



CORPORATE INFORMATION

Chur, May 6th 2026

curli AG & Thule Group: The next step in our growth

Sustainable companies are the foundation of our social life. At curli, we fulfill our purpose by providing great products for responsible dog owners — making the connection between dogs and humans the best it can possibly be.

As CEO, my responsibility extends beyond products. It is my duty to ensure that the value we create translates into economic reward for everyone involved: our customers, distribution partners, employees, and production workers. My first priority is to secure the long-term existence of curli. This is task number one for any business owner.

Therefore we decided to join with Thule Group.

The offer from Thule

The offer from Thule is a sustainable solution to shape the future. Thule was looking for a company exactly like ours — a premium leader in the harness segment with robust distribution and the expertise to lead a category.

The logic behind this decision

curli is built on the expertise of our two founders, Mark and Roland, who have worn harnesses themselves while mountaineering and snowboarding around the Swiss Alps. This is the DNA that drives our expertise in building great products. The same applies to Thule: with their 81-year heritage in the outdoor world, they share this exact passion for creating high-quality products. It is this shared story behind the products that creates such a striking match and now results in a perfect partnership.

After extensive discussions and thorough evaluation, Mark the founder and president of curli and myself accepted the offer from Thule. Based on our shared values and identical quality mindset, both companies are deeply focused on product development. Crucially, this decision ensures the preservation and evolution of the brand value we have built and ensures sustainability.

For our partners, this means business continues as usual, backed by the strength of a global business leader.



Why This Partnership?

We are active in 63 countries. With Thule's robust and established global system, we can now channel all our energy into what we do best: product development and service. Thule will support curli to grow and develop faster and further. Together, we are entering an exciting new phase where we can innovate, improve quality, and fulfil our mission even better.

The Result

curli gains a powerful framework to grow efficiently while preserving its Vision.
Thule gains a strong, complementary brand. For our partners: Seamless continuity, free of renegotiation.

This is the next chapter of our story.

Roland Primus, CEO of curli AG