



## ROXY and Quiksilver Brand Statement

### HUNTINGTON BEACH, CALIFORNIA, USA – September 27, 2022

For decades, Quiksilver and ROXY have been passionately dedicated to a consistent approach to surfing - celebrating the world's best surfers and showcasing their performances in the world's best waves. We take great pride having firstly been foundational partners, and more recently sponsoring partners, in what is now known as the World Surf League. Over a period of decades, ROXY and Quiksilver have created some truly iconic tour stops including G-Land, Pro France, Gold Coast, Maui and Fiji. Our continued commitment to sponsoring professional surfers and premium surfing contests is beyond debate. Quiksilver and ROXY are thus disappointed by the decision of the WSL to withdraw the G-Land event from the 2023 Championship Tour as this premium location has a strong history with both brands and has the potential to push professional surfing to new limits. Prior to the 2023 tour announcement, we explored multiple alternative locations with the WSL and could not find a location that resonated strongly enough with our brands. Whilst we are disappointed with this position, we are hopeful to return our brands to the headlines of the professional surfing stage soon and will continue to work productively with the WSL to explore future event sponsorship opportunities.

### 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:

[www.quiksilver.com](http://www.quiksilver.com)

[www.billabong.com](http://www.billabong.com)

[www.roxy.com](http://www.roxy.com)

[www.dcsne.com](http://www.dcsne.com)

[www.rvca.com](http://www.rvca.com)

[www.elementbrand.com](http://www.elementbrand.com)

[www.vonzipper.com](http://www.vonzipper.com)