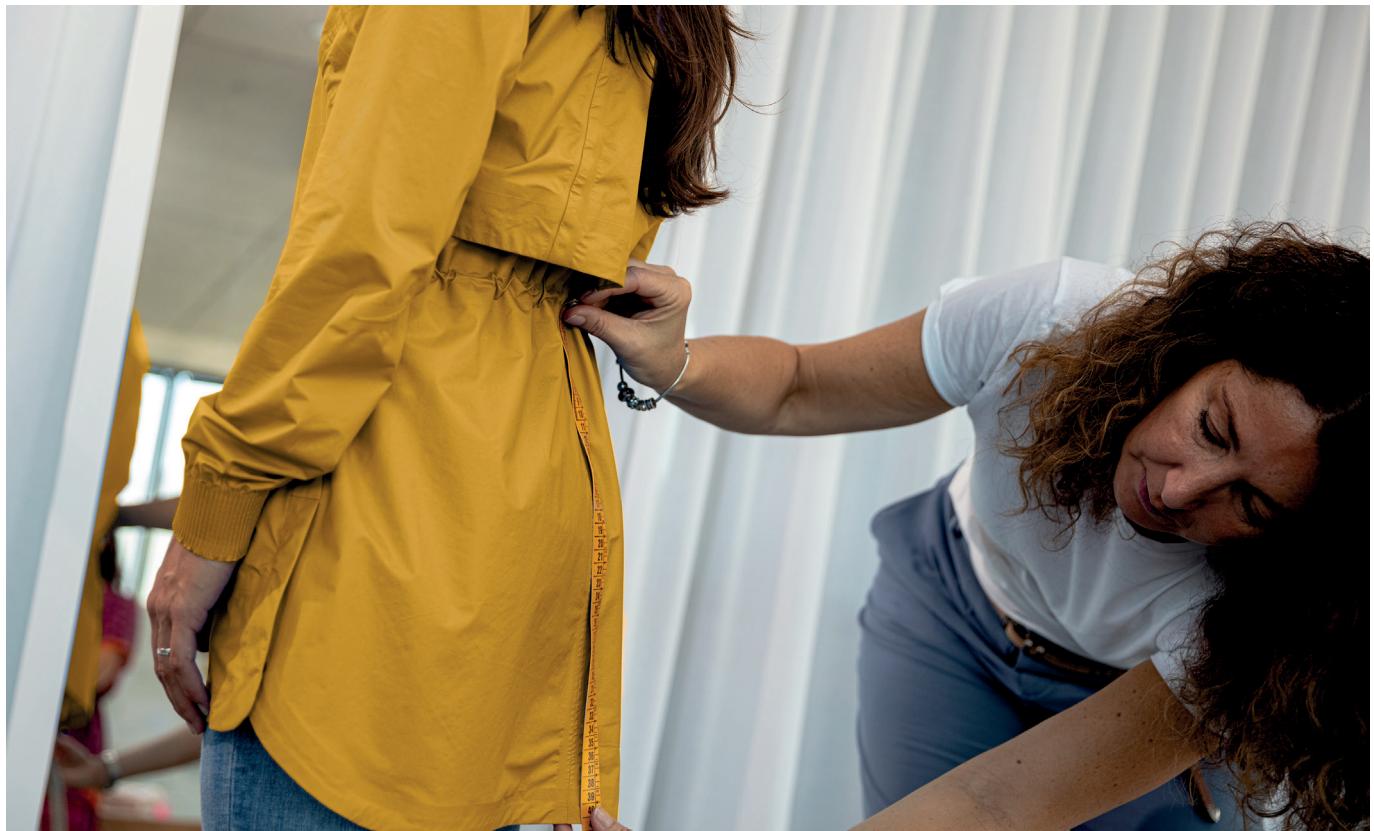




QUESTIONS & ANSWERS



*A new premium mountain sports brand
By women for women*

1. How is LaMunt positioned?

LaMunt's premium positioning is the result of the combination of performance with fashion. Mountain sports expertise and functionality are at the core of what we do. We're looking at women's individuality, taking their bodies into account and the wish to express themselves also in the mountains. That's why we developed "smart fit solutions" and brought in innovation for fit & shape.

2. How does LaMunt differentiate itself from the other Oberalp Groups brands?

All brands of the Oberalp Group - an international house of brands in the outdoor industry - are specialized in only one single theme and experience area: the mountain. LaMunt is the first brand developed entirely in-house from scratch. We are convinced that our strategy and focus for the Oberalp House of Brands in offering different specialized products for the mountain experience to various target groups is the right approach and way forward. This is why we decided to start with LaMunt.

A new brand made by women for women.



3. When will the first collection be available in the market?

We're working on our first Spring/Summer collection that will be available online and in stores starting from January 2022. This first collection will be presented during the Oberalp convention in May 2021.

4. How big is the first collection, and how many collections will there be?

The first SS 22 collection consists of about 30 pieces. LaMunt works with two main collections, winter and summer, although there are also styles that fit perfectly in between.

5. Which distribution channels will LaMunt use?

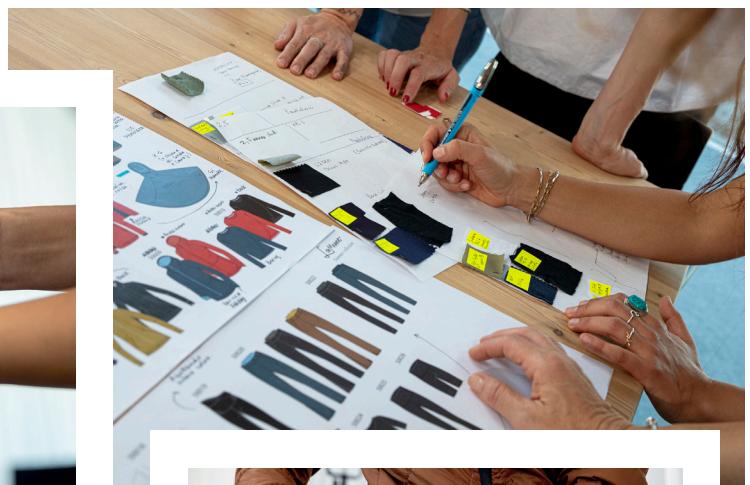
We are convinced that online will play an increasingly important role and will therefore develop this channel from the very beginning. On the other hand, a brand like LaMunt needs a physical place where the brand can be experienced and felt. Accordingly, it is important for us to find trade partners who believe in our vision.

6. What does that mean for retailers?

As well as for online, we are looking for retailers who want to accompany us along a common path. We will opt for a rather exclusive distribution policy. Retailers can contact us within May 2021 to express their interest to become an authorized LaMunt dealer. We have clearly defined criteria for a collaboration and are interested in long-term partnerships. To secure the best possible service and exclusivity, we aim to work at the beginning with not more than 50 retailers. Kindly get in touch with us via e-mail under hello@lamunt.com.

7. Which products will LaMunt have?

LaMunt is initially concentrating on apparel. The first SS 22 collection includes about 30 Styles including 8 accessories styles. The collection is based on 3 main color concepts. In total, we will have about 70 single pieces (styles per color) in our collection. Some of those will be carryover styles and taken also into our first winter collection. Backpacks and shoes are currently not planned.





8. Which consumers is LaMunt targeting?

The LaMunt woman is confident (independent, quality-conscious, active, mature), authentic (focused, determined), style-conscious (stylish, natural, touchable) and mindful (empathic, open-minded, responsible). She really cares about "her" me-time - in many possible variations: Alone, with friends, with loved ones. Walking, running, hiking. Talking or contemplating. As brand we want women to take this time for herself and to be able to join functionality with aesthetics.

As a premium brand we target female mountain sports enthusiasts, who are passionate about mountains, exploring nature, but also traveling, fashion and style as well as design.

9. What will distinguish LaMunt's products?

LaMunt aims to combine performance and functionality with feminine aesthetics and finesse. We pay particular attention to a shape that flatters the female body, but also take its diverse shape into account. We invest a lot in "smart fit solutions" for that. We pay a lot of attention to details and try to create little "magic moments" to discover in our collection pieces.

10. In which markets will LaMunt launch?

LaMunt aims to be present where our target group is. Online, we start with a worldwide approach. The maximum number of 50 Retailers to start with, will be selected mainly in the DACH Region, Italy and Poland. This is where our focus in terms of investment will go for now.

Interested in a partnership with us?

Then kindly get in touch with us via e-mail:
hello@lamunt.com.

