



Jack
Wolfskin



JACK WOLFSKIN PUTS FORESTS FIRST THROUGH NATURE COUNTS CAMPAIGN

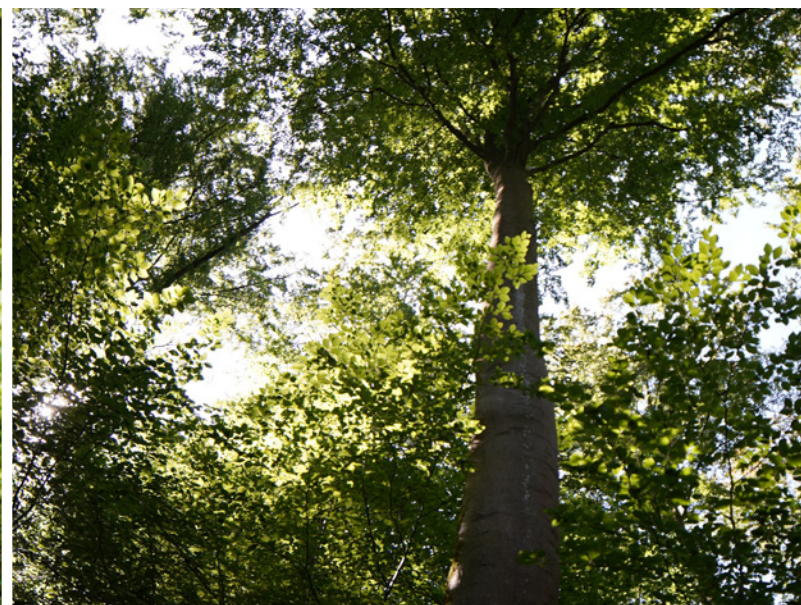
Purchases Contribute to the Preservation of Ancient Beech Forests

IDSTEIN, GERMANY (November, 2021) – Going against the trend of deep discounts during the November shopping season, JACK WOLFSKIN, a globally-leading provider of sustainability-driven performance outdoor apparel, footwear and equipment, this month is focusing on environmental protection first by contributing proceeds from purchases to protect ancient forests in Central Europe.

JACK WOLFSKIN is providing €100.000 from the proceeds of its Nature Counts campaign, which runs from November 26 to 29 across the DACH region, Belgium, Luxembourg, Italy and the UK, to a forest conservation project run by

Wohlleben's Forest Academy. The aim of the campaign is to ensure the protection of 25,000 m² of ancient beech forests in Central Europe through a corresponding 50-year lease.

“JACK WOLFSKIN is focused on promoting sustainable consumption and discovery in nature during ‘Black Week’ and is raising awareness around the protection of forests,” said JACK WOLFSKIN CEO Richard Collier. “As an outdoor supplier, nature preservation is a core value. With that in mind, this year we’re encouraging responsible and conscious consumption instead of discounts.”





Sustainability has been an integral part of JACK WOLFSKIN's culture and strategy since the company was founded in 1981. It is a priority in all areas of the business, from product development and the supply chain to advocacy. JACK WOLFSKIN believes it has a responsibility to promote sustainable purchasing and to this end works continuously to improve the quality and durability of its products, and educate consumers about protecting and enjoying outdoor environments.

The Forest Academy works to protect forests worldwide and aims to increase awareness of the importance of forests, and provide education about ecosystems to achieve better conservation.

For more information on the initiative and JACK WOLFSKIN's sustainable commitment, visit:

www.jack-wolfskin.com/nature-counts.



**WOHLLEBENS
WALDAKADEMIE**

Wohllbens Waldakademie was founded in 2016 by the forester and bestselling author Peter Wohllleben and is internationally committed to the protection of forests. In Germany, it is a leading provider of events, training and consulting on the topics of forests and sustainability. Our goal is to inspire people for the topic of forests, to create love and understanding for it. Environmental protection is fun - we show how!

ABOUT JACK WOLFSKIN

JACK WOLFSKIN is one of the leading providers of premium quality outdoor apparel, footwear and equipment in Europe and the largest franchisor in the sports retail market in Germany. JACK WOLFSKIN products are currently available in more than 490 JACK WOLFSKIN stores and at over 4,000 points of sale worldwide. JACK WOLFSKIN products are renowned for their optimised functionality, high quality and exceptional innovation. In recent years the specialist outdoor brand has captured a large share of the market with numerous new products and materials. JACK WOLFSKIN is also a pioneer of the first order when it comes to sustainability. The company has been a member of the Fair Wear Foundation since 2010 and was awarded FWF Leader status every year since 2014. JACK WOLFSKIN is also a bluesign® system partner since 2011. The company is head-quartered in Idstein, in the Taunus region of Germany and currently employs over 1,440 people worldwide.

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