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News Release

For Immediate Release

AVERY DENNISON INNOVATES INTEGRATED RFID SOLUTION FOR DECATHLON

WESTBOROUGH, Mass. – (January 19, 2016) – Avery Dennison, a global leader in apparel branding and RFID enabled solutions, is celebrating another milestone in its 15-year partnership with Decathlon by providing integrated and innovative solutions to help reduce the brand's environmental footprint.

For the past decade, Avery Dennison has been a trusted partner for Decathlon, offering integrated branding solutions, in addition to launching their RFID program in 2013. Avery Dennison's expansion in Suzhou allows for unrivalled speed to market, and will support Decathlon's ambitious retail expansion plans by providing RFID technology and support for local sites.

Embisphere, a Decathlon spin-off, has been a crucial partner to help build a successful RFID program for Decathlon. Avery Dennison's collaboration with Embisphere enabled the successful deployment of some of the most innovative RFID solutions in the market that fit Decathlon's needs.

As part of the partnership, Avery Dennison will continue to innovate with integrated solutions by providing proprietary, globally compliant care label and size information, in combination with Avery Dennison's unique RFID SmartFace® Technology. By delivering a combined, integrated solution, Avery Dennison not only increases efficiency in Decathlon's manufacturing process by creating one sew-in label, but also reduces environmental impact by using its patented SmartFace® Technology. This technology results in a thinner and more flexible product, while removing the PET layers from the manufacturing process.

Furthermore, with a focus on sustainable development, a commitment also shared with Decathlon, Avery Dennison has taken an active approach to improve the sustainability of its RFID inlays by using a proprietary cutting process to make the antennas from aluminium, increasing the end-to-end solution recyclability.

"We are proud to partner with Decathlon, a company that has innovation not just as a slogan, but rather as a company purpose," said Francisco Melo, vice president, Global RFID for Avery

Dennison. “At Avery Dennison, innovation serves as a key pillar of our strategy and working with the Decathlon team truly pushes the boundaries of what we do today, and more importantly, how we will strengthen our partnership tomorrow.”

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About Avery Dennison RBIS

Avery Dennison RBIS, a global leader in apparel and footwear industry solutions, is a \$1.6 billion division of Avery Dennison (NYSE: AVY). Avery Dennison RBIS provides intelligent, creative and sustainable solutions that elevate brands and accelerate performance throughout the global retail supply chain. We elevate brands through graphic tickets, tags and labels, embellishments and packaging solutions that enhance consumer appeal. We accelerate performance through RFID enabled inventory and loss prevention solutions, price management, global compliance, and brand security solutions. Based in Westborough, Massachusetts, Avery Dennison RBIS responsibly serves the global marketplace with operations in 115 locations, 50 countries, across 6 continents. For more information, visit averydennison.com/RBIS and follow the company on Twitter and Instagram @AvyDenRBIS.

Avery Dennison

Avery Dennison (NYSE: AVY) is a global leader in labeling and packaging materials and solutions. The company’s applications and technologies are an integral part of products used in every major market and industry. With operations in more than 50 countries and more than 25,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Glendale, California, the company reported sales of \$6.3 billion in 2014. Learn more about the company at www.averydennison.com.

About Decathlon

With 884 Decathlon stores in over 21 countries, Decathlon constantly strives to share its love for sport through the many innovative products it has developed. By placing innovation at the heart of our daily tasks, Decathlon has allowed sports enthusiasts to enjoy sport in a safe yet professional manner where we develop our range for both beginners as well as for experts. Our twenty Passion Brand teams channel all their energy in development technical, good-looking and simple products, always at the lowest possible prices.

About Embisphere

Embisphere is a Worldwide Retail RFID Expert maximizing the value brought by the use of RFID. Coming from the retail sector, we have successfully deployed customer programs all over the world. We have upgraded their complete supply chain to RFID, from factory to retail store. Using this unrivaled expertise, we have also spread RFID systems in major sectors such as

Manufacturing, Automotive, Health and Transportation. We have capitalized from all these various experiences a strong and unique technical RFID expertise focusing on customer usage. Simple and innovative, 50,000 fixed and mobile UHF RFID Embisphere solutions are already deployed in 46 countries.

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