

Item 8.01. Other Events.

On September 16, 2016, Under Armour, Inc. (the “Company”) announced that effective October 1, Jason LaRose will assume the role of President, North America, succeeding Matthew Mirchin who will transition to the role of Strategic Advisor, Global Revenue. Mr. LaRose previously served as Senior Vice President, Digital Revenue.

A copy of the press release announcing these changes is attached as Exhibit 99.1.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

Exhibit 99.1: Under Armour, Inc. press release dated September 16, 2016.

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.

UNDER ARMOUR, INC.

Date: September 16, 2016 By: /s/ John P. Stanton

John P. Stanton

Senior Vice President, General Counsel & Secretary