

ON HOLDING AG

Reported by
HOFFMANN MARTIN

FORM 144

(Report of proposed sale of securities)

Filed 10/01/26

Telephone	41 44 225 15 55
CIK	0001858985
Symbol	ONON
SIC Code	3021 - Rubber and Plastics Footwear
Industry	Footwear
Sector	Consumer Cyclical
Fiscal Year	12/31

Form 144 Filer Information

Form 144

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

Form 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Issuer Information

Name of Issuer	On Holding AG
SEC File Number	001-40795
Address of Issuer	Forrlibuckstrasse 190 Zurich SWITZERLAND 8005
Phone	41-44-225-1555
Name of Person for Whose Account the Securities are To Be Sold	Martin Hoffman

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer	1. Officer
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144: Securities Information

Record	Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
#1	Class A Ordinary Shares	Goldman Sachs & Co. LLC 200 West Street New York NEW YORK 10282	175,000	\$5,285,000	301,715,535	10/01/2026	NYSE

144: Securities To Be Sold

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

Record	Title of the Class	Date you Acquired	Nature of Acquisition Transaction	Name of Person from Whom Acquired	Is this a Gift ?	Date Donor Acquired	Amount of Securities Acquired	Date of Payment	Nature of Payment *
#1	Class A Ordinary Shares	12/21/2017	Acquired from Issuer in private transaction	Issuer	☐	—	175,000	12/21/2017	NA

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

144: Securities Sold During The Past 3 Months

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

Record	Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
#1	Martin Hoffmann Forrlibuckstrasse 190 Zurich SWITZERLAND 8005	Class A Ordinary Shares	07/06/2026	4,150	\$152,860.40
#2	Martin Hoffmann Forrlibuckstrasse 190 Zurich SWITZERLAND 8005	Class A Ordinary Shares	07/13/2026	4,150	\$158,464.24
#3	Martin Hoffmann Forrlibuckstrasse 190 Zurich SWITZERLAND 8005	Class A Ordinary Shares	07/20/2026	4,150	\$155,162.15
#4	Martin Hoffmann Forrlibuckstrasse 190 Zurich SWITZERLAND 8005	Class A Ordinary Shares	07/27/2026	4,150	\$154,855.57
#5	Martin Hoffmann Forrlibuckstrasse 190 Zurich SWITZERLAND 8005	Class A Ordinary Shares	08/03/2026	4,150	\$157,289.44
#6	Martin Hoffmann Forrlibuckstrasse 190 Zurich SWITZERLAND 8005	Class A Ordinary Shares	08/10/2026	4,150	\$160,017.24

144: Remarks and Signature

Remarks	The sales of shares set forth herein are made in connection with a selling plan dated 06/04/2026 that is intended to comply with Rule 10b5-1(c).
Date of Notice	10/01/2026
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1	1. 06/04/2026

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature

Goldman Sachs & Co. LLC on behalf of Martin Hoffmann

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)