

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 30, 2024

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 30, 2024, Columbia Sportswear Company (the "Company") issued a press release reporting its third quarter and first nine months 2024 financial results, updating its full year 2024 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 2024 financial results, as well as its 2024 financial outlook and preliminary first half 2025 commentary, as posted on the Company's investor relations website, <https://investor.columbia.com>, on October 30, 2024. 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 30, 2024 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 December 4, 2024 to its shareholders of record on November 20, 2024.

ITEM 8.01 OTHER EVENTS

In its October 30, 2024 press release, the Company announced that its Board of Directors has authorized the repurchase of up to an additional \$600 million of Company common stock in market or negotiated transactions, in addition to the approximately \$114.5 million remaining available at September 30, 2024 under the prior share repurchase authorization. The share repurchase program does not obligate the Company to acquire any specific number of shares or acquire shares over any specified period of time, and the share repurchase program may be commenced, modified, suspended, or discontinued at any time by the Company at its discretion.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(d) Exhibits

- | | |
|-----------------------------|--|
| <u>99.1</u> | Press Release, dated October 30, 2024 (furnished pursuant to Items 2.02 and 7.01 hereof). |
| <u>99.2</u> | CFO Commentary and Financial Review Presentation, dated October 30, 2024 (furnished pursuant to Items 2.02 and 7.01 hereof). |
| 104 | Cover Page Interactive Data File (embedded within the Inline XBRL document). |

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 30, 2024

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



**Columbia Sportswear Company Reports Third Quarter 2024 Financial Results;
Updates Full Year 2024 Financial Outlook**

Third Quarter 2024 Highlights

- Net sales decreased 5 percent (5 percent constant-currency) to \$931.8 million, compared to third quarter 2023.
- Operating income was \$112.5 million, or 12.1 percent of net sales, compared to third quarter 2023 operating income of \$134.6 million, or 13.7 percent of net sales.
- Diluted earnings per share of \$1.56, compared to third quarter 2023 diluted earnings per share of \$1.70.
- Exited the quarter with \$373.9 million of cash, cash equivalents and short-term investments and no borrowings.
- Repurchased \$230.9 million of common stock during the first nine months of 2024. On October 24, 2024, the Board of Directors approved a \$600 million increase to the Company's share repurchase authorization.
- Announces the ACCELERATE Growth Strategy, intended to elevate the Columbia brand.

Full Year 2024 Financial Outlook

The following forward-looking statements reflect our expectations as of October 30, 2024 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 2024 Financial Outlook section below and the CFO Commentary and Financial Review presentation.

- Net sales of \$3.31 to \$3.38 billion (prior \$3.35 to \$3.42 billion), representing a net sales decline of 5.0 to 3.0 percent (prior 4.0 to 2.0 percent) compared to 2023.
- Operating income of \$257 to \$284 million (prior \$256 to \$288 million), representing operating margin of 7.7 to 8.4 percent (unchanged).
- Diluted earnings per share of \$3.70 to \$4.05 (prior \$3.65 to \$4.05).

PORTLAND, Ore. - October 30, 2024 - 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 2024 financial results for the period ended September 30, 2024.

Chairman, President and Chief Executive Officer Tim Boyle commented, "Third quarter results reflect ongoing strength in most international markets, offset by continued softness in North America. While warm weather has curbed early season demand for Fall 2024 cold weather product, I'm excited about the differentiated innovations we are offering consumers, including Omni-Heat Infinity and Omni-Heat Arctic, as well as the lightweight comfort provided by our Omni-Max footwear platform.

"In recent months, the Columbia brand embarked on ACCELERATE, a growth strategy intended to elevate the brand and attract younger and more active consumers. This multi-year strategy will be centered around several consumer-centric shifts across our brand, product and marketplace strategies. I'm confident the ACCELERATE Growth Strategy will enable brand-right profitable growth and I'm eager to see it come to life in the seasons ahead.

"Our financial position remains strong, with cash and short-term investments of over \$370 million and no bank

borrowings exiting the quarter. We are committed to investing in our strategic priorities with renewed emphasis 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 2024 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.

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. For more information on the ACCELERATE Growth Strategy, please refer to the CFO Commentary and Financial Review presentation.

Third Quarter 2024 Financial Results

(All comparisons are between third quarter 2024 and third quarter 2023, unless otherwise noted.)

Net sales decreased 5 percent (5 percent constant-currency) to \$931.8 million from \$985.7 million for the comparable period in 2023. The decline in net sales reflects lower Fall '24 wholesale orders, as well as weak consumer demand in the U.S. partially attributable to warm weather and outdoor category headwinds.

Gross margin expanded 150 basis points to 50.2 percent of net sales from 48.7 percent of net sales for the comparable period in 2023. Gross margin expansion primarily reflects lower inbound freight costs and favorable channel and region net sales mix, partially offset by unfavorable FX hedging rates.

SG&A expenses were \$361.2 million, or 38.8 percent of net sales, compared to \$351.6 million, or 35.7 percent of net sales, for the comparable period in 2023. The largest changes in SG&A expenses were higher direct-to-consumer ("DTC") and incentive compensation expenses, partially offset by lower supply chain and demand creation expenses.

Operating income was \$112.5 million, or 12.1 percent of net sales, compared to operating income of \$134.6 million, or 13.7 percent of net sales, for the comparable period in 2023.

Interest income, net of \$5.4 million, compared to \$1.9 million for the comparable period in 2023, reflects higher yields on increased levels of cash, cash equivalents, and investments.

Income tax expense of \$29.0 million resulted in an effective income tax rate of 24.4 percent, compared to income tax expense of \$32.6 million, or an effective income tax rate of 24.0 percent, for the comparable period in 2023.

Net income was \$90.2 million, or \$1.56 per diluted share, compared to net income of \$103.5 million, or \$1.70 per diluted share, for the comparable period in 2023.

First Nine Months 2024 Financial Results

(All comparisons are between the first nine months 2024 and the first nine months 2023, unless otherwise noted.)

Net sales decreased 6 percent (6 percent constant-currency) to \$2,272.0 million from \$2,427.2 million for the comparable period in 2023.

Gross margin expanded 60 basis points to 49.8 percent of net sales from 49.2 percent of net sales for the comparable period in 2023.

SG&A expenses were \$1,013.3 million, or 44.6 percent of net sales, compared to \$1,011.5 million, or 41.7 percent of net sales, for the comparable period in 2023.

Operating income was \$133.4 million, or 5.9 percent of net sales, compared to operating income of \$197.2 million, or 8.1 percent of net sales, for the comparable period in 2023.

Interest income, net was \$22.9 million, compared to \$8.6 million for the comparable period in 2023.

Income tax expense of \$37.6 million resulted in an effective income tax rate of 23.8 percent, compared to income tax expense of \$48.1 million, or an effective income tax rate of 23.4 percent, for the comparable period in 2023.

Net income was \$120.7 million, or \$2.04 per diluted share, compared to net income of \$158.1 million, or \$2.56 per diluted share, for the comparable period in 2023.

Balance Sheet as of September 30, 2024

Cash, cash equivalents, and short-term investments totaled \$373.9 million, compared to \$214.8 million as of September 30, 2023.

The Company had no borrowings as of either September 30, 2024 or September 30, 2023.

Inventories decreased 10 percent to \$798.2 million, compared to \$885.2 million as of September 30, 2023.

Cash Flow for the Nine Months Ended September 30, 2024

Net cash used in operating activities was \$76.6 million, compared to net cash provided from operating activities of \$22.2 million for the same period in 2023.

Capital expenditures totaled \$41.7 million, compared to \$41.4 million for the same period in 2023.

Share Repurchases for the Nine Months Ended September 30, 2024

The Company repurchased 2,916,970 shares of common stock for an aggregate of \$230.9 million, or an average price per share of \$79.15.

At September 30, 2024, \$114.5 million remained available under our stock repurchase authorization. On October 24, 2024, the Board of Directors authorized a \$600 million increase to the Company's share 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 December 4, 2024 to shareholders of record on November 20, 2024.

Full Year 2024 Financial Outlook

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

The Company's full year and fourth quarter 2024 Financial Outlooks, as well as first half 2025 commentary, are each forward-looking in nature, and the following forward-looking statements reflect our expectations as of October 30, 2024 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.

Net sales are expected to decrease 5.0 to 3.0 percent (prior decrease of 4.0 to 2.0 percent), resulting in net sales of \$3.31 to \$3.38 billion (prior \$3.35 to \$3.42 billion), compared to \$3.49 billion in 2023.

Gross margin is expected to expand 40 to 90 basis points (prior 40 to 60 basis points) to 50.0 to 50.5 percent of net sales (prior 50.0 to 50.2 percent) from 49.6 percent of net sales in 2023.

SG&A expenses, as a percent of net sales, are expected to be 42.8 to 43.0 percent (prior 42.4 to 43.0 percent), compared to SG&A expense as a percent of net sales of 40.6 percent in 2023.

Operating income is expected to be \$257 to \$284 million (prior \$256 to \$288 million), resulting in operating margin of 7.7 to 8.4 percent (unchanged), compared to operating margin of 8.9 percent in 2023.

Interest income, net is expected to be approximately \$30 million (prior \$28 million).

Effective income tax rate is expected to be 24.0 to 25.0 percent (unchanged).

Net income is expected to be \$217 to \$238 million (prior \$215 to \$239 million), resulting in diluted earnings per share of \$3.70 to \$4.05 (prior \$3.65 to \$4.05). This diluted earnings per share range is based on estimated weighted average diluted shares outstanding of approximately 58.7 million (prior 59.3 million).

Foreign Currency

- Foreign currency translation is expected to have a modestly unfavorable impact on full year net sales.
- Foreign currency is expected to have an approximately \$0.01 negative impact on diluted earnings per share (prior \$0.07) due to negative foreign currency transactional effects from hedging of inventory production, partially offset by favorable foreign currency translation impacts.

Cash Flows

Operating cash flow is expected to be at least \$300 million (prior \$350 million).

Capital expenditures are planned to be in the range of \$60 to \$70 million (prior \$60 to \$80 million).

Fourth Quarter 2024 Financial Outlook

- **Net sales** are expected to be \$1,040 to \$1,110 million, representing a decline of 2 percent to growth of 5 percent from \$1,060 million for the comparable period in 2023.
- **Operating income** is expected to be \$123 to \$151 million, resulting in operating margin of 11.8 to 13.6 percent, compared to operating margin of 10.7 percent in the comparable period in 2023.
- **Diluted earnings per share** is expected to be \$1.68 to \$2.03, compared to \$1.55 for the comparable period in 2023.

Preliminary First Half 2025 Commentary

- Based on our Spring '25 orderbook, we are forecasting mid-single-digit percent growth in global wholesale net sales in first half 2025.
- This reflects growth across all regions, and in the Columbia, prAna and Mountain Hardwear brands.

Conference Call

The Company will hold its third quarter 2024 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 2024 Reporting Date

The Company plans to report fourth quarter 2024 financial results on Tuesday, February 4, 2025 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 2024 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, operating cash flow, and capital expenditures, and fourth quarter 2024 net sales, operating income, and diluted earnings per share, as well as first half 2025 commentary. Forward-looking statements often use words such as "will," "anticipate," "estimate," "expect," "should," "may," "plan" 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 that may affect our future revenues, 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 our ACCELERATE Growth Strategy; our ability to execute and realize cost 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 customer's 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; 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. 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 more than 100 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:

Andrew Burns, CFA
Vice President of Investor Relations and Strategic Planning
Columbia Sportswear Company
(503) 985-4112
aburns@columbia.com

- Financial tables follow -

COLUMBIA SPORTSWEAR COMPANY
CONDENSED CONSOLIDATED BALANCE SHEETS
(Unaudited)

<i>(in thousands)</i>	September 30, 2024	September 30, 2023
ASSETS		
Current Assets:		
Cash and cash equivalents	\$ 306,680	\$ 213,282
Short-term investments	67,244	1,474
Accounts receivable, net	581,738	686,821
Inventories	798,153	885,163
Prepaid expenses and other current assets	72,443	96,016
Total current assets	1,826,258	1,882,756
Property, plant and equipment, net	284,963	283,095
Operating lease right-of-use assets	370,844	339,538
Intangible assets, net	79,221	80,321
Goodwill	26,694	51,694
Deferred income taxes	103,757	89,801
Other non-current assets	69,003	71,738
Total assets	\$ 2,760,740	\$ 2,798,943
LIABILITIES AND EQUITY		
Current Liabilities:		
Accounts payable	\$ 221,714	162,222
Accrued liabilities	266,161	283,799
Operating lease liabilities	72,968	72,685
Income taxes payable	6,097	7,254
Total current liabilities	566,940	525,960
Non-current operating lease liabilities	348,786	323,508
Income taxes payable	14,607	24,218
Deferred income taxes	67	—
Other long-term liabilities	42,868	29,946
Total liabilities	973,268	903,632
Total shareholders' equity	1,787,472	1,895,311
Total liabilities and shareholders' equity	\$ 2,760,740	\$ 2,798,943

COLUMBIA SPORTSWEAR COMPANY
CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS
(Unaudited)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2024	2023	2024	2023
<i>(In thousands, except per share amounts)</i>				
Net sales	\$ 931,768	\$ 985,683	\$ 2,271,994	\$ 2,427,209
Cost of sales	464,209	505,486	1,141,457	1,233,467
Gross profit	467,559	480,197	1,130,537	1,193,742
Gross margin	50.2 %	48.7 %	49.8 %	49.2 %
Selling, general and administrative expenses	361,243	351,563	1,013,262	1,011,490
Net licensing income	6,225	5,920	16,145	14,958
Operating income	112,541	134,554	133,420	197,210
Interest income, net	5,364	1,870	22,905	8,659
Other non-operating income, net	1,283	(311)	2,030	354
Income before income tax	119,188	136,113	158,355	206,223
Income tax expense	29,031	32,605	37,639	48,163
Net income	\$ 90,157	\$ 103,508	\$ 120,716	\$ 158,060
Earnings per share:				
Basic	\$ 1.56	\$ 1.70	\$ 2.05	\$ 2.57
Diluted	\$ 1.56	\$ 1.70	\$ 2.04	\$ 2.56
Weighted average shares outstanding:				
Basic	57,785	60,844	58,896	61,575
Diluted	57,936	60,932	59,043	61,775

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

(in thousands)	Nine Months Ended September 30,	
	2024	2023
Cash flows from operating activities:		
Net income	\$ 120,716	\$ 158,060
Adjustments to reconcile net income to net cash provided by (used in) operating activities:		
Depreciation and amortization	42,187	42,290
Non-cash lease expense	56,903	51,075
Provision for uncollectible accounts receivable	3,183	2,010
Deferred income taxes	2,180	4,236
Stock-based compensation	18,478	17,026
Other, net	(11,278)	568
Changes in operating assets and liabilities:		
Accounts receivable	(162,252)	(146,139)
Inventories	(50,336)	135,417
Prepaid expenses and other current assets	5,008	26,809
Other assets	(195)	(3,106)
Accounts payable	(17,044)	(152,168)
Accrued liabilities	(7,823)	(42,251)
Income taxes payable	(22,439)	(20,434)
Operating lease assets and liabilities	(56,557)	(49,322)
Other liabilities	2,661	(1,897)
Net cash provided by (used in) operating activities	(76,608)	22,174
Cash flows from investing activities:		
Purchases of short-term investments	(388,348)	(117,877)
Sales and maturities of short-term investments	751,232	120,747
Capital expenditures	(41,736)	(41,355)
Net cash provided by (used in) investing activities	321,148	(38,485)
Cash flows from financing activities:		
Proceeds from credit facilities	—	837
Repayments on credit facilities	—	(837)
Proceeds from issuance of common stock related to stock-based compensation	3,955	7,081
Tax payments related to stock-based compensation	(4,806)	(4,620)
Repurchase of common stock	(230,864)	(144,633)
Cash dividends paid	(52,860)	(55,379)
Net cash used in financing activities	(284,575)	(197,551)
Net effect of exchange rate changes on cash	(3,604)	(3,097)
Net decrease in cash and cash equivalents	(43,639)	(216,959)
Cash and cash equivalents, beginning of period	350,319	430,241
Cash and cash equivalents, end of period	<u>\$ 306,680</u>	<u>\$ 213,282</u>
Supplemental disclosures of cash flow information:		
Cash paid during the year for income taxes	\$ 63,650	\$ 66,580
Supplemental disclosures of non-cash investing and financing activities:		
Property, plant and equipment acquired through increase in liabilities	\$ 12,224	\$ 5,389

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 2024	Adjust for Foreign Currency Translation	Constant- currency Net Sales 2024 ⁽¹⁾	Reported Net Sales 2023	Reported Net Sales % Change	Constant-currency Net Sales % Change ⁽¹⁾
<i>(In millions, except percentage changes)</i>						
Geographical Net Sales:						
United States	\$ 571.3	\$ —	\$ 571.3	\$ 635.4	(10)%	(10)%
Latin America and Asia Pacific	135.0	1.7	136.7	115.4	17%	18%
Europe, Middle East and Africa	141.8	0.5	142.3	129.4	10%	10%
Canada	83.7	1.9	85.6	105.5	(21)%	(19)%
Total	<u>\$ 931.8</u>	<u>\$ 4.1</u>	<u>\$ 935.9</u>	<u>\$ 985.7</u>	(5)%	(5)%
Brand Net Sales:						
Columbia	\$ 799.7	\$ 3.7	\$ 803.4	\$ 804.0	(1)%	—%
SOREL	73.9	0.2	74.1	122.1	(39)%	(39)%
prAna	28.6	—	28.6	30.7	(7)%	(7)%
Mountain Hardwear	29.6	0.2	29.8	28.9	2%	3%
Total	<u>\$ 931.8</u>	<u>\$ 4.1</u>	<u>\$ 935.9</u>	<u>\$ 985.7</u>	(5)%	(5)%
Product Category Net Sales:						
Apparel, Accessories and Equipment	\$ 735.4	\$ 2.9	\$ 738.3	\$ 731.7	1%	1%
Footwear	196.4	1.2	197.6	254.0	(23)%	(22)%
Total	<u>\$ 931.8</u>	<u>\$ 4.1</u>	<u>\$ 935.9</u>	<u>\$ 985.7</u>	(5)%	(5)%
Channel Net Sales:						
Wholesale	\$ 605.2	\$ 2.3	\$ 607.5	\$ 664.3	(9)%	(9)%
DTC	326.6	1.8	328.4	321.4	2%	2%
Total	<u>\$ 931.8</u>	<u>\$ 4.1</u>	<u>\$ 935.9</u>	<u>\$ 985.7</u>	(5)%	(5)%

⁽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
(In millions, except percentage changes)	2024	Translation	2024 ⁽¹⁾	2023	% Change	% Change ⁽¹⁾
Geographical Net Sales:						
United States	\$ 1,385.9	\$ —	\$ 1,385.9	\$ 1,552.0	(11)%	(11)%
Latin America and Asia Pacific	373.2	14.0	387.2	345.1	8%	12%
Europe, Middle East and Africa	350.2	(1.3)	348.9	338.5	3%	3%
Canada	162.7	1.6	164.3	191.6	(15)%	(14)%
Total	<u>\$ 2,272.0</u>	<u>\$ 14.3</u>	<u>\$ 2,286.3</u>	<u>\$ 2,427.2</u>	(6)%	(6)%
Brand Net Sales:						
Columbia	\$ 1,972.2	\$ 13.6	\$ 1,985.8	\$ 2,043.8	(4)%	(3)%
SOREL	140.6	0.2	140.8	220.4	(36)%	(36)%
prAna	81.7	—	81.7	90.8	(10)%	(10)%
Mountain Hardwear	77.5	0.5	78.0	72.2	7%	8%
Total	<u>\$ 2,272.0</u>	<u>\$ 14.3</u>	<u>\$ 2,286.3</u>	<u>\$ 2,427.2</u>	(6)%	(6)%
Product Category Net Sales:						
Apparel, Accessories and Equipment	\$ 1,818.4	\$ 10.5	\$ 1,828.9	\$ 1,853.2	(2)%	(1)%
Footwear	453.6	3.8	457.4	574.0	(21)%	(20)%
Total	<u>\$ 2,272.0</u>	<u>\$ 14.3</u>	<u>\$ 2,286.3</u>	<u>\$ 2,427.2</u>	(6)%	(6)%
Channel Net Sales:						
Wholesale	\$ 1,274.5	\$ 5.6	\$ 1,280.1	\$ 1,445.1	(12)%	(11)%
DTC	997.5	8.7	1,006.2	982.1	2%	2%
Total	<u>\$ 2,272.0</u>	<u>\$ 14.3</u>	<u>\$ 2,286.3</u>	<u>\$ 2,427.2</u>	(6)%	(6)%

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

Exhibit 99.2



CFO Commentary and Financial Review

Third Quarter 2024

October 30, 2024



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, 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; 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.

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	H#	First half, second half
SG&A	selling, general & administrative	mid-30%	mid-thirties percent	Q#	Quarter 1, 2, 3, 4
EPS	earnings per share	high-40%	high-forties percent	YTD	Year-to-date
bps	basis points			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**

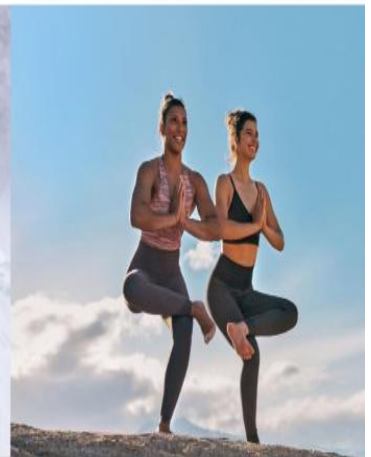
Invest in Capabilities to Delight
and Retain Consumers

**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



Q3'24 HIGHLIGHTS

Q3'24 FINANCIAL RESULTS COMPARED TO Q3'23

\$932M

-5%

Net Sales

50.2%

+150 bps

Gross Margin

12.1%

-160 bps

Operating Margin

\$1.56

-8%

Diluted EPS

Q3'24 Highlights:

- The decline in net sales primarily reflects softness in the U.S. and Canada, partially offset by strength in LAAP and EMEA.
- Operating margin pressure reflects SG&A expense deleverage on lower net sales, partially offset by higher gross margin.
- Inventories decreased 10% y/y.
- Exited the quarter with \$373.9M of cash, cash equivalents and short-term investments, and no borrowings.
- On October 24, 2024, the Board of Directors authorized a \$600M increase to the Company's share repurchase authorization.

Q3'24 ACTUAL VS LAST YEAR

(dollars in millions, except per share amounts)

	Q3'24	Q3'23	Change
Net Sales	\$931.8	\$985.7	-5%
Gross margin	50.2%	48.7%	+150 bps
SG&A percent of net sales	38.8%	35.7%	+310 bps
Operating income	\$112.5	\$134.6	-16%
Operating margin	12.1%	13.7%	-160 bps
Net income	\$90.2	\$103.5	-13%
Diluted EPS	\$1.56	\$1.70	-8%

Commentary on Q3'24 financial results vs last year:

- The decline in net sales reflects lower Fall '24 wholesale orders, as well as weak consumer demand in the U.S., partially attributable to warm weather and outdoor category headwinds.
- DTC net sales were +2%, as growth in DTC B&M was partially offset by DTC.com declines.
- The largest drivers of gross margin expansion were lower inbound freight costs and favorable channel and region sales mix, partially offset by unfavorable FX hedging rates.
- SG&A expenses were up 3% y/y due to higher DTC and incentive compensation expenses, partially offset by lower supply chain and demand creation expenses.

Q3'24 REGIONAL NET SALES PERFORMANCE

Q3'24 NET SALES AND GROWTH VS. Q3'23

Commentary below is based on constant currency performance.

U.S.

- **Wholesale: down mid-teens%**, primarily reflecting the impact of lower Fall '24 orders and a lower proportion of Fall '24 orders shipping in Q3, compared to prior year
- **DTC: down LSD%** (DTC B&M up MSD%, DTC.com down high-teens%)
- The company had 169 stores (152 outlets, 17 branded) exiting Q3'24 vs. 159 stores (141 outlet, 18 branded) exiting Q3'23
- In addition, the Company operated 42 temporary clearance locations exiting Q3'24 vs. 36 temporary clearance locations exiting Q3'23

LAAP

- **Japan: up MSD%** (up LDD% c.c.), benefitting from strong international tourism
- **China: up mid-20%** (up mid-20% c.c.), aided by positive outdoor category trends
- **Korea: up LSD%** (up MSD% c.c.), as a greater portion of Fall '24 wholesale orders shipped in Q3, compared to prior year, partially offset by ongoing consumer demand headwinds
- **LAAP distributor: up mid-20%**

EMEA

- **Europe-direct: up LSD%** (up LSD% c.c.), with strong DTC growth, partially offset by a decline in wholesale, driven by later shipment of Fall '24 orders
- **EMEA distributor: up ~130%**, quarterly results are impacted by y/y differences in timing of shipments

Canada

- **-21%** (-19% c.c.), reflecting the impact of lower Fall '24 orders and a lower proportion of Fall '24 shipments in Q3

CANADA

-21% (-19% c.c.)
\$84M

U.S.

-10% (-10% c.c.)
\$571M

EMEA

+10% (+10% c.c.)
\$142M

LAAP

+17% (+18% c.c.)
\$135M

Q3'24 NET SALES OVERVIEW

Q3'24 NET SALES AND GROWTH VS. Q3'23

CATEGORY PERFORMANCE

APPAREL, ACCESSORIES & EQUIPMENT:

↑ **+1%** (+1% c.c.)
\$735M

FOOTWEAR:

↓ **-23%** (-22% c.c.)
\$197M

- Consumer demand for outdoor products remains challenged in the U.S., particularly in footwear

BRAND PERFORMANCE

 **Columbia**

↓ **-1%** (0% c.c.)
\$800M

 **prAna**

↓ **-7%** (-7% c.c.)
\$28M



↓ **-39%** (-39% c.c.)
\$74M

 **MOUNTAIN
HARD
WEAR**

↑ **+2%** (+3% c.c.)
\$30M

- Columbia declines reflect outdoor category softness in the U.S. and Canada, partially offset by strength internationally
- SOREL declines reflect lower Fall '24 wholesale orders, as well as soft consumer demand in DTC.com
- prAna declines reflect lower DTC.com demand
- Mountain Hardwear growth reflects DTC growth aided, in part, by promotional and inventory clearance activity

CHANNEL PERFORMANCE

WHOLESALE:

↓ **-9%** (-9% c.c.)
\$605M

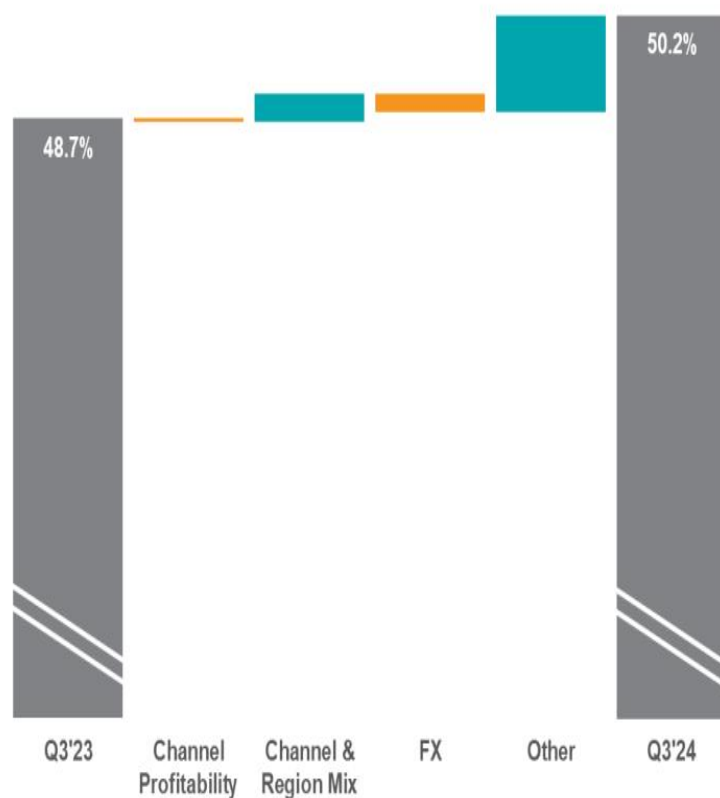
DTC:

↑ **+2%** (+2% c.c.)
\$327M

- Wholesale declines driven by later shipments of lower Fall '24 orders
- DTC B&M +7%, DTC.com -12%

Q3'24 GROSS MARGIN BRIDGE

Q3'24 gross margin expanded 150 bps y/y to 50.2%



Tailwinds

- **Other:** includes benefit from lower inbound freight costs
- **Channel & Region Sales Mix:** favorable region and channel net sales mix shift

Headwinds

- **FX:** unfavorable effects from foreign currency hedge rates
- **Channel profitability:** reflects higher clearance and promotional activity, partially offset by favorable input costs and product mix

Q3'24 SG&A BRIDGE VS LAST YEAR

SG&A increased \$9.6 million, or 3%



Q3'24 SG&A expenses were 38.8% of net sales compared to 35.7% in Q3'23

Primary SG&A Expense Increases

- **Omni-channel:** higher DTC brick & mortar expenses related to new stores and temporary clearance locations, as well as store labor expense pressure
- **Incentive Compensation:** y/y changes in accrued incentive compensation

Primary SG&A Expense Reductions

- **Supply Chain:** lower expenses resulting from normalized inventory levels and supply chain optimization efforts
- **Demand Creation:** represents 5.7% of sales vs. 5.8% in Q3'23

BALANCE SHEET OVERVIEW

Balance Sheet as of September 30, 2024

Cash, Cash Equivalents, and Short-term Investments

\$374M

Cash, cash equivalents and short-term investments totaled \$373.9M, compared to \$214.8M as of September 30, 2023.

Inventory

Inventories -10% y/y to \$798.2M.

-10%

We continue to utilize our fleet of outlet stores and temporary clearance locations to profitably liquidate excess inventory, including PFAS inventory.

Older season inventories represent a manageable portion of our total inventory mix.



CAPITAL OVERVIEW

Q3'24 YTD Net Cash Flow Used in Operations

-\$77M

Net cash flow used in operating activities was -\$76.6M, compared to net cash flow provided by operating activities of \$22.2M for the same period in 2023.

Q3'24 YTD Capital Expenditures

\$42M

Capital expenditures totaled \$41.7M, compared to \$41.4M for the same period in 2023.

Q3'24 YTD Share Repurchases

\$231M

The Company repurchased 2,916,970 shares of common stock for an aggregate of \$230.9M, for an average price per share of \$79.15.

Dividends

\$0.30

Quarterly dividend (\$0.30 per share) – paid on December 4, 2024, to shareholders of record on November 20, 2024.



2024 FINANCIAL OUTLOOK

The Company's 2024 and fourth quarter Financial Outlooks and the underlying assumptions are forward-looking in nature, and the forward-looking statements reflect our expectations as of October 30, 2024 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.

	2024 Financial Outlook	Outlook compared to 2023
Net sales	\$3.31B to \$3.38B (prior \$3.35B to \$3.42B)	-5.0% to -3.0% (prior -4.0% to -2.0%)
Gross margin	50.0% to 50.5% (prior 50.0% to 50.2%)	approximately 40 bps to 90 bps expansion (prior approximately 40 bps to 60 bps expansion)
SG&A percent of net sales	42.8% to 43.0% (prior 42.4% to 43.0%)	220 bps to 240 bps deleverage (prior 180 bps to 240 bps deleverage)
Operating margin	7.7% to 8.4% (unchanged)	120 bps to 50 bps deleverage (prior 120 bps to 50 bps deleverage)
Operating income	\$257M to \$284M (prior \$256M to \$288M)	-17% to -8% (prior -17% to -7%)
Effective income tax rate	24.0% to 25.0% (unchanged)	2023 effective tax rate of 22.9%
Net Income	\$217M to \$238M (prior \$215M to \$239M)	-14% to -5% (prior -14% to -5%)
Diluted EPS	\$3.70 to \$4.05 (prior \$3.65 to \$4.05)	-10% to -1% (prior -11% to -1%)

2024 FINANCIAL OUTLOOK ASSUMPTIONS

Net sales

Anticipated net sales declines primarily reflect:

- Net sales declines are expected to be led by the SOREL brand down mid-20% and prAna down MSD%. Mountain Hardwear is expected to be up MSD% and the Columbia brand approximately flat to down modestly.
- By region, a LDD% decline in Canada and a HSD% decline in the U.S. are expected to be partially offset by growth in LAAP and EMEA.
- From a channel perspective, DTC is anticipated to grow LSD%, driven by DTC B&M growth, while DTC.com is expected to be down MSD%. Wholesale is anticipated to be down HSD%.
 - DTC B&M sales growth includes the annualization of new stores opened in 2023, as well as the contribution from 11 net new stores in the U.S., 1 net new store in Canada, and 6 net new stores in Europe-direct markets planned for 2024.
 - DTC B&M sales growth also includes the favorable net sales impact of temporary clearance locations.

Gross margin

Anticipated gross margin expansion primarily reflects:

- lower inbound freight costs; and
- a favorable channel and regional sales mix shift; partially offset by
- lower channel profitability, primarily due to higher clearance and promotional activity; and
- unfavorable FX hedging rates.

SG&A expenses

Anticipated SG&A expense growth includes:

- higher omni-channel spend, including higher DTC expenses to support new stores and temporary clearance locations, as well as store labor expense pressure; and
- higher incentive compensation expenses; partially offset by
- lower supply chain costs, including the benefit of lower inventory levels and supply chain optimization efforts.

Demand creation as a percent of net sales is anticipated to be ~5.9% of net sales, compared to 6.0% of net sales in 2023.

Operating income impacts

2024 gross profit and SG&A expenses include the expected benefit of approximately \$90M in profit improvement, net of \$3M to \$4M in severance and related costs. This includes the benefits of our Profit Improvement Plan as well as the favorable mix impacts from normalized inventory levels.

2024 ASSUMPTIONS, Q4'24 OUTLOOK AND PRELIMINARY H1'25 COMMENTARY

Effective tax rate, interest income and share count

- The full year effective tax rate in our 2024 financial outlook is expected to be 24.0% to 25.0%.
- Interest income, net is anticipated to be ~\$30M.
- The \$3.70 to \$4.05 diluted EPS range is based on estimated weighted average diluted shares outstanding of ~58.7M.

Foreign currency

- Foreign currency translation is expected to have a modestly unfavorable impact on full year net sales.
- Foreign currency is expected to have an approximately \$0.01 negative impact (prior \$0.07) on diluted EPS, due to negative foreign currency transactional effects from hedging of inventory production, partially offset by favorable foreign currency translation impacts.

Operating cash flow and capital expenditures

- Operating cash flow is anticipated to be at least \$300M (prior \$350M).
- Capital expenditures are planned to be between \$60M and \$70M (prior \$60M to \$80M).

Q4'24 outlook

- Net sales of \$1,040M to \$1,110M, representing a decline of approximately 2% to growth of approximately 5% compared to Q4'23.
- Operating income of \$123M to \$151M, or 11.8% to 13.6% of net sales, compared to 10.7% for Q4'23.
- Diluted EPS is expected to be \$1.68 to \$2.03, compared to \$1.55 for Q4'23.

Preliminary H1'25 commentary

- Based on our Spring '25 orderbook, we are forecasting MSD% growth in wholesale net sales in H1'25.
- This reflects growth across all regions, and in the Columbia, prAna and Mountain Hardwear brands.

ACCELERATE GROWTH STRATEGY

ACCELERATE is a consumer-centric growth strategy intended to elevate the Columbia brand to attract younger and more active consumers. It is a multi-year initiative centered around several consumer-centric shifts to our brand, product and marketplace strategies, as well as enhanced ways of working.

Fuel Our Growth	ACCELERATE	Strengthen our Core
Deliver growth with new consumers <i>Bring new younger, active consumers into the brand</i>	CONSUMER	Steward core consumer segments <i>Continue to serve existing consumers with accessible outdoor essentials</i>
BRAND Elevate consumers' perception of the Columbia brand <i>Refreshed creative strategy that brings Columbia's unique brand personality to life</i>		
Emphasize innovation and style <i>Streamline assortment with fewer, more powerful collections with clear purpose.</i>	PRODUCT	Deliver durable high-value products
Create elevated omni-channel brand experiences <i>Activate brand and product strategies by elevating the position of the Columbia brand in the U.S. Marketplace</i>	MARKETPLACE	Maintain outlet and value-oriented wholesale distribution
MARKETING Deliver integrated full-funnel marketing <i>Higher and more efficient demand creation spending, with more creative and immersive ways to experience the brand</i>		

PROFIT IMPROVEMENT

Operational Cost Savings

- Cost savings related to normalizing inventory levels
- Supply chain transformation
- Enterprise technology cost structure optimization

Organizational Cost Savings

- We completed a reduction-in-force primarily impacting U.S. corporate personnel

Operating Model Improvements

- Streamline decision-making to improve operating efficiency

Indirect Cost Savings

- Strategic sourcing and vendor rationalization on indirect, or non-inventory, spending

2024 Savings Target:

~\$90M*

**net of \$3M-\$4M in severance and related costs*

2026 Savings Target:

\$125M to \$150M



APPENDIX

THIRD QUARTER 2024 CONSTANT-CURRENCY RECONCILIATION

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

	Three Months Ended September 30,					
	Reported	Adjust for	Constant-	Reported	Reported	Constant-
	Net Sales	Foreign	currency	Net Sales	Net Sales	currency
(In millions, except percentage changes)	2024	Translation	2024 ⁽¹⁾	2023	% Change	% Change ⁽¹⁾
Geographical Net Sales:						
United States	\$ 571.3	\$ —	\$ 571.3	\$ 635.4	(10)%	(10)%
Latin America and Asia Pacific	135.0	1.7	136.7	115.4	17%	18%
Europe, Middle East and Africa	141.8	0.5	142.3	129.4	10%	10%
Canada	83.7	1.9	85.6	105.5	(21)%	(19)%
Total	<u>\$ 931.8</u>	<u>\$ 4.1</u>	<u>\$ 935.9</u>	<u>\$ 985.7</u>	<u>(5)%</u>	<u>(5)%</u>
Brand Net Sales:						
Columbia	\$ 799.7	\$ 3.7	\$ 803.4	\$ 804.0	(1)%	—%
SOREL	73.9	0.2	74.1	122.1	(39)%	(39)%
prAna	28.6	—	28.6	30.7	(7)%	(7)%
Mountain Hardware	29.6	0.2	29.8	28.9	2%	3%
Total	<u>\$ 931.8</u>	<u>\$ 4.1</u>	<u>\$ 935.9</u>	<u>\$ 985.7</u>	<u>(5)%</u>	<u>(5)%</u>
Product Category Net Sales:						
Apparel, Accessories and Equipment	\$ 735.4	\$ 2.9	\$ 738.3	\$ 731.7	1%	1%
Footwear	196.4	1.2	197.6	254.0	(23)%	(22)%
Total	<u>\$ 931.8</u>	<u>\$ 4.1</u>	<u>\$ 935.9</u>	<u>\$ 985.7</u>	<u>(5)%</u>	<u>(5)%</u>
Channel Net Sales:						
Wholesale	\$ 605.2	\$ 2.3	\$ 607.5	\$ 664.3	(9)%	(9)%
DTC	326.6	1.8	328.4	321.4	2%	2%
Total	<u>\$ 931.8</u>	<u>\$ 4.1</u>	<u>\$ 935.9</u>	<u>\$ 985.7</u>	<u>(5)%</u>	<u>(5)%</u>

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

NINE MONTHS FREE CASH FLOW RECONCILIATION

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

(In millions)	Nine Months Ended September 30,	
	2024	2023
Net cash provided by (used in) operating activities	\$ (76.6)	\$ 22.2
Capital expenditures	(41.7)	(41.4)
Free cash flow	<u>\$ (118.3)</u>	<u>\$ (19.2)</u>



