



## FOR IMMEDIATE RELEASE

### KJUS Launches New “Beyond. Above.” Anthem in Alignment with Company’s 25<sup>th</sup> Anniversary

**January 1, 2025 (Boulder, Colo.)** – KJUS, a rapidly growing premium ski and golf apparel company under Acushnet Holdings Corp. (NYSE: GOLF), with global headquarters in Boulder, Colorado today announces the launch of its new global anthem and brand campaign, “Beyond. Above.”

“Beyond. Above.” is a clear articulation of the direction and purpose of the KJUS brand for its target consumer in lockstep with its 25<sup>th</sup> anniversary. First founded in 2000 by Lasse Kjus – one of the most decorated alpine skiing champions in history – KJUS has a long heritage of design and product innovation, going back to the introduction of the first stretch ski jacket in 2002 and the launch of performance-engineered golf apparel in 2013.

This campaign celebrates the brand’s commitment to amplifying the world’s most exhilarating golf and ski experiences. KJUS aims to improve on the already sublime round of golf or ski day: to push **beyond expectations** and to **reach above** with the exceptional.

“Our company has evolved over the past 25 years, yet we have always stayed committed to our unwavering standard for quality, innovative design, and our company’s desire to prompt avid skiers and golfers to expect a jacket to be more than a jacket, or shirt to be more than a shirt – to seek items that allow them to feel better, play longer and immerse themselves deeper into the experience.

Beyond. Above. evokes the boundless opportunity for exploration that both golf and ski provide. With KJUS, you might be playing a course you have played many times before, or skiing your home mountain, but when wearing KJUS, you’ll uncover how much more it can be,” said Brooke Mackenzie, President.

The “Beyond. Above.” philosophy and storytelling are anchored in three core areas of the company’s superior commitment and execution: Miraculous Technology, Fueled by Shared Passion, and Found in Remarkable Locations.

For more information, please contact [media@kjus.com](mailto:media@kjus.com).

#### About KJUS

KJUS designs innovative, high-performance sportswear, known for its clean, sophisticated design and cutting-edge functionality. Tested by professional athletes, KJUS ski, golf, and lifestyle collections empower people to perform at their highest potential. Driven by passion and vision, KJUS continues to lead in technical innovation with every fabric and seam. Learn more at [www.kjus.com](http://www.kjus.com).