

Boardriders, Inc. Announces Quiksilver and RVCA Leadership Changes

HUNTINGTON BEACH, CALIFORNIA, USA – November 1 , 2021 – Boardriders Inc., the leading global action sports and lifestyle company that designs, produces, and distributes branded apparel, footwear, and accessories under the Quiksilver, Billabong, ROXY, DC Shoes, RVCA, Element, and VonZipper brands announced two internal promotions publicly today. Effective immediately, Brad Blankinship has been appointed Global General Manager, Quiksilver, and David Brooks has been appointed Global General Manager, RVCA.

Brad Blankinship will be leading the company's Quiksilver team as the Global General Manager, Quiksilver. Brad has a demonstrated history building brands and a strong entrepreneurial mindset. He previously acted Global General Manager, RVCA, where he led the brand's recent stellar growth. "We look forward to seeing Brad bring his passion and deep experience to the Quiksilver brand," said CEO, Arne Arens.

Stepping into Brad Blankinship's role is David Brooks, an experienced talent in the industry and a valued Boardriders team member. Prior to the promotion, David Brooks has been acting as the Global General Manager, Partnerships and Distribution where he leads collaborations and partnerships, as well as, Latin America distribution, and business development projects across all brands. Prior to that, Brooks was the Global GM of the Element brand. Before joining Boardriders, David held a variety of roles including working for a number of leading sports marketing, talent management and action sports media companies. "I'm thrilled to work with Founder and brand visionary, Pat Tenore, to continue RVCA's global growth and expansion strategy," said David Brooks.

Arne Arens, Chief Executive Officer of Boardriders, said: "The announcement today is a testament to the deep pool of talent within the Boardriders business. Both Brad and David have successful brand leadership experience with Boardriders and that experience combined with a detailed appreciation of our exciting planned brand investment and growth phase positions each of them perfectly for their new roles. We are thrilled to be making these internal promotions to lead the Quiksilver and RVCA brands." Both Brad and David will report directly into Shannan North, President, Commercial Strategy and Growth & Chief Brand Officer.

Mr. Arens added: "Once again, we want to thank Garry Wall for his dedication to the success of Quiksilver, its people and heritage. While he will be transitioning from Boardriders in early 2022 after an impressive 28 years with the company, we greatly appreciate his partnership throughout this process and the contribution to the strong brand he has shaped and led."

About Boardriders, Inc.: Boardriders, Inc., is a leading action sports and lifestyle company that designs, produces and distributes branded apparel, footwear and accessories for Boardriders around the world. The Company's apparel and footwear brands represent a casual lifestyle for young-minded people who are inspired by a passion for outdoor action sports. The Company's Quiksilver, Billabong, ROXY, DC Shoes, RVCA, and Element brands have authentic roots and heritage in surf, snow and skate. The Company's products are sold in more than 110 countries in a wide range of distribution, including surf shops, skate shops, snow shops, its proprietary Boardriders shops and other Company owned retail stores, other specialty stores, select department stores and through various e-commerce channels. For additional information, please visit our brand websites at www.quiksilver.com, www.billabong.com, www.roxy.com, www.dcshoes.com, www.rvca.com, www.elementbrand.com.