

ITEM 2.02 RESULTS OF OPERATIONS AND FINANCIAL CONDITION

On October 27, 2016, Columbia Sportswear Company (the “Company”) issued a press release reporting its third quarter and year-to-date 2016 financial results and updated full year outlook for fiscal year 2016. A copy of the Company’s press release is attached hereto as Exhibit 99.1 and is incorporated herein by reference. The information in this report shall not be treated as filed for purposes of the Securities Exchange Act of 1934, as amended.

Attached hereto as Exhibit 99.2 and incorporated by reference herein is financial information and commentary by Thomas B. Cusick, Executive Vice President of Finance, Chief Financial Officer and Treasurer of Columbia Sportswear Company, for the third quarter and first nine months of 2016 and forward-looking statements relating to the updated fiscal year 2016 financial outlook, as posted on the Company’s investor relations website, <http://investor.columbia.com>, on October 27, 2016. The information in this report shall not be treated as filed for purposes of the Securities Exchange Act of 1934, as amended.

ITEM 7.01 REGULATION FD DISCLOSURE

In its October 27, 2016 press release, the Company also announced that its Board of Directors approved a cash dividend of \$0.18 per share of common stock to be paid on December 1, 2016 to its shareholders of record on November 17, 2016.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(d) Exhibits

99.1 Press Release, dated October 27, 2016 (furnished pursuant to Items 2.02 and 7.01 hereof).

99.2 Commentary by Thomas B. Cusick, Executive Vice President of Finance, Chief Financial Officer and Treasurer of Columbia Sportswear Company, dated October 27, 2016 (furnished pursuant to Items 2.02 and 7.01 hereof).

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

COLUMBIA SPORTSWEAR COMPANY

Dated: October 27, 2016 By: /S/ THOMAS B. CUSICK

Thomas B. Cusick

Executive Vice President of Finance, Chief Financial Officer and Treasurer

EXHIBIT INDEX

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