



ROTTEFELLA AS  
Industriveien 1  
NO-3490 Klokkarstua, Norway  
Phone: +47 32 79 25 20  
Fax: +47 32 79 83 60  
Enterprise No.: NO 915 113 648  
E-Mail: [post@rottefella.no](mailto:post@rottefella.no)

Dear Customer,

Fischer and Rossignol have jointly launched the new binding system "Turnamic" ready for market 2017/2018 season. The system is compatible with the original Rottefella NNN system. Many of you might have concerns about the future of Rottefella, and if we will continue to be a reliable supplier to you.

Rottefella is a financially strong company, with very dedicated and passionate ownership; we have a very strong organization, led by a management team with extensive experience in all areas of our business.

We have developed innovations in the field of Cross country and Telemark bindings since 1927, and we are proud to celebrate 90 years in 2017! We strongly plan to stay here for the next 90 years, and even if we face new competitors short term, we are certain that innovations that give all skiers a better experience is what will count in the future. With a team of 5 in our R& D department we have far more knowhow and capacity than anyone in the XC industry. Our focus is on bindings, not accessories.

World Cup racers are continuing to ski on Xcelerator bindings and our leadership position is intact. We also continue to be the only supplier of BC bindings...the fastest growing segment of our sport.

We have already started, by launching the first ever electric binding during the ISPO show in February. This will be a paradigm change in how people look at skiing, and will make it easier for everyone to enjoy skiing and take advantage of the benefits of changing the binding position in a simple way. The system will also come in a more affordable Manual system in 2017/2018, making it possible to adjust your binding for maximum grip or glide without stepping out of the binding. We are certain this will give a totally new dimension to classical skiing. This will benefit performance and casual skiers and give shops even more to talk about.

We will continue develop products in close cooperation with our key partners, both bindings and outsoles for boots, and extend our partnership both on development and distribution with Alpina in Slovenia and Madshus in Norway. On the distribution front, Alpina Sports Corp and Elan Canada will be our exclusive distributors for North America. Their sales forces' will be the Rottefella messengers and will be trained and equipped to grow the sport and provide dealers with great products, training and support. Madshus North America will sell bindings as part of their ski offer.

As an additional new product for 17/18 season we are also very happy to announce that Rottefella will deliver a mounting plate that fits Salomon and Atomic skis. This means that you now in a very easy way can install a Rottefella moveable binding to a Salomon and Atomic ski. More information you find in the attached product sheet.

Next winter we will secure stronger presence in the Canadian and American markets, and we are planning a demo-tour to show new innovations for the trade and for consumers. We hope to see you then!

If you have any questions, do not hesitate to contact me, and I strongly hope for your commitment also in the future!

With best regards

Torstein Myklebostad  
CEO