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INSPIRING CONFIDENCE, EVERY DAY

Kontoor Brands Appoints C.J. King as General Manager, Helly Hansen, North America, Sport

GREENSBORO, N.C.--(BUSINESS WIRE)-- Kontoor Brands, Inc. (NYSE: KTB), today announced that C.J. King will join Kontoor Brands as General Manager, *Helly Hansen*®, North America, Sport effective August 31.

In this role, King will be responsible for leading all aspects of Helly Hansen's North America Sport business, including commercial strategy and marketplace execution. As a member of the Helly Hansen leadership team, he will report to Børre Hegbom, Senior Vice President, Global Head of Helly Hansen.

"We are thrilled to welcome C.J. King to Helly Hansen," said Børre Hegbom, Senior Vice President, Global Head of Helly Hansen. "C.J. brings a proven ability to lead high-performing commercial organizations, build deep connections with technical outdoor consumers and translate premium brand strength into sustainable growth. His experience will be instrumental as we strengthen Helly Hansen's position in the U.S., the world's largest outdoor market. We are excited to partner with him as we unlock the next chapter of growth for Helly Hansen."

King joins Helly Hansen from Arc'teryx, a global design company recognized for technical high-performance apparel and equipment. In the past ten years at Arc'teryx, King has served as VP North American Wholesale, VP/GM North America and VP Global Commercial. In those roles, he led the brand's wholesale and retail channels in North America and helped advance the brand's global commercial and omnichannel strategy, supporting its continued evolution into a balanced, consumer-led marketplace model. Throughout his career, King has built a strong track record of translating product, merchandising and marketplace strategy into business results through progressively senior roles at outdoor and sport performance brands, including Smartwool, PEARL iZUMi and The North Face.

About Kontoor Brands

Kontoor Brands, Inc. (NYSE: KTB) is a portfolio of three of the world's most iconic lifestyle, outdoor and workwear brands: *Wrangler*®, *Lee*® and *Helly Hansen*®. Kontoor Brands is a purpose-led organization focused on leveraging its global platform, strategic sourcing model and best-in-class supply chain to drive brand growth and deliver long-term value for its stakeholders. For more information about Kontoor Brands, please visit www.KontoorBrands.com.

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