



**MEDIA ANNOUNCEMENT
FOR IMMEDIATE USE
17th January 2022**

RHYTHM JAPAN JOINS FORCES WITH LEADING NORTH AMERICAN OUTDOOR RETAIL GROUP

In a deal that will see two like-minded brands collectively become a leading global group operating in the snow, outdoor and experiences market, [Rhythm Japan](#)¹ has officially joined [evo](#).

The North American based business [*evo*] will become the parent company, owning 100% of the Japanese business, with the existing Rhythm Japan shareholders becoming part-owners of *evo*, acquiring a sum of shares as part of the deal.

Providing a gateway to the APAC market, *evo* is excited to welcome Rhythm Japan to the family and brings with it, deep roots and a breadth of experience in the mountain-based equipment rental space, which will be a major asset as *evo* looks to continue to elevate and expand its own rental offerings in North America.

Founder & CEO, Matthew Hampton, together with co-Founder Mick Klima, launched Rhythm Japan in 2005 with a goal to increase accessibility to gear required to ride the area's unique snow conditions. The group now has 7 store locations in Niseko, Hakuba, and Furano in Japan and has grown its offering significantly while staying true to its roots through community involvement.

Rhythm Japan will continue to operate under the same name and management teams to ensure a seamless transition for consumers, and Hampton will continue to lead Rhythm Japan, joining the *evo* enterprise leadership team as Managing Director, APAC Region.

"When we started Rhythm Japan in 2005, a core value was, and still is, to be limitless. This partnership with *evo* is testament to that," said Hampton. "I see many similarities between the businesses including a focus

¹ *Rhythm Japan's sister store, Rhythm Snowsports in Cooma, NSW is not part of the acquisition and will remain under its current operations.*

on community and a commitment to making lives better through epic experiences. Each business has strengths that will complement each other and make our shared future better.

Echoing Hampton's sentiment, Bryce Phillips, Founder and CEO of evo comments:

"The first time I set foot in a Rhythm location, I felt something different, something special. Years later, I met Matt and some of the Rhythm team and we quickly became close friends. I had a strong inclination that we'd end up working together given our shared foundation when it comes to core values, culture and commitment to making communities stronger. evo and Rhythm are kindred spirits, and we are grateful to have the opportunity to join forces with the Rhythm family."

In addition to expanding services and markets, the partnership creates a halo effect for the high-quality brands carried at both Rhythm and evo, offering vendors a truly global, omnichannel retail partner, committed to elevating products and brands.

To learn more about both brands and to stay up to date with future news, check out www.rhythmjapan.com and www.evo.com.

- ENDS -

About Rhythm Japan

Established in Niseko in 2005 by two Australian businessmen and snow experts*, Rhythm Japan is the region's leading Snowsports retailer. With seven stores spanning across Niseko, Hakuba and Furano, including the largest resort-based snowsports store in Japan, Rhythm Base HQ.

Rhythm provides unparalleled access to leading winter sports brands plus the full suite of services including custom boot fitting, equipment tuning, premium rental, lessons and guiding plus online shopping and the best coffee in the mountains at their in-store cafes.

Rhythm's core mission is to provide visitors and the local community with everything they need to live their ultimate mountain experience. Rhythm's team of dedicated mountain specialists live and breathe the snow-life, and seek to instill the same passion in all of their customers.

Check out Rhythm Japan at www.rhythmjapan.com and sign up for the newsletter. Follow Rhythm Japan on [Facebook](#), and Follow Rhythm Japan on [Instagram](#).

About evo

evo is an outdoor company whose purpose is to make life better by building community and igniting the adventurous spirit that lives within us all. evo is focused on providing unique experiences across its network of stores, evo.com, two All Together Skateparks, lodging and travel businesses, which are centered on sport, culture, the outdoors, and human connection.

evo uses its success in these areas to support non-profit organizations dedicated to getting underserved kids outdoors.

There are [9 stores in the U.S. and Canada](#). In January 2022 Rhythm Japan, the leading retail, rental, and experience company located in Japan's mountain resorts became part of evo.

In partnership with a group of complementary businesses, evo just opened a 100,000 square foot [campus in Salt Lake City](#), Utah. Campus Salt Lake includes an evo store, All Together Skatepark, Salt Lake Bouldering Project, Level 9 Sports, and evo's first evo Hotel.

evo now offers lodging at The Journeyman Lodge in Whistler, and evo Hotel in Salt Lake as well evo also runs an indoor skatepark, called [All Together Skatepark](#), in Salt Lake and Seattle.

To learn more about evo, please [visit evo.com](#).