## Glossary

### Commonly Used Abbreviations, Terms & Definitions

#### Abbreviations

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>AAN</td>
<td>Approved as Noted</td>
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<tr>
<td>AP</td>
<td>Asset Protection</td>
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<td>APAC</td>
<td>Asia Pacific</td>
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<tr>
<td>BOH</td>
<td>Back of House</td>
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<tr>
<td>BH</td>
<td>Brand House</td>
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<tr>
<td>BW</td>
<td>Backwrap</td>
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<tr>
<td>CAD</td>
<td>Computer Aided Design</td>
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<tr>
<td>CD</td>
<td>Construction Drawings</td>
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<tr>
<td>CS</td>
<td>Concept Set</td>
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<tr>
<td>CW</td>
<td>Cashwrap</td>
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<tr>
<td>DAM</td>
<td>Digital Asset Management. An online resource where Under Armour’s library of high-resolution images, including those for our Athletes, is stored. On the Locker Room there are links to the DAM.</td>
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<tr>
<td>DD</td>
<td>Design Development</td>
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<tr>
<td>EM</td>
<td>Emerging markets.</td>
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<td>NM</td>
<td>New markets.</td>
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<tr>
<td>EOSS</td>
<td>End of Season Sale, which is a long-running and reoccurring sales event.</td>
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<tr>
<td>EUR</td>
<td>European market area, a target emerging market area for Under Armour.</td>
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<tr>
<td>FW</td>
<td>Fall/Winter season or Footwear</td>
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<tr>
<td>GC</td>
<td>General Contractor</td>
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<tr>
<td>GCO</td>
<td>Graphic change out, Updating athlete imagery in-store, typically occurs 1-2 times per year.</td>
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<tr>
<td>GSD</td>
<td>Global Store Development</td>
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<tr>
<td>GVM</td>
<td>Global Visual Merchandising</td>
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<tr>
<td>HQ</td>
<td>Headquarters</td>
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</tbody>
</table>
GLOSSARY

COMMONLY USED ABBREVIATIONS, TERMS & DEFINITIONS

**LATAM**
Latin America

**LL**
Landlord

**NSO**
New store opening

**OSM**
Owner Supplied Materials

**PTH**
Protect this House

**REC**
Real Estate Committee

**RCP**
Reflective Ceiling Plan

**SiS**
Our wholesale account shop-in-shops.

**SS**
Spring/Summer season.

**UGOP**
Universal Guarantee of Product

**UW**
Underwear

**TERMS**

**Atlas**
Global Store Development Tracker manages project status and documents; this online resource is where individual store details are stored, including square footage, floorplan, fixture and mannequin counts, fixture and mannequin package, etc. On the Locker Room there are active links to Atlas.

**Barricade: Hoarding**
Large-scale "coming soon" graphics that promote the new store during construction and close off view of the space during development.

**Brand House**
Direct-to-consumer store with premium price point. There are several tiers of Brand Houses from Small to Global Flagship.

**Directives**
Regionally adapted instructional guides for localized implementation of seasonal guidelines.

**DropBox**
Working files for all creative are found here. On the Locker Room there are active links to the DropBox.

**Facade**
An exterior or interior Under Armour store front.

**Factory House**
Direct-to-consumer store with outlet product and pricing. This is not a clearance or overstock store.

**Feasibility**
Criteria and budgeting templates to guide the process of qualifying potential new store sites.
**Game Plan**
Region- and partner-specific development process maps, worksheets, and forms to manage the process from site selection to store opening.

**Guidelines**
Instructive guides that explain the Global intent of our brand assets and how to correctly use them.

**Heartbeat**
Under Armour Logo only with correct alignment and color use as specified in the Retail Marketing Guidelines.

**Lock-up**
Under Armour logo is comprised of two parts: 1) the Logo on the top line and 2) the ‘Under Armour’ wordmark. The relationship and scaling of the logo lock-up, as well as allowable colors are specified in the Retail Marketing Guidelines.

**Milestones**
Tools used in project management to mark specific points along a project timeline. These points may signal anchors such as a project start and end date, a need for review or input, and budget checks, among others.

**Planning**
Criteria, intent, and direction for finding the right space and/or arranging required brand elements within the space.

**Scoring the Goal**
Checklist for evaluating floorset execution.

**Specifications**
Details on each item in our global retail toolkit, i.e., fixtures, mannequins, materials, equipment, signage, etc.

**Style Guides & Directives**
Guidance on how to execute seasonal merchandising and marketing initiatives.

**Tiering Strategy**
Basic requirements for tiers within our retail formats.

**Tools**
Useful everyday forms, worksheets, templates, checklists, fact sheets, briefs, policies, master sets, prototypical plans, CAD, 3D models, example photos, etc.