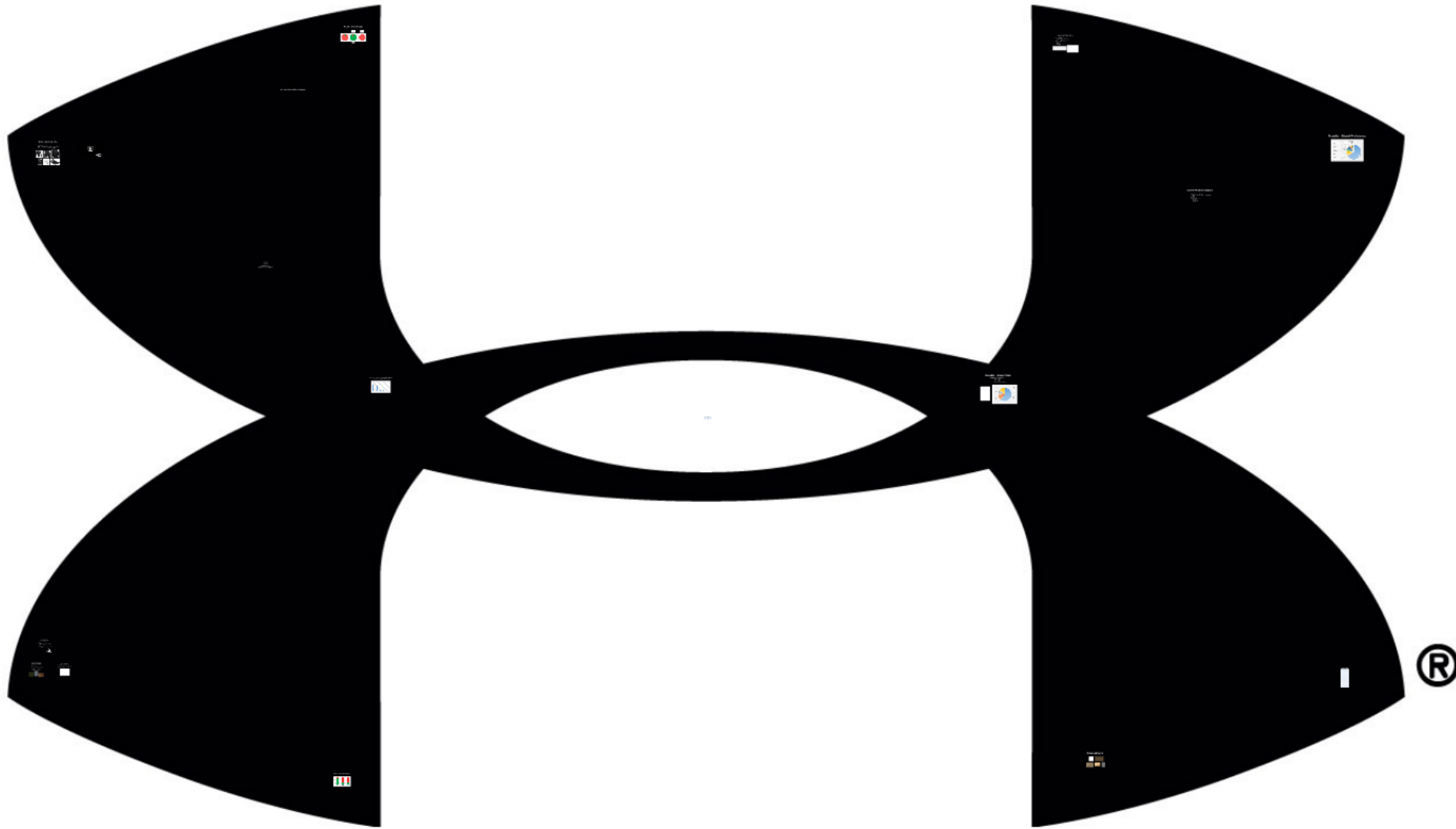


Under Armour Inc
UNDER ARMOUR

TheCasesolutions.com



Under Armour Inc
UNDER ARMOUR

TheCasesolutions.com

Under Armour, Inc.

- Founded in 1996
- Patented Synthetic Fiber - Performance enhancing
- Heat gear, Cold gear, and All-season gear



Industry Overview

- Athletic apparel is booming
 - Expected \$152 billion in 2015
 - rising to \$170 billion by 2017
- Becoming more popular
 - Healthy
 - Stylish
 - Economy improving



Market Share as a Percentage

