Summary

• Mission
• Brands portfolio
• Product categories
• Sales network
• Production network
• Technology leadership
• Sport marketing
• History of the group
• Sales and turnover
• Main figures
Tecnica Group produces the **best products** to enjoy the **best performance** in winter & outdoor sports.

We produce with **Passion**, we serve for **Emotions**.
Tecnica Group pursues a purely **premium strategy** for all its market sectors. **Authentic premium brands** in all the product categories. **Clear brand separation** for content and identity in all customer touchpoints.
Alpine ski

Tecnica Group is focused on 4 main Worlds of References:

Gliding Sports

Outdoor Sports

Lifestyle
Integrated sales network

Headquarter
Brands, R&D, central functions

TG Subsidiaries
Austria, Canada, China, France, Japan, Germany, Switzerland, USA

Regional & National wholesale
44 Sales network & importers

Retail
More than 11,000 independent retailers served all over the world
Tecnica Group Sales & Production network

19 production sites in 9 countries around the world
The “Calzaturificio Tecnica SpA” born on 1960, developing the activity of the small workshop established in the 1930’s by Orestes Zanatta.

At the beginning, the company’s activity was focused on work-boots production.
Tecnica launched the first Moon Boot®.

Since the very beginning, Moonboot becomes a sensational success all over the world. After more than 40 years, it is one of the most popular design icons of the 20° century, with more than 22 million pairs sold.
Since the 1970’s Tecnica is one of the most advanced companies in the skiboot market. In 1970 Tecnica presents **Tecnus**, the first skiboot realized using the bi-injection technology.
On 1985 Tecnica diversified its production, becoming in a short time one of the most important brands in the outdoor market.

Today Tecnica Group, with all its brands, is the **bigger European producer** of outdoor shoes. On 2010 Tecnica launches the innovative **TRS MAX** – the ultimate technology for trailrunning and outdoor shoes.
Tecnica Group takes over Lowa, the most prestigious German company in the outdoor footwear market. For the first time, an Italian company acquires a top-level German company in this field.
With the acquisition of **Dolomite** (the world’s oldest existing mountain equipment brand), Tecnica Group becomes the 3° group in the winter sporting goods market.
Tecnica Group takes over Nordica, the premium ski brand, thus becoming the first world's skiboot manufacturer and entering its first ski production.
Tecnica Group takes over Rollerblade, the most important in-line skates brand, inventor of the category and worldwide synonymous of the whole sport for millions of fans.
Tecnica Group acquires **Blizzard**, the historic austrian ski brand, strengthening the leadership in the international wintersports market.
With its brands, in 2013 Tecnica Group generated a turnover of 325 Millions €
Turnover per product category

- Skiboots: 21%
- Skis: 16%
- Skates: 11%
- Apparel & Accessories: 10%
- Outdoor footwear: 42%

More than 50% of TG turnover is generated by non-snow product
Turnover per brand 2013

- Rollerblade: 12%
- Dolomiti: 4%
- Tecnica: 16%
- Blizzard: 7%
- Nordica: 22%
- Lowa: 31%
- Others: 8%
<table>
<thead>
<tr>
<th>Product</th>
<th>Quantity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skiboots</td>
<td>1,000,000</td>
<td>*1° world manufacturer</td>
</tr>
<tr>
<td>Outdoor shoes</td>
<td>2,600,000</td>
<td>*1° world manufacturer, *1° european manufacturer</td>
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<tr>
<td>Skates</td>
<td>1,000,000</td>
<td>*1° world manufacturer</td>
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<tr>
<td>Footwear</td>
<td>400,000</td>
<td></td>
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<tr>
<td>Skis</td>
<td>320,000</td>
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<tr>
<td>Employees</td>
<td>1,1000</td>
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<td>R&amp;D Dept.</td>
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<td>Quality Control</td>
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<td>Shops served</td>
<td>11,560</td>
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<tr>
<td>Codes sold &amp; delivered</td>
<td>+5,5 millions</td>
<td>(1 every 6”)</td>
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</tbody>
</table>

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Thank you for your attention.