



ANNUAL MEETING OF SHAREHOLDERS

June 1, 2022

RULES OF CONDUCT AND PROCEDURES

1. **Leadership of the 2022 Annual Meeting of Shareholders (the “Meeting”).** Our Chairman, President and Chief Executive Officer will preside at the Meeting and has authority to make all determinations with respect to matters that come before and issues that arise at the Meeting. Our Chairman, President and Chief Executive Officer may delegate to another officer authority to handle and make rulings with respect to all aspects of the Meeting.
2. **Voting.** You need to have held shares of Columbia Sportswear Company (the “Company”) as of the close of business on the record date, March 28, 2022, to vote or submit questions while participating in the virtual Meeting. To vote or submit questions, please login as a shareholder by entering the 16-digit control number you received with your proxy materials. If you have voted your shares prior to the start of the Meeting, your vote has been received by the Company’s inspector of elections and there is no need to vote those shares during the Meeting, unless you wish to revoke or change your vote.
3. **Shareholder Questions.** Because this is a meeting of our shareholders, only our shareholders are permitted to ask questions during the Meeting. Such questions may be submitted in the field provided in the web portal during the Meeting. It will help us if questions are succinct and cover only one topic per question. Questions from multiple shareholders on the same topic or that are otherwise related may be grouped, summarized and answered together. In order to maintain an orderly Meeting, our Chairman, President and Chief Executive Officer may limit discussion to the proposals under consideration and may rule out of order any attempt to stray from the subject matter at hand.
4. **Shareholder Proposals.** Shareholder proposals are subject to the requirements of the Company’s Bylaws, which require advance notice to the Company of the proposal. With respect to the Meeting, no shareholder proposals were submitted in the required time period and as such the proposals for the Meeting are limited to those disclosed in the Company’s proxy statement.
5. **Recording.** Recording of the Meeting is prohibited.
6. **Other.** Roberts Rules of Order shall not apply to the Meeting. Any issues that arise at the Meeting with respect to legal matters shall be resolved by the Company’s legal counsel.