



February 10, 2017

UNDER ARMOUR STATEMENT

At Under Armour, our culture has always been about optimism, teamwork, and unity. We have engaged with both the prior and the current administrations in advocating on business issues that we believe are in the best interests of our consumers, teammates, and shareholders. Kevin Plank was recently invited at the request of the President of the United States, to join the [American Manufacturing Council](#) as part of a distinguished group of business leaders. He joined CEOs from companies such as Dow Chemical, Dell, Ford, GE and Tesla, among others to begin an important dialogue around creating jobs in America. We believe it is important for Under Armour to be a part of that discussion.

We have always been committed to developing innovative ways to support and invest in American jobs and manufacturing. For years, Under Armour has had a long-term strategy for domestic manufacturing and we recently launched our first women's collection made in our hometown of Baltimore, MD. We are incredibly proud of this important first step in the evolution of creating more jobs at home.

We engage in policy, not politics. We believe in advocating for fair trade, an inclusive immigration policy that welcomes the best and the brightest and those seeking opportunity in the great tradition of our country, and tax reform that drives hiring to help create new jobs globally, across America and in Baltimore.

We have teammates from different religions, races, nationalities, genders and sexual orientations; different ages, life experiences and opinions. This is the core of our company. At Under Armour, our diversity is our strength, and we will continue to advocate for policies that Protect Our House, our business, our team, and our community.

These are not new or revised values. This is what we believe. Under Armour and Kevin Plank are for job creation and American manufacturing capability. We believe building should be focused on much needed education, transportation, technology and urban infrastructure investment. We are against a travel ban and believe that immigration is a source of strength, diversity and innovation for global companies based in America like Under Armour.