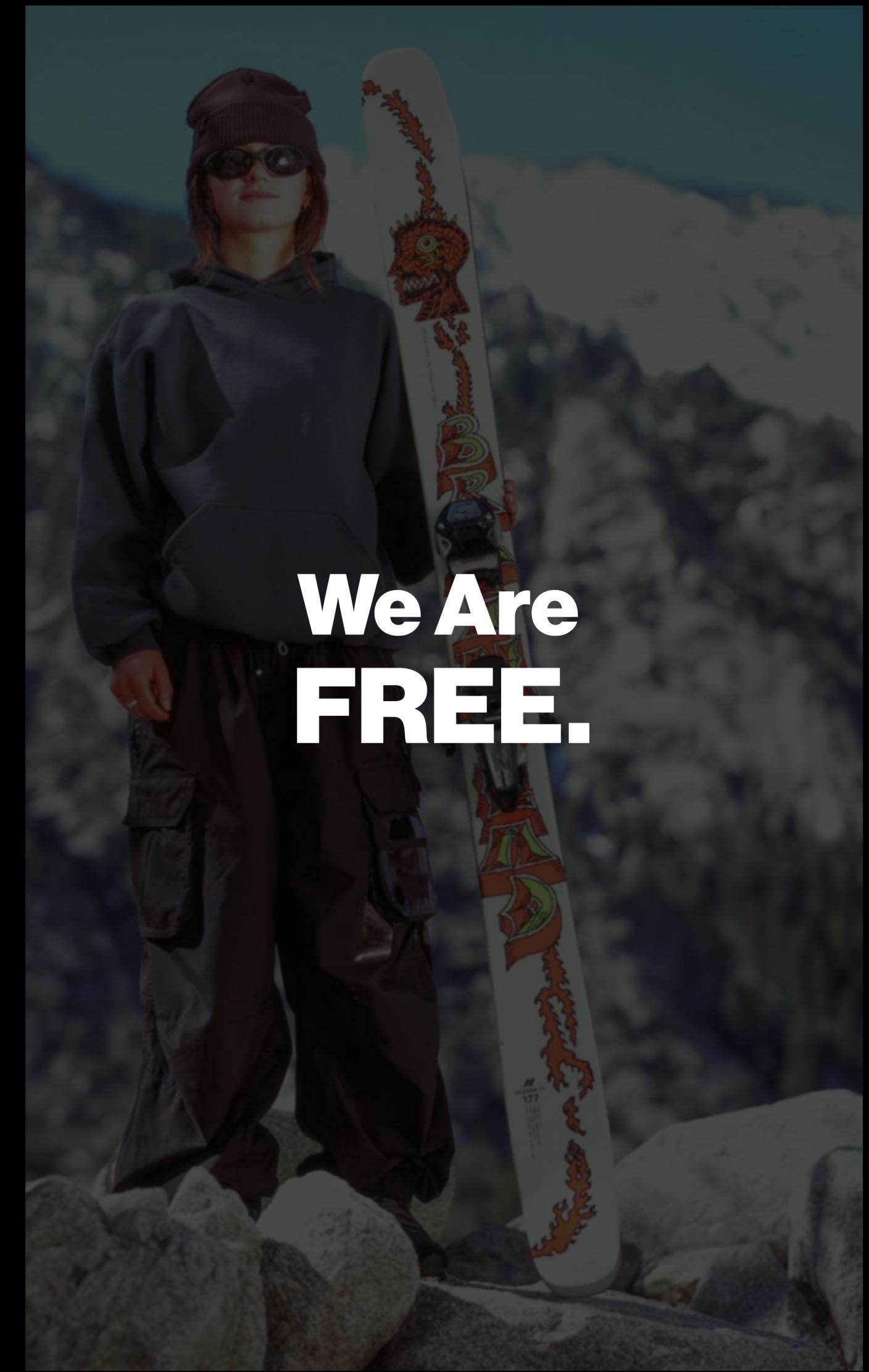




2026-2027  
SALES MEETING  
PRESENTATION

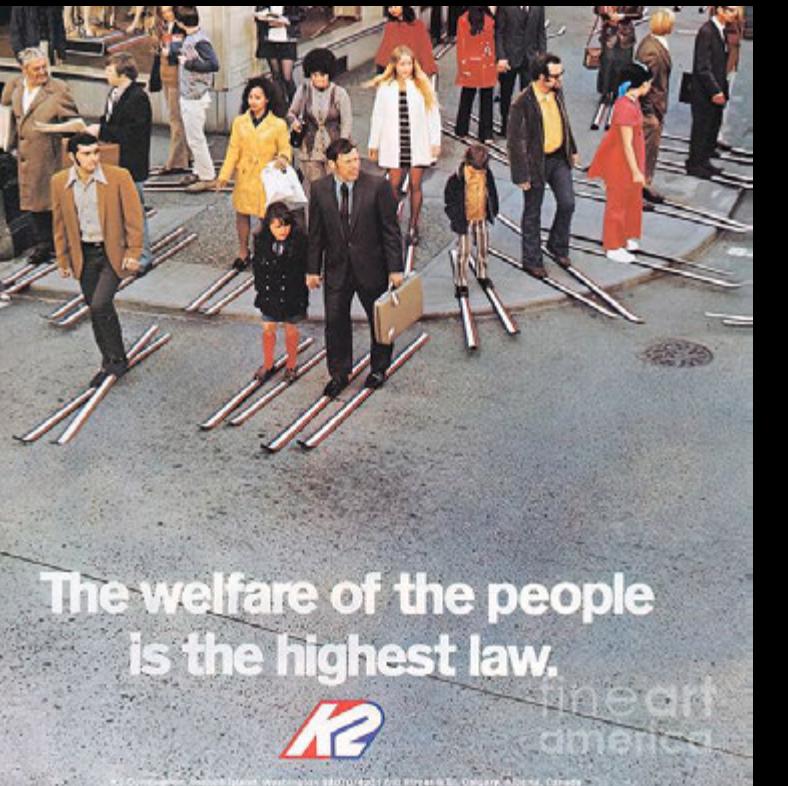




## MISSION

**WE MAKE GEAR FOR PEOPLE – BOLD, ORIGINAL AND FUN AS HELL.**

We're fueled by ski & snowboard culture, led by freethinkers, and always innovating.



**The welfare of the people  
is the highest law.**



## VISION

**TO BE THE MOST INFLUENTIAL BRAND ON SNOW.**

Sliding forwards or sideways, we make the most innovative product that shapes mountain culture.



## POSITION

**THE ORIGINAL SKI AND SNOWBOARD COMPANY.**

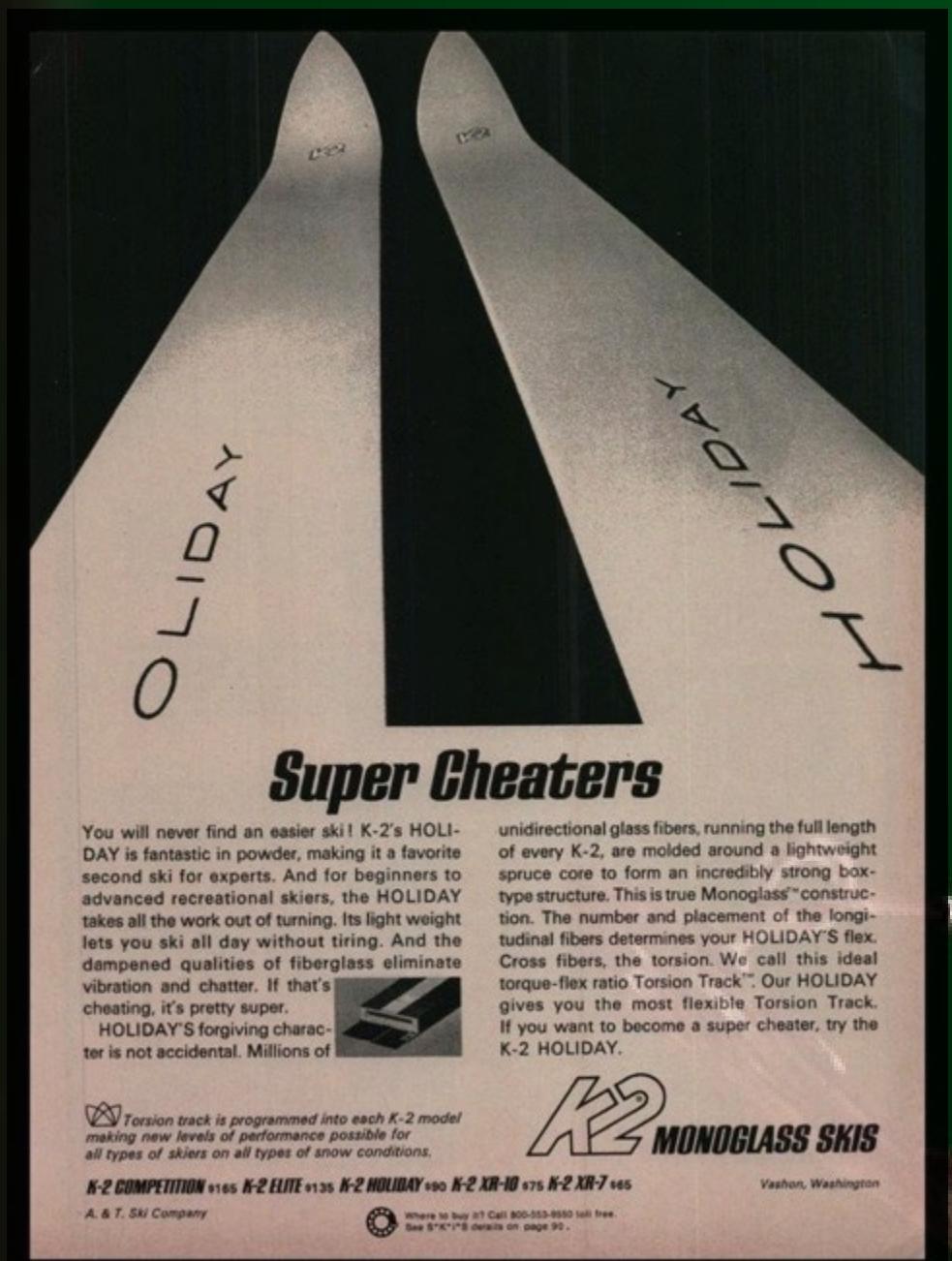
K2 is bold and free — we prefer to make our own tracks. Making skis and snowboards is what we do. Making it fun is who we are.



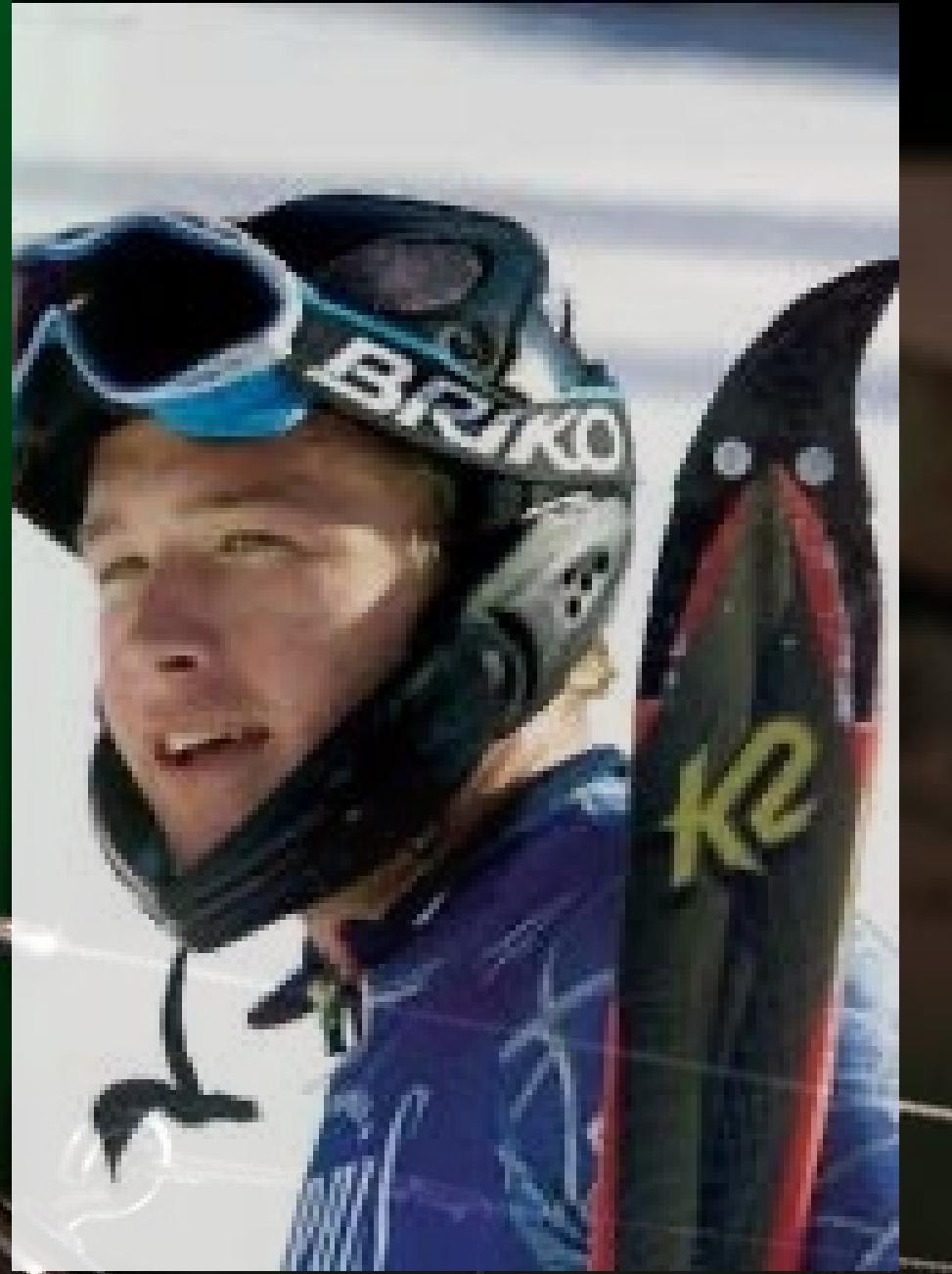
# Fueled By Innovation, Always.

\*the first rocker photos on the demand of Shane McConkey

# Crazy Then. Standard Now.



FIBERGLASS SKIS  
1964



SHAPED SKIS  
1993



TWIN TIPS  
1998



ROCKER  
2007



BOA  
2023



# F26 KEY STORIES



**RECON · //ANTHEM**

*driven by sport. refined with detail*  
*modern athletic footwear for the modern skier.*

# RECON & ANTHEM

## 2026 PRODUCT UPDATES

The 2026 Recon and Anthem collections have been completely re-engineered, delivering breakthrough performance and a dialed-in fit with innovations including:

- Zonal BOA® for fast, precise closure and a truly customized feel
- All-new shell and cuff design for improved response and control
- Expanded customization and adjustment options to fine-tune fit and performance
- Next-generation P-Series liners offering unmatched comfort and anatomical support

# Zonal BOA

Zonal BOA closure (cuff and shell) is introduced to Recon and Anthem in 2026

Up to  
**13%**

Reduced peak pressure on top of the foot

Up to  
**16%**

Reduced shin contact pressure

Up to  
**10%**

Improved stability & control

Up to  
**6%**

Improved power transfer



## BOA® CUFF

### Innovative Dual-Material Cuff Construction

A stiffer spine provides powerful support, while a softer front panel delivers a secure, adaptive wrap

### Precision Fit with Internal Ribbing

Engineered ribbing ensures a more even, consistent hold around the leg

### BOA® Cuff Advantage

The BOA® system delivers a superior wrap with greater comfort and precision compared to traditional buckle closures



## BOA® SHELL

### All-New Recon & Anthem Shell Design

Redesigned from the ground up for enhanced performance and precision fit.

### Reinforced Heel & Ankle Support

Increased wall thickness in key zones boosts power transfer and control.

### Optimized Midfoot & Instep Wrap

Engineered specifically to maximize the BOA® closure system, delivering the most secure and comfortable fit yet.



# UPDATED SPINE

## MORE CUSTOMIZATION

### Adjustable Forward Lean

The updated Recon & Anthem now feature a bolted rear cuff, giving skiers the ability to fine-tune their forward lean for a truly personalized stance.

### Customizable Settings

Both models offer three forward lean options:

- Recon: 10° – 12° – 14°
- Anthem: 11° – 13° – 15°

### Enhanced Power & Support

The bolted cuff not only unlocks adjustability but also improves rear support and maximizes power transfer for stronger skiing performance.



# UPDATED CALF ADJUSTMENT

MORE FUNCTION AND EASE OF USE

## Upgraded Calf Adjustment

Redesigned for greater functionality and easier use on the mountain.

## Expanded Adjustment Range

Offers a wider range of fit customization compared to previous Anthem boots, ensuring better comfort and performance.

## Service-Friendly Design

The power strap is no longer riveted to the adjuster, making replacement quicker and easier if needed.



# P-Series Liners

## Introducing the All-New P-Series Liners

Featured across the 2026 Recon and Anthem collection, the P-Series liners set a new standard in fit, comfort, and performance.

### Best-in-Class Comfort

Designed to deliver all-day comfort and responsive performance across every model in the lineup.

### Engineered Dual-Material Construction

Premium P1 and P2 liners feature dual-material ankle zones, strategically combining stiff and soft materials for optimized fit, support, and precision.

### Anatomical Collar & Tongue

Every P-Series liner debuts a redesigned collar and tongue with an anatomical shape, offering a personalized feel and exceptional comfort straight out of the box.



# BOA UPDATES

## Updated BOA® Fit System — Built Exclusively for K2

The 2026 Recon and Anthem boots are the first K2 models to feature the updated BOA® dial and custom K2 guides.

The new dial offers enhanced grip with over-molded rubber and a refined, modern aesthetic.

Co-developed with the BOA® team, the custom guides are engineered specifically for the Recon and Anthem shells.

These K2-exclusive guides deliver smoother closure, improved durability, and a more precise fit — only available on K2 boots.



# ANTHEM

## 2026 PRODUCT UPDATES

In addition to the updates to both Recon and Anthem, the all-new Anthem collection features innovations designed specifically for female skiers:

- **Independently Developed** engineered by women, for women, with its own tooling and design philosophy
- **True Form Last** tailored to the unique shape of the female foot for a secure, precise fit
- **True Align Geometry** optimized stance and balance for all-day performance and control
- **Extended Size Range** true 21.5–26.5 sizing to ensure the perfect fit for every skier

# INDEPENDATLY DEVELOPED

## Developed by Women, for Women

The new Anthem collection was designed from the ground up by women, specifically for the needs of female skiers.

## Exclusive Women's Tooling

Every Anthem boot uses its own dedicated tooling, ensuring a true women's-specific fit rather than a scaled-down men's design.

## Optimized Construction

Part placement and construction have been engineered for the smaller size range of women's boots, delivering superior comfort and control.

## Tested and Validated by Female Athletes

Every design change was refined and approved by an all-female test team, guaranteeing authenticity and performance.



# CONCEPT

An all-new gender specific approach to building boots

3-pillar approach to better gender-specific ski boots

Last  
Bio-Mechanics  
Grading

## 1. Gender Specific Lasts

Different lasts for men's and women's boots

## 2. Gender-Specific Bio-Mechanics

Cuff and foot alignment optimized for men and women

## 3. Updated Grading

The grading of the size run is optimized to better match the way men's and women's

# TRUEFORM LAST

## Fit Matters: Built for Women

Women's feet aren't just smaller versions of men's feet.

In general, women's feet have a more triangular shape, while men's are more linear.

Sharing a single last between men's and women's boots can't deliver an optimal fit for both.

That's why the Anthem was designed from the ground up for women

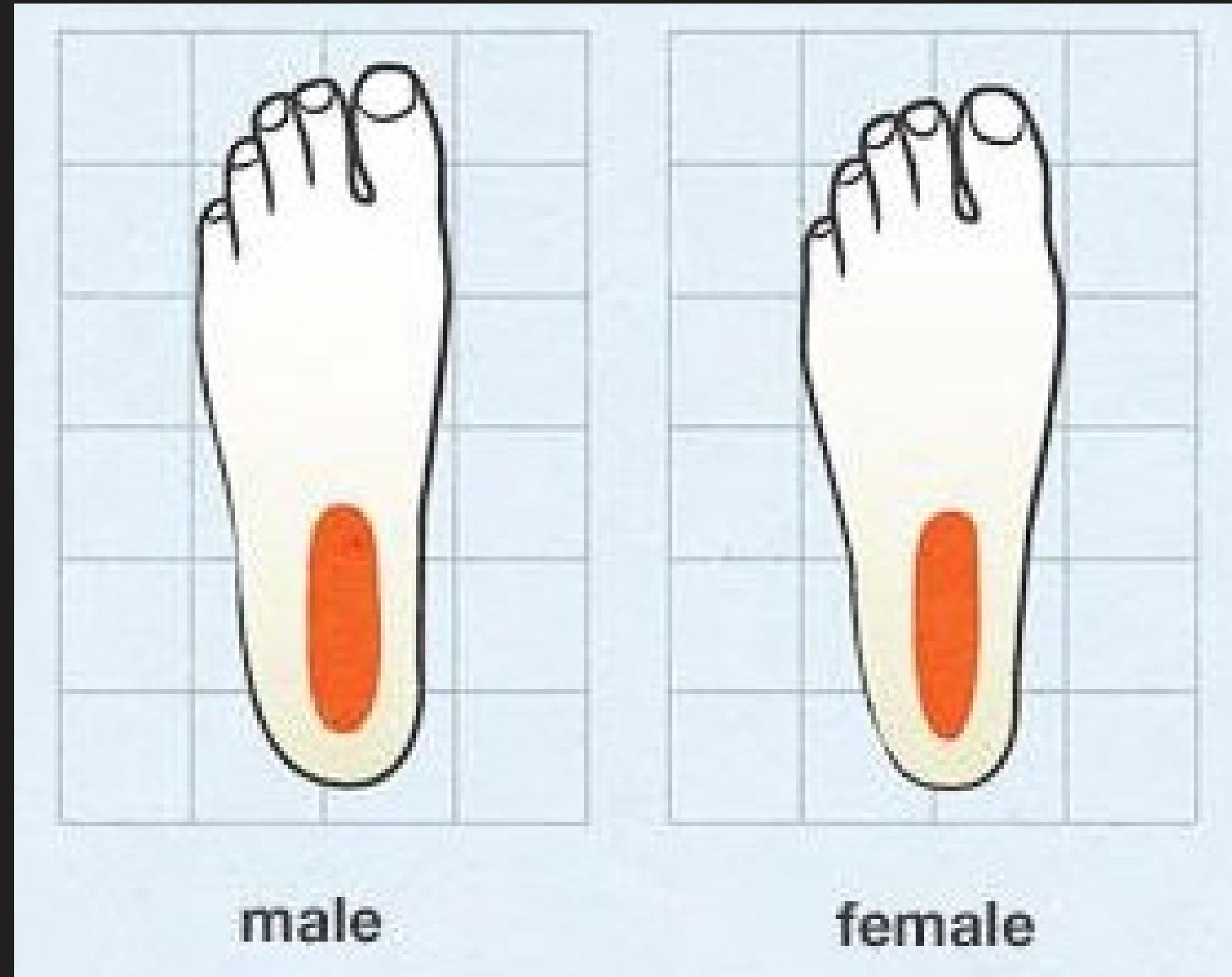
Prioritizing a secure heel hold

Allowing more space in the toe box for all-day comfort and warmth

The Recon last remains unchanged

Testing confirmed its fit was already optimal.

Instead, improvements focused on new liners to refine comfort and precision.



# TRUEFORM LAST

## Engineered for the Female Foot

The TrueForm last was developed to precisely match the unique shape of a woman's foot.

## Anatomy-Driven Fit

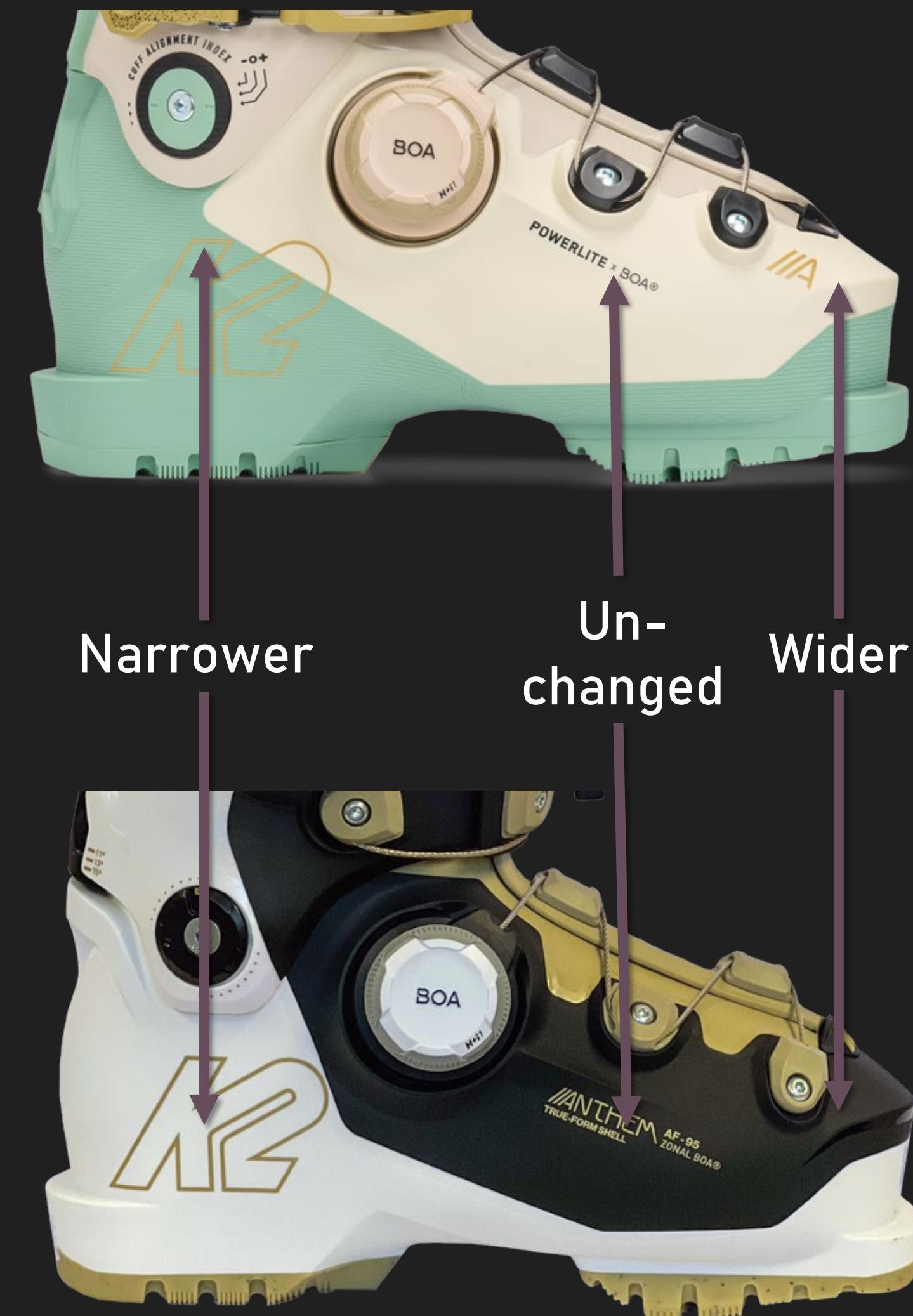
Women's feet typically feature a narrower heel and a slightly wider toe box compared to men's. Anthem boots are built around this natural difference.

## Balanced Performance & Comfort

The mid-volume forefoot fit is preserved for control, while the toe box allows a touch more space for long-lasting comfort.

## Secure Heel Hold

A refined heel and ankle pocket delivers consistent, locked-in support without sacrificing comfort.



# TRUEALIGN GEOMETRY

## TrueAlign Geometry — Balanced by Design

Men and women have different centers of gravity.

For men, it's typically higher — closer to the chest.

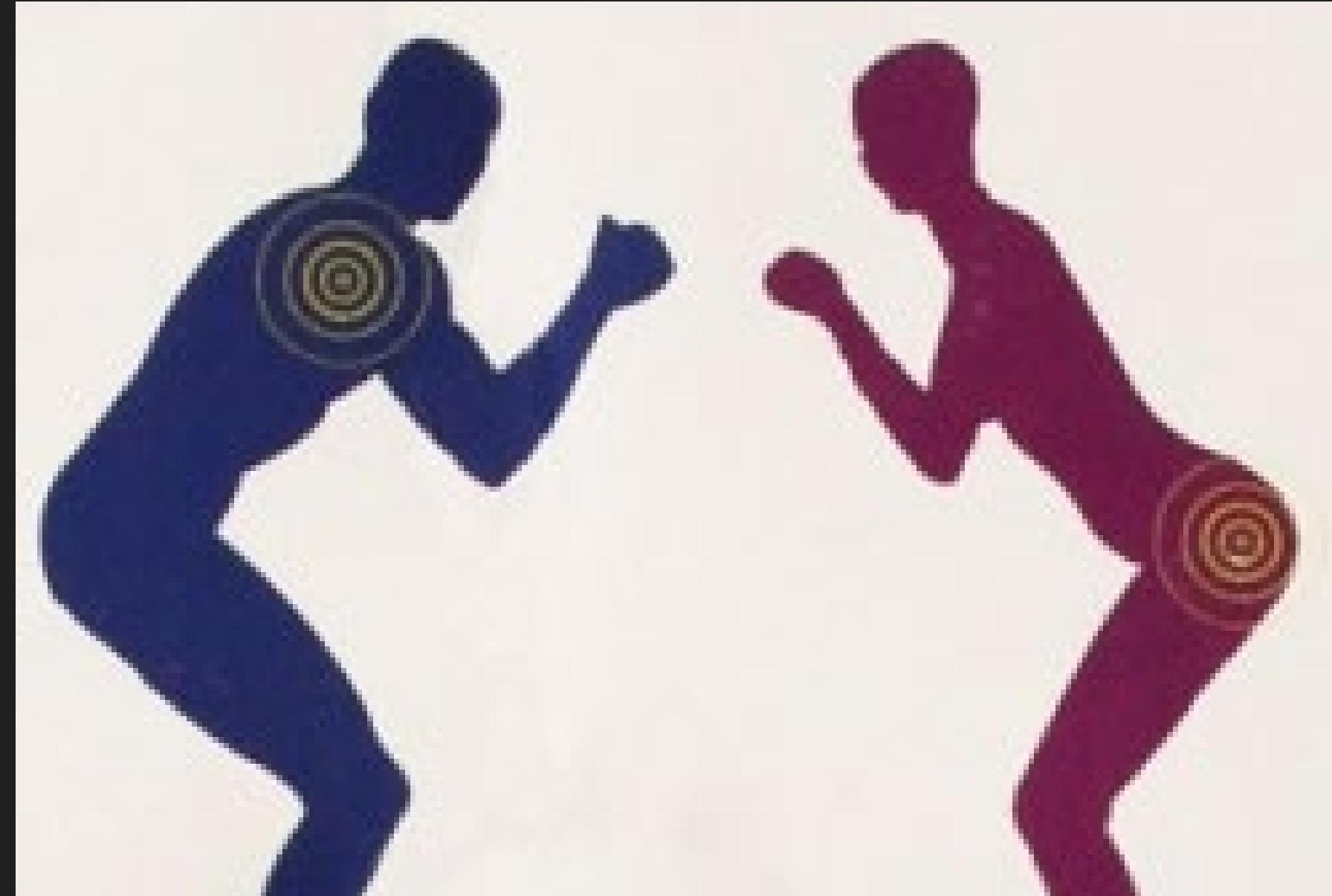
For women, it's lower — closer to the hips.

### On snow, this difference matters.

Because of this natural difference, many women find it harder to move forward in a traditional boot setup, often feeling more "backseat."

A common fix is adding a heel lift to increase ramp angle, but this approach can throw off forward lean and internal fit by simply raising the foot inside the shell.

K2's TrueAlign Geometry solves this by designing the stance and ramp angle into the boot itself, creating balanced, natural positioning for every skier — right out of the box.



# TRUEALIGN RAMP & FORWARD LEAN

## Engineered for Balance

Women's center of gravity sits lower in the body—closer to the hips compared to men's chest—changing the way weight is distributed on skis.

## The Backseat Problem

This difference can cause women to feel like they're skiing "in the backseat," limiting power and control.

## Tested & Validated

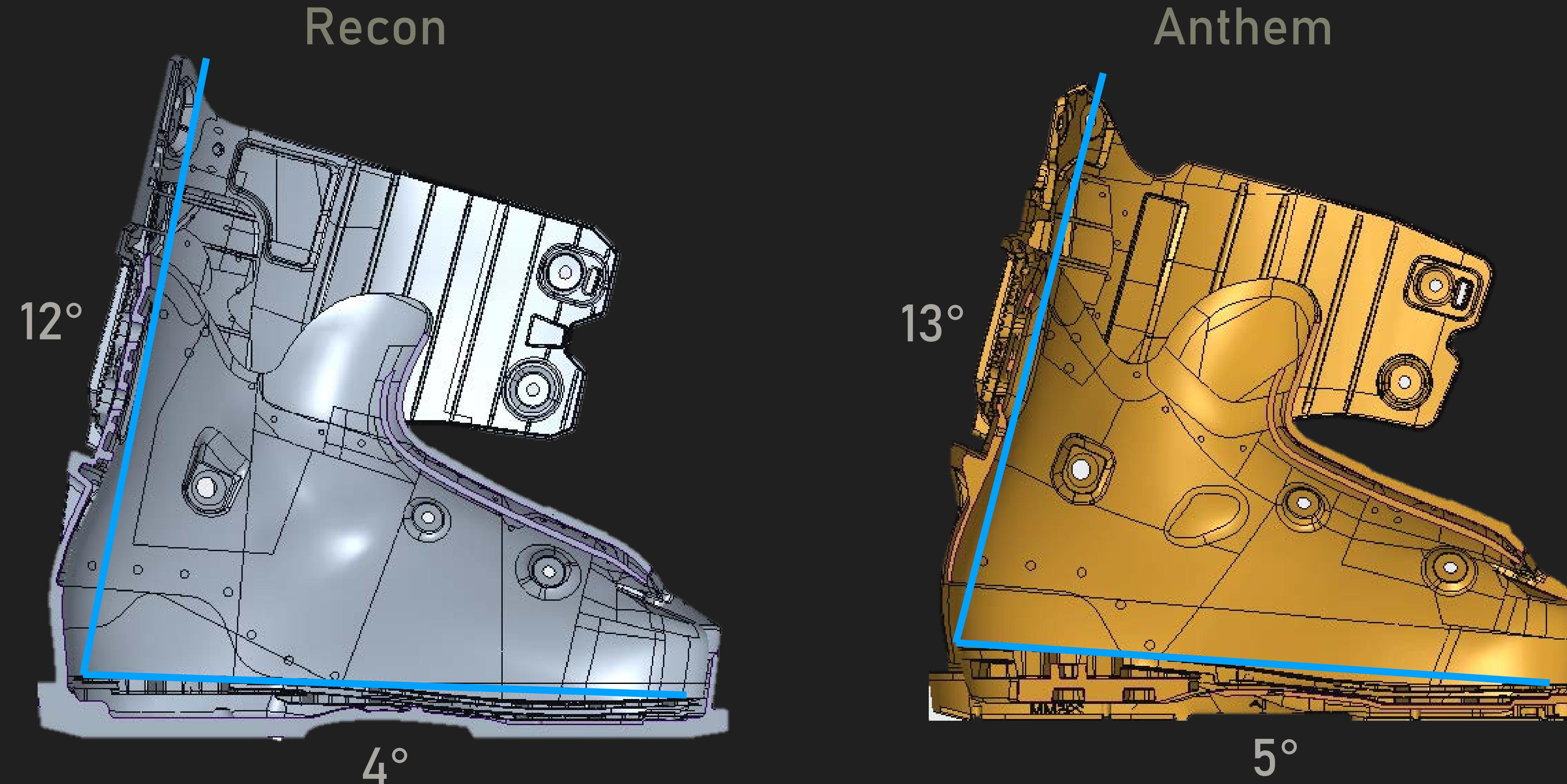
Through extensive testing, we evaluated multiple ramp and forward lean angles to find the most natural stance.

## Optimized Stance

The majority of testers found that a ramp angle 1° steeper and a forward lean increased by 1° created the most balanced, powerful position on snow.



# TRUEALIGN RAMP & FORWARD LEAN



# TRUEALIGN GEOMETRY

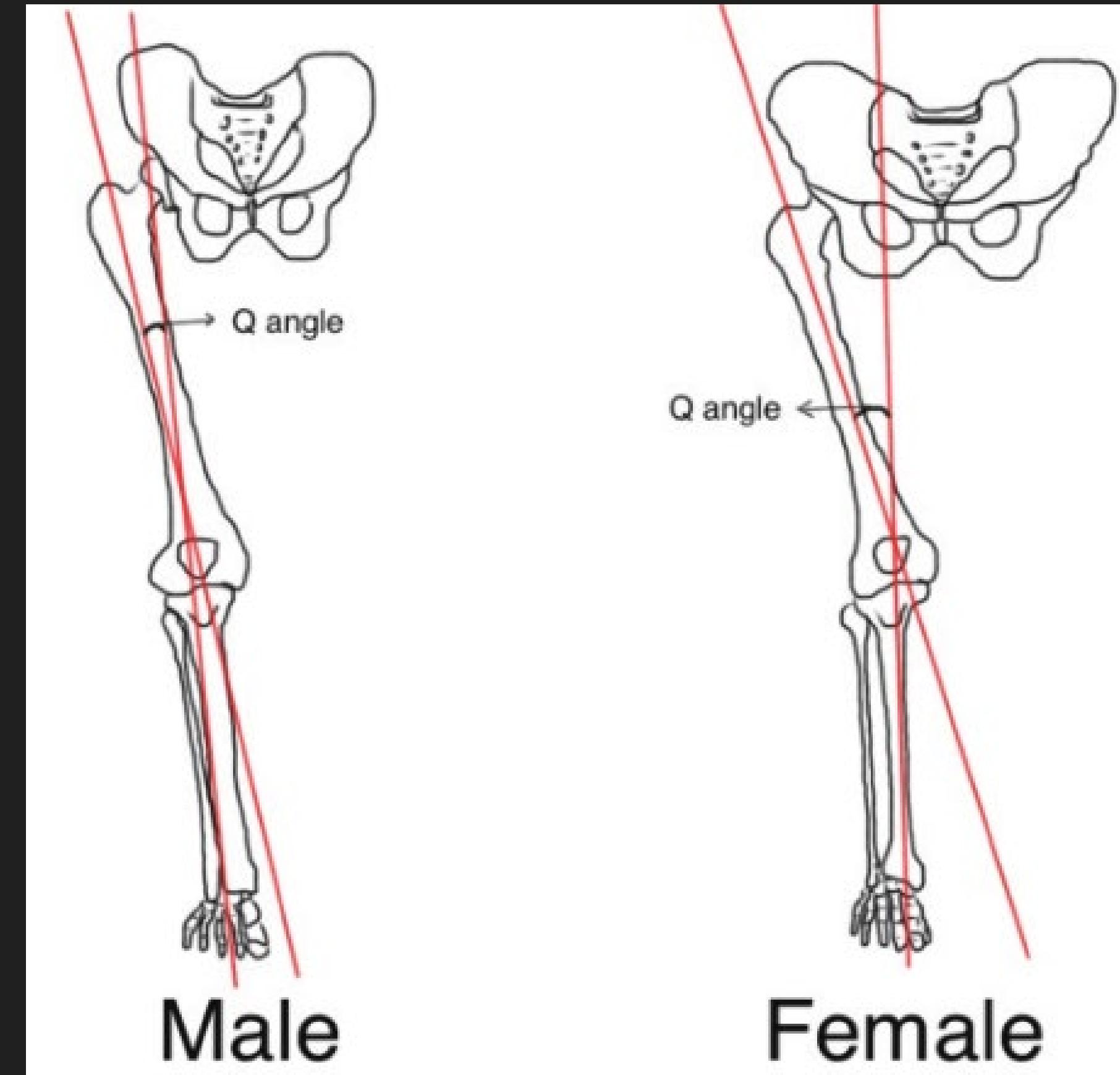
## TrueAlign Geometry — Engineered for Natural Alignment

Due to anatomical differences in pelvic structure, men and women have different Q-angles — the angle between the femur and tibia.

Women typically have a greater Q-angle, which affects how their legs align over their skis.

This can make it feel like the boot cuff needs adjustment to achieve a flat ski and greater comfort.

K2's TrueAlign Geometry accounts for these natural differences in stance and alignment — helping skiers stay balanced, comfortable, and connected to the snow right from the first run.



# TRUEALIGN CUFF

## Designed Around Female Anatomy

Typically women naturally have a wider pelvis, which changes leg alignment and movement compared to men. Some refer to this as Q Angle.

## Optimized Cuff Geometry

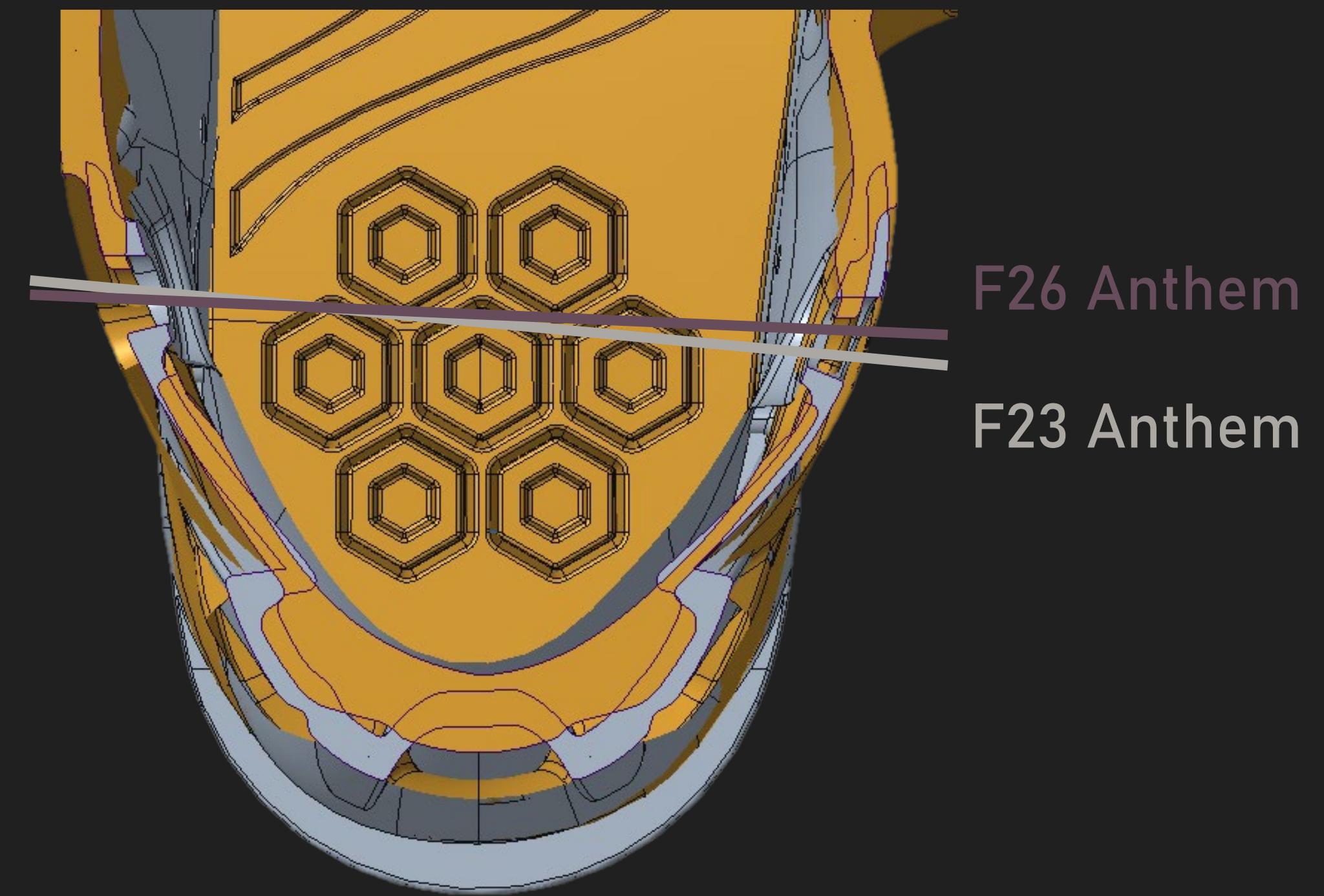
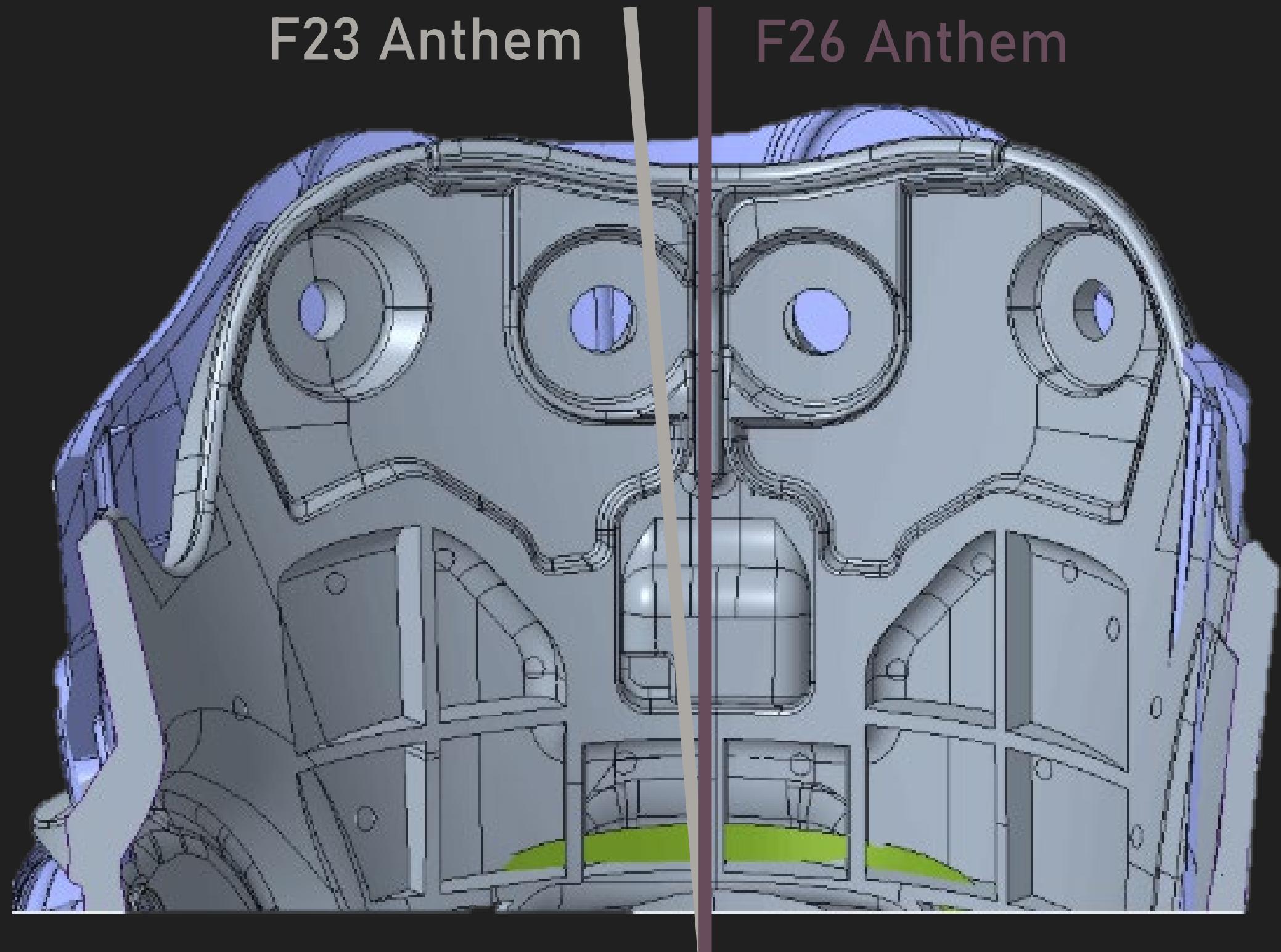
The cuff on the new Anthem is set more neutral and engineered to flex in a straighter, more natural path over the lower shell.

## Preferred by Female Skiers

During testing, this configuration consistently delivered the best feel and performance for most female athletes.



# TRUEALIGN CUFF



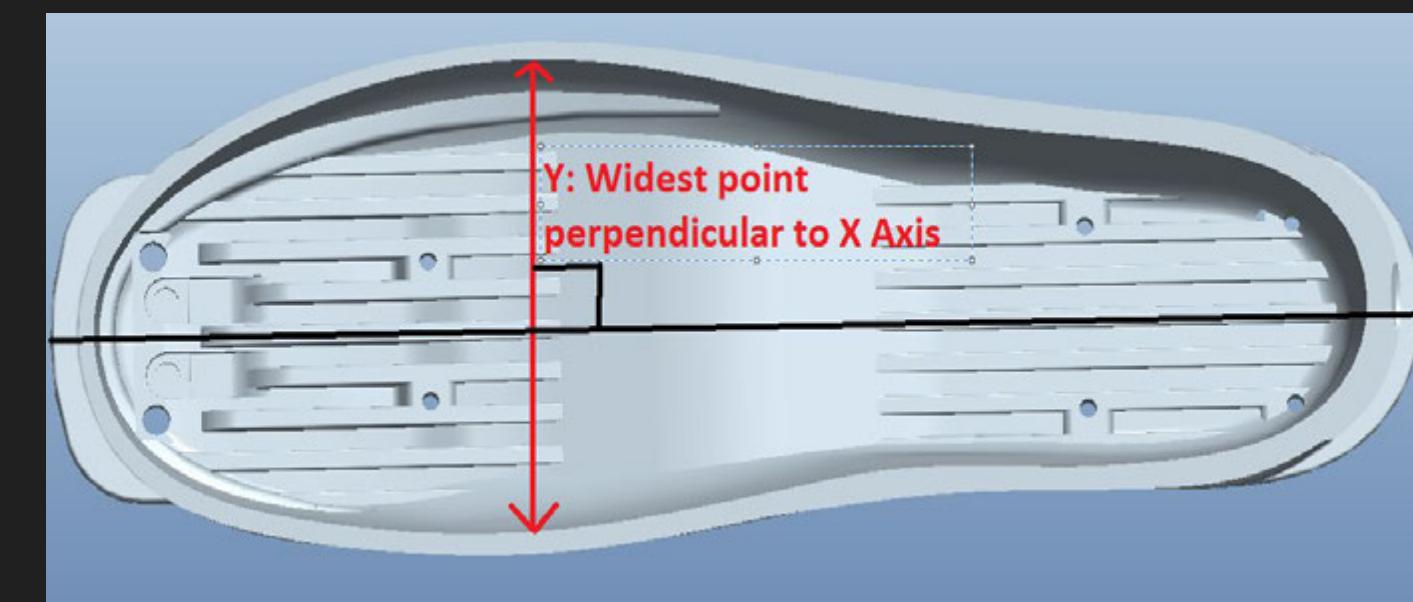
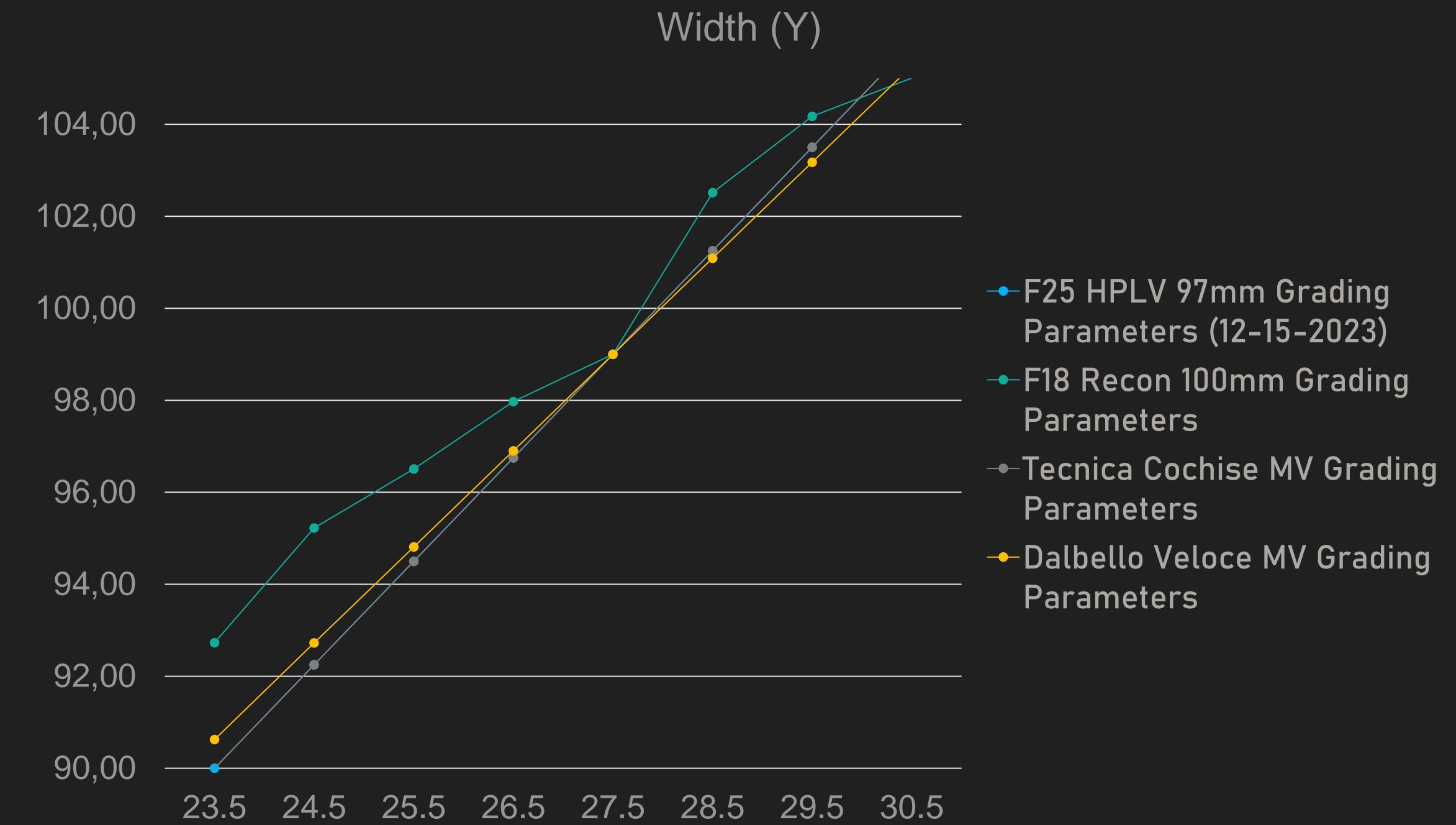
# GRADING

## Refined Grading for Consistent Fit

During the Cortex development process, we updated our grading parameters, and these improvements carry through to the new Recon and Anthem collections.

By analyzing grading data from multiple competitors, we made strategic adjustments to achieve more consistent sizing across the full size range.

These updates ensure that K2 boots now align more closely with industry standards, delivering a more predictable and consistent fit for every skier, in every size.



# Extended Size Range

## Extended Size Range

The new Anthem boots will be available in sizes 21.5 – 26.5 across select models.

## True-to-Size Fit

The 21.5 uses a dedicated shell tool, ensuring it's a genuine 21.5 fit—not just a downsized version.

## Finally, a Solution for Smaller Feet

Anthem gives women with smaller feet access to high-performance, perfectly fitted ski boots without compromise.

A TRUE

21.5

# Recon & Anthem AF

Best of the Best – In a Flex that works for you

The Best Boot. Your Flex.

## The Old Way (Traditional System)

Premium features only came in the stiffest boots — too demanding for many skiers — leading to compromise.

## The New Way (K2 Recon & Anthem AF)

Full features. Both flexes. Choose the performance that fits you — no compromise.



Recon AF – 130 or 110



Anthem AF – 115 or 95

# Recon & Anthem X

Pick the flex that fits you—not your budget

Boots Built Around Your Skiing, Not Your Wallet

## Traditional System

Ski boot purchasing forces you into a tradeoff—if you wanted a stiffer flex, you had to pay more. If you were on a budget, you were stuck with a softer boot, regardless of whether it matched your skiing style or not.

## The X Models Break the System

The Recon and Anthem X break that system. For the first time, you can choose the flex that matches your skiing, not your budget. All three flex options are offered in the same configuration at the same price.



Recon X - 130, 120, 110

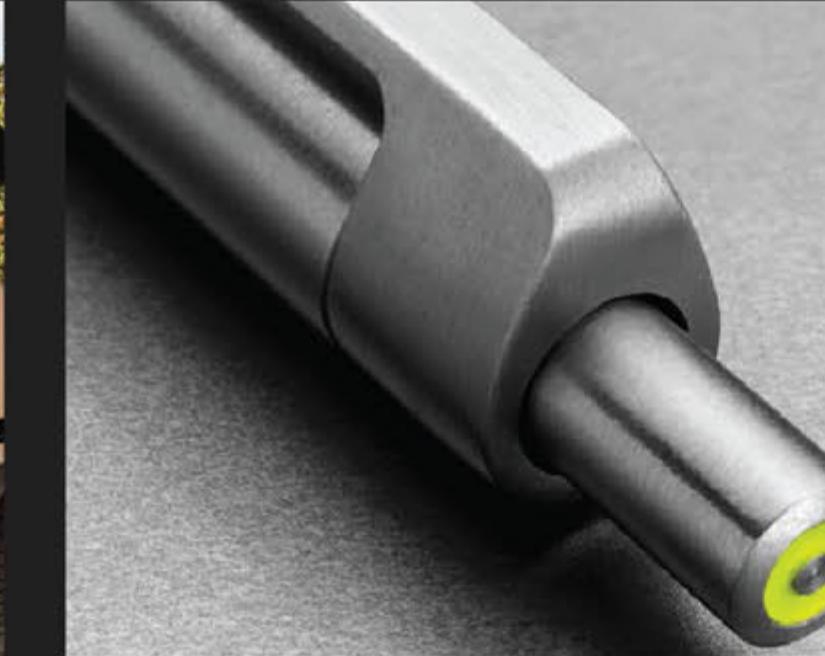


Anthem X - 115, 105, 95

## Recon / Anthem

### FUTURE FUNCTION

- Design that can speak to All Genders through shared lines but can speak specifics where needed.
- Strong, structured lines that are met with curves at Connections and surface changes.
- Functionally familiar vs functionally new



### PRACTICAL PRECISION

- Technology should be one with flow and shaping. Winning with BOA integration.
- Dependable, durable, and functional
- A dash of familiar, a dash of unexpected



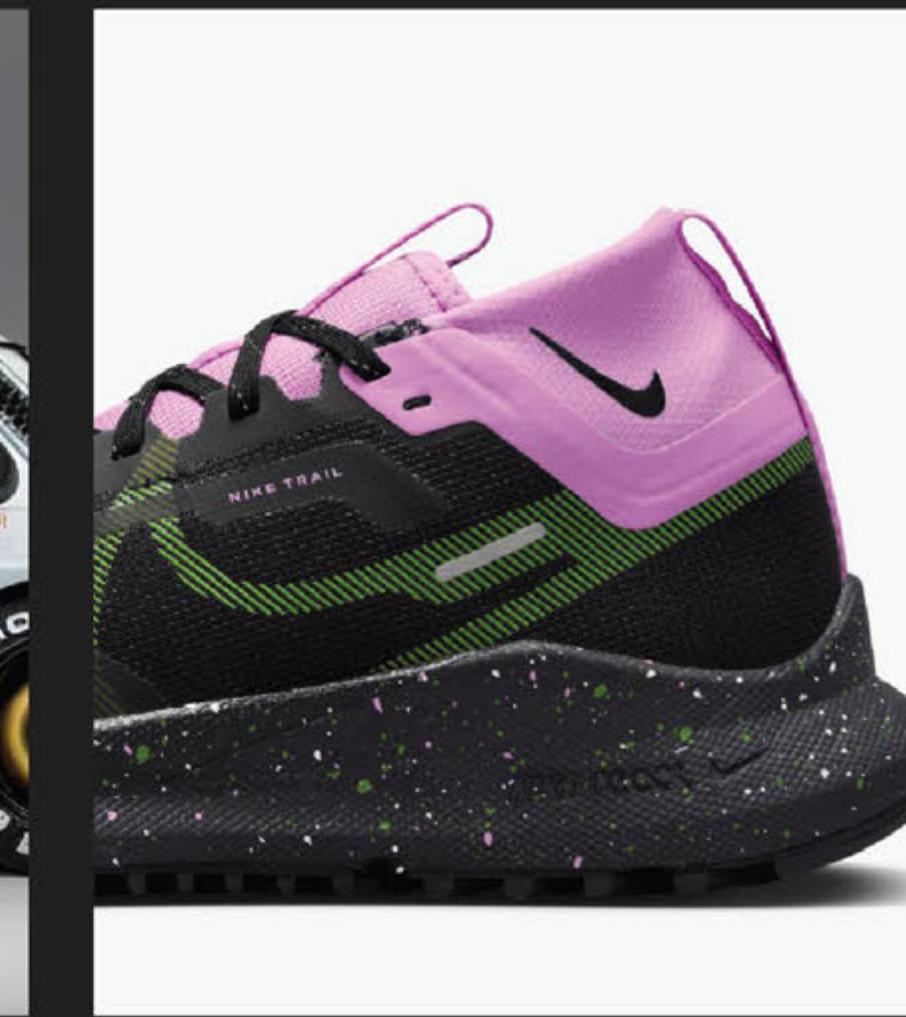
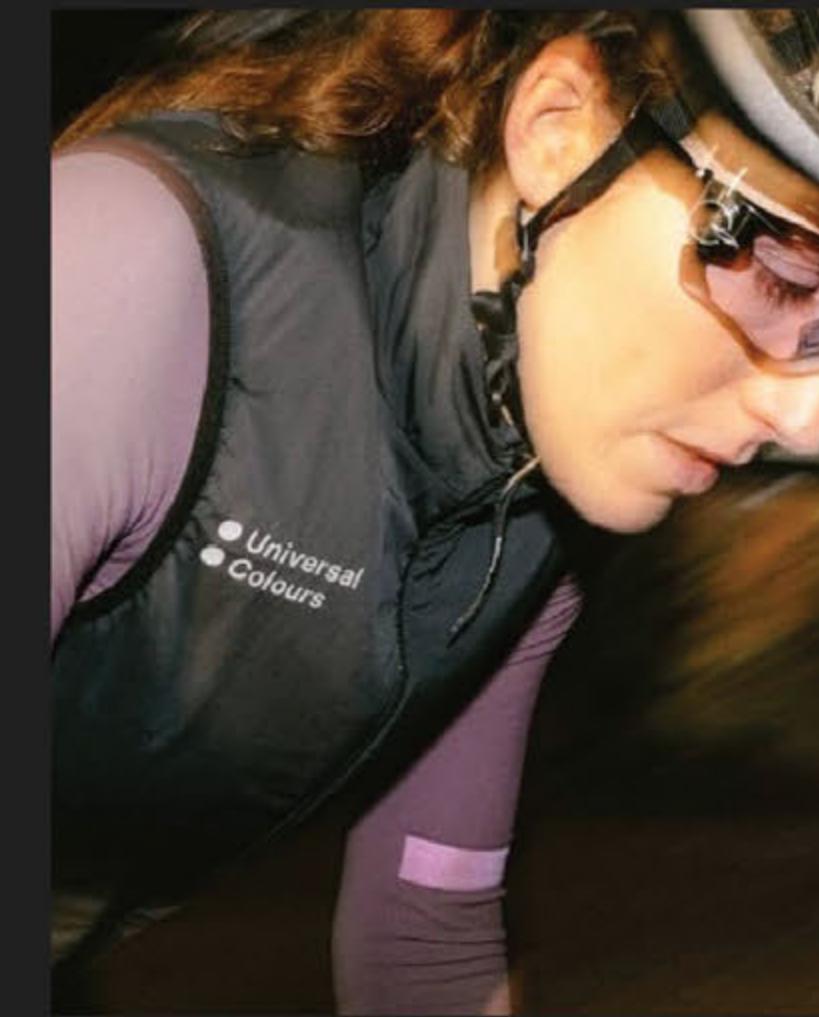
### CONTOUR CONTROL

- Contour, Shaping and LOGO placement that brings material depth, utility, and technology.
- Texture Depth and Surface Changes to add to established style lines.
- Layers of Pattern and Material to establish Tech features and contour.



## Industrial Design Inspiration

## Recon / Anthem



MODERN ELDER  
KNOW THE RULES  
BREAK THE RULES  
WEATHERED  
FINISHED  
HIGH MILEAGE  
CONTROLLED EXCESS



**Recon****Collection**

**RECON**  
**TEAM ZONAL BOA®**  
**NEW**

850€

**RECON**  
**AF-130/110 ZONAL BOA®**  
**NEW**

730€

**RECON**  
**120 ZONAL BOA®**  
**NEW**

650€

**RECON**  
**110 ZONAL BOA®**  
**NEW**

600€

**RECON**  
**X BOA®**  
**NEW**

550€

**RECON**  
**100 BOA®**  
**NEW**

500€

**Anthem****Collection**

**ANTHEM**  
**TEAM ZONAL BOA®**  
**NEW**

850€



**ANTHEM**  
**AF-115/110 ZONAL BOA®**  
**NEW**

730€



**ANTHEM**  
**105 ZONAL BOA®**  
**NEW**

650€



**ANTHEM**  
**95 ZONAL BOA®**  
**NEW**

600€



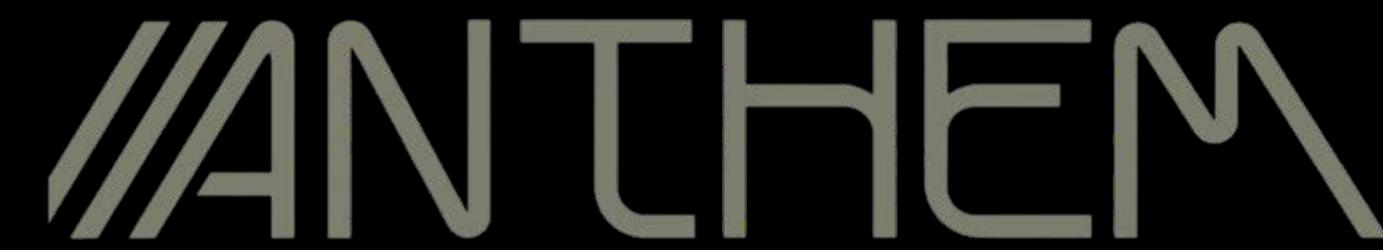
**ANTHEM**  
**X BOA®**  
**NEW**

550€



**ANTHEM**  
**85 BOA®**  
**NEW**

500€

The logo for ANTHEM, featuring the word "ANTHEM" in a bold, sans-serif font. The "A" is stylized with three parallel diagonal lines extending from the top left to the middle of the letter.

**FIRST** GROUND UP WOMEN'S SPECIFIC SKI BOOT

- ✓ INVESTING IN WOMEN
- ✓ ADDED PERFORMANCE
- ✓ NO SHORTCUTS IN DESIGN

The logo for RECON, featuring the word "RECON" in a bold, blocky font. A thick horizontal line extends from the bottom of the "O" to the bottom of the "N".

ADDED PERFORMANCE **WITHOUT** COMPROMISING COMFORT

- ✓ SAME SELLABLE FIT
- ✓ ADDED PERFORMANCE
- ✓ K2 REMAINS TOP BOA® BRAND

# RECON / ANTHEM – 360° MARKETING CAMPAIGN



## FUNNEL

TOP  
AWARENESS  
ATTRACTION

MID  
ENGAGEMENT

BOTTOM  
CONVERSION

PR MEDIA CAMPAIGN  
WOMEN USP

CAMPAIGN ASSETS

STUDIO CAMPAIGN  
PRODUCT FOCUS  
TECH ANIMATIONS

SALES SUPPORT DAYS

ON SNOW DEMO WITH AF BOOTS

SEEDING SAMPLES

IN-STORE POP TOOL BOX

SALES CONTEST

# Cortex Team

- Offer in 140 & 120 flexes.
- Size range of 22.5-28.5
- Feature set will be the same as the F25 Cortex 140





Cortex Team BOA®  
(new)



Cortex 130 Zonal BOA®  
(c/o)



Cortex 120 Zonal BOA®  
(c/o)



Cortex 120 BOA®  
(c/o)



Cortex 110 BOA®  
(c/o)



Cortex 125 W Zonal BOA®  
(c/o)



Cortex 105 W Zonal BOA®  
(c/o)



Cortex 105 W BOA®  
(c/o)



Cortex 95 W BOA®  
(c/o)



Cortex 85 W BOA®  
(new)



BFC

# BFC 100, 95 W & 85 W BOA®

- Aprés mode feature added



# BFC 120

- Re-introduced to the collection due to popular demand
- Forward lean cuff



MEN'S



BFC 130 BOA®  
(c/o)



BFC 120 BOA®  
(c/o)



BFC 110 BOA®  
(c/o)



BFC 100 BOA®  
(new)



BFC 120  
(new)



BFC 100  
(new)



BFC 90  
(new)



BFC 80  
(new)

WOMEN'S



BFC 105 W BOA®  
(c/o)



BFC 95 W BOA®  
(new)



BFC 85 W BOA®  
(new)



BFC 95 W  
(new)



BFC 85 W  
(new)



BFC 75  
(new)



MINDBENDER

# Mindbender Team BOA®

Renamed from MB 140 & MB 125



## MEN'S



MB TEAM BOA®  
(new)



MB 130 BOA®  
(c/o)



MB 120 BOA®  
(c/o)



MB 110 BOA®  
(c/o)



MB 100 BOA®  
(c/o)

## WOMEN'S



MB TEAM W BOA®  
(new)



MB 115 W BOA®  
(c/o)



MB 105 W BOA®  
(c/o)



MB 95 W BOA®  
(c/o)



MB 85 W BOA®  
(c/o)

FL3X COLLECTION

**K2 FL3X**

STRICTLY CONFIDENTIAL/ NOT TO BE DUPLICATED

K2

# Revolve Team

New graphics



# Method B-Dog

Phil Casabon's Pro Model





METHOD B-DOG  
(new)



DIVERGE SC  
(c/o)



REVOLVE KF  
(c/o)



REVOLVE TEAM  
(new)



REVOLVE PRO  
(c/o)



REVOLVE  
(c/o)



METHOD PRO  
(c/o)



METHOD  
(c/o)



CORTEX JR  
(new)



MINDBENDER JUVY  
(c/o)



REVERB  
(c/o)



EVOLVER  
(c/o)



INDY 1, 2 & 3  
(c/o)

UNISEX



RECON RX BOA®  
(new)



BFC RX BOA®  
(new)



BFC RX  
(new)

WOMEN'S



ANTHEM RX BOA®  
(new)



BFC RX BOA® W  
(new)



BFC RX W  
(new)

# BOOTS F26 OVERVIEW

## LOW VOLUME

CORTEX TEAM ZONAL BOA  
CORTEX 130 ZONAL BOA  
CORTEX 120 ZONAL BOA  
CORTEX 120 BOA  
CORTEX 110 BOA

## MID VOLUME

RECON TEAM ZONAL BOA  
RECON AF ZONAL BOA  
RECON 120 ZONAL BOA  
RECON 110 ZONAL BOA  
RECON X BOA  
RECON 100 BOA

## HIGH VOLUME

BFC 130 BOA  
BFC 120 BOA  
BFC 110 BOA  
BFC 100 BOA  
BFC 120  
BFC 100  
BFC 90  
BFC 80

## FREERIDE

MINDBENDER TEAM BOA  
MINDBENDER 130 BOA  
MINDBENDER 120 BOA  
MINDBENDER 110 BOA  
MINDBENDER 100 BOA

## FREE TOURING

REVOLVE KF  
METHOD B-Dog  
DIVERGE SC  
REVOLVE TEAM  
REVOLVE PRO  
REVOLVE

METHOD PRO  
METHOD

MEN

WOMEN

JUNIOR

CORTEX JR BOA

REVERB  
INDY 1  
INDY 2  
INDY 3

MINDBENDER JUVY

EVOLVER

LEGEND:

NEW MODEL

NEW COLOR / GRAPHIC

CARRY OVER

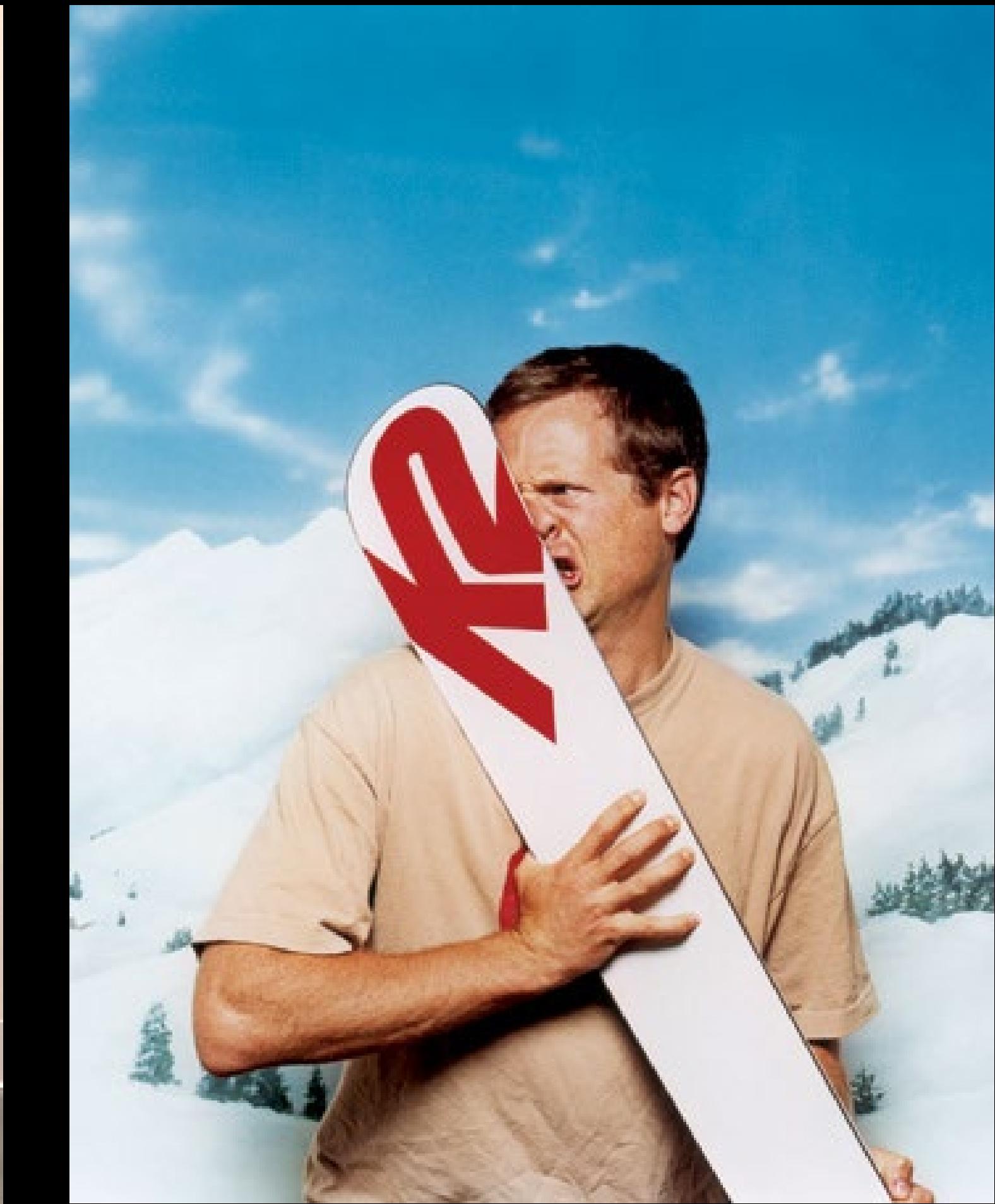
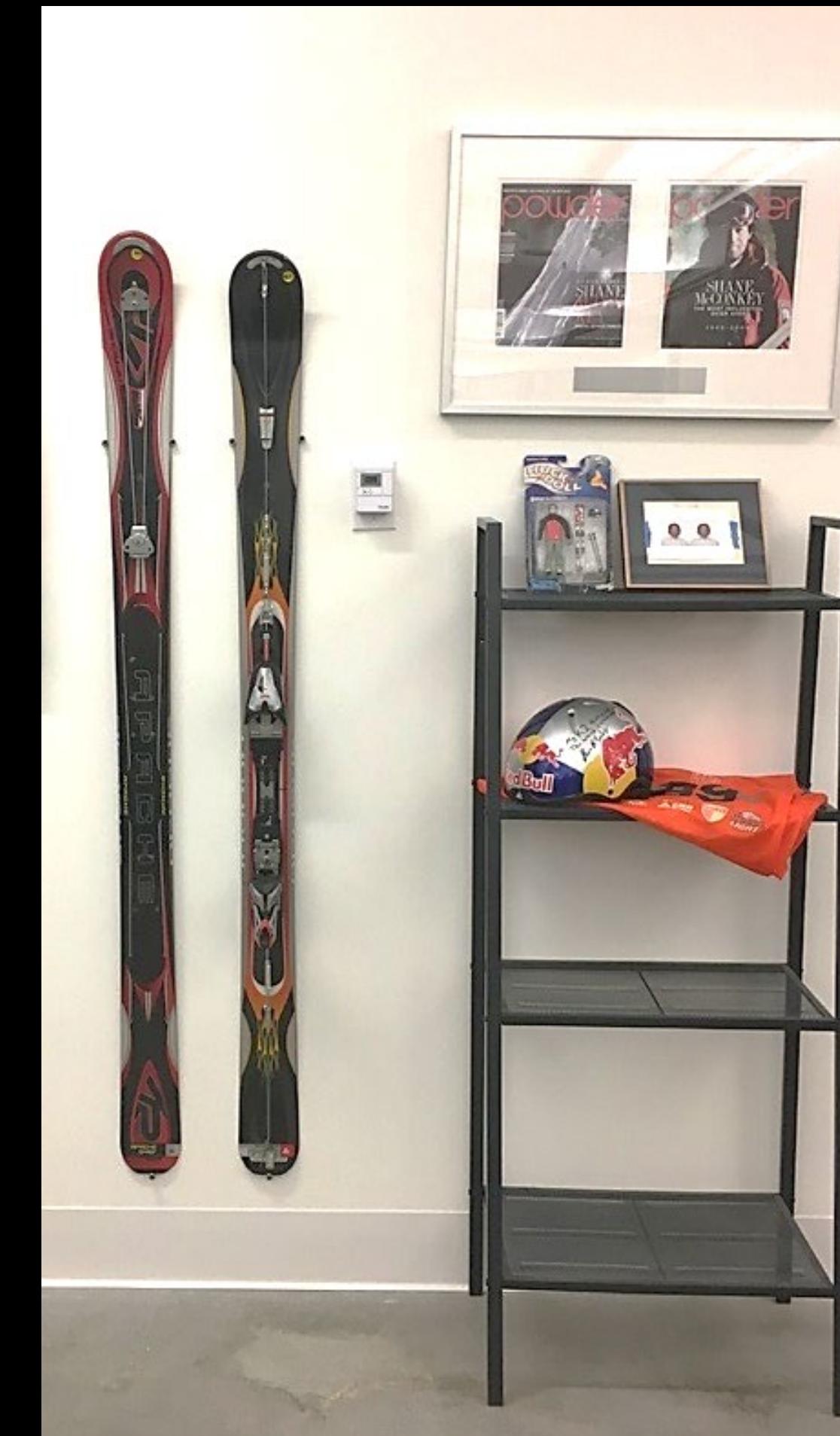
F26  
KEY STORIES





**THE ALL-NEW MINDBENDER COLLECTION**  
Revolutionary redesign featuring Dark Matter

**“Those who are crazy enough to think they can change the world usually do.”**  
- Steve Jobs



# Innovation Drives Choice

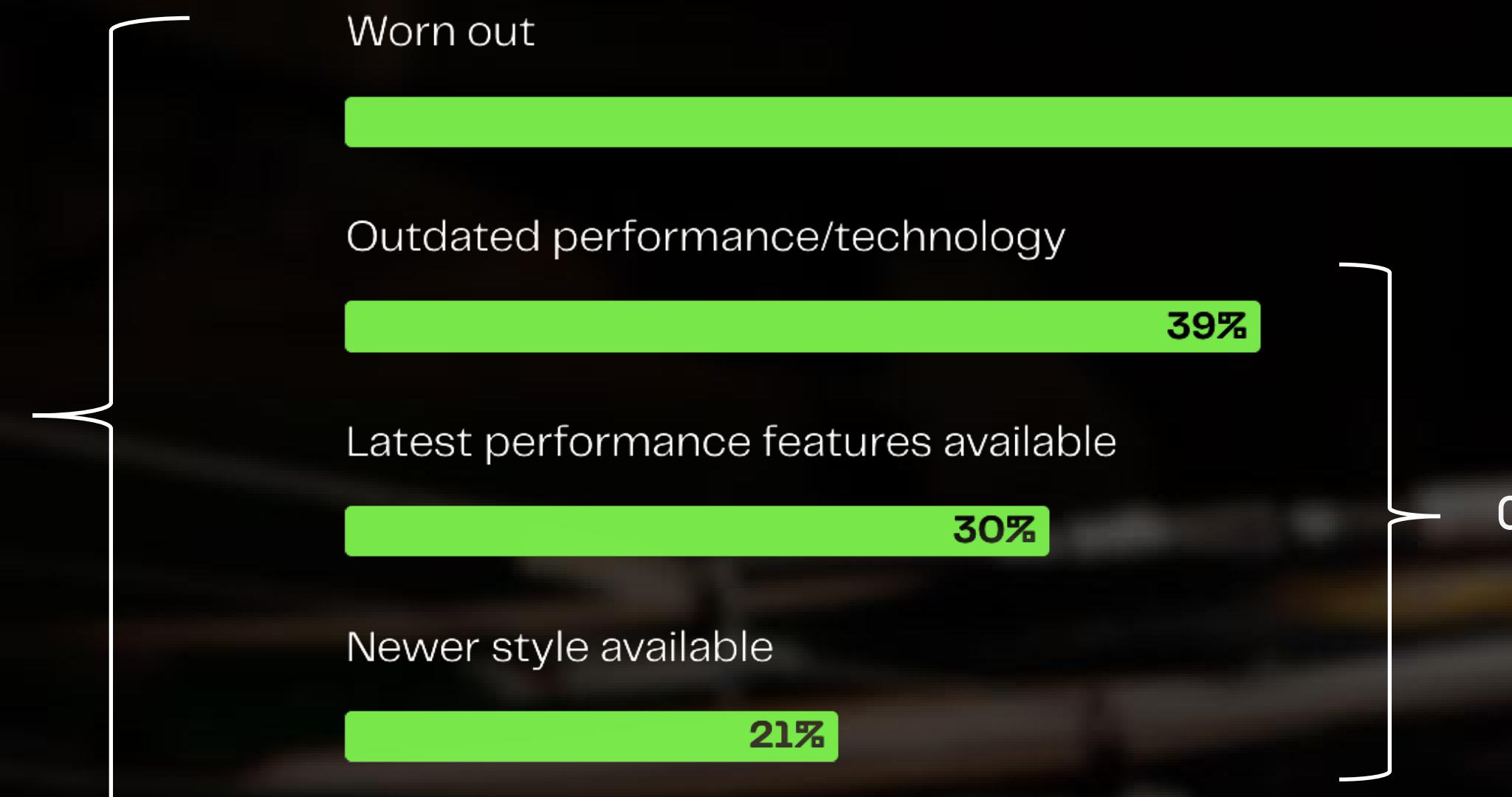
Shoppers will pay more for innovation—when it's compelling, tangible, and elevates the experience

*What typically prompts your decision to purchase new skis?*



MAKER/SIGHTS

\*2024 CONSUMER SURVEY  
- Skiers in US, FR & DE



Consumers demand innovation!

**SKIING DOESN'T NEED FIBERGLASS**  
**SKIING DOESN'T NEED SHAPED SKIS**  
**SKIING DOESN'T NEED TWIN TIPS**  
**SKIING DOESN'T NEED ROCKER**  
**SKIING DOESN'T NEED BOA**  
**SKIING DOESN'T NEED** 

---



**STABLE OR LIVELY**  
Ti Skis Lack Liveliness  
Lighter Skis Lack Performance

Searching for the Unicorn ...  
“Stable Skis that Feel Lively”

# THE MINDBENDER COLLECTION

SKI LIVELY.  
SKI CONFIDENT.

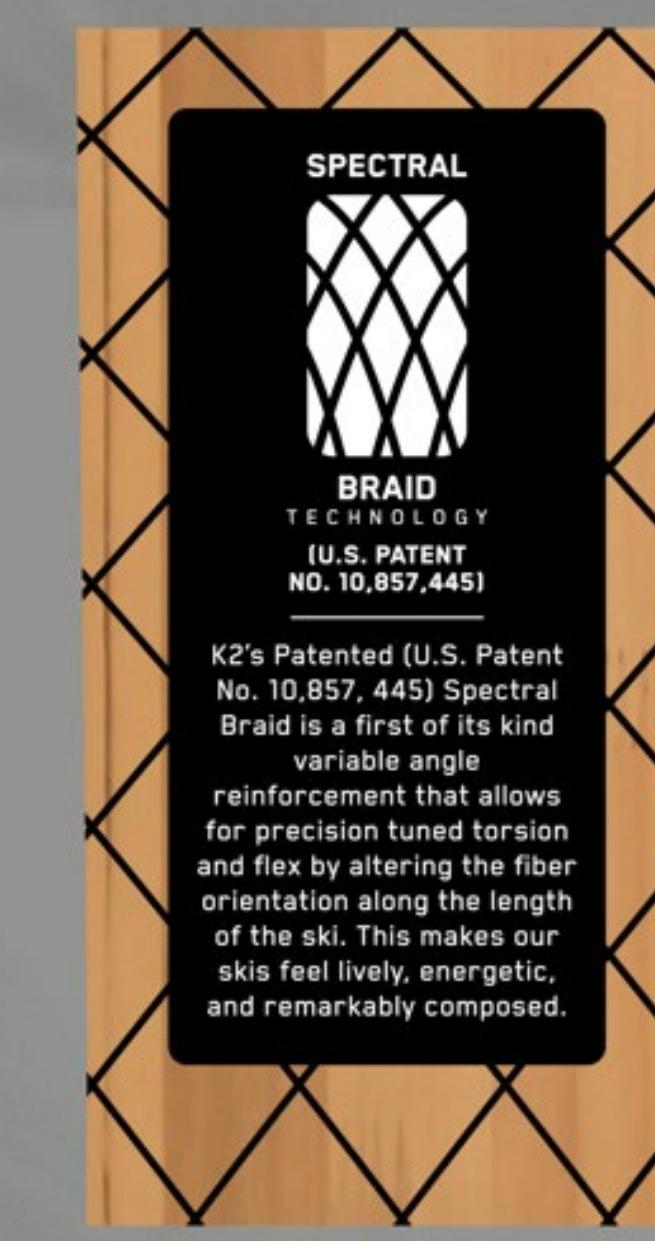
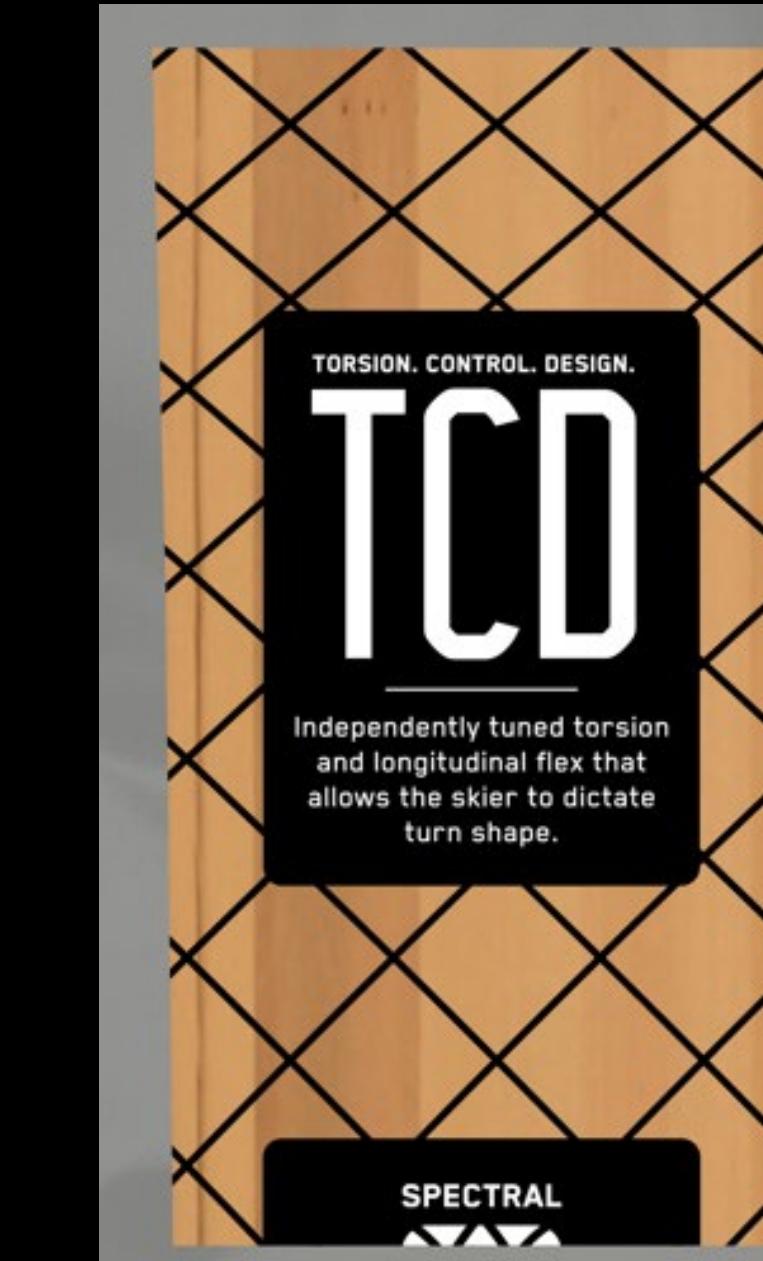


# THE MINDBENDER COLLECTION

TARGET CONSUMER

COOL TO THE CORE

HYPE TO THE MASSES





**FIRST OF ITS KIND**  
**TARGETED**  
**MASS WEIGHTING**  
**TO SPECIFIC SPOTS ON**  
**EACH SKI.**

# WHERE WE STARTED



## MASS WEIGHTING

### FELT DIFFERENCE

"NIGHT & DAY"

WANT TO SHOW "NOT A GIMMICK"

FELT ON SECOND TURN "AHA"

NOT ONLY A MARKETING STORY / ITS REAL.

ADDS STABILITY & FLUIDITY

MORE BALANCED IN AIR / MORE TRICKABLE

WE ARE ALREADY BEST BENCHMARK

FELT CONFIDENT

HOW IT IMPACTS ALL SIZES  
(PROPORTIONAL?)

↳ BOOT LENGTHS

CAN DIFFERENTIATE MODELS MORE CLEARLY  
MID POINT MASS ... SMOOTHED OUT SKI  
ENHANCED

/19

# WHERE WE ENDED



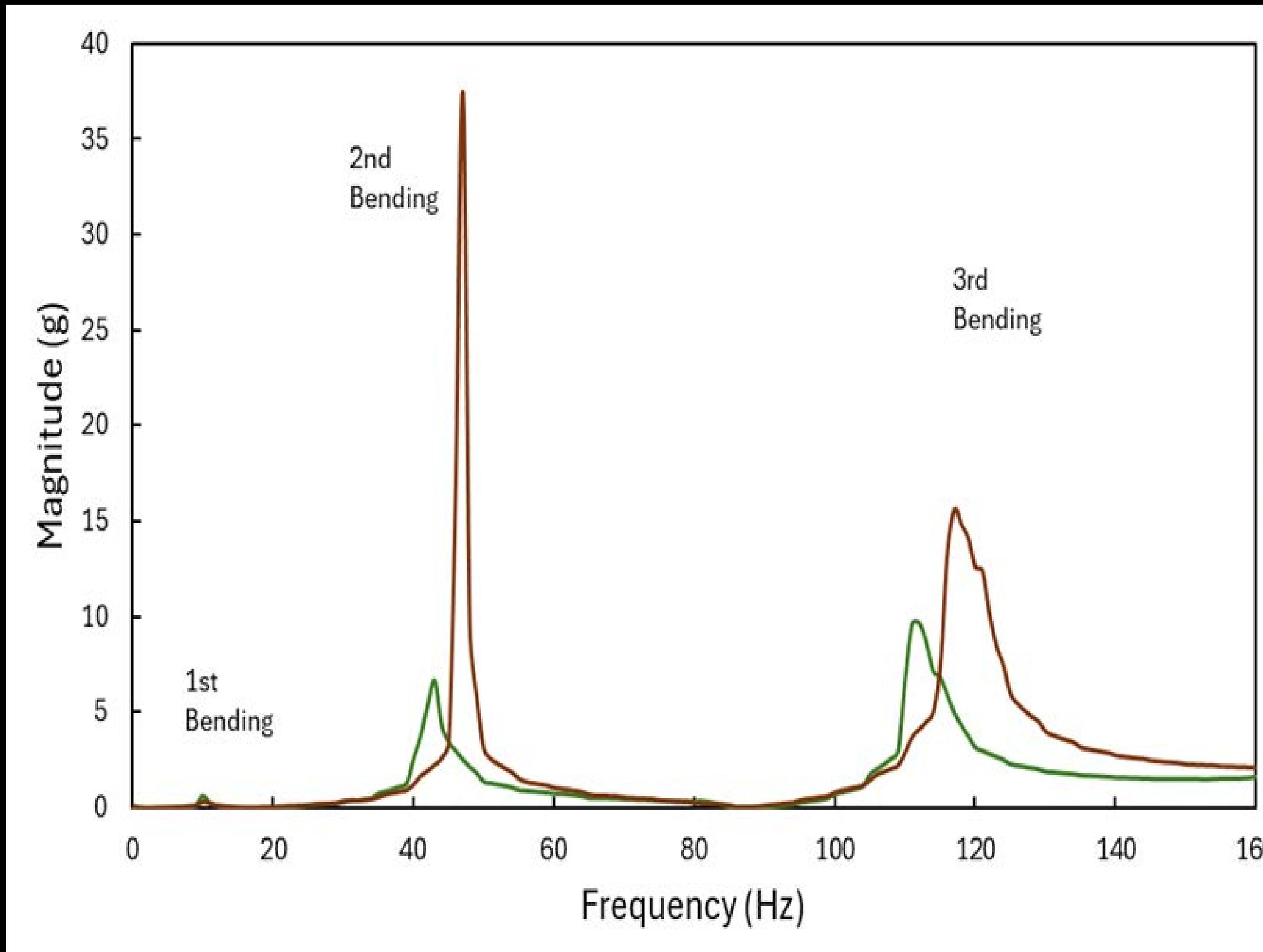
INJECTED TPU PUCKS WEIGHTED WITH POWDERED STAINLESS STEEL, ARE INTEGRATED INTO THE CORE & OVER THE EDGES AT

## ENHANCED STABILITY POINTS (E.S.P.)

THESE LOCATIONS ARE FINE TUNED TO EACH MODEL & SIZE TO AMPLIFY PERFORMANCE & PURPOSE.



# THE POWER OF PLACEMENT



**SIMPLY PUT,  
DARK MATTER KEEPS  
VIBRATIONS DOWN,  
KEEPING YOUR SKIS AND  
EDGES ON-SNOW & IN  
CONTROL WHEN YOU  
NEED IT MOST.**

## LOCATION LOCATION LOCATION

Tested LOTS Configurations of Weight & Locations  
Further Away = More Turn Initiation & Precision  
Closer In = More Maneuverable & Versatile  
2 Variations: 1 Further Out / 1 Closer In

## HUGE VIBRATION REDUCTION

Skis Bend & Vibrate at Different Frequencies & Locations  
ESPs Over Edge at Points of Maximum Vibration  
Dark Matter Significantly Decreases Chatter



# This is a Big Deal

## TARGETED STABILITY

Rather than Blanket Stability  
15-30g at 4 ESPs  
50-90g Weight Redistribution

## UNCOMPROMISED ENERGY

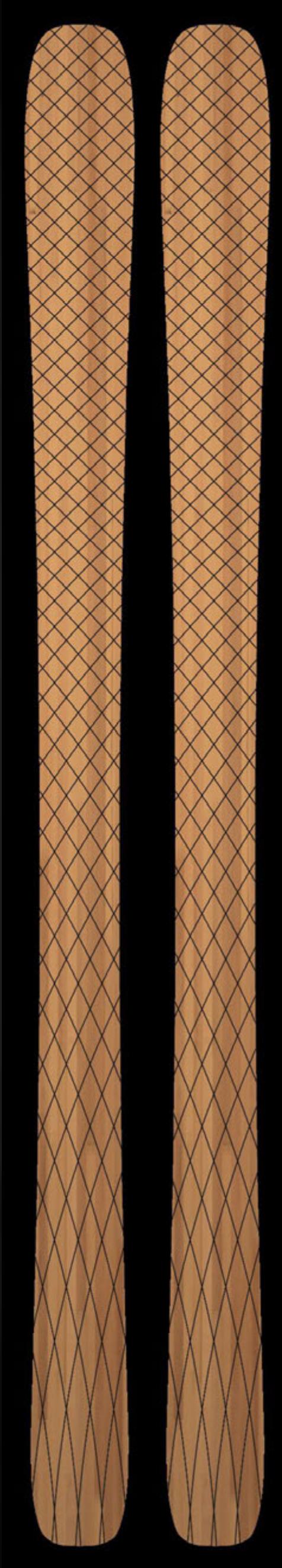
ALLOWS US TO USE ...  
20% Less Titanal  
Lighter Energetic Wood Core  
10% Lighter Overall

Stable AND Lively



**SPECTRAL BRAID DELIVERS LIGHTER,  
MORE PLAYFUL SKIS THAT STILL RIP**

**PRECISELY TUNES FLEX AND  
TORSION CREATING SKIS THAT ARE  
LIVELY, ENERGETIC, AND HIGHLY  
MANEUVERABLE**



# Dark Matter Script

## 10 SECOND

Innovative targeted mass weighting minimizes vibration, delivering skis that are both confident and lively. No more choosing one or the other when you can have both.

## 30 SECOND

A first in ski design: targeted mass weighting minimizes vibrations delivering skis that are both confident & lively, letting you ski stronger with greater control. Traditionally, weight is added to large zones in skis for blanket stability, this comes at the cost of energy and liveliness.

Dark Matter uses targeted stability where we strategically place dense weight at Enhanced Stability Points, delivering skis that are both lively and confident. No more choosing one or the other when you can have both.

# Dark Matter: What it Does Script

## EDGE GRIP

Simply put, dark matter keeps vibrations down, keeping your skis and edges on-snow & in control when you need it most.

## STABILITY

No matter the chatter, dark matter keeps skis on track where you want to go without getting deflected.

## PRECISION

Better snow connection improves turn accuracy & control as well as enhancing turn initiation.

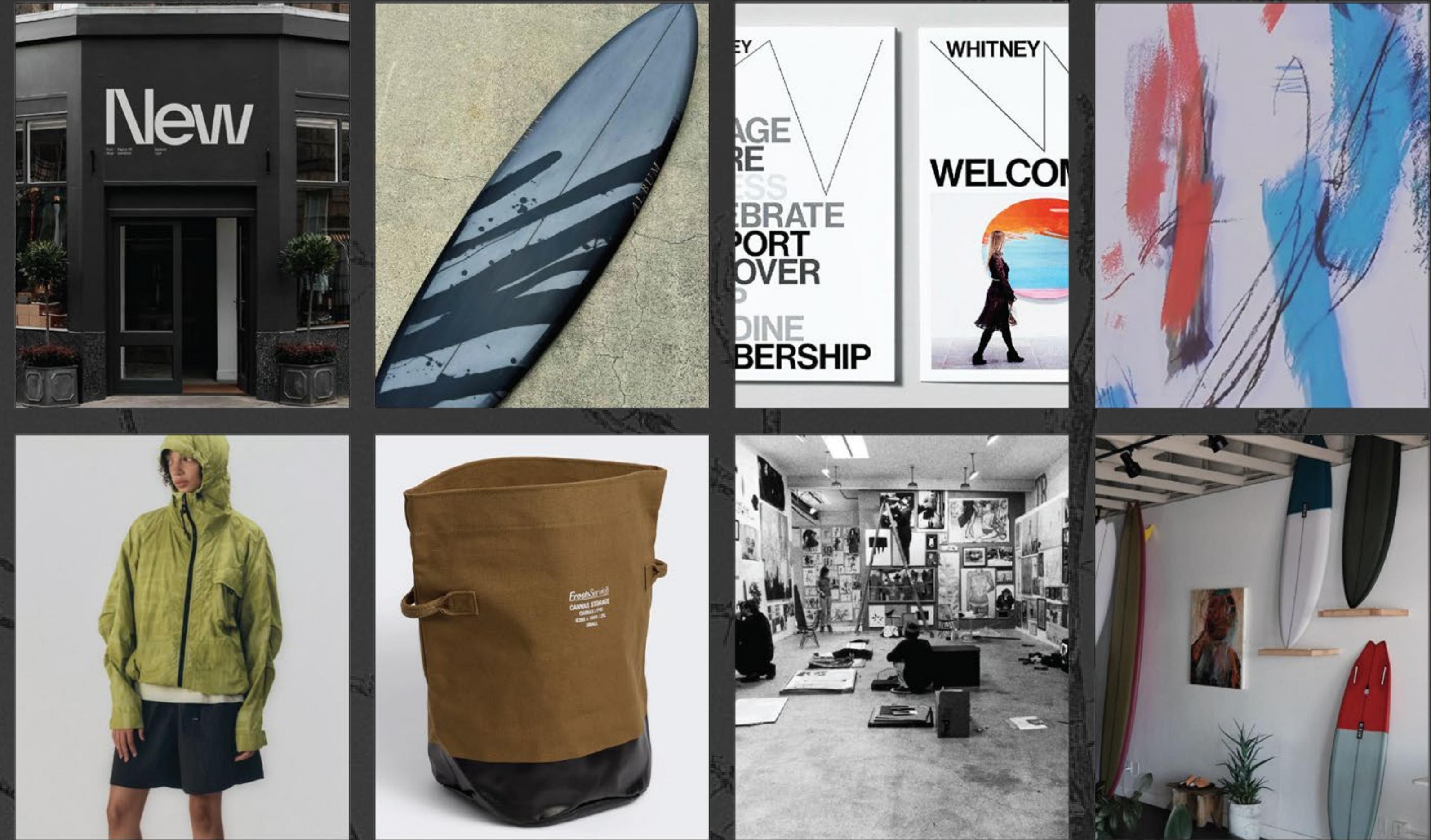
MENTAL NOTE: ESP (Enhanced Stability Points AND Edge / Stability / Precision)

# Design Inspiration

The Balance of Tech and Art.

"A visual representation of the balance of Freeride Skiing. Refined Chaos."

Shown in a modern color pallet that changes the landscape where it exists.





# Each Model is Purpose Built

DECISIONS BASED ON TYPE OF TERRAIN, SNOW & TURN  
RATHER THAN FOCUS ON WAIST WIDTH & SCALE  
COLLECTION FOCUS WITH 30% FEWER MODELS

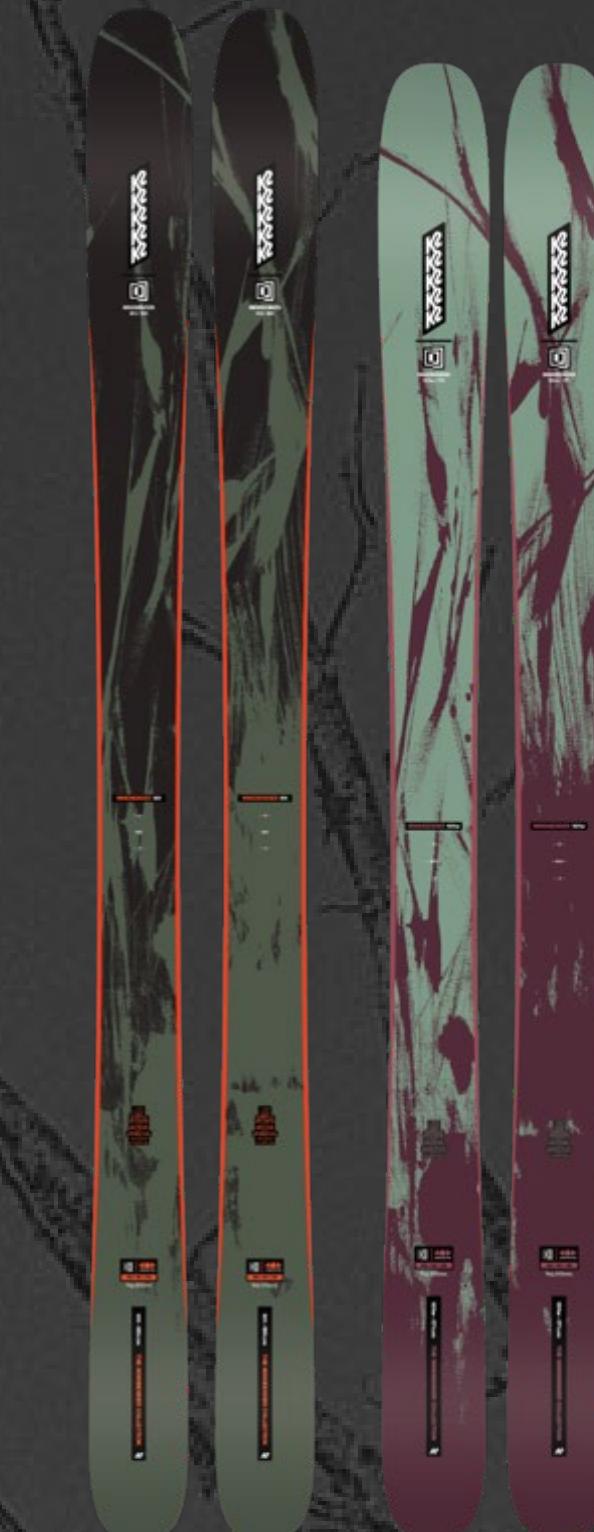
# Purpose Built



850€

MB 111

The big terrain  
charger



800€

MB 101

A freeride one  
ski quiver



750€

MB 96

The all-mtn  
one ski quiver



700€

MB 88

Turn machine  
that lets go



550€

MB 90

Lively and  
composed cruiser



MB 85

Progression  
session engaged

## PACKAGE OPTIONS:



550€

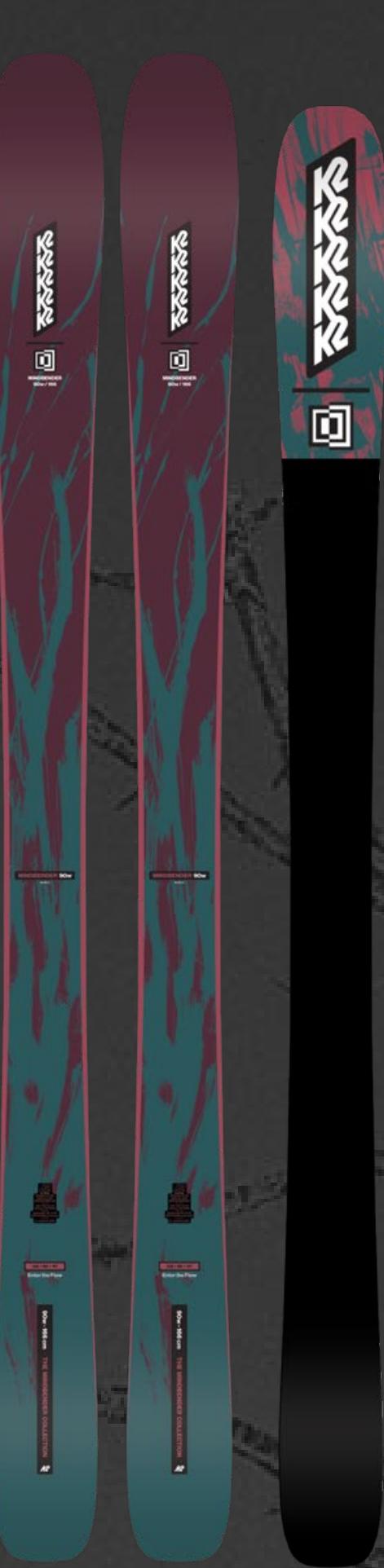
Mindbender 90



700€

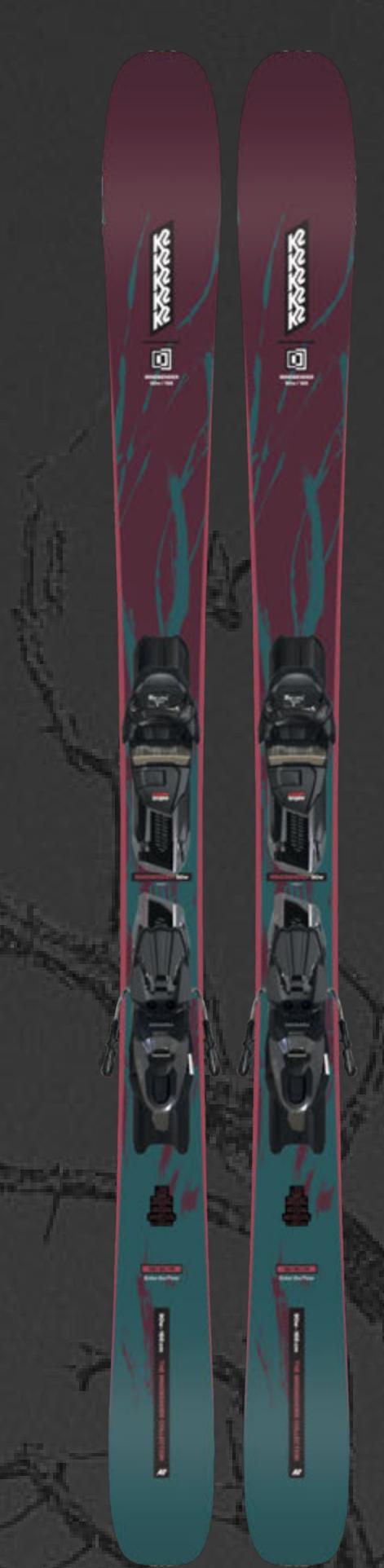
Mindbender 90  
M3 11 Compact QuikClik

700€

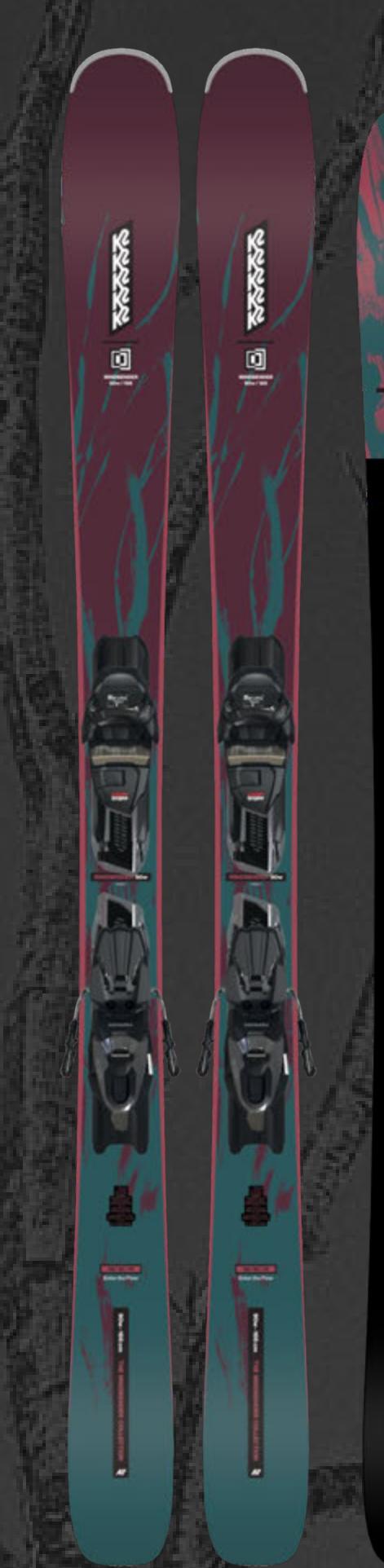
Mindbender 90 Demo  
M3 11 Compact QuikClik  
•with Tip Protector

550€

Mindbender 90W



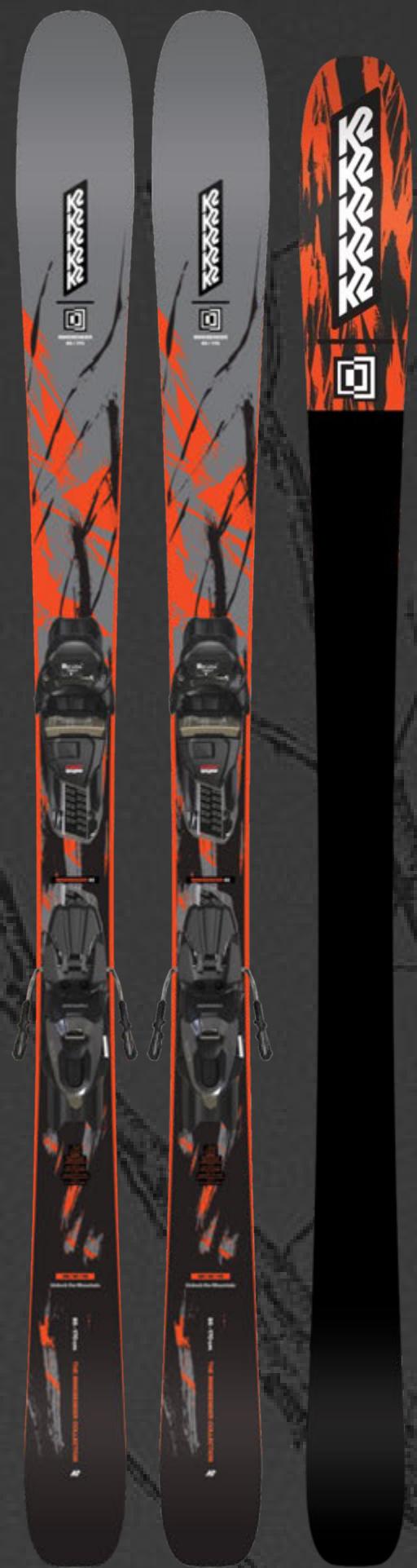
700€

Mindbender 90W  
M3 10 Compact QuikClik

700€

Mindbender 90 Demo  
M3 10 Compact QuikClik  
•with Tip Protector

## PACKAGE OPTIONS:



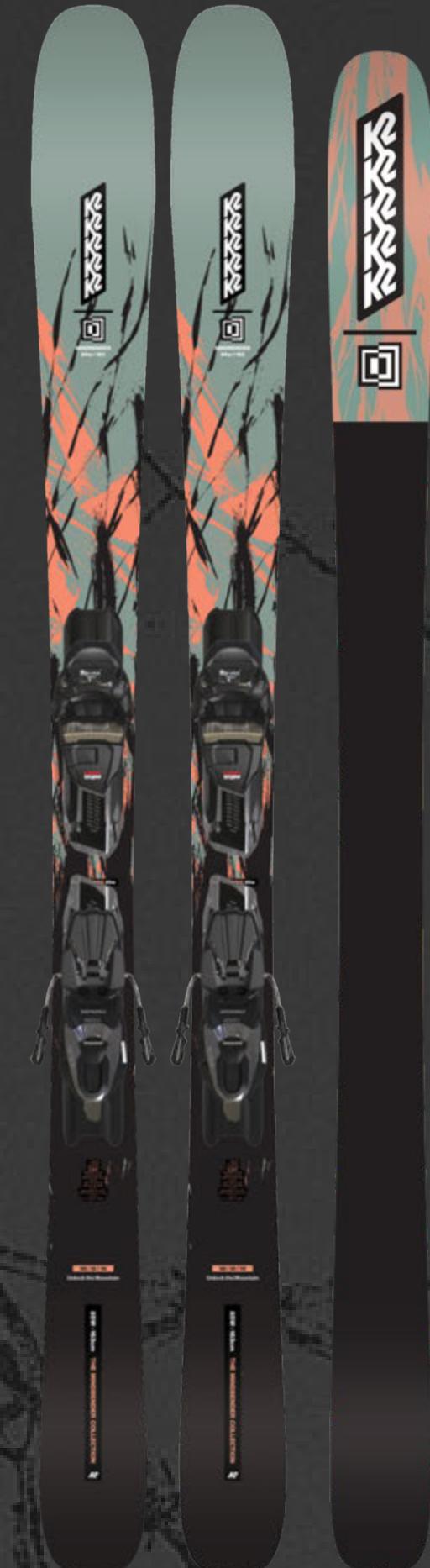
600€

M mindbender 85  
M3 11 Compact QuikClik



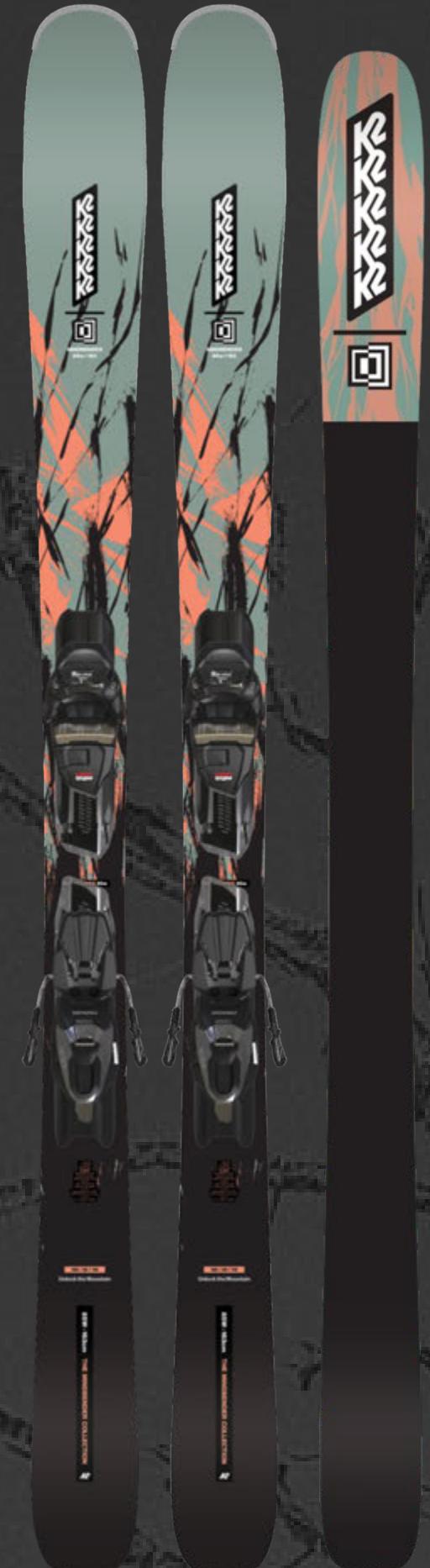
600€

M mindbender 85 Demo  
M3 11 Compact QuikClik  
·with Tip Protector



600€

M mindbender 85W  
M3 10 Compact QuikClik



600€

M mindbender 85W Demo  
M3 10 Compact QuikClik  
·with Tip Protector



600€

M mindbender RX  
M3 10 Compact QuikClik  
·with Tip Protector

# Sam Kuch's Powder Hunter

JAN '27 | LIMITED QUANTITIES

## PURPOSE

MADE FOR  
Sam Kuch (& Wannabes)

TERRAIN TYPE  
Backcountry Powder to AK Spines

SNOW TYPE  
Storm Leftovers to All-Time

TURN FEEL  
Energetic Pow Maneuvering

## POSITIONING

CORE CONSUMER  
Industry Professionals & Shop Employees  
Part of Skiing Culture

ASPIRATIONAL CONSUMER  
Committed to Skiing & Having Quiver  
Aware of Newest Products & Best Skiers on the Planet

TAGLINE  
Light It Up

## TECH FEATURES

DARK MATTER  
First of its kind targeted mass weighting, strategically placed at enhanced stability points (esps) on each ski.

ASPEN CORE  
Lightweight and resilient aspen creates an energetic ski that naturally returns the favor to whatever energy you give the ski.

CARBON BOOST BRAID  
Longitudinal carbon stringers woven into the k2's patented triaxial braid for added pop and rebound.

FLAX SHIELD  
A sustainable, and renewable ski technology that, adds suspension and composure when tracking in variable snow types.

## SPECS

SPECS  
XXX - 117 - XXX



# Dark Matter Weighting

MODEL	SK PRO		MB 111		MB 101		MB 96		MB 88	
Sizes (CM)	177	183 189	170 177	182 187 192	157	164 171 178	185	153 158 163 168	173 178 183 188	153 158 163 168
Tip Weights (g)	15	20	20	25	15	20	25	15	20	15
Tail Weights (g)	10	15	15	20	10	15	20	10	15	10
Total Dark Matter	50	70	70	90	50	70	90	50	70	50
Total Ski Weight (g)   Size	1,955 177	2,065 183	1,795 177	2,075 187	1,525 157	1,735 171	1,945 185	1,465 158	1,900 183	1,495 158
										1,870 182

**Scaled by size**  
Technology tuned to every model & size

Dark matter is placed in a consistent location on ski (scaled per size). In shorter sizes, the weights proportionally get lighter.

# MINDBENDER – 360° MARKETING CAMPAIGN



**FUNNEL**

**TOP**  
**AWARENESS**  
**ATTRACTION**

**MID**  
**ENGAGEMENT**

**BOTTOM**  
**CONVERSION**

## **ATHLETES**

MANON LOSCHI – NATURAL SELECTION WINNER, RED BULL ATHLETE, ...  
SAM KUCH – AMERICAN FREE SKI HERO, BOA ATHLETE  
VICTOR HALE-WOODS – EUROPEAN FWT ATHLETE

## **CAMPAIGN ASSETS**

- TECH FOCUS
- ENGINEERS FOLLOWED BY CAMERA TEAM
  - 3 EPISODES
- CUTDOWNS FOR DIGITAL LEARNING

## **ON-SNOW EVENTS IN FREERIDE KEY REGIONS**

ARLBERG  
FIEBERBRUNN  
VERBIER  
ÅRE

**ART STORY UNDERLINING POP OPTIONS**

## **SALES CONTEST**

# “The Making of the Mindbender”

A 4-part series following K2's passionate (and slightly chaotic) freeride-obsessed crew as they redesign the Mindbender collection.

Filmed at K2's USA Development Center, the ARC, and on-mountain test sites, it blends ski engineering, Dark Matter innovation, into one raw look at how the next generation of freeride skis came to life.



HENRI HALLE  
LEAD VIDEOGRAPHER & EDIT



JED YIESER  
SKI PRODUCT DIRECTOR



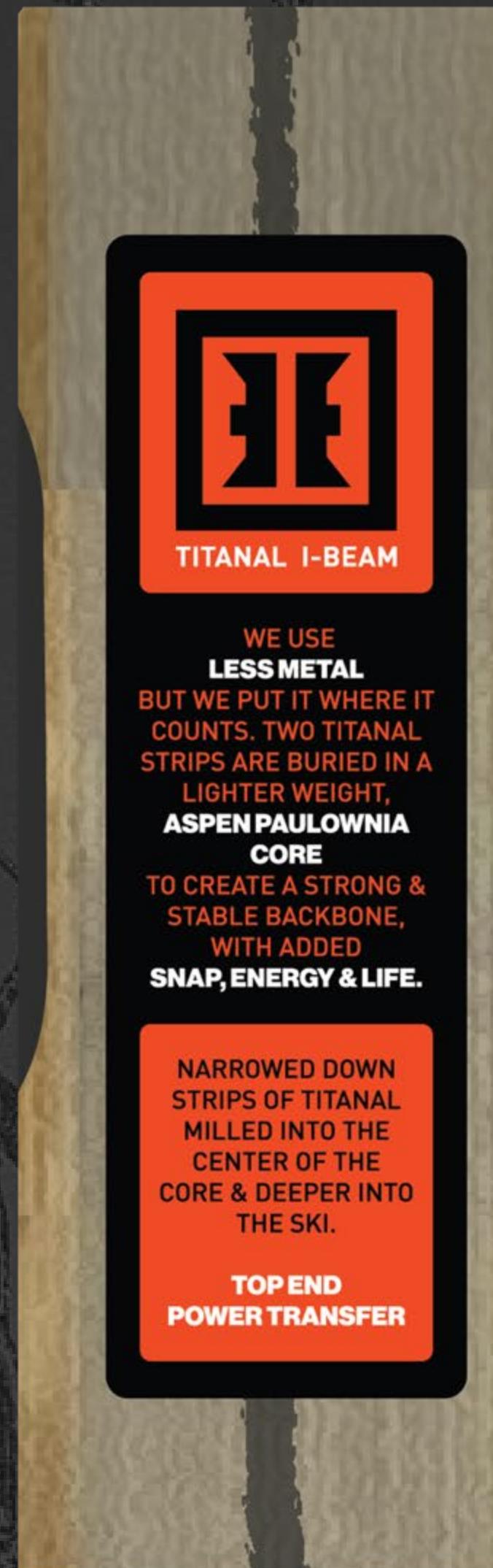
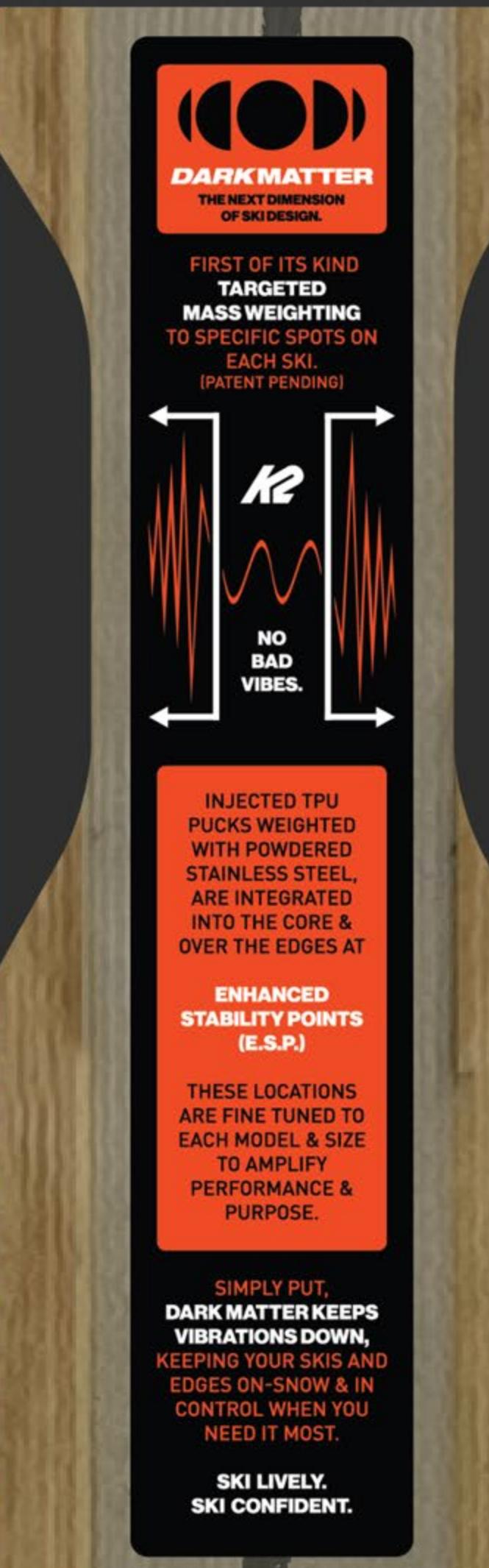
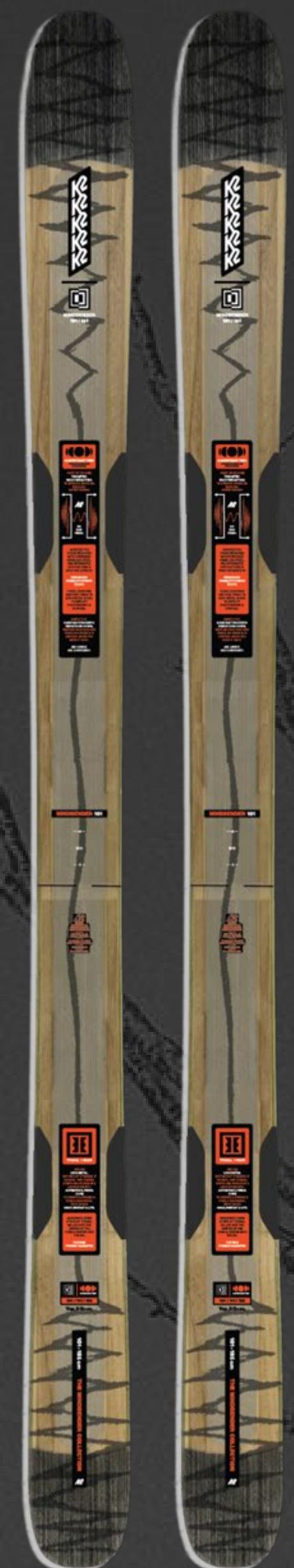
SEAN FEARON  
DESIGN ENGINEER



DREW GROUT  
DESIGN ENGINEER



KYLE EVERES  
DESIGN ENGINEER



# THE NEW MINDBENDER

THE NEXT DIMENSION IN SKI DESIGN  
SMOOTH/POWERFUL AND ENERGETIC/INTUITIVE

111/101/96/88

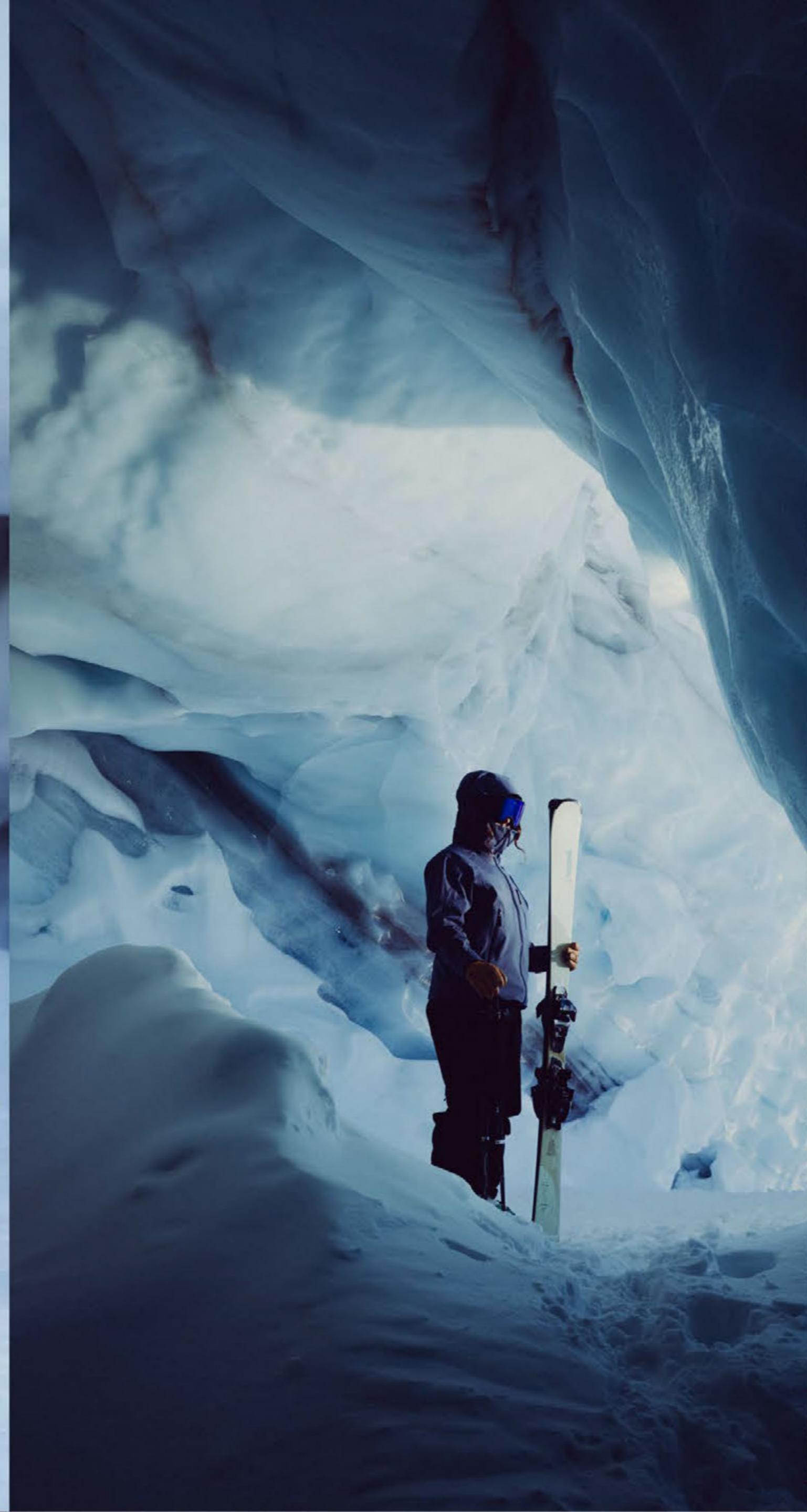
COOL TO THE CORE  
ENABLES CREATIVITY &  
TURN VERSATILITY

90/85

HYPE TO THE MASSES  
LOW BARRIER AND  
100% FUN

[ Escape the Blur ]

 | **BLUR**



# Blur: Collection



**XT**  
(C/O)

**74**  
(C/O)

**79**  
(C/O)

**76**  
(C/O)

**76 LTD**  
(C/O - EU SMU)

# Blur: Collection



**74W**  
(C/O)

**79W**  
(C/O)

**76W**  
(C/O)

**76W LTD**  
(C/O - EU SMU)

## FUNNEL

TOP  
AWARENESS  
ATTRACTION

MID  
ENGAGEMENT

BOTTOM  
CONVERSION

SOCIAL MEDIA CAMPAIGN

PAID AND ORGANIC

### CAMPAIGN ASSETS

- INSPIRED BY YOUTH CULTURE
- LIFESTYLE ORIENTED
- CONSUMER CENTRIC

→ ON PISTE SKIS WITH K2 DNA

SALES SUPPORT DAYS

MEDIA PR

CLASSIC SKI REVIEWS

ON SNOW DEMOS

SAZ TESTIVAL

WE KNOW... CAMPAIGN

CLINIC TOOLS

SALES CONTEST



# RECKONER

Developed with **Karl Fostvedt**



THE HYPE IS NOT STOPPING



## UPDATES

- More Wood
- 14% Stiffer
- New Graphics





Reckoner KF  
(new)

Reckoner 124  
(c/o)

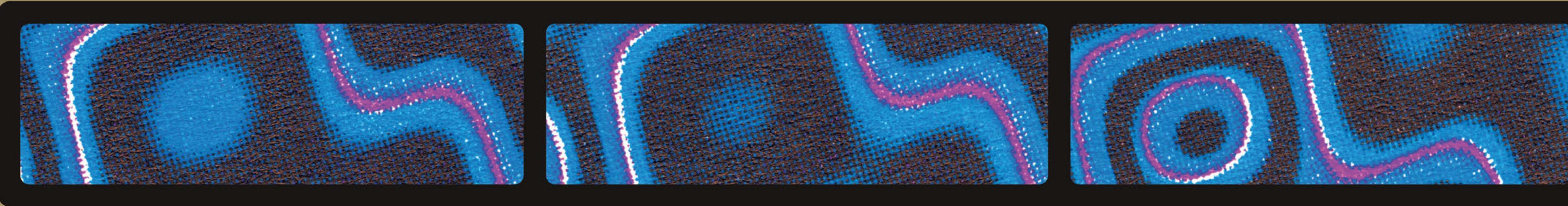
Reckoner 110  
(c/o)

Reckoner 102  
(c/o)

Reckoner 110W  
(c/o)

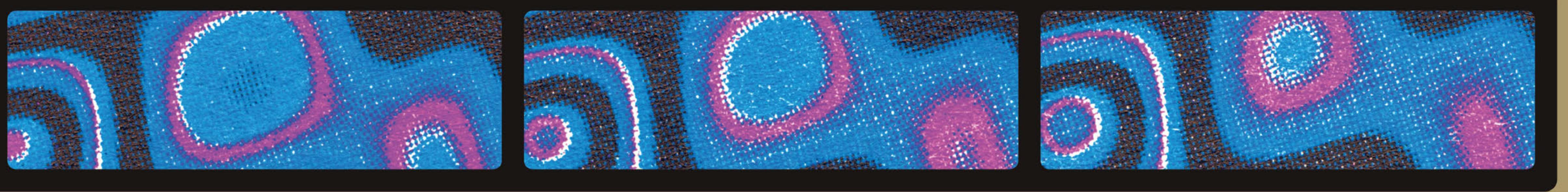
Reckoner 102W  
(c/o)

Reckoner 92 & 92w  
(c/o)



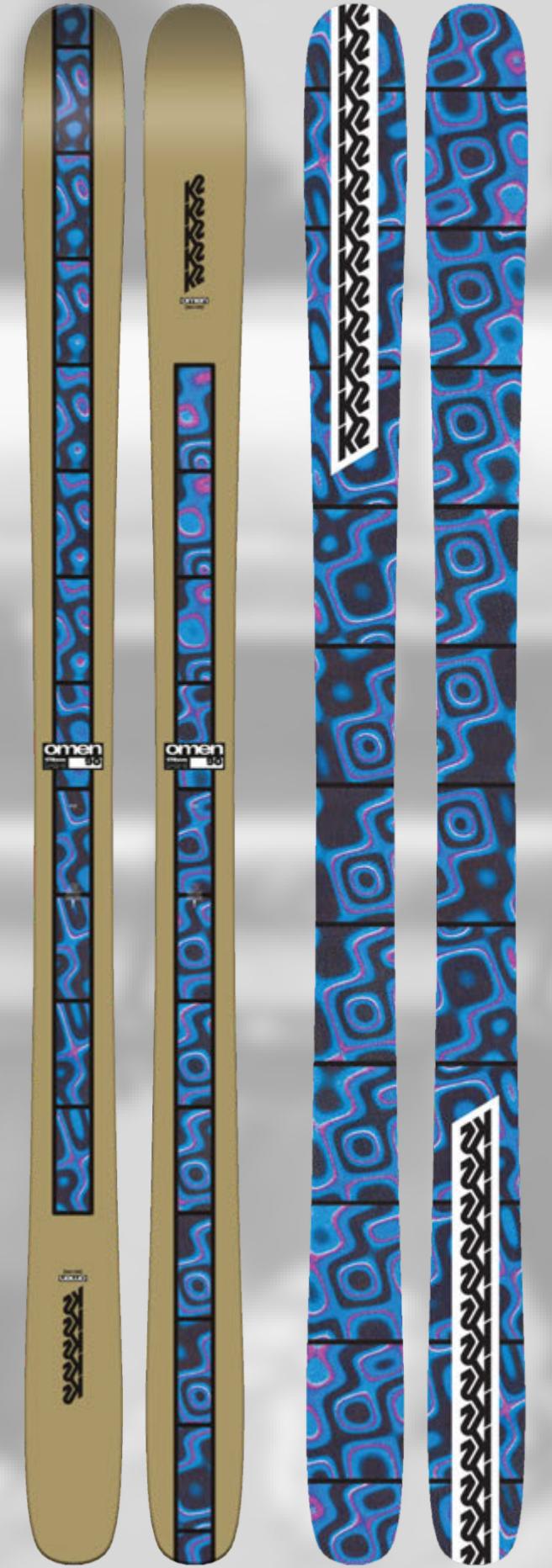
# omen

F25 - ART IN MOTION

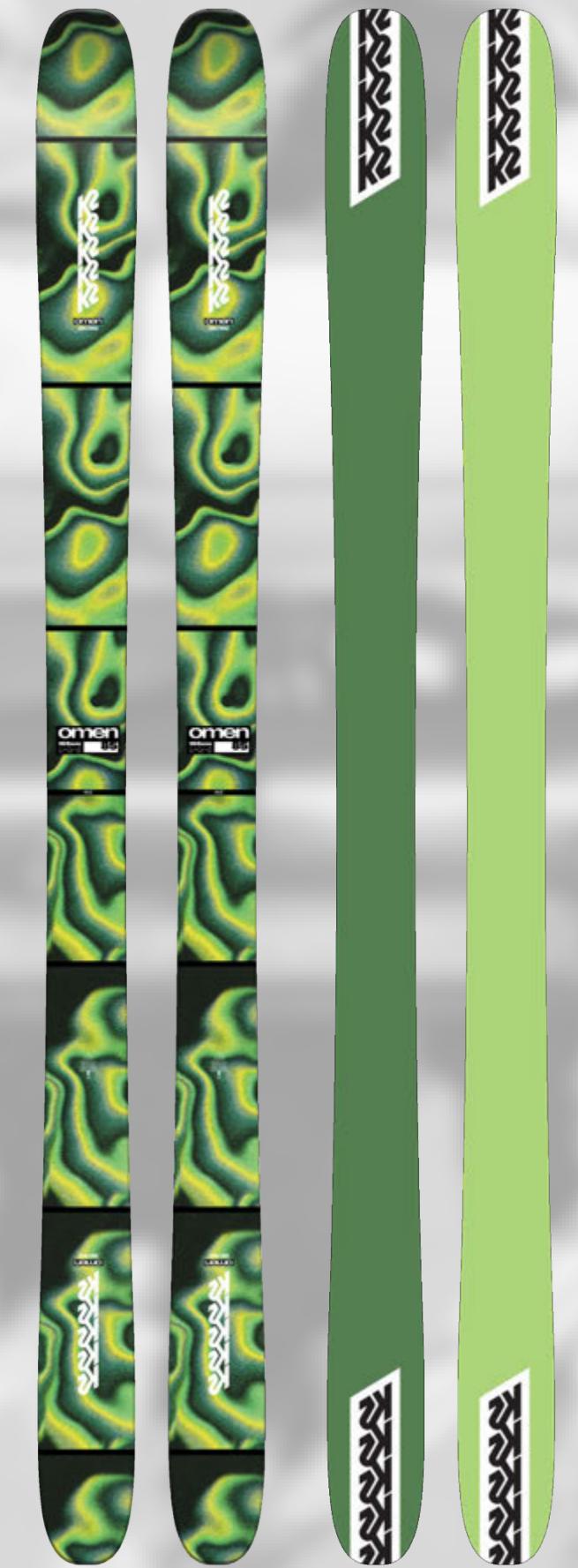




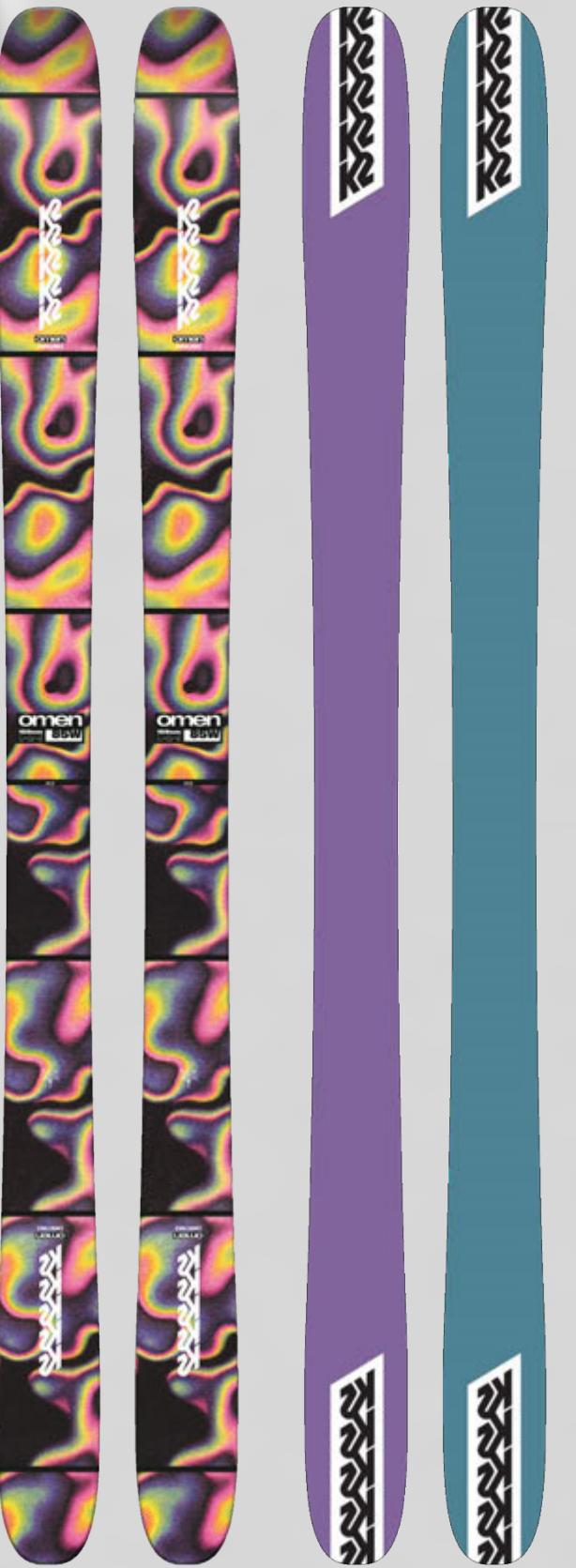
Omen Team  
(c/o)



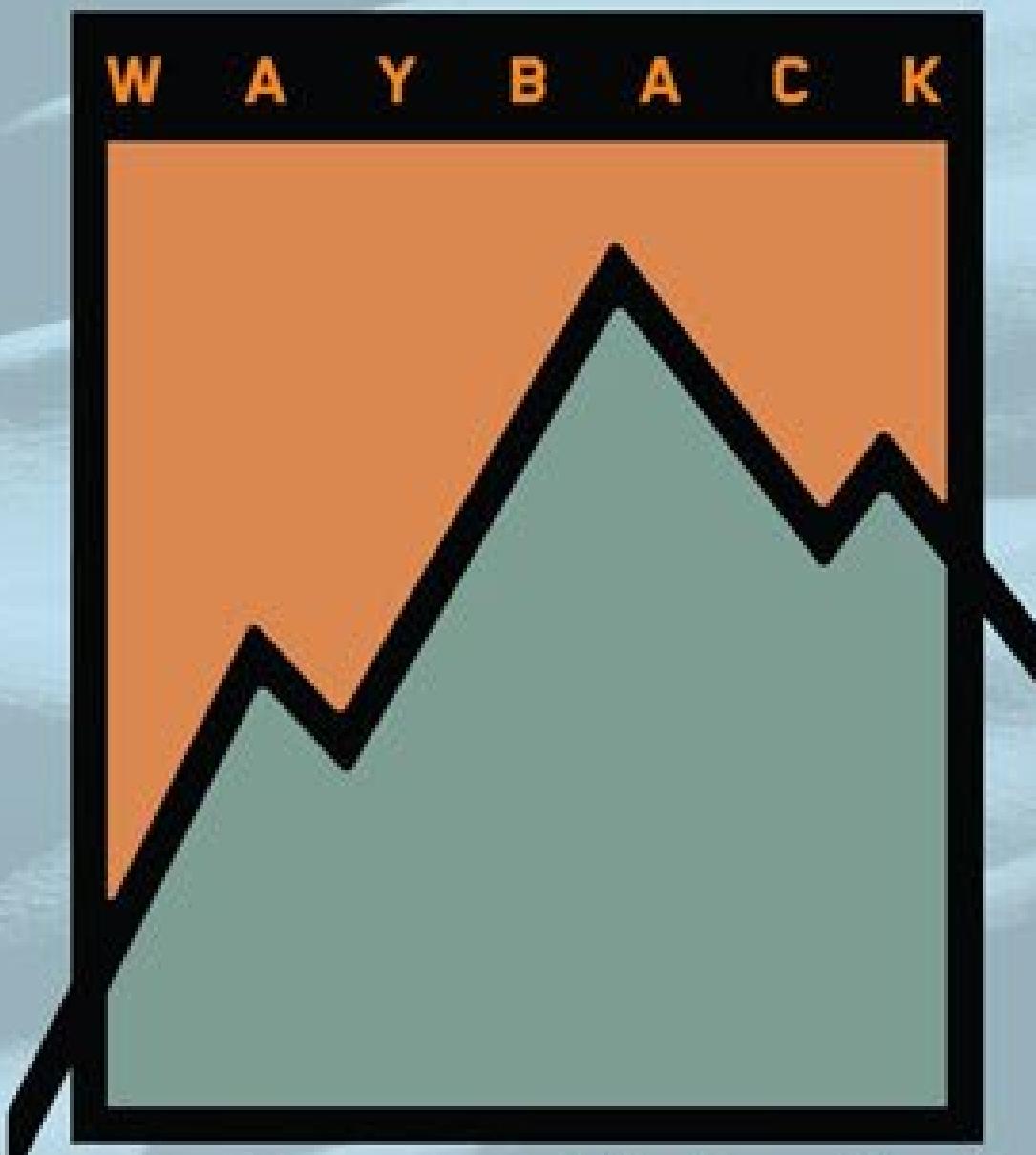
Omen 90  
(c/o)



Omen 85  
(c/o)

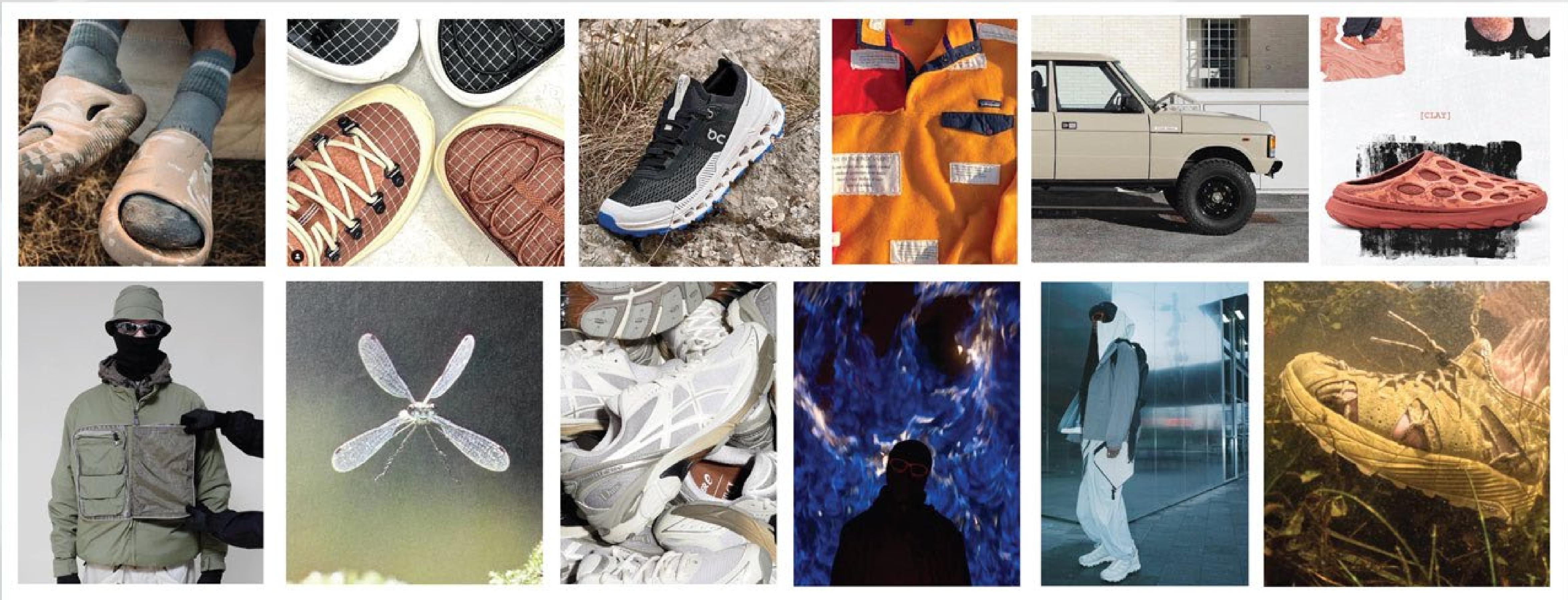


Omen 85W  
(c/o)



## Pack Light / Pack Right; The Wayback focuses on the gear that gets you there.

With a K2 lens, modern color pallet, and attention to details through tech and color, we bring a new approach that feels both timeless and timely. Inspiration is pulled from those items that are made for the long haul, for you to enjoy for years to come. From the environment, for the environment.





Wayback 106  
new



Wayback 98 & 98w  
new



Wayback 92  
(c/o)



Wayback 84  
(c/o)



Wayback 89 & 89w  
new



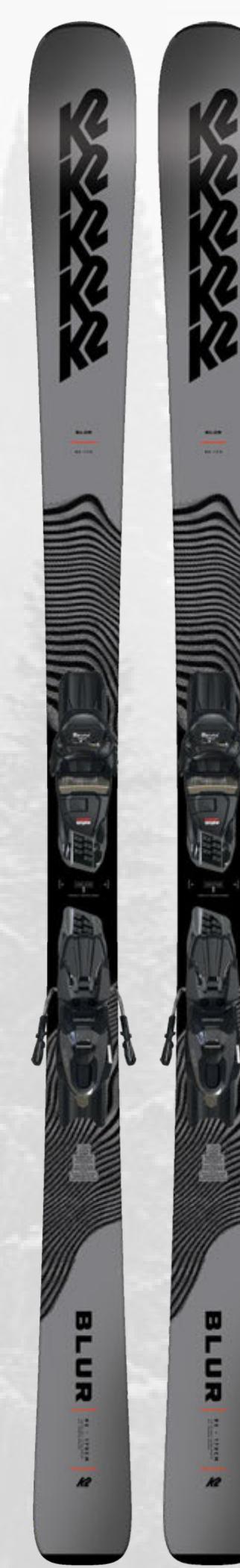
Wayback Jr  
new

# YOUTH

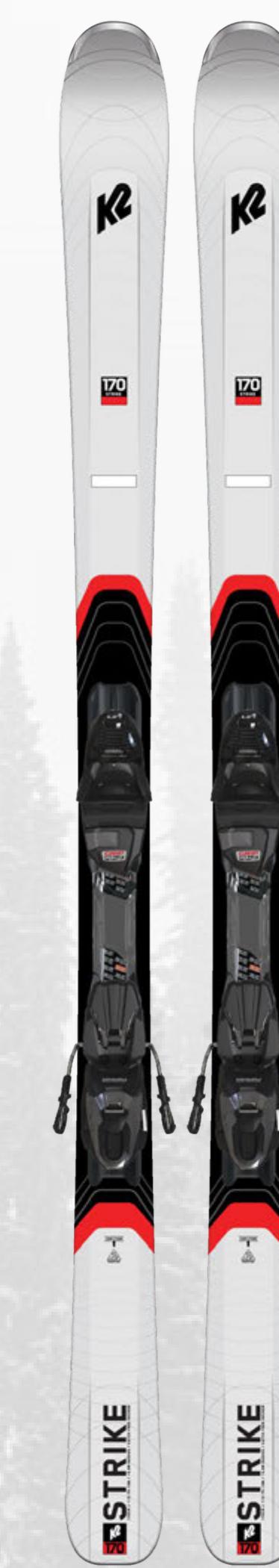
**MINDBENDER**  
**JUVY****MINDBENDER**  
**JR****BLUR**  
**JR****OMEN**  
**JR****WAYBACK**  
**JR****HI-FI****INDY**



MINDBENDER  
RX



BLUR  
RX  
(C/O)



STRIKE  
(C/O)



STRIKE JR  
(C/O)

# SKIS F26 OVERVIEW

ALL GENDER

BLUR XT  
BLUR 74

ALL MOUNTAIN

BLUR 79  
BLUR 76

FREERIDE

MINDBENDER 111  
MINDBENDER 101  
MINDBENDER 96  
MINDBENDER 88  
MINDBENDER 90  
MINDBENDER 85

TOURING

WAYBACK 106  
WAYBACK 98  
WAYBACK 89  
WAYBACK 92  
WAYBACK 84

RECKONER KF (114)  
RECKONER 124  
RECKONER 110  
RECKONER 102  
RECKONER 92/ QUIKCLIK  
OMEN TEAM  
OMEN 90  
OMEN 85

WOMEN

BLUR 74 W

BLUR 79 W  
BLUR 76 W

MINDBENDER 101 W  
MINDBENDER 96 W  
MINDBENDER 88 W  
MINDBENDER 90 W  
WMINDBENDER 85 W

WAYBACK 98 W  
WAYBACK 89 W

RECKONER 110 W  
RECKONER 102 W  
RECKONER 92 W/ QUIKCLIK  
OMEN 85 W

JUNIOR

MINDBENDER JUVY  
MINDBENDER JR

WAYBACK JR

OMEN JR  
HIFI

LEGEND:

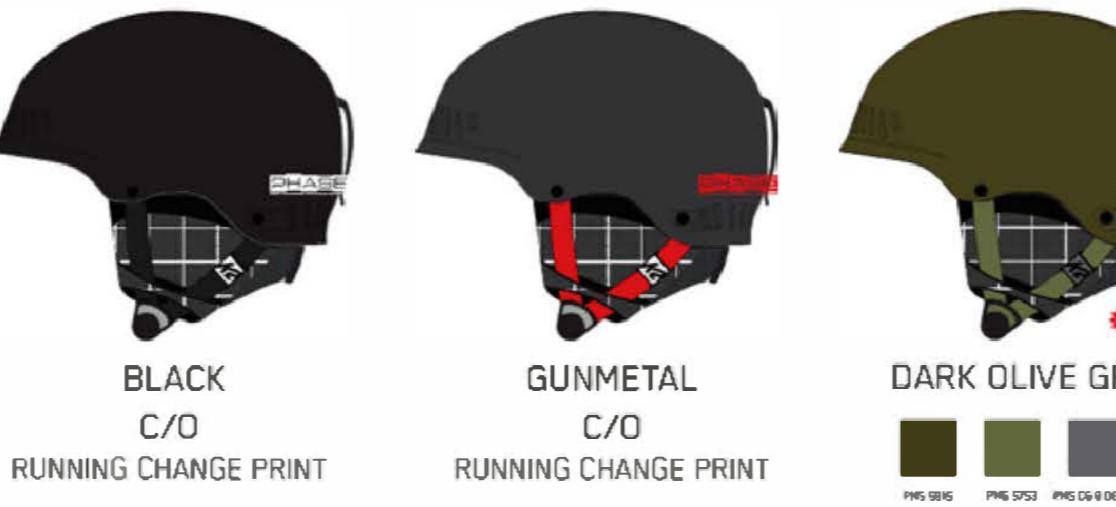
SCIENCE PROJECT

NEW MODEL

NEW COLOR / GRAPHIC

CARRY OVER



**Diversion MIPS****MEN'S****Diversion****Route****Stash****Phase MIPS****Phase Pro****Thrive****Verdict**

**WOMEN'S**  
**Virtue MIPS**



**Emphasis MIPS**

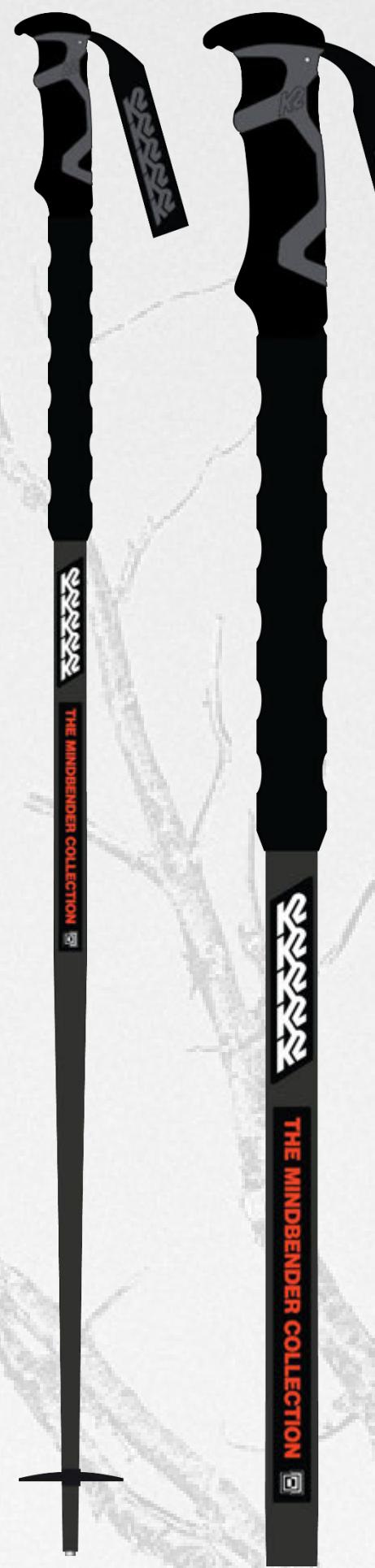


**Illusion**



**Entity**





## Mindbender Pole

- 7075 Aluminum
- 250mm EVA Sleeve
- FreeTour Grip
- Powder Basket
- Woven Strap
- Anodized Black

# SKI POLES | OVERVIEW



LOCKJAW  
CARBON PLUS  
(YELLOW - C/O)

LOCKJAW  
CARBON  
(WHITE - C/O)

LOCKJAW  
ALUMINUM  
(GREY - C/O)

SWIFT STICK  
(GREY - C/O)

POWER  
CARBON  
(SILVER)  
**NEW**

POWER  
COMPOSITE  
(GUNMETAL)

POWER  
ALUMINUM  
(BLUE - C/O)  
(WHITE - C/O)

FLIPJAW  
(135 BLACK/BROWN)  
(120 OFFWHITE/LIGHT BLUE)  
**NEW**

MINDBENDER  
BLACK  
**NEW**

FREERIDE 18  
(GREEN - C/O)  
(KHAKI - C/O)

STYLE  
COMPOSITE  
(WHITE - C/O)

STYLE  
ALUMINUM  
(BLUE - C/O)  
(BLACK - C/O)

SPROUT  
(GREEN - C/O)  
(BLUE - C/O)

DECoy  
(GREEN - C/O)  
(BLUE - C/O)

CHARM  
(PURPLE - C/O)

## MINDBENDING REVOLUTION

BRINGING SKI INTO NEW DIMENSION OF DESIGN  
BRINGING CONFIDENT & ENERGETIC SKIS TO FREERIDE  
COOL TO THE CORE / HYPE TO THE MASSES

## GROUND UP RECON AND ANTHEM

INDEPENDENT TOOL SETS FOR BOTH MEN AND WOMEN  
EQUITABLE INVESTMENT INTO INNOVATION & TECHNOLOGY  
FIRST GROUND UP WOMEN'S SKI BOOT

## FUNNEL

TOP  
AWARENESS  
ATTRACTION

MID  
ENGAGEMENT

BOTTOM  
CONVERSION

## BLUR

SOCIAL MEDIA CAMPAIGN

CLASSIC SKI REVIEWS

### CAMPAIGN ASSETS

- YOUTH CULTURE
- LIFESTYLE ORIENTED

LOCALS NETWORK

ON SNOW DEMOS

SALES SUPPORT DAYS

## MINDBENDER

ATHLETES

MANON LOSCHI

NATURAL SELECTION WINNER  
FWT – VICTOR HALE WOODS

### CAMPAIGN ASSETS

- TECH FOCUS
- ENGINEERS FOLLOWED BY  
CAMERA TEAM

GRAPHIC STORY UNDERLINING  
POP OPTIONS

## RECON ANTHEM

PR MEDIA CAMPAIGN  
WOMEN USP

SEEDING SAMPLES

CAMPAIGN ASSETS  
STUDIO CAMPAIGN  
RETAIL/PRODUCT FOCUS  
TECH ANIMATIONS

SALES SUPPORT DAYS



**Appreciate  
the work.**

**K2**