

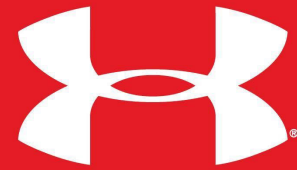


T H E I R S U C C E S S

A great workout

With the help of Facebook's cross-border ad tools, Under Armour successfully strengthened its return on ad spend and reduced its number of campaigns by 4.5X. Under Armour continues to use the cross-border catalog, and between August 2019-May 2020, has seen the following results:

- 2X increase in return on investment
- 35% decrease in cost per sale
- 35% increase in conversion rate

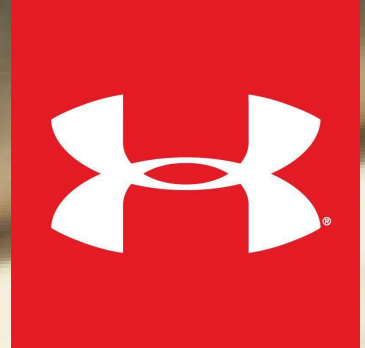


REINVENTING THE FACE MASK

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For months now, millions of athletes worldwide have been wrestling with the challenges of working out under stay-at-home orders, and wondering whether they should wear a face mask if training in public or outside. Debates continue to swirl over how best to stay healthy outside of the home and when to train with a face mask.

Today, Under Armour has a solution.



THEIR STORY

Keeping Europe moving

Founded in the US in 1996, sportswear manufacturer Under Armour pioneered the use of special fabrics that keep athletes dry while they exercise. The company now produces a full range of footwear, sports and casual apparel, and its European operations are based in Amsterdam.