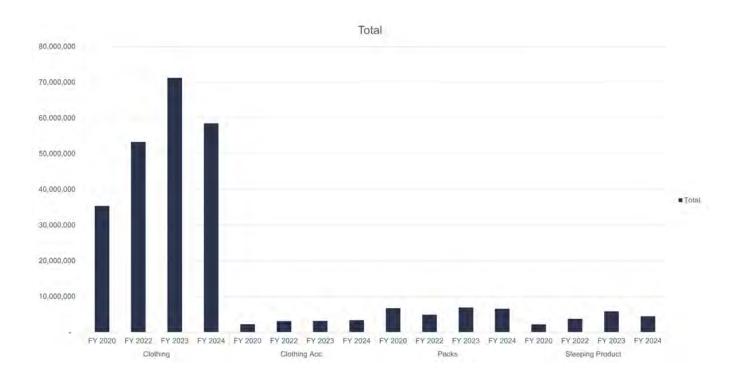
Winter 24 Sales Meeting

Welcome to our AW24 ISM, where we'll be diving into our sales figures, business tactics, and our game-changing new season collection.

Topline Figures



Total Category Sales Figures



Posted Sales + Outstanding Orders £

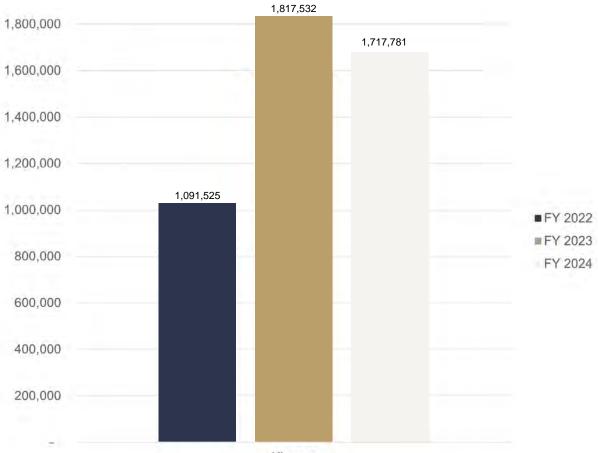
Rab

Highlights

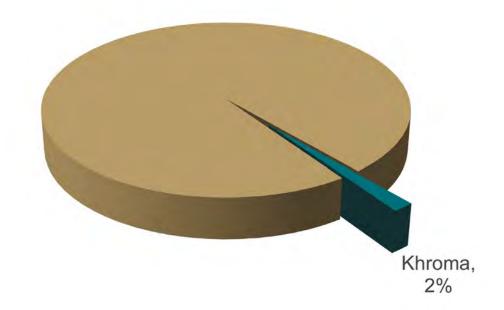
This season we're innovating in insulation, inspiring with education, and crafting for all-mountain exploration.

EFFE

Khroma

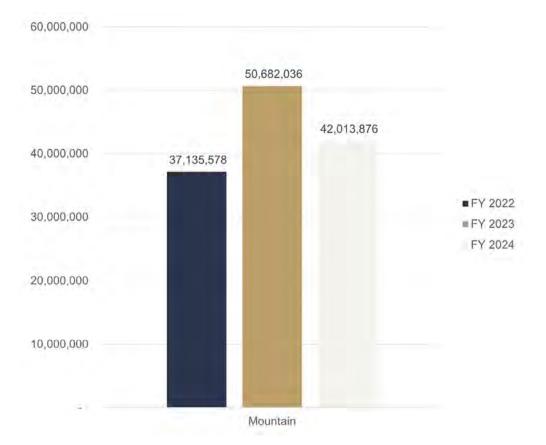


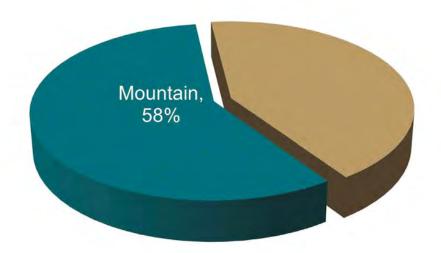
Khroma



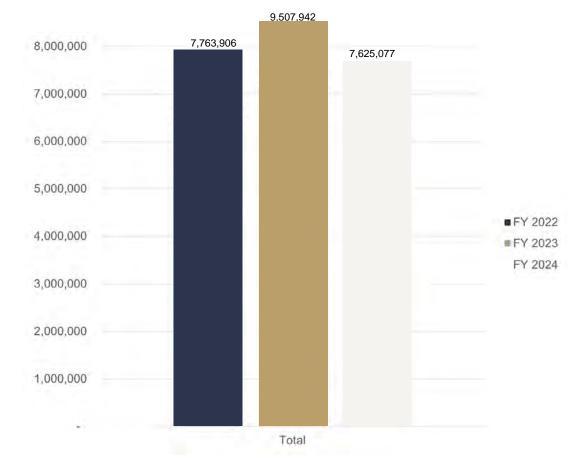


Mountain

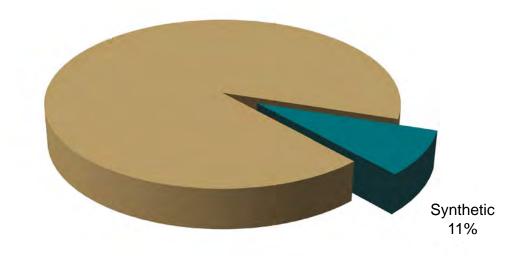






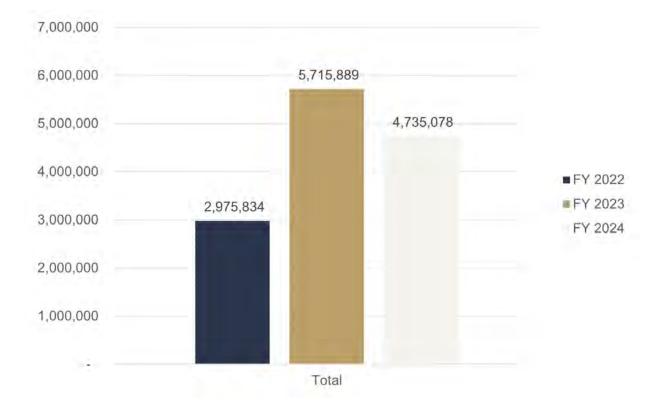


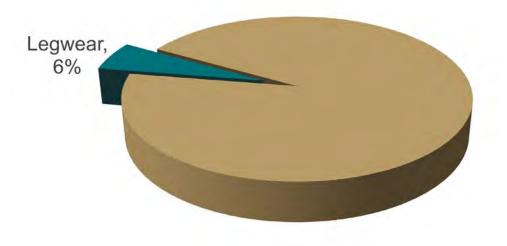
Synthetic Insulation





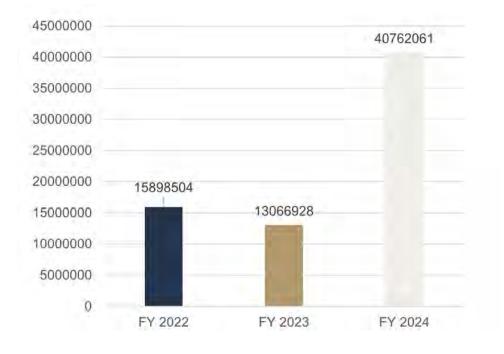
Legwear

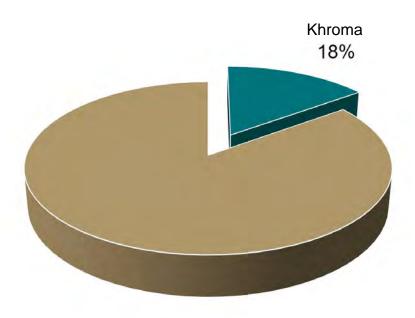






Shell







Insulation

Building on our reputation as Masters of Insulation by revitalising our bestselling synthetic franchise.





SYNTHETIC









(M/W) CIRRUS FLEX JACKET





Insulation Warmth Guide



SYNTHETIC FILL JACKETS BY WARMTH

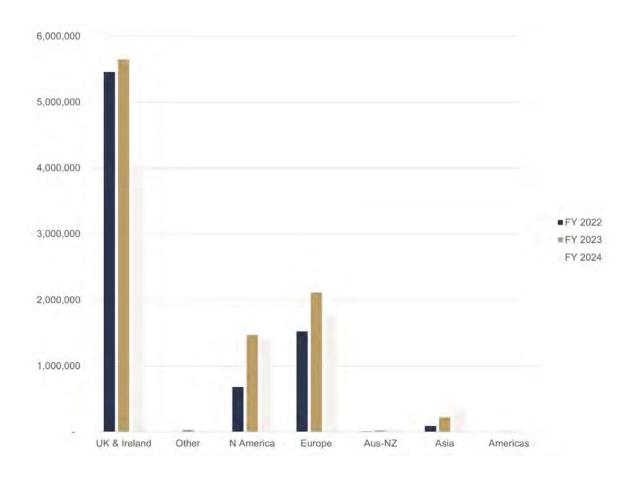


Insulation Warmth Guide



CIRRUS FLEX QIP-31 / QIP-32





Synthetic Insulation

11% OF TOTAL COMPANY SALES OVER 3 YRS

Region	Sales % mix over 3 yrs	FY 2024 Forwards
Equip % of Total	11.1%	7,625,077
Americas	1.9%	2,217
Asia	6.9%	344,830
Aus NZ	3.3%	44,346
Europe	7.3%	1,760,478
N America	13.3%	1,407,757
Other	2.9%	16,759
UK & Ireland	13.7%	4,048,691

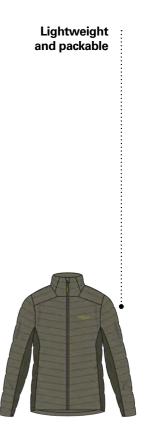
≈Rab[®]

Synthetic Insulation



Insulation

Range Architecture





QIP-31 / QIP-32 CIRRUS FLEX JACKET SHOWN HERE: TUSCAN RED (M) QIP-35 / QIP-36 CIRRUS FLEX VEST SHOWN HERE: GRAPHENE (M)



Insulation Comparison



Down:

Providing the best warmth to weight ratio of all insulation types. Delivering lofty, packable warmth, perfect for drier conditions



Blown Synthetic:

Versatile and resilient; providing baffled insulation at a slightly lower warmth to weight ratio than down whilst delivering great performance at commercial price points.



Sheet Synthetic:

Reliable insulation even when wet; either designed for static warmth or active insulation, these products can be protective, versatile, and adaptive.



PRIMALOFT® SILVER INSULATION RISE



AS WELL AS A PROVIDING A NEW AESTHETIC, WE ARE UPDATING TO A NEW INSULATION IN ALL OUR SYNTHETIC BAFFLE JACKETS, SWITCHING TO PRIMALOFT® SILVER INSULATION RISE TECHNOLOGY.

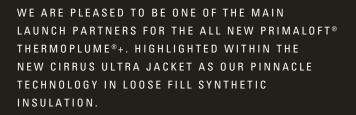
PrimaLoft[®] RISE insulation provides impressive thermal values at low weights and thicknesses, creating a sleek style and lightweight performance.

Made using 100% post-consumer recycled material, PrimaLoft[®] Silver Insulation RISE provides thermal values comparable to high-quality natural down.

With enhanced wash durability, PrimaLoft[®] Silver Insulation RISE provides a resilient alternative to down at a more accessible price point.



PRIMALOFT® THERMOPLUME®+



Made from 100% post-consumer recycled material, it has a patent-pending ThermoPlume[®] structure that utilises fibre balls and plumes to create an insulation that's soft, feather-like, and mimics the feel and fluidity of down.

The synthetic fibre balls work in tandem with the plumes to form a unified structure that creates a scaffolding effect, delivering a resilient loft that resists clumping, even after washing.

ThermoPlume®+ requires 16% less fill than PrimaLoft® Silver RISE insulation to create the same loft.





QIP-21 / QIP-22

CIRRUS ULTRA HOODY

The Sales Pitch:

This is the lightest and warmest loose fill synthetic jacket we've ever made, closely mimicking the lofting properties of down, while expertly dealing with damp, cold weather.

Armed with our heat-reflective TILT technology and new PrimaLoft® ThermoPlume®+ insulation, it's as warm as our Electron Pro down jacket and offers instant comfort in any conditions.

Incorporating groundbreaking technology and premium materials, the Cirrus Ultra was born from pushing the boundaries of what it's possible to achieve with synthetic insulation.

A key halo piece, it demonstrates the cutting-edge developments in our synthetic collection to drive interest in the range as a whole.

The ultimate synthetic piece for all-mountain adventure





QIP-23 / QIP-24

NEBULA PRO JACKET

The Sales Pitch:

Reimagined with new loose fill PrimaLoft[®] Silver RISE insulation offering a 35% better warmth-to-weight ratio than the previous PrimaLoft[®] Silver Insulation Luxe[™], our original hardwearing synthetic jacket is now warmer than ever, with greater resilience in cold, damp conditions.

Sharing fabric and insulation with our updated Cirrus range yet burlier and more protective, the Nebula Pro is designed to offer the same fuss-free warmth, but for winter use.

It has a simple design and entry-level price point that will appeal to aspiring mountaineers who might feel daunted by a more technical aesthetic. Reengineered to reduce the price and increase margins, it's a key piece within our new synthetic range architecture.

No-nonsense, mountainready insulation





QIP-25 / QIP-26

CIRRUS ALPINE JACKET

The Sales Pitch:

We've taken our classic baffled, loose fill synthetic jacket, and cranked up the heat with 25% larger baffles to accommodate the new higher lofting PrimaLoft® Silver RISE insulation.

With a 35% better warmth-to-weight ratio than PrimaLoft[®] Silver Insulation Luxe[™], this new insulation makes the jacket perceptively warmer than our previous model.

With an updated aesthetic and improved fit accommodating a wider range of body shapes, it's perfect for year-round alpine use, whether as a layer in winter or outer in the warmer months.

A staple in our ever-popular Cirrus range that responds to a continuing demand for micro-baffle jackets, the Cirrus Alpine offers users go-to synthetic insulation at an accessible price point.

Our mountain all-rounder, refreshed





QIP-31 / QIP-32

CIRRUS FLEX HOODY

The Sales Pitch:

The lightest and most packable member of the Cirrus family has been given a refresh, with an improved fit and 33% larger baffles allowing the insulation to loft more and provide added warmth in cold conditions.

This season we've updated the technology and improved performance across our whole Cirrus range, incorporating new high-lofting PrimaLoft® Silver RISE insulation which has a 35% better warmth-to-weight ratio than the previous PrimaLoft® Silver Insulation Luxe™, and is better able to retain heat and recover quickly in damp weather.

The result is a jacket that offers the superb mobility and layering potential of the original, with the optimised warmth needed for all-season use.

Low-bulk, year-round warmth





Microlight Alpine Jacket



Updated with recycled fabrics, recycled down, zoned micro and nano baffle stitchthrough construction. Our classic hooded down jacket is lightweight, packable and provides instant warmth when the temperature drops in the mountains

FEATURES

- Pertex® Quantum ripstop nylon fabrics are soft and packable
- Zoned lightweight micro and nano baffle stitch-through construction
- Adjustable hood with stiffened peak
- YKK® zipped hand pockets and large zipped chest pocket
- Internally elasticated cuffs and drawcord adjustable hem
- Main Fabric: Recycled 30D nylon Pertex Quantum, 50g/m², with DWR
 Lining: Recycled 20D nylon, 38g/m² Insulation: Recycled 700 fill-power down Nikwax hydrophobic (water-
- resistant) finish (153g Size L) Composition: 100% recycled polyamide outer with 100% recycled polyamide lining



- Zoned lightweight micro and nano baffle stitch-through construction
- · Adjustable hood with stiffened peak
- YKK® zipped hand pockets and large zipped chest pocket
- Internally elasticated cuffs and drawcord adjustable hem
 Main Fabric: Recycled 30D nylon Pertex Quantum, 50g/m², with DWR
- Lining: Recycled 20D nylon, 38g/m²
- Insulation: Recycled 700 fill-power down Nikwax hydrophobic (waterresistant) finish (145g Size 12)
- Composition: 100% recycled polyamide outer with 100% recycled polyamide lining

QDB-12





Deep Ink (Marmalade) Footprint/Graphene



*more colours available on Elastic

OPERTEX (700 NIKWAX 🦡

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() 700

(@

CATEGORY

£2,921,305 **TOTAL VALUE OF PRODUCT**

36,553 QUANTITY

14% PERCENTAGE OF DOWN **INSULATION SALES**

5% **PERCENTAGE OF COMPANY SALES**

#2 CATEGORY

£2,220,241 **TOTAL VALUE OF PRODUCT**

25,866 QUANTITY

10%

PERCENTAGE OF DOWN INSULATION SALES

% **PERCENTAGE OF COMPANY SALES**

Rab



Updated with recycled fabrics and PFC-free recycled down, our classic, slim-fitting, cosy down parka is perfect for staying warm on wintery walks

FEATURES

- Removable zip-off hood with detachable faux-fur trim
- 2-way YKK® Metaluxe front zip with internal storm flap • 2 YKK® zipped hand pockets
- 1 YKK® zipped internal chest pocket
- Stretch fleece inner cuff to seal in warmth
- Rab leather badge on sleeve
- Outer Fabric 50D recycled Pertex® Quantum with fluorocarbon-free DWR (72gsm)
- Lining 20D recycled (38gsm)
 700FP European Goose Down with Nikwax Fluorocarbon-Free Hydrophobic Finish (340g/ 12oz, Size 12)

<u>OPERTEX</u> (P)700

NIKWAX 🧙 Ø

QUANTITY

5%

PERCENTAGE OF DOWN **INSULATION SALES**

2% **PERCENTAGE OF COMPANY SALES**

Rab

Nebula Pro Jacket





Weight: 568g/20oz (Size M)

QIP-23

QIP-25

Synthetic insulated jacket offering instant warmth in cold, damp weather. Highly durable, it's resilient enough to wear anywhere and stands up to scrapes with rock and rugged terrain, perfect for winter hikes, cold climbs, and bitter belays.

FEATURES

Cirrus Alpine

- **OPERTEX** • 30D Recycled Pertex® Quantum Pro outer (52gsm) with fluorocarbon free DWR
- 20D Recycled Pertex® Quantum lining (38gsm) with fluorocarbon free DWR
- PrimaLoft® Silver RISE 100% recycled synthetic insulation (279g size Medium)
- Blown synthetic insulation lofts to trap air and provide warmth Helmet compatible hood with rear volume and concealed internal face
- adjustment with stiffened peak for increased protection - 2-way YKK $\ensuremath{\mathbb{R}}$ VISLON $\ensuremath{\mathbb{R}}$ centre front zip with insulated zip baffle and fleece lined chin quard

#1 CATEGORY

£646,007 **TOTAL VALUE OF PRODUCT**

8,530 QUANTITY

10% **PERCENTAGE OF SYNTHETIC INSULATION SALES**

1.2% **PERCENTAGE OF COMPANY SALES**

#2 CATEGORY

£623,087 **TOTAL VALUE OF PRODUCT**

8,951 QUANTITY

9.9%

PERCENTAGE OF SYNTHETIC INSULATION SALES

.2% **PERCENTAGE OF COMPANY SALES**

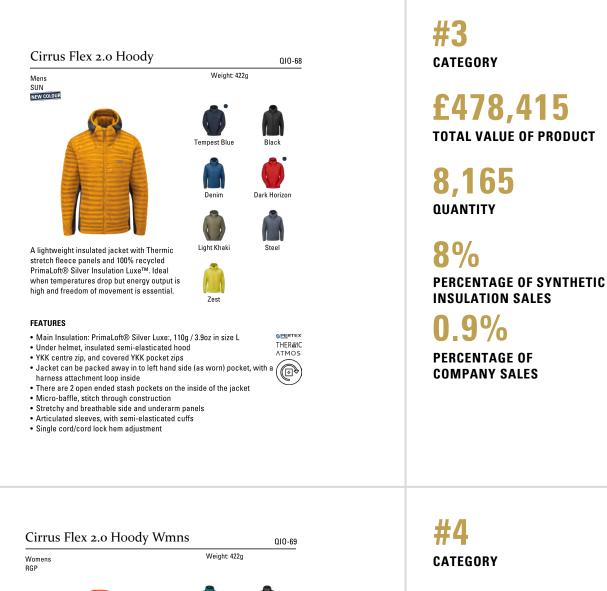
Rab



alpine use. With a fresh design that's warmer than previous versions, it has an integrated storage pocket and updated fit.

FEATURES

- 30D Recycled Pertex® Quantum Pro outer (52gsm) with fluorocarbon free DWB
- 20D Recycled Pertex® Quantum lining (38gsm) with fluorocarbon free DWR
- PrimaLoft® Silver RISE 100% recycled synthetic insulation (232g size Medium)
- · Blown synthetic insulation lofts to trap air and provide warmth
- Rear elasticated hood with concealed internal adjustment and stiffened peak $\ensuremath{\bullet}$ YKK® VISLON® centre front zip with insulated zip baffle and fleece lined
- chin guard



Eucalyptus

Citadel

Nightfall Blue

Ruby

A lightweight insulated jacket with Thermic stretch fleece panels and 100% recycled

PrimaLoft® Silver Insulation Luxe™. Ideal when temperatures drop but energy output is high and freedom of movement is essential.

Under helmet, insulated semi-elasticated hood
 YKK centre zip, and covered YKK pocket zips

harness attachment loop inside

Micro-baffle, stitch through construction
 Stretchy and breathable side and underarm panels
 Articulated sleeves, with semi-elasticated cuffs
 Single cord/cord lock hem adjustment

Main Insulation: PrimaLoft® Silver Luxe:, 90g / 3.2oz in size 12

• There are 2 open ended stash pockets on the inside of the jacket

• Jacket can be packed away in to left hand side (as worn) pocket, with a

FEATURES

Deep Ink

Patriot Blue

Steel

OPERTEX

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£403,986 TOTAL VALUE OF PRODUCT

6,408 QUANTITY

6%

PERCENTAGE OF SYNTHETIC INSULATION SALES

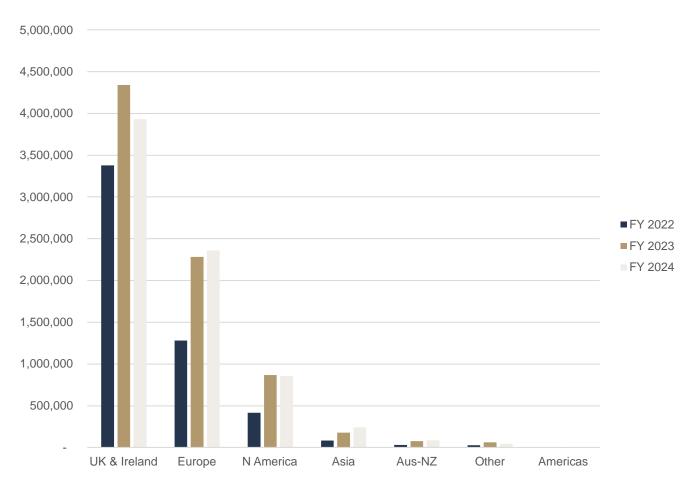
0.8% PERCENTAGE OF COMPANY SALES

Rab

Midlayer

Key new styles in one of our top three performing categories, the essential companion for every mountain activity.

Midlayer



9% of total company sales over 3 yrs

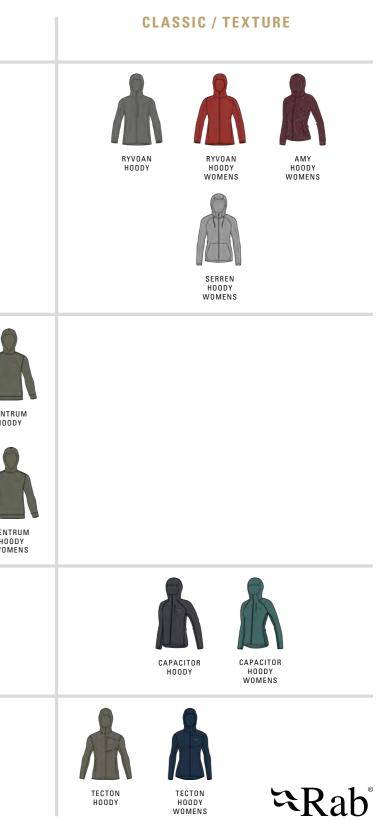
Region	Sales % mix over 3 yrs	FY 2024 Forwards
Equip % of Total	9.1%	7,528,624
Americas	3.6%	4,621
Asia	5.4%	242,433
Aus NZ	8.9%	88,093
Europe	8.0%	2,358,018
N America	8.0%	858,876
Other	8.7%	46,301
UK & Ireland	10.5%	3,930,281



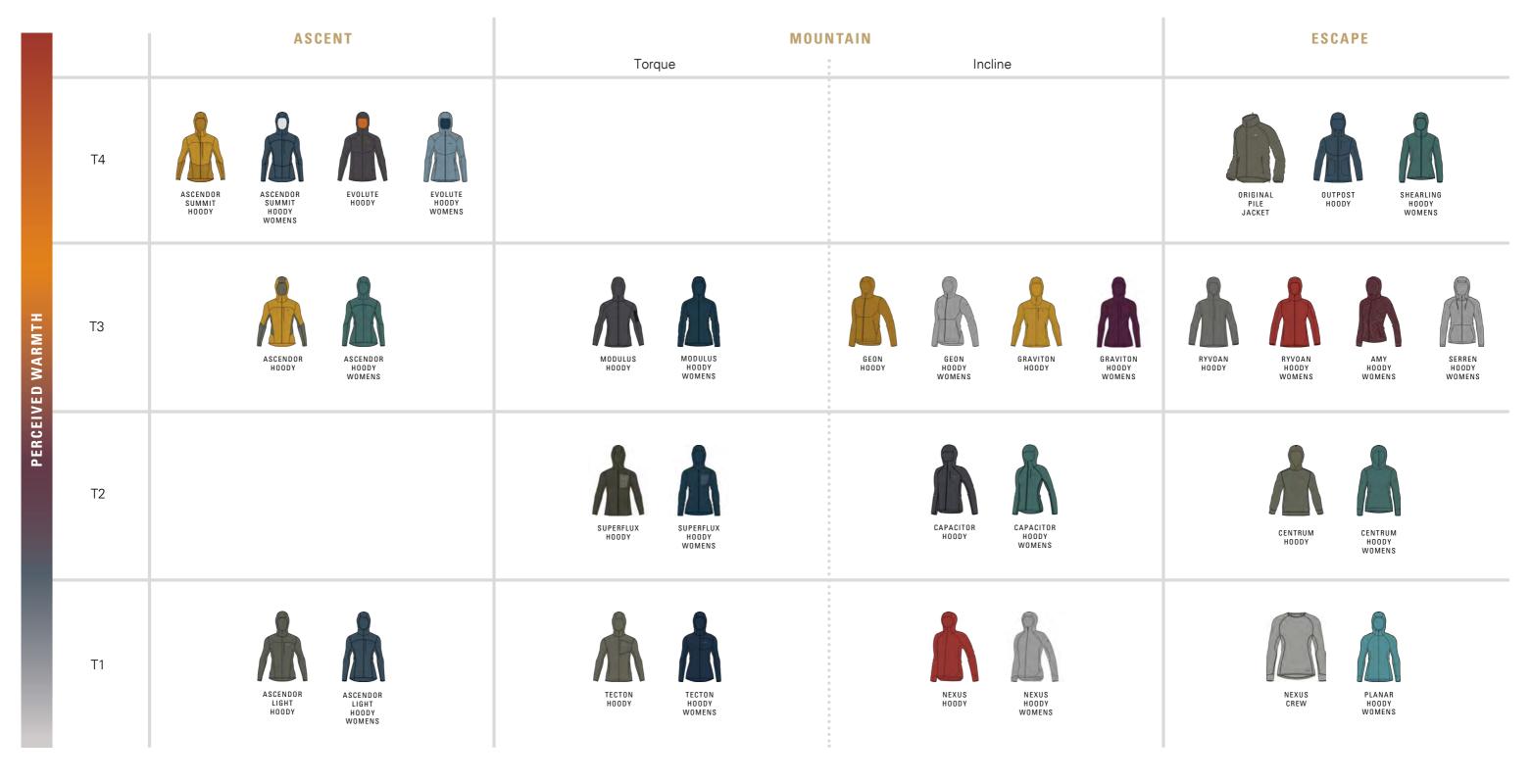
Midlayer Fabric Weight x Fabric Type

		HIGH LOFT	WINDPROOF	GRID	STRETCH
	~300gsm	ORIGINAL PILE JACKETOUTPOST HODDYSHEARLING HODDY WOMENS			
FABRIC WEIGHT	230-300gsm		Ascendor summit HoodyAscendor summit hoodyAscendor womens		GEON GEON GEON CENTRI GEON GEON GEON CENTRI MODDY MODDY DODY CENTRI MODULUS MODULUS MODULUS CENTRI MODULUS MODULUS MODULUS CENTRI
	200-230gsm			GRAVITON HOODY GRAVITON HOODY GRAVITON HOODY WOMENS GRAVITON HOODY GRAVITON HOODY HOODY	SUPERFLUX HOODY SUPERFLUX
	<200gsm	EVOLUTE HOODY EVOLUTE HOODY EVOLUTE HOODY EVOLUTE HOODY WOMENS		ASCENDOR LIGHT HOODY ASCENDOR LIGHT HOODY WOMENS ASCENDOR LIGHT HOODY WOMENS	

Midlayer Warmth x Fabric Type



Midlayer Warmth x Collection



Midlayer Warmth x Collection



QFG-19 / QFG-20

EVOLUTE HOODY

The Sales Pitch:

Challenging ascents in intermittent weather call for an adaptable, hardworking midlayer that will manage your output, even when you're adding and removing outer layers.

Delivering the moisture control and temperature regulation you need when you're working your hardest, this is our most breathable, wicking active insulation which works at the core of your layering system to keep you comfortable and sweat-free.

Incorporating new technologies that push the limits of fleece performance, the Evolute stands at the forefront of the exciting developments we're making in our midlayer category.

It's a highly technical halo piece that allows us to re-present our fleece collection and drive sales across the range.

The midlayer made to keep you moving in variable conditions





Rab

PRIMALOFT® EVOLVE®

A NEW EVOLUTION

YOUR LAYERING SYSTEM IS ONLY AS GOOD AS ITS LAYERS. SO WE'RE GIVING THE HUMBLE MIDLAYER AN EVOLUTION IN PERFORMANCE FOR AW24, WITH THE INTRODUCTION OF OUR NEW EVOLUTE STYLES.

Crafted from PrimaLoft[®] Active Evolve, these midlayers are the perfect active insulation for activities with fluctuating pace and intensity.

PrimaLoft® Active Evolve is engineered to insulate you while allowing water vapour to pass through.

Designed to perform across a broad temperature range, it works by biomimicking natural animal fur. It uses lofted polyester fibres in a densely packed underlayer to create a barrier, which traps body heat and regulates your temperature in cold and warm climates. "Guard hairs", the more oily, water-repellent exterior found in animal fur, have also been simulated.

Active Evolve fibres are constructed in different deniers and lengths, creating natural highs and lows inside the loft. The coarser high-denier fibres trap air, insulate, and offer resilience, while the softer, finer fibres provide enhanced warmth, protection, and packability.



≒Rah

QFG-15 / QFG-16

MODULUS HOODY

The Sales Pitch:

Bring warmth, wicking, and unhindered mobility to your allmountain layering system with this high-performance fleece midlayer.

With a slim yet unrestrictive fit that won't hold you back as you make vertical progress, it's a staple for hiking and climbing in cold winter conditions.

The Modulus Hoody combines the fast-drying, high-wicking properties of a technical fleece with superb softness and comfort. Built with Thermic[™] Stretch Pro, our durable faced fleece fabric used in some of our warmest bibs and tights, it resists abrasion and pilling over long periods of use.

Offering exceptional stretch and recovery, it's ideal for environments where warmth, moisture control, and a full range of movement are crucial. With a premium feel, the Modulus Hoody is positioned at the higher end of our Mountain collection yet has an attainable price point for a wide audience.

Stretch, warmth, and unrestricted movement for big mountain days



Nexus Pull-On QFF-74 Weight: 252g/8.8oz Mens BLK NEW COLOUR Deep Ink Light Khak Tuscan Red Marmalade A lightweight, Thermic™ G stretch fleece Denim midlayer made with 100% recycled fabric, hal zip and close-fitting collar. Offering superb mobility, breathability and temperature regulation, it's perfect for hiking, climbing and mountaineering. FEATURES • Thermic™ G (178gsm) Circular backer recycled polyester fleece • YKK® VISLON® deep venting centre front zip with zip guard

- 1 YKK® zipped chest pocket
 Flatlock low bulk seams

Capacitor Hoody

- Double cuffs for improved comfort
- Main: 94% recycled polyester, 6% elastane

Mens GRH





Belua

THERWIC

Weight: 398.5g/14.1oz

QFF-02

Double brushed fleece combined with stretch side panels gives a warm, ultra comfortable mid layer for active mountain days

FEATURES

- Modern take on classic 200 weight fleece
- 2 YKK® zipped hand pockets
 YKK zipped chest pocket
- Stretch side panels
- Main Fabric: Recycled knit face brushed fleece, 200g/m²
- Side panels: Thermic stretch fleece with brushed back, $175 \mbox{g}/\mbox{m}^2$ Composition: 100% recycled polyester with 94% polyester/6% elastane
- side panels
- Fit: Regular
 Centre back length (Size L): 75cm/29.5inch

#1 CATEGORY

£277,441 **TOTAL VALUE OF PRODUCT**

9,845 QUANTITY

5.2% **PERCENTAGE OF MIDLAYER SALES**

0.5% **PERCENTAGE OF COMPANY SALES**

#2 CATEGORY

£268,707 **TOTAL VALUE OF PRODUCT**

7,471 QUANTITY

5%

PERCENTAGE OF MIDLAYER SALES

5% **PERCENTAGE OF COMPANY SALES**

Rab

Nexus Hoody Wmns



A lightweight, Thermic™ G stretch fleece, hooded midlayer made with 100% recycled fabric. Offering superb mobility, breathability and temperature regulation, it's perfect for hking, climbing and mountaineering.

FEATURES

• Thermic™ G (178gsm) Circular backer recycled polyester fleece

- Soft, close fitting under helmet hood
- YKK® VISLON® centre front zip with zip guard
- 2 YKK® zipped soft mesh lined pockets with lightweight zip pulls
 Flatlock low bulk seams
- Flatlock low bulk seams
 Double cuffs for improved comfort
- Main: 94% recycled polyester, 6% elastane

QFF-71 Weight: 258g/9.1oz





*more colours available on Elastic.

#3 Category

£261,708 TOTAL VALUE OF PRODUCT

7,923 QUANTITY

4.9% PERCENTAGE OF MIDLAYER SALES

0.5% PERCENTAGE OF COMPANY SALES

#4 category

£250,872 TOTAL VALUE OF PRODUCT

7,926

4.7%

PERCENTAGE OF MIDLAYER SALES

0.5% PERCENTAGE OF COMPANY SALES

Rab



hooded midlayer made with 100% recycled fabric. Offering superb mobility, breathability and temperature regulation, it's perfect for hiking, climbing and mountaineering.

FEATURES

- Thermic™ G (178gsm) Circular backer recycled polyester fleece
- Soft, close fitting under helmet hood
 YKK® VISLON® centre front zip with zip guard
- 2 YKK® zipped soft mesh lined pockets with lightweight zip pulls
- Flatlock low bulk seams
- · Double cuffs for improved comfort
- Main: 94% recycled polyester, 6% elastane

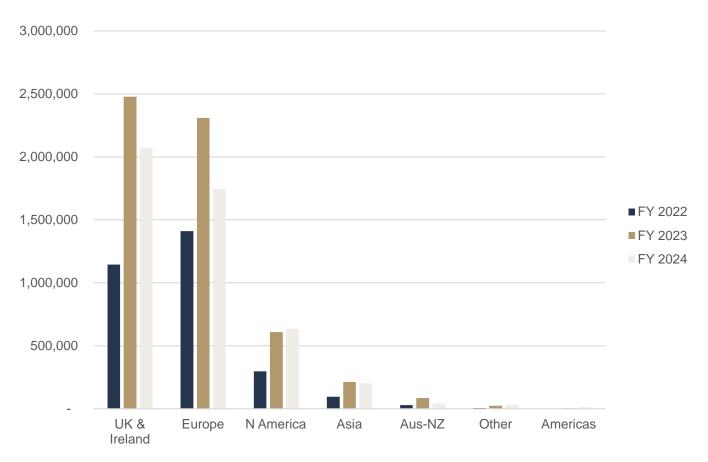
Legwear & Colour Merchandising

With refined fits and compelling colour stories, our leavear the ideal way to showcase our main brand expressions.

Legwear & Colour Merchandising

Commercial Country Figures

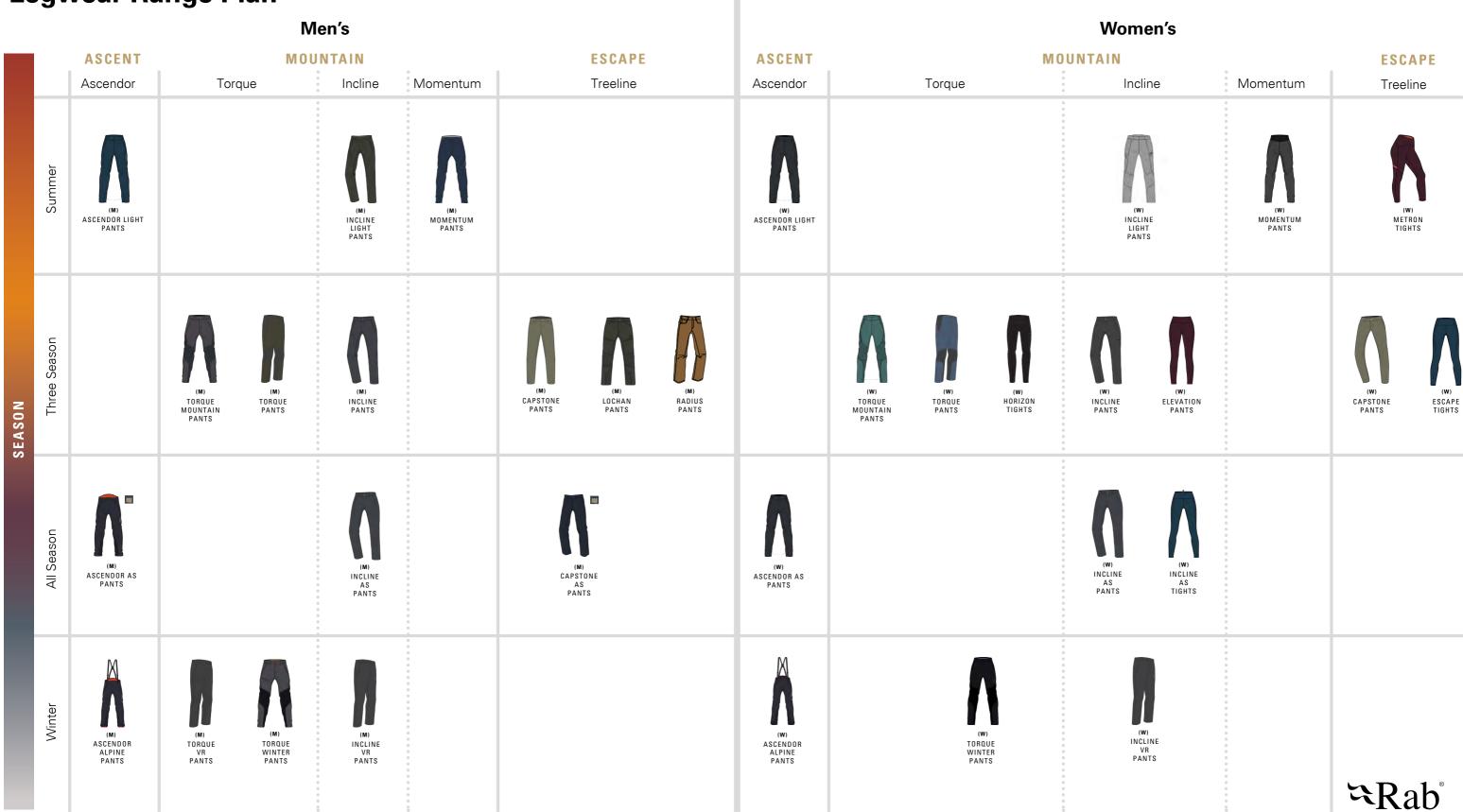
Legwear



6% OF TOTAL COMPANY SALES OVER 3 YRS

Region	Sales % mix over 3 yrs	FY 2024 Forwards
Equip % of Total	6.0%	4,735,078
Americas	6.3%	10,055
Asia	5.4%	202,140
Aus NZ	6.9%	40,454
Europe	7.4%	1,744,986
N America	5.8%	634,208
Other	3.7%	30,611
UK & Ireland	5.1%	2,072,624





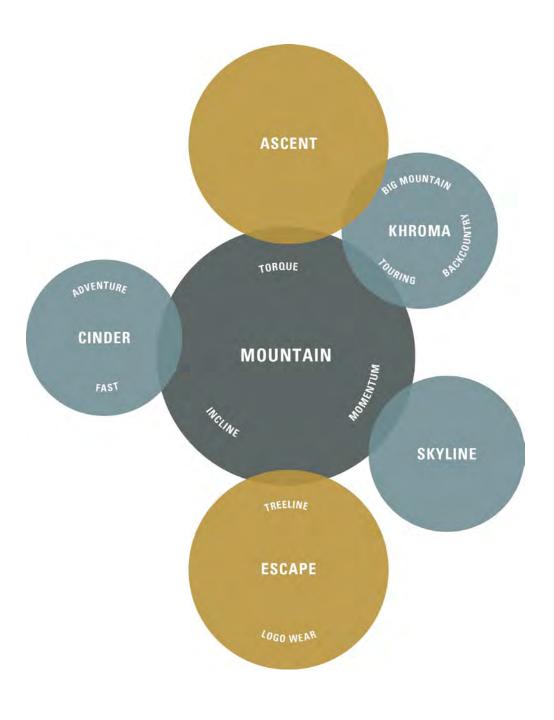
Legwear Range Plan



Our Collections

Through clever use of colour and positioning, our collections can be used to equip mountain people taking on any activity in any weather.

By identifying contemporary looks we can design and deliver the right products for global audiences and international sales.

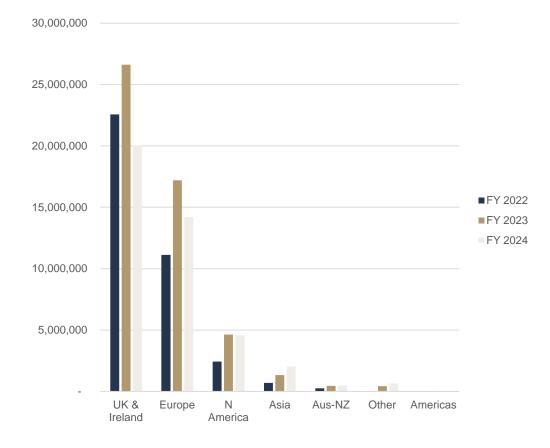


Rab

Legwear & Colour Merchandising

Commercial Country Figures

Mountain



58% OF TOTAL COMPANY

SALES OVER 3 YRS

Region	Sales % mix over 3 yrs	FY 2024 Forwards
Equip % of Total	57.7%	42,013,876
Americas	25.9%	35,161
Asia	43.3%	2,039,509
Aus NZ	55.0%	490,942
Europe	57.3%	14,195,990
N America	43.6%	4,578,894
Other	70.9%	645,805
UK & Ireland	62.5%	20,027,576



Legwear & Colour Merchandising AW24 Colour Stories

AW24 Colour Stories

Men's

Ocean Dawn





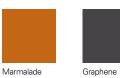
Midnight Desert





The Big Heat









Firecracker





Legwear & Colour Merchandising AW24 Colour Stories

AW24 Colour Stories

Women's

Tranquil Energy

Orion Blue	Tempest Blue	Citadel

Red Grapefruit

Tuscan Red



Jade Desert











Footprint



Visceral Skies











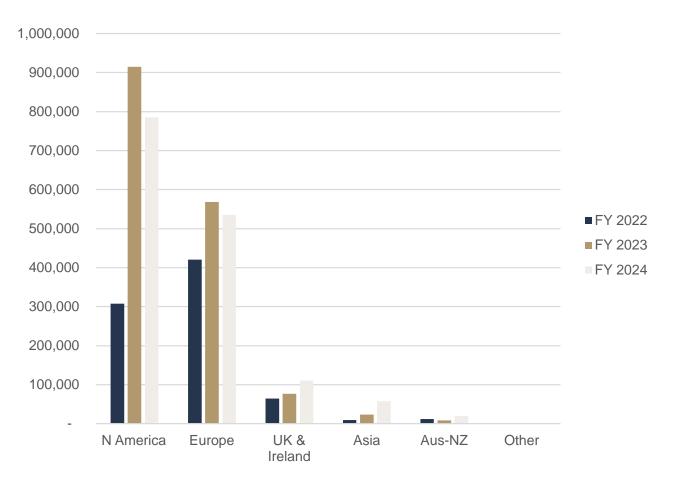






Refining our collection of gear for bluebird alpine mornings, knee-deep powder, and big mountain lines.

Khroma



2.1% OF TOTAL COMPANY SALES OVER 3 YRS

 Region
 Sales % mix over 3 yrs
 FY 2024 Forwards

 Equip % of Total
 2.1%
 1,717,781

 Americas
 1.6%
 2,192

 Asia
 1.0%
 58,073

 Aus NZ
 3.1%
 31,884

 Europe
 2.3%
 575,608

 N America
 9.1%
 934,940

 Other
 0%
 731

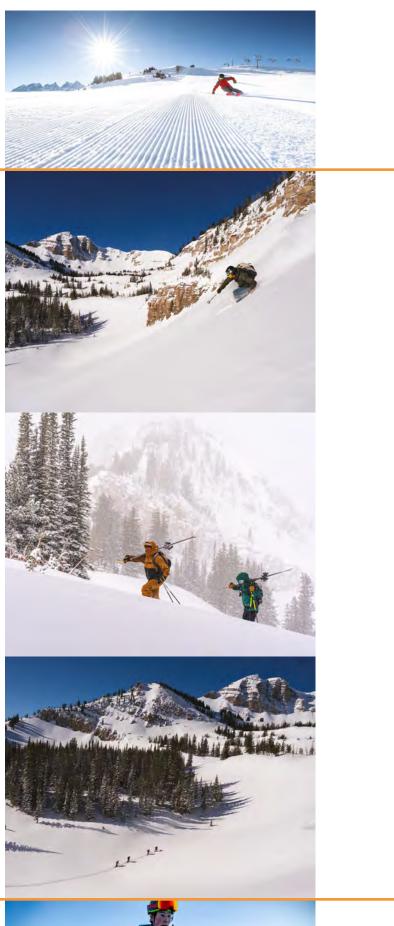
 UK & Ireland
 0.3%
 114,352



10 / 90 (UP / DOWN)

ON PISTE Lift assisted skiing in

resort areas.



30 / 70 (UP / DOWN)

BIG MOUNTAIN Skiing in natural off-piste terrain. Downhill focused.

40 / 60 (UP / DOWN)

BACKCOUNTRY Human powered skiing

in un-patrolled mountain terrain. Uphill & downhill focused.

70 / 30 (UP / DOWN)

SKI TOURING

Long ascents and descents often in alpine terrain. Uphill focused.

80 / 20 (UP / DOWN)

SKI MO Ski Mountaineering Racing.



Khroma Positioning



QFG-27 / QFG-28

KHROMA CONVERGE JACKET

The Sales Pitch:

A versatile jacket that will take you from untracked slopes to the summit and everywhere in between, this 3-layer GORE-TEX ski shell offers all-mountain protection.

It provides next-level comfort with warm backer technology, which wicks away moisture to keep you dry, warm, and cosy in deep winter temperatures.

Designed to offer a premium, high-performing jacket at a commercial price point, the Khroma Converge Jacket is geared up for tackling powder descents, steep big mountain lines, and technical terrain. Yet it's also equipped with our core set of backcountry features to keep you comfortable on uphill climbs, such as the strategically placed chest pockets and pit zips that combine to allow through-venting.

With a fluorocarbon-free GORE-TEX ePE membrane and versatile feature set, it's a potential door opener allowing us to introduce a wider audience to the Khroma range.

Comfort and protection wherever you're making tracks

FEATURES / BENEFITS:



THE REMOVABLE SNOW SKIRT

Rab





Khroma GORE ePE

RESPONSIBLE PERFORMANCE

GORE-TEX ePE

We're on a journey to reduce the amount of fluorocarbons in our products, but we can't do it alone. We need our partners to help us on that journey.

GORE-TEX's ePE membrane technology is a new complimentary GORE-TEX material produced without fluorocarbons. Data shows that these new membranes have a lower carbon impact* than their predecessors, while offering comparable performance, still Guaranteed to Keep You Dry.

Find ePE membranes in our new Khroma Converge Jacket and Pants, the Namche GTX Jacket and all our waterproof GORE-TEX gloves.











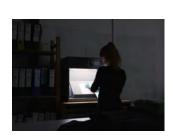


























QFG-25 / QFG-26

KHROMA TOUR PANTS

The Sales Pitch:

Our first ski pants tailored specifically for spring touring, the Khroma Tour Pants are built for skin tracks in milder temperatures.

Lightweight and low bulk, they deliver the freedom of movement needed to negotiate kick turns and long, challenging ascents, with a slimmer fit and breathable fabric combination that allows heat and moisture to escape.

They also provide an opportunity to extend the length of the Khroma season into the warmer spring months.

Built for spring on the skin track

FEATURES / BENEFITS:

BELLOWED POCKETS ARE SPACIOUS AND ALLOW UNRESTRICTED STRIDES

ACCESS BOOTS EASILY WITH THE FULLY OPENING ANKLE ZIP

COMPATIBLE WITH A RANGE OF BOOT CUFF SIZES THANKS TO THE SNAP ADJUSTMENT AT HEM



SEAL OUT SNOW WITH THE STRETCHY INTERNAL GAITERS SIMPLE YET ADJUSTABLE WAIST-BAND IS COMFORTABLE AND LIGHTWEIGHT

> DURABLE MATRIX™ FABRIC DEFLECTS SNOW AND WIND WHILE BREATHING ON THE ASCENT

KICKER PATCHES ARE STRATEGICALLY SIZED AND POSITIONED TO REDUCE BULK WHILE OFFERING PROTECTION



Khroma Range Plan Men's

BIG MOUNTAIN

BACKCOUNTRY



Khroma Range Plan Men's

SKI TOURING

Khroma Range Plan Women's

ASCENDOR SUM-

MIT HOODY

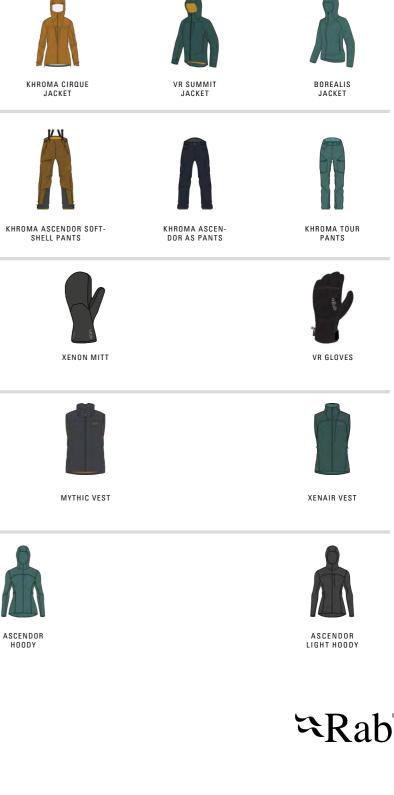
BIG MOUNTAIN BACKCOUNTRY **JACKETS** KHROMA LATOK KHROMA CONVERGE JACKET KHROMA VOLITION JACKET KHROMA DIFFRACT JACKET KHROMA DIFFUSE KHROMA TRANSPOSE JACKET KHROMA KINETIC GTX JACKET JACKET JACKET M M M PANTS KHROMA LATOK GTX PANTS KHROMA CONVERGE PANTS KHROMA VOLITION PANTS KHROMA DIFFRACT PANTS KHROMA DIFFUSE PANTS KHROMA KINETIC BIB KHROMA KINETIC PANTS GLOVES KHROMA FREERIDE GTX GLOVES KHROMA TOUR GTX GLOVES KHROMA TOUR XENON GLOVE GLOVES INSULATION MYTHIC ULTRA JACKET XENAIR ALPINE LIGHT JACKET MYTHIC ALPINE LIGHT JACKET MYTHIC ALPINE JACKET r. **MIDLAYERS**

EVOLUTE HOODY

ASCENDOR HOODY

Khroma Range Plan Women's

SKI TOURING

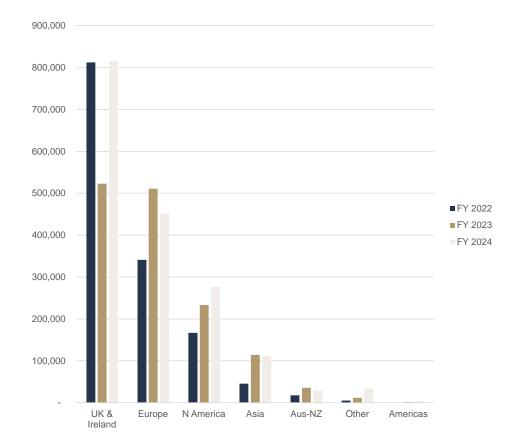


Gloves

The unsung here upselling opport

f any winter kit list, our glove range offers an ty and remains a key part of our heritage.

Gloves



2% OF TOTAL COMPANY SALES OVER 3 YRS

Region	Sales % mix over 3 yrs	FY 2024 Forwards
Equip % of Total	2.0%	1,720,342
Americas	2.4%	3,465
Asia	2.9%	110,669
Aus NZ	3.8%	29,868
Europe	1.8%	451,683
N America	2.5%	276,342
Other	3.2%	33,389
UK & Ireland	1.9%	814,925



Gloves Range Plan

	EXTREME COLD	VERY	COLD	C	OLD		COOL
	Non Waterproof	Waterproof	Non Waterproof	Waterproof	Non Waterproof	Waterproof	Windproof
EXPEDITION	UNISEX UNISEX EXPEDITION 8000 MITTS UNISEX ENDURANCE DOWN MITTS						
CLIMBING		(M / W) PIVOT GTX GLOVES		UNISEX FULCRUM GTX GLOVES	UNISEX AXIS GLOVES		0 0 0 0
SKI		UNISEX KHROMA FREERIDE GTX GLOVES		UNISEX KHROMA TOUR GTX GLOVES	UNISEX KHROMA TOUR INFINIUM GLOVES		
MOUNTAIN		UNISEX GUIDE 2 GTX GLOVES	(M / W) BALTORO GLOVES	UNISEX GUIDE LITE GTX GLOVES (M / W) STORM GLOVES (M / W) STORM GLOVES	UNISEX VR GLOVES UNISEX XENON GLOVES UNISEX XENON GLOVES (M / W) XENON MITTS	UNISEX UNISEX KINETIC MOUNTAIN GLOVES	UNISEX TRANSITION WINDSTOPPER GLOVES (M / W) PHANTOM GRIP GLOVES
GENERAL			- - - - - - - - - - - - - - - - - - -				UNISEX RIDGE GLOVES

LINERS



≈Rab[®]

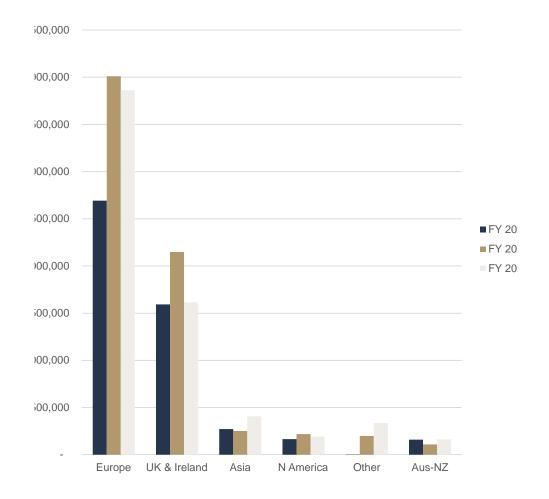
Material Facts Packs

K-I

Launching Material Facts for our pack range, the greatest challenge yet in our mission to become more transparent.

Rab

Packs



8% OF TOTAL COMPANY SALES OVER 3 YRS

Region	Sales % mix over 3 yrs	FY 2024 Forwards
Equip % of Total	8.0%	6,576,710
Asia	9.8%	405,822
Aus NZ	19.7%	163,318
Europe	14.2%	3,863,185
N America	2.2%	193,103
Other	33.7%	337,348
UK & Ireland	4.8%	1,613,934



CSR Update



We have retained Fair Wear Leader status for the second year.



Supply Chain Decarbonization

- Climate Neutral Certified Company since 2019.
- Ambitious roadmap to Net Zero.
- 62%* of AW24 production will be manufactured at a factory using certified renewable energy.
- Certified renewable energy streams.

*Estimate based on FY2023 FOB data.







Material Facts Packs Packs

Increasing transparency and honesty.

Material Facts

Material Facts now includes equipment, accessories, and packs in addition to the apparel and sleeping bag tables that we previously published. These product collections have a significant number of additional components compared to apparel, making them much harder to calculate.

Plus we have added a new product characteristic – now sharing the % renewable energy used in the manufacturing of the final product.

Material Facts

Rab Microlight Alpine Jacket

	Recycled	PFAS
Total Content	91%	
Fabric	100%	No
Outer	100%	No
Liner	100%	No
Insulation	100%	No
Zips	41%	No
Trims	10%	No
Renewable Energy		
Renewable Energy Product Manufacturing	100%	
Product Manufacturing	100%	
Renewable Energy Product Manufacturing Manufactured in Indonesia	100%	

QDB-12 Issued 03/2024

APPAREL TABLE

Material Facts

Rab Ascendor 45:50

	Recycled	PFAS
Total Content	12%	
Fabric	29%	No
Main	28%	No
Second Main	0%	No
Liner	86%	No
Second Liner	0%	No
Mesh	0%	No
Foam	0%	No
Frame	0%	No
Components	0%	No
Zips	0%	No
Trims	0%	No
Renewable Energy		
Renewable Energy Product Manufacturing	0%	
	0%	
Product Manufacturing	0%	
Product Manufacturing		facts
Product Manufacturing		facts

PACKS TABLE



QAP-44 / QAP-45

ADRIFT PACK

The Sales Pitch:

Designed to adapt to the varied demands of an active lifestyle, inspired by our climbing DNA. This durable, multi-activity day pack is built to survive the rigours of everyday adventure, from post-work bouldering sessions to commutes on two wheels.

This is the first climbing-inspired general use pack from Rab, with a fresh, contemporary aesthetic and affordable price point. It's an accessible pack with great commercial appeal that will drive volume and meet the needs of a wider audience.

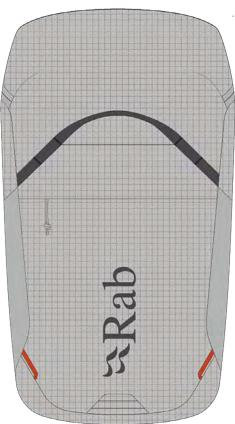
Tough, versatile Rab day pack, inspired by our climbing DNA

FEATURES / BENEFITS:

CLOSE-FITTING CONTOUR™ BACK SYS-TEM IS COMFORTABLE FOR EVERYDAY USE

VERSATILE KIT STORAGE WITH LASH POINTS AND MULTIPLE POCKETS

BIKE LIGHT ATTACHMENT LOOP FOR COMMUTES ON TWO WHEELS



STANDS UP TO ROCK AND ROUGH USE WITH HARDWEARING FABRIC

TRANSITIONS FROM THE OFFICE TO THE OUTDOORS WITH THE WORKSPACE COMPARTMENT

ADAPTS TO A RANGE OF ACTIVITIES WITH THE REMOVABLE HIP BELT



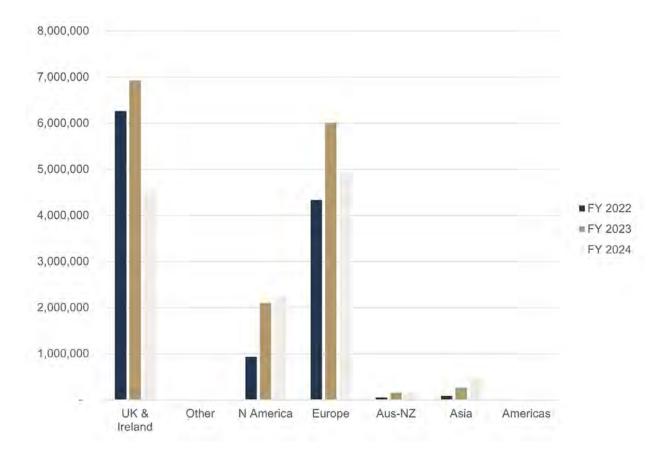


22

Our bestselling shells crafted for a range of pursuits, central to our business since our earliest days.

Rab

Shell



18% OF TOTAL COMPANY SALES OVER 3 YRS

Region	Sales % mix over 3 yrs	FY 2024 Forwards
Equip % of Total	18%	12,397434
Americas	14%	22,657
Asia	9%	483,001
Aus NZ	17%	163,836
Europe	21%	4,927,330
N America	20%	1,250,992
Other	0%	2,695
UK & Ireland	16%	4,546,923



Shell Range Plan

	GORE-TEX PRO			GORE-TEX		PERTEX SHIELD	
		3 Layer	Paclite	Active	3 Layer	2.5 Layer	
ASCENT	(M) LATOK EXTREME GTX JACKET		(M) LATOK PACLITE PLUS JACKET	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			
MOUNTAIN	(M / W) LATOK MOUNTAIN GTX JACKET	(M / W) ZANSKAR GTX JACKET (M / W) CANGRI GTX JACKET	(M / W) KANGRI PACLITE PLUS JACKET		(M / W) FIREWALL JACKET	(M / W) DOWNPOUR PLUS 2.0 JACKET	
ESCAPE		(M / W) NAMCHE GTX JACKET	(M / W) NAMCHE PACLITE JACKET		(M / W) ARC ECO JACKET	(M / W) DOWNPOUR ECO JACKET	
KHROMA	(M / W) KHROMA LATOK GTX JACKET	(M / W) KHROMA CONVERGE JACKET		(M / W) KHROMA CIRQUE JACKET			
SKYLINE						(M / W) PHANTOM PULL-ON	
CINDER						(M / W) CINDER PHANTOM JACKET	

PROFLEX 2.5 Layer 3 Layer (M / W) KINETIC ALPINE 2.0 JACKET (M / W) DOWNPOUR LIGHT JACKET (M / W) KINETIC 2.0 JACKET (M / W) FIREWALL LIGHT JACKET (M / W) KHROMA KINETIC JACKET (M / W) KINETIC ULTRA JACKET (M / W) CINDER KINETIC JACKET (M / W) CINDER DOWNPOUR LIGHT JACKET



Kangri GTX Jacket QWH-01 Weight: 524g/18.5oz (Size M) Mens FPT Graphene Robust and reliable, our classic mountain hiking waterproof shell jacket now uses recycled GORE-TEX 3-layer fabric to keep you dry when the storm rolls in. Ideal for long days spent in the hills, this jacket provides hardwearing weather protection. FEATURES • Fully adjustable mountain hood with wired and laminated peak • Fleece lined chin guard for comfort YKK® AquaGuard® Vision front zip with internal storm flap 2 YKK® AquaGuard® zipped hand pockets with internal securing clip • 2-way full venting YKK® AquaGuard® pit zips Anti-snag hook-and-loop adjustable cuffs · Elasticated hem and waist drawcord with one hand adjustment system • Reflective branding to chest and rear Main Fabric - GORE-TEX 3-Layer construction waterproof technology (70D) with recycled outer fabric • HH: 28,000mm / Ret<9

Downpour Eco Jacket Weight: 320g / 11.2oz Mens LKA NEW COLOUR Light Khaki Blue Black Deep Ink Firecracker A lightweight, versatile waterproof using Pertex Shield 2.5 Layer with recycled outer, a fluorocarbon free DWR, and a recycled membrane. Its recycled credentials plus a soft and comfortable Graphene Marmalade/Beluga handle, make this jacket ideal for hiking and *more colours available on Elastic. hillwalking. FEATURES

- Non-helmet compatible hood with a flexible polymer peak
- Front and rear hood adjustment
- YKK zipped front opening with storm guard
- YKK zipped pockets with storm guard
- YKK pit zips with storm guard
- · Brushed tricot chin quard
- Fully adjustable drawcord hem
- Velcro adjustable cuffs Jacket stuffs into hand pocket

QWG-82





#1 CATEGORY

£667,816 **TOTAL VALUE OF PRODUCT**

4,631 QUANTITY

8% PERCENTAGE OF SHELL SALES

% **PERCENTAGE OF COMPANY SALES**

#2 CATEGORY

£662,383 **TOTAL VALUE OF PRODUCT**

13,043 QUANTITY

8%

PERCENTAGE OF SHELL SALES

% **PERCENTAGE OF COMPANY SALES**

Rab



Kangri GTX Jacket Wmns

Womens BLK



Robust and reliable, our classic mountain hiking waterproof shell jacket now uses recycled GORE-TEX 3-layer fabric to keep you dry when the storm rolls in. Ideal for long days spent in the hills, this jacket provides hardwearing weather protection.

FEATURES

- Fully adjustable mountain hood with wired and laminated peak
- Fleece lined chin guard for comfort
 YKK® AquaGuard® Vision front zip with internal storm flap
- 2 YKK® AquaGuard® zipped hand pockets with internal securing clip
- 2-way full venting YKK® AquaGuard® pit zips
- Anti-snag hook-and-loop adjustable cuffs
 Elasticated hem and waist drawcord with one hand adjustment system
- Reflective branding to chest and rear Main Fabric - GORE-TEX 3-Layer construction waterproof technology (70D) with recycled outer fabric
- HH: 28,000mm / Ret<9

QWH-02 Weight: 468g/16.5oz (Size 10)

Ink





Green Slate

#3 CATEGORY

£526,428 **TOTAL VALUE OF PRODUCT**

10,368 QUANTITY

6% PERCENTAGE OF SHELL SALES

% **PERCENTAGE OF COMPANY SALES**

#4 CATEGORY

£469,966 **TOTAL VALUE OF PRODUCT**

3,132 QUANTITY

6%

PERCENTAGE OF SHELL SALES

9% PERCENTAGE OF COMPANY SALES

≒Rab





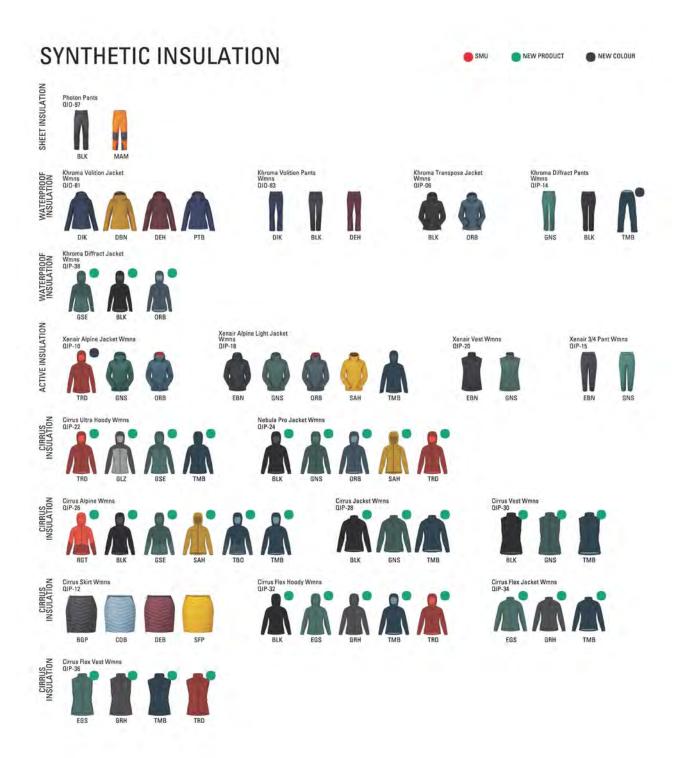
DOWN INSULATION

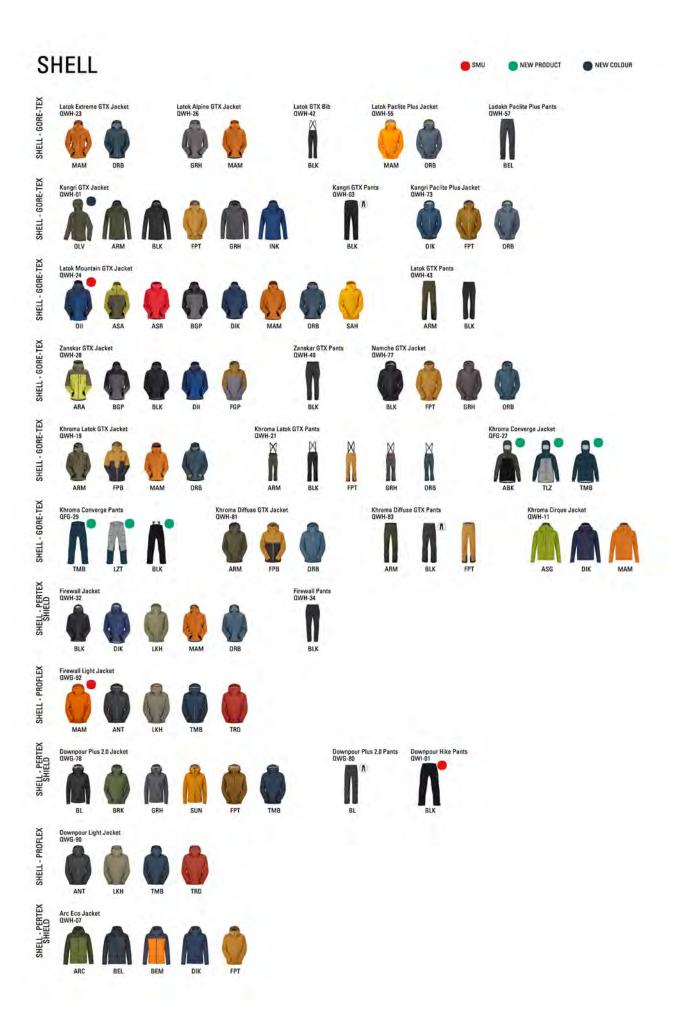


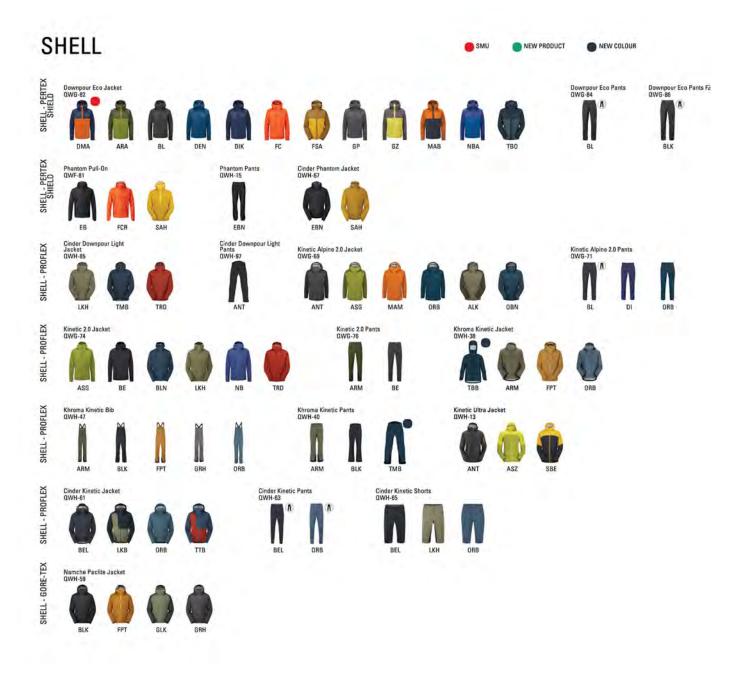


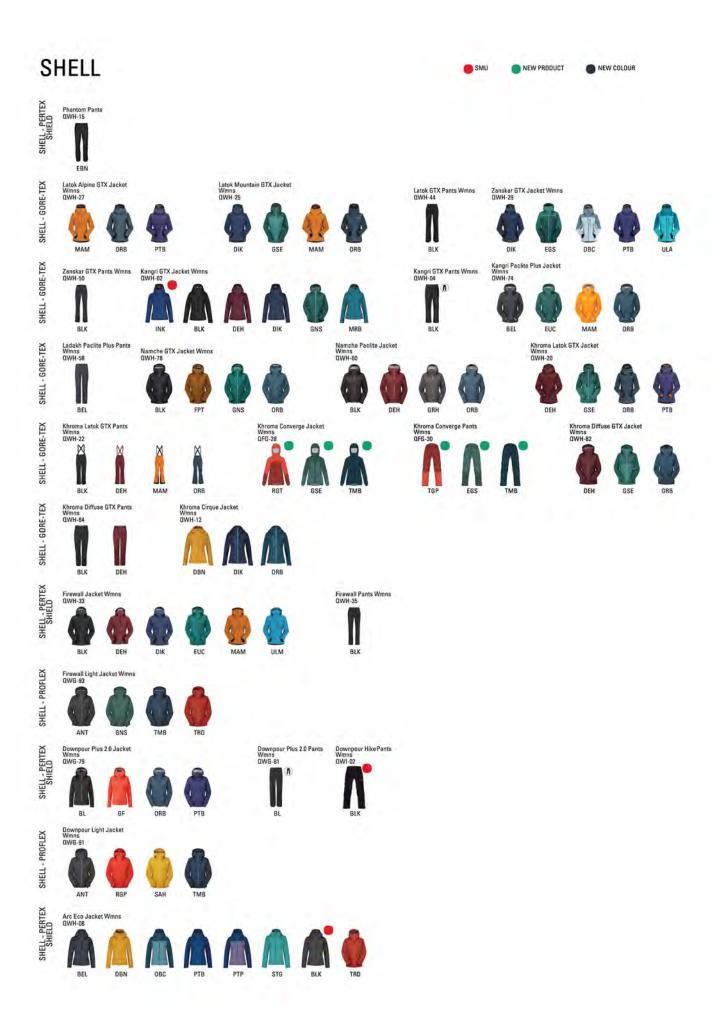


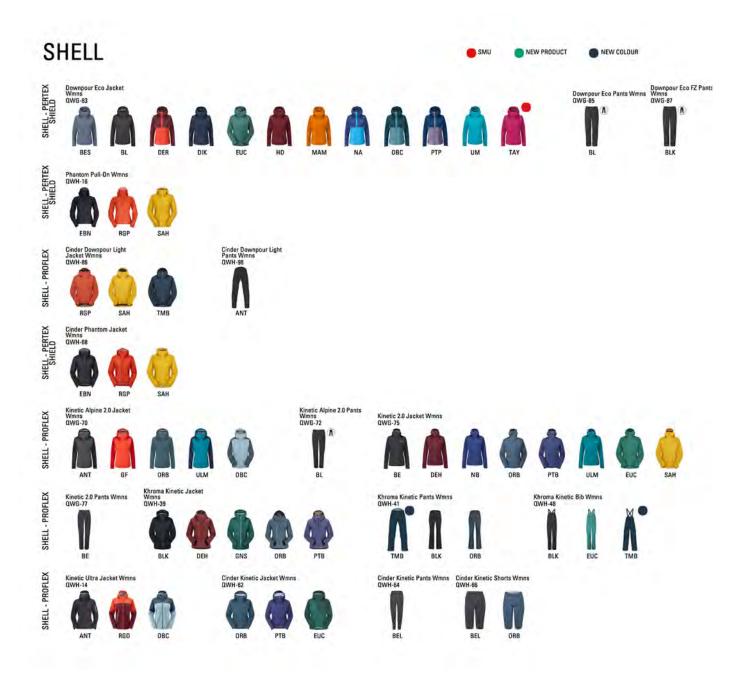














LKH TMB

TRD





























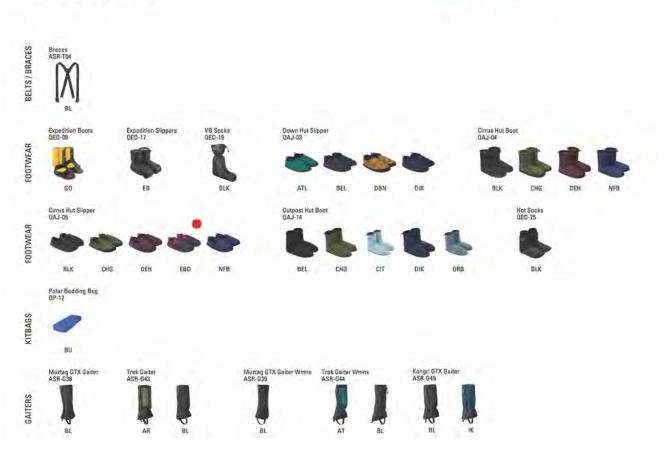




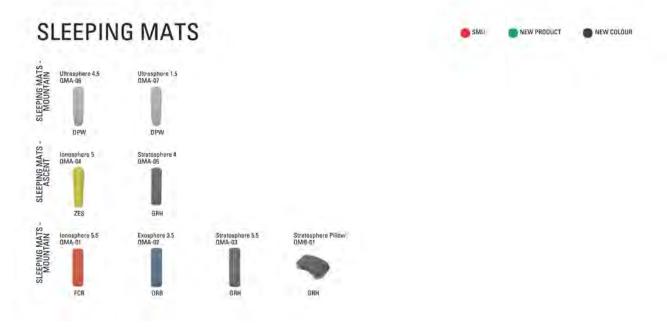
ACCESSORIES

👩 SMU 👩

NEW PRODUCT









BL











Q&A

1. Who are the top 5 new targets in your region?

2. How do you grow with your existing customers?

3. Who are your main competitors in this category?





4. How do you increase your market share?

5. What do you need to support you?

