



YETI Welcomes Arvind Bhatia as Vice President, Investor Relations

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AUSTIN, Texas--(BUSINESS WIRE)-- YETI Holdings, Inc. ("YETI") (NYSE: YETI) announced that Arvind Bhatia has joined the Company as Vice President, Investor Relations. In this role, Mr. Bhatia will create the Company's proactive investor relations strategy and oversee outreach to the investment community. He will report to Mike McMullen, Chief Financial Officer at YETI.

"Arvind brings with him a deep knowledge of the consumer space, extensive sell-side experience and a proven track record of fostering strong relationships with investors," said Mike McMullen, Chief Financial Officer at YETI. "We're thrilled to have him join the team as we continue to focus on enhancing shareholder value."

Mr. Bhatia brings to YETI over 25 years of experience in investor relations, equity research, M&A, and business development with a special focus on navigating complex capital markets.

"YETI has built an incredibly strong brand, a track record of innovation, and a values-driven culture that sets it apart," said Bhatia. "I'm grateful for the opportunity to lead investor relations and build on the strong foundation already in place. I believe the company's story, portfolio, and long-term growth potential remain very compelling and I look forward to showcasing the significant value still ahead."

Prior to joining YETI, Mr. Bhatia led SharkNinja's investor relations strategy as they transitioned to a public company. Before that, he held similar roles at Grocery Outlet, Inc., At Home Group, Inc., and Dave & Busters, Inc., and also worked as Managing Director of Equity Research at Sterne Agee & Leach before joining the IR profession.

He holds a Bachelor of Commerce from Shri Ram College of Commerce, University of Delhi, India; a Master of Business Administration from Pittsburgh State University, KS; and is a Chartered Financial Analyst charter holder from the CFA Institute.

About YETI Holdings, Inc.



Headquartered in Austin, Texas, YETI is a global designer, retailer, and distributor of innovative outdoor products. From coolers and drinkware to bags and apparel, YETI products are built to meet the unique and varying needs of diverse outdoor pursuits, whether in the remote wilderness, at the beach, or anywhere life takes you. By consistently delivering high-performing, exceptional products, we have built a strong following of brand loyalists throughout the world, ranging from serious outdoor enthusiasts to individuals who simply value products of uncompromising quality and design. We have an unwavering commitment to outdoor and recreation communities, and we are relentless in our pursuit of building superior products for people to confidently enjoy life outdoors and beyond. For more information, please visit www.YETI.com.

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