



Sports Tracking Technologies Ltd  
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## **Sports Tracker acquired by Amer Sports**

*Sports Tracker and Amer Sports have signed a contract, in which Amer Sports buys the whole share capital of Sports Tracker Technologies Ltd. Sports Tracker will become part of the Amer Sports Group. The integration will bring Sports Tracker additional resources and possibilities to develop its service to a completely new level.*

Sports Tracker, the category founder of sports tracking applications, will become part of the digital ecosystem of Amer Sports. The new arrangement enables Sports Tracker a more efficient, faster and versatile development of the service offering and gives us the possibility to expand to new sports and usage scenarios.

Sports Tracker's CEO **Jussi Kaasinen** is pleased with the plans of the new owner and believes the arrangement will bring great new experiences to the Sports Tracker community.

- This is a great step forward. We will be able to use our years of special expertise when developing Sports Tracker's service offering to a completely new level as a part of Amer Sports' digital ecosystem. With the extra resources we will be able to build our service to an even more comprehensive experience than what it is today. We are particularly proud of being able to continue moving millions of people worldwide as a part of a leading global sporting goods company having a number of truly awesome sports brands under its umbrella.

### **For further information, please contact:**

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***Sports Tracker Technologies Ltd** was established in 2009 as a Nokia spin-off. The Sports Tracker app was created already in 2004 and can be seen as the category founder. The application and online service is among the top 5 health and fitness apps in 25 countries with over 25 million downloads worldwide. Sports Tracker employs a team of 12 people.*

***AMER SPORTS** ([www.amersports.com](http://www.amersports.com)) is a sporting goods company with internationally recognized brands including Salomon, Wilson, Atomic, Arc'teryx, Mavic, Suunto and Precor. The company's technically advanced sports equipment, footwear and apparel improve performance and increase the enjoyment of sports and outdoor activities. The Group's business is balanced by its broad portfolio of sports and products and a presence in all major markets. Amer Sports shares are listed on the Nasdaq Helsinki stock exchange (AMEAS).*