



## Nautilus, Inc. Appoints New Chief People Officer

March 9, 2021

*Veteran HR executive with tech experience joins executive leadership team*

VANCOUVER, Wash.--(BUSINESS WIRE)--Mar. 9, 2021-- Nautilus, Inc. (NYSE: NLS) today announced that it has hired Ellen Raim as Chief People Officer, effective March 2. In this new role, Raim will lead all aspects of Nautilus' global human resources, including crafting talent acquisition strategies to build strong pipelines for future hiring needs, promoting inclusion in the workplace, and designing and evaluating career paths to meet the company's business goals.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210309005077/en/>



Ellen Raim, Chief People Officer of Nautilus, Inc. (Photo: Business Wire)

Raim brings nearly 30 years of experience, including a deep knowledge of how to link business needs with people and culture, particularly in the tech industry, which includes 10-years at Intel Corporation.

Most recently, Raim was vice president, people and culture for SaaS start-up Invoca, where she built the people systems needed to enhance and protect the culture as the company scaled.

Prior to that, she held vice president of human resources roles at several global technology companies, including ESI and Cascade Microtech. In these roles, she was able to concentrate on integrating business strategy, large-scale change management, and organizational development.

"Ellen is the right leader to help us continue to build an engaged, inclusive, and high-performing culture, which is vital for our business to thrive in 2021 and beyond," said Jim Barr, Nautilus, Inc. Chief Executive Officer. "We are confident that her ability to enhance a culture that aligns with the business strategy will be a strong addition to the executive leadership team, and will continue to position Nautilus as an employer of choice. Ellen brings deep experience crafting impactful strategies to attract and retain the best talent, and her technology background is particularly relevant, as we evolve and grow our digital focus."

Ms. Raim commented, "Nautilus attracted me with its unique culture, which has been recognized as one of the top places to work eight years in a row. This demonstrates the value Nautilus places on their culture and people, and the understanding that aligning the two is critical to achieving the company's North Star transformation and growth. I'm excited to join and contribute to this mission, as well as have the opportunity to bridge my tech background with my personal passion for fitness."

### About Nautilus, Inc.

Nautilus, Inc. (NYSE:NLS) is the global leader in innovative home fitness solutions. The company's diverse brand portfolio includes Bowflex®, Nautilus®, Schwinn®, and a broad selection of exercise bikes, cardio equipment, strength training products, as well as the JRNY® digital fitness platform. Nautilus, Inc. empowers healthier living through individualized connected fitness experiences. The company sells its products through direct and retail channels. Nautilus, Inc. uses the investor relations page of its website ([www.nautilusinc.com/investors](http://www.nautilusinc.com/investors)) to make information available to its investors and the market.

This press release includes forward-looking statements (statements which are not historical facts) within the meaning of the Private Securities Litigation Reform Act of 1995, including: planned investments and initiatives and the anticipated results of such initiatives. Factors that could cause Nautilus, Inc.'s actual results to differ materially from these forward-looking statements include: weaker than expected demand for new or existing products; our ability to timely acquire inventory that meets our quality control standards from sole source foreign manufacturers at acceptable costs; an inability to pass along or otherwise mitigate the impact of raw material price increases and other cost pressures, including unfavorable currency exchange rates; experiencing delays and/or greater than anticipated costs in connection with launch of new products, entry into new markets, or strategic initiatives; our ability to hire, retain and integrate key management personnel, including our new Senior Vice President and Chief Digital Officer; changes in consumer fitness trends; changes in the media consumption habits of our target consumers or the effectiveness of our media advertising; a decline in consumer spending due to unfavorable economic conditions; and softness in the retail marketplace. Additional assumptions, risks and uncertainties are described in detail in our registration statements, reports and other filings with the Securities and Exchange Commission, including the "Risk Factors" set forth in our Annual Report on Form 10-K, as supplemented by our quarterly reports on Form 10-Q. Such filings are available on our website or at [www.sec.gov](http://www.sec.gov). You are cautioned that such statements are not guarantees of future performance and that our actual results may differ materially from those set forth in the forward-looking statements. We undertake no obligation to publicly update or revise forward-

looking statements to reflect subsequent developments, events or circumstances.

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