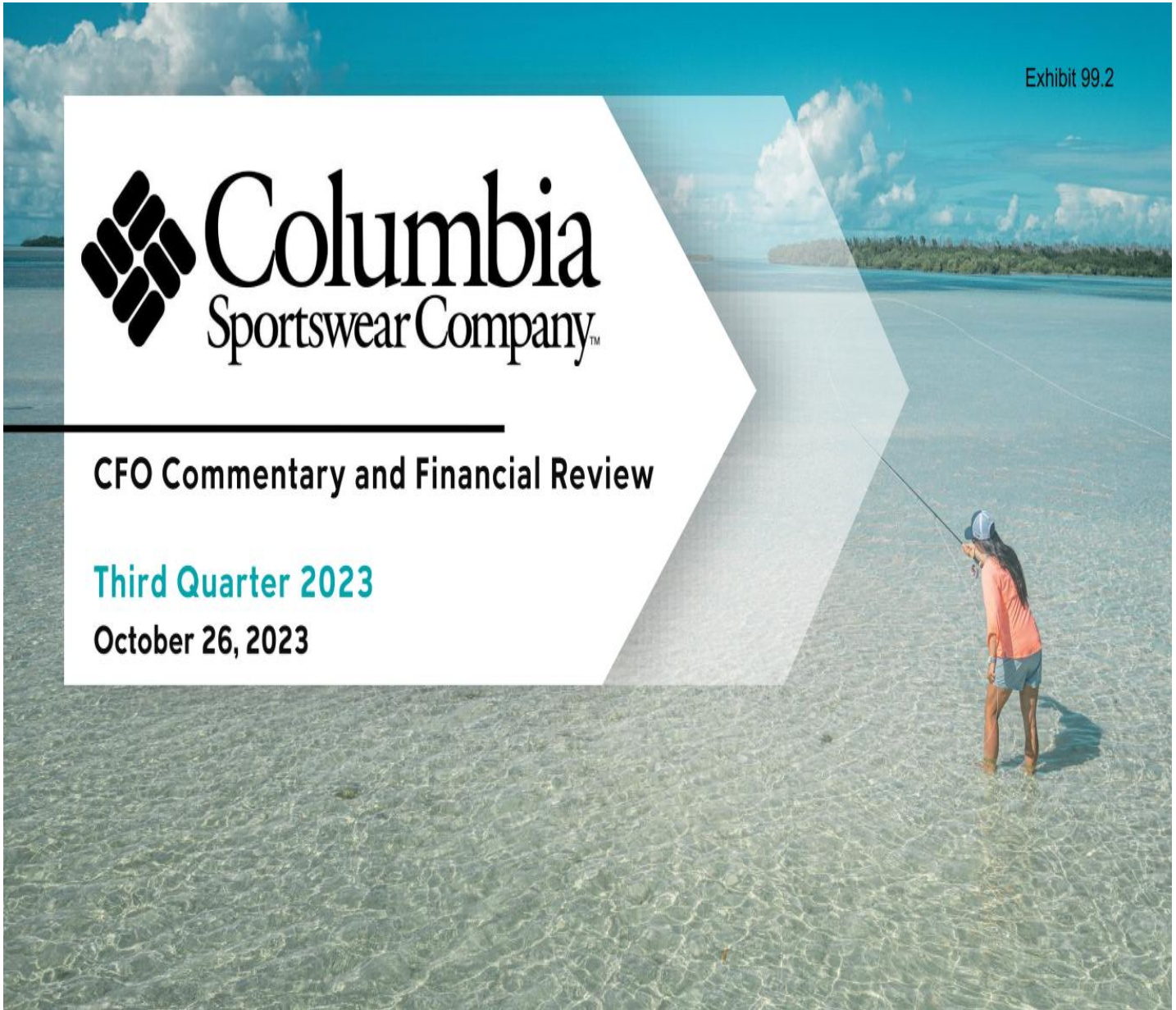
⁽¹⁾ Constant-currency net sales is a non-GAAP financial measure. See "Supplemental Financial Information" above for further information.



CFO Commentary and Financial Review

Third Quarter 2023

October 26, 2023



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 include those relating to the impact of economic conditions, including inflationary pressures; supply chain expenses; marketplace inventories; changes in consumer behavior and confidence; as well as geopolitical tensions. 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.

GLOSSARY OF PRESENTATION TERMINOLOGY

DTC	direct-to-consumer	"+" or "up"	increased	"\$##M"	in millions of U.S. dollars
DTC.com	DTC e-commerce	"-" or "down"	decreased	"\$##B"	in billions of U.S. dollars
DTC B&M	DTC brick & mortar	LSD%	low-single-digit percent	c.c.	constant-currency
y/y	year-over-year	MSD%	mid-single-digit percent	M&A	mergers & acquisitions
U.S.	United States	HSD%	high-single-digit percent	FX	foreign exchange
LAAP	Latin America and Asia Pacific	LDD%	low-double-digit percent	~	approximately
EMEA	Europe, Middle East and Africa	low-20%	low-twenties percent	H1	first half
SG&A	selling, general & administrative	mid-30%	mid-thirties percent	Q1	first quarter
EPS	earnings per share	high-40%	high-forties percent	YTD	Year-to-date
Bps	basis points			3PL	Third-party logistics
				PFAS	perfluoroalkyl and polyfluoroalkyl substances



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**

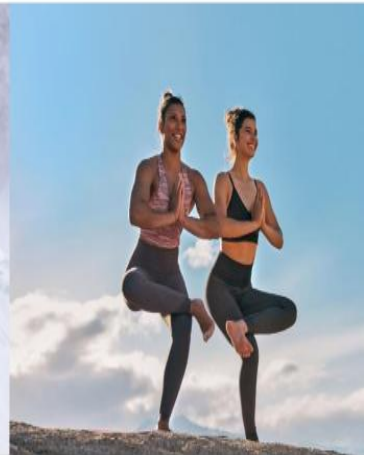
Invest in Capabilities to Delight
and Retain Consumers

**AMPLIFY
MARKETPLACE EXCELLENCE**

Digitally-Led, Omni-Channel, Global

EMPOWER TALENT THAT IS DRIVEN BY OUR CORE VALUES

Through a Diverse and Inclusive Workforce



CAPITAL ALLOCATION PRIORITIES

Our goal is to maintain our strong balance sheet and disciplined approach to capital allocation.

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



Q3'23 KEY HIGHLIGHTS

Q3'23 FINANCIAL RESULTS COMPARED TO Q3'22

\$986M

+3%

Net Sales

48.7%

+70 bps

Gross Margin

13.7%

-150 bps

Operating Margin

\$1.70

-6%

Diluted EPS

Q3'23 Highlights:

- The increase in net sales primarily reflects strength in international-direct markets including Europe-Direct, Canada, and China. In the U.S., the marketplace remains challenging with U.S. wholesale growth driven by earlier shipment of Fall '23 orders and low-single-digit percent DTC growth.
- Operating margin pressure reflects SG&A expense growth, partially offset by gross margin expansion.
- Inventory decreased 16% y/y. We expect Q4'23 inventory to be down over \$200M compared to Q4'22.
- Exited the quarter with \$214.8M of cash, cash equivalents and short-term investments and no borrowings.

Q3'23 ACTUAL VS LAST YEAR

(dollars in millions, except per share amounts)

	Q3'23	Q3'22	Change
Net Sales	\$985.7	\$955.0	+3%
Gross margin	48.7%	48.0%	+70 bps
SG&A percent of net sales	35.7%	33.4%	+230 bps
Operating income	\$134.6	\$145.3	-7%
Operating margin	13.7%	15.2%	-150 bps
Net income	\$103.5	\$111.8	-7%
Diluted EPS	\$1.70	\$1.80	-6%

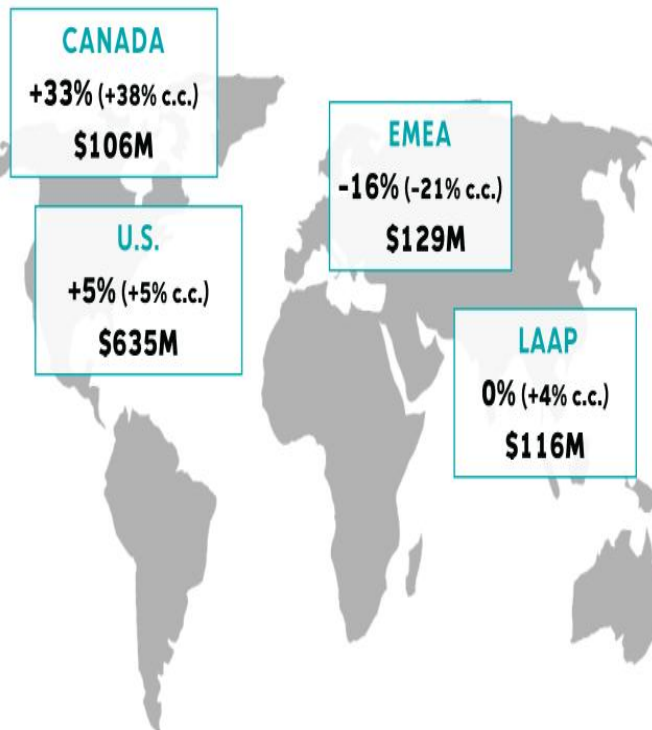
Commentary on Q3'23 financial results vs last year:

- Net sales growth was balanced across DTC (+4%) and wholesale (+3%). Within wholesale, earlier shipments of Fall '23 orders compared to the same period last year more than offset lower international distributor sales.
- Gross margin expansion primarily reflects lower inbound freight costs and a lower proportion of international distributor sales, which generally carry a lower gross margin, which more than offset the impact of inventory reduction efforts across our wholesale and DTC businesses.
- SG&A expense growth was primarily driven by higher DTC, demand creation and supply chain expenses.

Q3'23 REGIONAL NET SALES PERFORMANCE

Q3'23 NET SALES AND GROWTH VS. Q3'22

Commentary below on primary drivers reflects constant currency performance.



U.S.

- **Wholesale: up MSD%**, primarily reflecting earlier shipment of Fall '23 orders compared to last year
- **DTC: up LSD%**, DTC B&M up MSD%, DTC.com down HSD%
- The company had 159 stores (141 outlet, 18 branded) exiting Q3'23, vs. 148 stores (132 outlet, 16 branded) exiting Q3'22
- In addition, as part of our plan to reduce excess inventory, the Company opened temporary outlet locations

LAAP

- **Japan: up HSD%** (up low-teens% c.c.), primarily reflecting earlier shipment of Fall '23 orders, as well as DTC growth
- **China: up high-teens%** (up mid-20% c.c.), reflecting strong consumer demand
- **Korea: down low-30%** (down low-30% c.c.), reflecting challenging market conditions and efforts to reset the business to support long-term growth
- **LAAP distributor: down mid-teens%**, reflecting a higher portion of Fall '23 orders shipping in Q2 compared to last year

EMEA

- **Europe-direct: up mid-30%** (up mid-20% c.c.), reflecting earlier shipment of Fall '23 orders, as well as DTC growth
- **EMEA distributor: down high-80%**, due to the anniversary of prior year shipments to Russia, as well as a higher portion of Fall '23 orders shipping in Q2 compared to last year

Canada

- **+33%** (+38% c.c.), reflecting earlier shipment of Fall '23 orders, as well as DTC growth

Q3'23 NET SALES OVERVIEW

Q3'23 NET SALES AND GROWTH VS. Q3'22

CATEGORY PERFORMANCE

APPAREL, ACCESSORIES & EQUIPMENT:

↑ **+1%** (+1% c.c.)
\$732M

FOOTWEAR:

↑ **+11%** (+11% c.c.)
\$254M

BRAND PERFORMANCE

 **Columbia**

↑ **+4%** (+4% c.c.)
\$804M

 **prAna**

↓ **-18%** (-18% c.c.)
\$31M



↑ **+9%** (+8% c.c.)
\$122M

 **MOUNTAIN
HARD
WEAR**

↓ **-9%** (-8% c.c.)
\$29M

CHANNEL PERFORMANCE

WHOLESALE:

↑ **+3%** (+3% c.c.)
\$664M

DTC:

↑ **+4%** (+4% c.c.)
\$322M

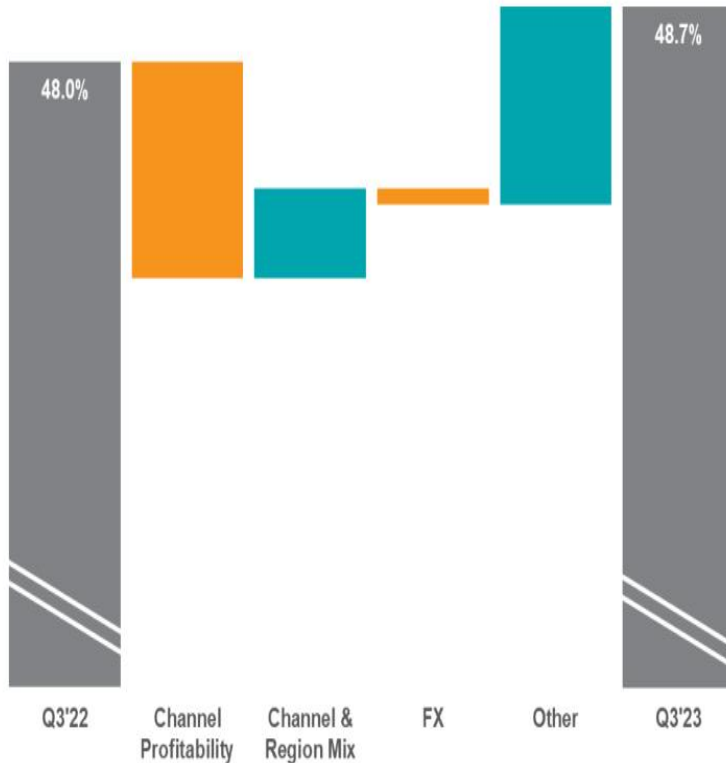
- Footwear growth includes earlier shipment of Fall '23 orders and increased clearance sales. Overall, footwear market conditions remain challenging.

- Columbia and SOREL brand growth aided by earlier shipment of Fall '23 wholesale orders.
- Mountain Hardwear was down due to lower wholesale sales, partially offset by growth in DTC.
- prAna declined due to lower consumer demand as the brand repositions for future growth.

- Wholesale growth is primarily driven by earlier Fall '23 shipments, partially offset by lower international distributor sales.
- DTC B&M +7%, DTC.com -3%

Q3'23 GROSS MARGIN BRIDGE

Q3'23 gross margin expanded 70 bps y/y to 48.7%



Primary Gross Margin Tailwinds

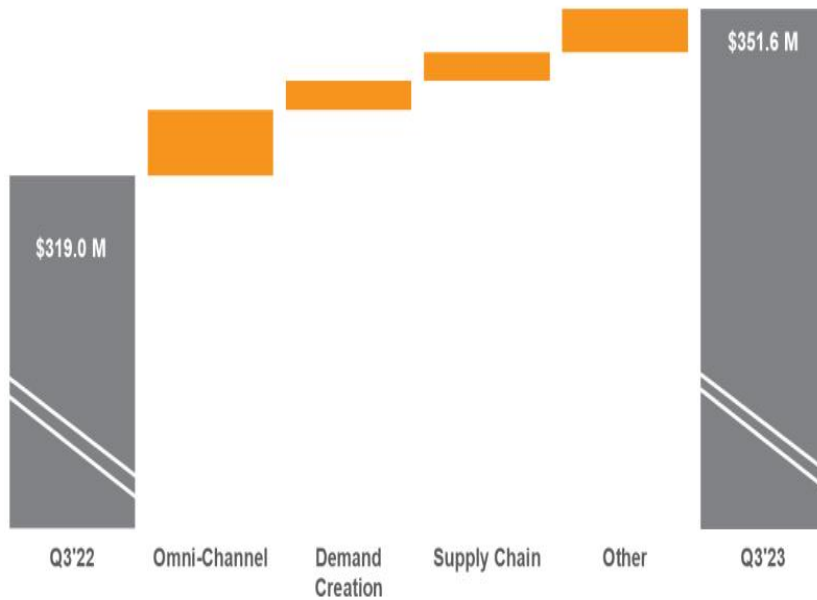
- **Other:** includes the benefit of lower inbound freight costs
- **Channel & Region Sales Mix:** lower proportion of distributor sales, which generally carry lower gross margins

Primary Gross Margin Headwinds

- **Channel Profitability:** lower wholesale margins reflecting actions to reduce excess inventory
- **Channel Profitability:** lower DTC margins primarily due to increased brick & mortar clearance and promotional sales
- **FX:** unfavorable effects from foreign currency hedge rates

Q3'23 SG&A BRIDGE

SG&A increased 10% to \$351.6 million



Primary SG&A Expense Increases

- **Omni-Channel:** including higher DTC B&M expenses related to new and temporary stores
- **Demand Creation:** represents 5.8% of sales vs. 5.4% in Q3'22
- **Supply Chain:** higher warehousing and fulfillment expenses, including increased 3PL costs

Q3'23 SG&A expenses were 35.7% of net sales compared to 33.4% in Q3'22

BALANCE SHEET OVERVIEW

Balance Sheet as of September 30, 2023

Cash, Cash Equivalents, and Short-term Investments

\$215M

Cash, cash equivalents and short-term investments totaled \$214.8M, compared to \$160.2M as of September 30, 2022.

Inventory

-16%

Inventories -16% y/y to \$885.2M driven by a reduction in current season and carryover inventory resulting from lower inventory buys and earlier receipt and shipment of Fall '23 product. We believe older season inventories represent a manageable portion of our total inventory mix.

To address higher inventory levels, we are taking a cautious approach to purchasing inventory and are leveraging our outlet store fleet to sell excess inventory.



CAPITAL OVERVIEW

Q3'23 YTD Net Cash Flow Provided by Operations

\$22M

Net cash flow provided by operating activities was \$22.2M, compared to net cash flow used in operating activities of \$328.1M for the same period in 2022. Lower purchases of inventory was the predominant driver of improvement in operating cash flows.

Q3'23 YTD Capital Expenditures

\$41M

Capital expenditures totaled \$41.4M compared to \$42.5M for the same period in 2022.

Q3'23 YTD Share Repurchases

\$145M

The Company repurchased 1,841,845 shares of common stock for an aggregate of \$144.6M (based on trade date), for an average price per share of \$78.53.

Dividends

\$0.30

The Board of Directors approved a regular cash dividend of \$0.30 per share, payable on November 30, 2023, to shareholders of record on November 16, 2023.



2023 FINANCIAL OUTLOOK

The Company's 2023 Financial Outlook and the underlying assumptions are forward-looking in nature, and the forward-looking statements reflect our expectations as of October 26, 2023 and are subject to significant risks and business uncertainties, including those factors described under "Forward-Looking Statements" above. These risks and uncertainties limit our ability to accurately forecast results. This outlook reflects our estimates as of October 26, 2023 regarding the impact of economic conditions, including inflationary pressures; supply chain expenses; marketplace inventories; changes in consumer behavior and confidence; and geopolitical tensions. This outlook and commentary assume macro-economic conditions do not materially deteriorate.

	2023 Financial Outlook	Outlook compared to 2022
Net sales	\$3.48B to \$3.53B (prior \$3.53B to \$3.59B)	+0.5% to +2.0% (prior +2.0% to +3.5%)
Gross margin	~49.8% (unchanged)	approximately 40 bps expansion (unchanged)
SG&A percent of net sales	40.2% to 40.6% (prior 40.1% to 40.5%)	250 bps to 290 bps deleverage (prior 240 bps to 280 bps deleverage)
Operating margin	9.8% to 10.3% (unchanged)	100 bps to 150 bps deleverage (unchanged)
Operating income	\$343M to \$363M (prior \$348M to \$368M)	-13% to -8% (-12% to -6%)
Effective income tax rate	~23.0% (~24.5%)	2022 effective tax rate of 21.6%
Net income	\$275M to \$290M (prior \$272M to \$288M)	-12% to -7% (prior -13% to -8%)
Diluted EPS	\$4.45 to \$4.70 (prior \$4.40 to \$4.65)	-10% to -5% (prior -11% to -6%)

2023 FINANCIAL OUTLOOK ASSUMPTIONS

Net sales	<p><u>Anticipated net sales growth primarily reflects:</u></p> <ul style="list-style-type: none">• Net sales growth is expected to be led by SOREL and Columbia, both up LSD%, partially offset by declines in prAna and Mountain Hardwear.• All four geographic segments are anticipated to grow in 2023 with international sales growth outpacing the U.S, which is expected to be relatively flat.<ul style="list-style-type: none">• LAAP region is expected to grow HSD% (low-teens%, c.c.) led by our China and LAAP distributor business.• EMEA region is expected to grow MSD% (LSD%, c.c.) driven by our Europe-direct business, partially offset by decreased EMEA distributor business.• From a product category perspective, footwear is anticipated to grow faster than apparel.• From a channel perspective, DTC is anticipated to grow MSD% driven by DTC B&M growth, while DTC.com is expected to be down LSD%. Wholesale is anticipated to be relatively flat.<ul style="list-style-type: none">• DTC B&M sales growth includes the annualization of new stores opened in 2022, as well as the contribution from 7 net new stores in North America, temporary North America outlet locations, and 6 net new stores in Europe-direct markets planned for 2023.
Gross margin	<p><u>Anticipated gross margin expansion primarily reflects:</u></p> <ul style="list-style-type: none">• lower inbound freight costs; and, to a lesser degree• a favorable channel mix shift; partially offset by• lower channel profitability reflecting clearance and promotional activity.
SG&A % of net sales	<p><u>Anticipated SG&A expense growth includes:</u></p> <ul style="list-style-type: none">• higher omni-channel spend, including higher DTC expenses to support new and temporary outlet stores;• higher supply chain costs primarily related to the carrying of elevated inventory levels;• higher enterprise technology spend, including increased personnel expense to support digital strategies; and• higher demand creation spend. This outlook contemplates maintaining our demand creation spend, as a percent of sales, at 5.9 percent.
Effective tax rate, interest income and share count	<ul style="list-style-type: none">• The full year effective tax rate in our 2023 financial outlook is ~23.0%.• Interest income, net is anticipated to be ~\$14M• The \$4.45 to \$4.70 diluted earnings per share range is based on estimated weighted average diluted shares outstanding of 61.8 million.

2023 ASSUMPTIONS, Q4'23 OUTLOOK AND PRELIMINARY 2024 COMMENTARY

Foreign currency

- Foreign currency translation is expected to reduce net sales growth by approximately 60 bps.
- Foreign currency is expected to have an approximately \$0.07 negative impact on diluted earnings per share, due primarily to unfavorable foreign currency transactional effects from hedging of inventory production.

Operating cash flow and capital expenditures

- Operating cash flow is anticipated to be approximately \$500M.
 - Inventory growth is expected to be down over \$200M exiting Q4'23 compared to Q4'22.
 - For the year, inventory purchases are planned to decrease greater than 20 percent compared to last year.
- Capital expenditures are planned to be between \$60M to \$70M.

Fourth quarter outlook

- Net sales of \$1,054 to \$1,106M, representing a decline of 10% to 5% compared to Q4'22.
- Operating income of \$146M to \$166M, or 13.8% to 15.0% of net sales.
- Diluted EPS is expected to be \$1.93 to \$2.18 compared to \$2.02 for Q4'22.

Preliminary 2024 commentary

- Spring '24 will be a challenging season. The combination of consumer and category headwinds, retailer cautiousness, and our transition to product designed without PFAS will impact the first half of the year. Our Spring '24 orderbook reflects these challenges and as result, we are forecasting an LDD% decline in wholesale net sales in H1'24. We expect this wholesale net sales decline will be partially offset by continued growth in our global DTC businesses, resulting in total net sales declining MSD% in H1'24.
- We believe that generating full year net sales growth with modest operating margin expansion is achievable. Generating full year '24 sales growth will be dependent upon several factors including, but not limited to, retailer and consumer sentiment, economic conditions, geopolitical tensions, and our transition to product designed without PFAS.



APPENDIX



THIRD QUARTER 2023 CONSTANT-CURRENCY RECONCILIATION

COLUMBIA SPORTSWEAR COMPANY
Reconciliation of GAAP to Non-GAAP Financial Measures
Net Sales Growth - Constant-currency Basis
(Unaudited)

<i>(In millions, except percentage changes)</i>	Three Months Ended September 30,					
	Reported Net Sales	Adjust for Foreign Currency	Constant- currency Net Sales	Reported Net Sales	Reported Net Sales	Constant- currency Net Sales
	2023	Translation	2023 ⁽¹⁾	2022	% Change	% Change ⁽¹⁾
Geographical Net Sales:						
United States	\$ 635.4	\$ —	\$ 635.4	\$ 607.0	5%	5%
Latin America and Asia Pacific	115.4	4.6	120.0	115.4	—%	4%
Europe, Middle East and Africa	129.4	(8.8)	120.6	153.5	(16)%	(21)%
Canada	105.5	3.4	108.9	79.1	33%	38%
Total	\$ 985.7	\$ (0.8)	\$ 984.9	\$ 955.0	3%	3%
Brand Net Sales:						
Columbia	\$ 804.0	\$ (0.8)	\$ 803.2	\$ 773.3	4%	4%
SOREL	122.1	(0.3)	121.8	112.4	9%	8%
prAna	30.7	—	30.7	37.4	(18)%	(18)%
Mountain Hardwear	28.9	0.3	29.2	31.9	(9)%	(8)%
Total	\$ 985.7	\$ (0.8)	\$ 984.9	\$ 955.0	3%	3%
Product Category Net Sales:						
Apparel, Accessories and Equipment	\$ 731.7	\$ 0.3	\$ 732.0	\$ 726.3	1%	1%
Footwear	254.0	(1.1)	252.9	228.7	11%	11%
Total	\$ 985.7	\$ (0.8)	\$ 984.9	\$ 955.0	3%	3%
Channel Net Sales:						
Wholesale	\$ 664.3	\$ (1.9)	\$ 662.4	\$ 645.1	3%	3%
DTC	321.4	1.1	322.5	309.9	4%	4%
Total	\$ 985.7	\$ (0.8)	\$ 984.9	\$ 955.0	3%	3%

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

FIRST NINE MONTHS FREE CASH FLOW RECONCILIATION

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

<i>(In millions)</i>	Nine Months Ended September 30,	
	2023	2022
Net cash provided by (used in) operating activities	\$ 22.2	\$ (328.1)
Capital expenditures	(41.4)	(42.5)
Free cash flow	<u>\$ (19.2)</u>	<u>\$ (370.6)</u>



