

Release March 2014



TECNICA
GROUP

 **TECNICA**
DESIGNED TO PERFORM

NORDICA

 **DOLOMITE**

LOWA

 **BLIZZARD**
HI-TECH EMOTION

 **ROLLERBLADE**

Bladerunner

MOON BOOT

Company Profile



Summary



- Mission
- Brands portfolio
- Product categories
- Sales network
- Production network
- Technology leadership
- Sport marketing
- History of the group
- Sales and turnover
- Main figures



Mission



Sport is **Emotion**
In **Action**

Tecnica Group produces
the **best products** to enjoy
the **best performance** in winter &
outdoor sports



We produce with
Passion, we serve
for **Emotions**.



Brands Portfolio



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.





Product portfolio



Alpine ski



Tecnica Group is
focused on 4 main
Worlds of References:

Gliding Sports



Lifestyle



Outdoor Sports



Vocation for Excellence



Mario Matt
Gold Medal
Winter Olympics 2014



Vicky Rebensburg
Winner
World Cup 2013 SG





Integrated sales network



Headquarter

Brands, R&D,
central functions



TG Subsidiaries

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



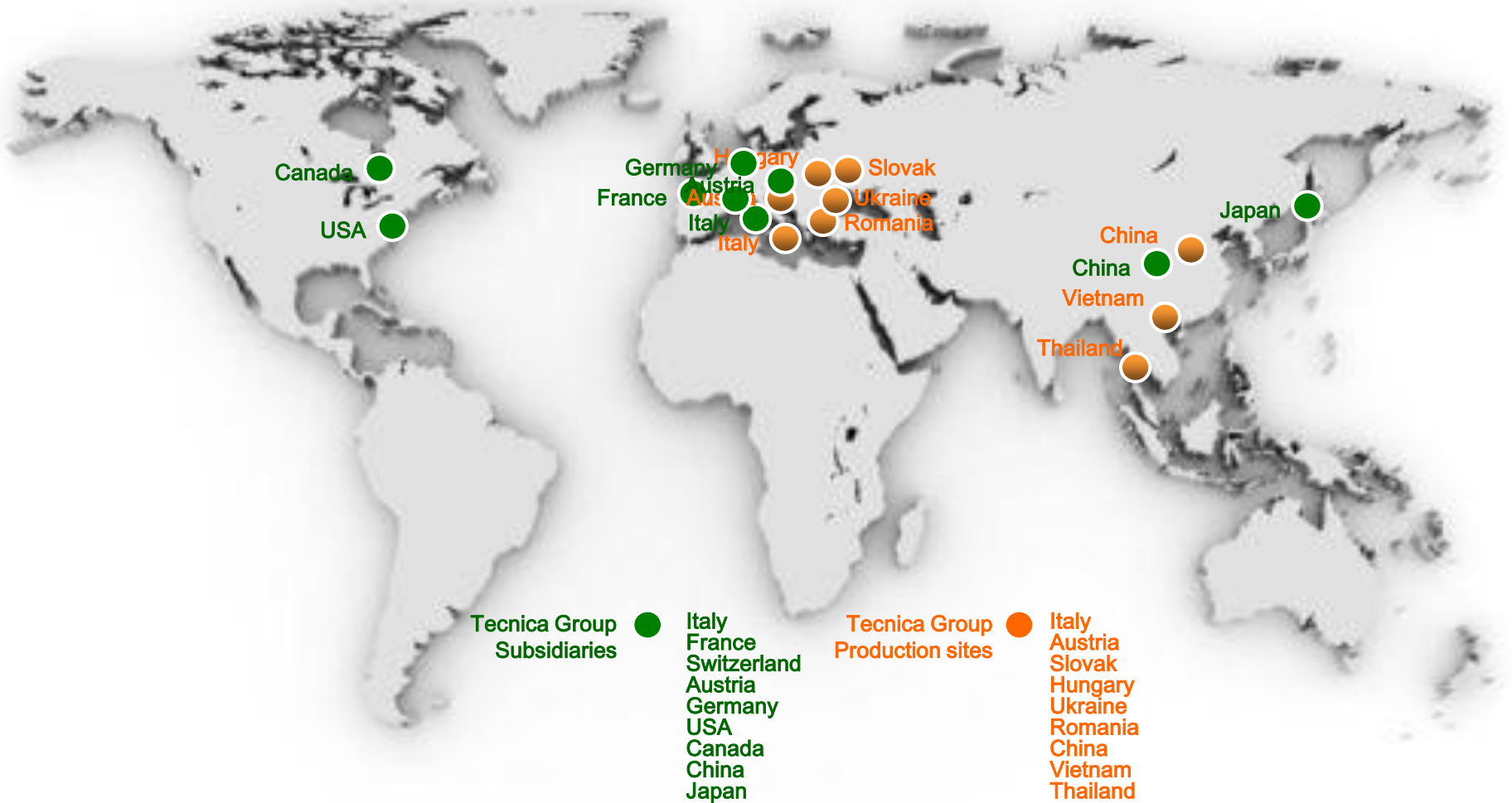
Regional & National wholesale

44 Sales network
& importers



Retail

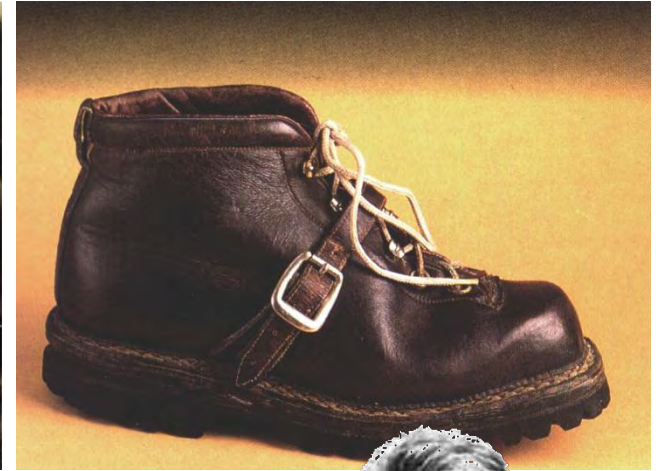
More then 11.000 independent
retailers served allover the world



19 production sites in 9 countries around the world



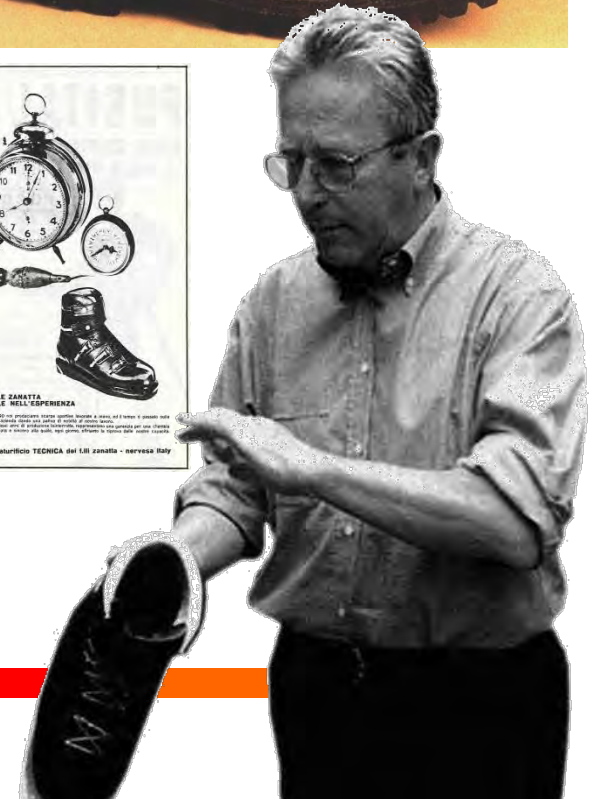
History of the Group - 1960



The “Calzaturificio Tecnica SpA” born on 1960, developing the activity of the small workshop established in the 1930's by Oreste Zanatta.

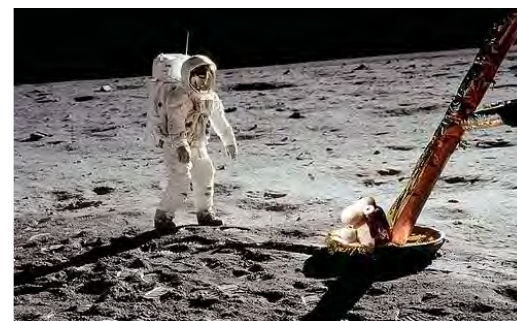


At the beginning, the company's activity was focused on work-boots production.





History of the Group - 1970



Tecnica launched the first Moon Boot®.

Since the very beginning, *Moonboot* becomes a sensational success all over the world. After more then 40 years, it is one of the most popular design icons of the 20° century, with more then **22 million pairs sold**.

MOON BOOT
the Original



History of the Group - 1970



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.



History of the Group - 1985



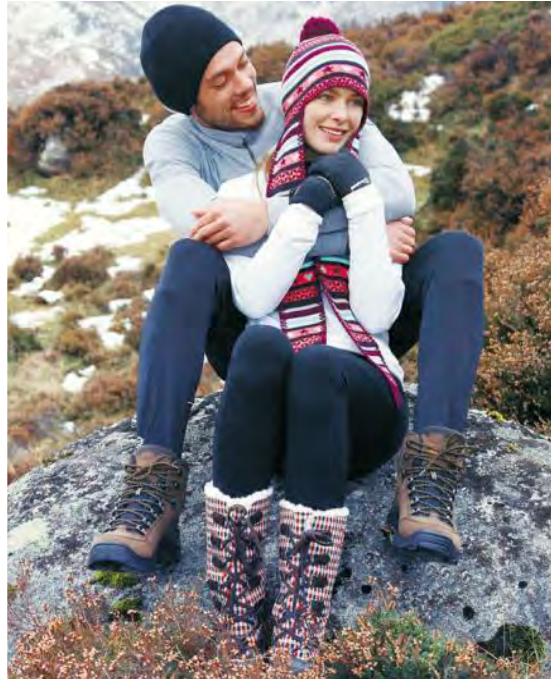
On 1985 Tecnica diversified its production, becoming in a short time one of the most important brands in the outdoor market.

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.





History of the Group - 1993



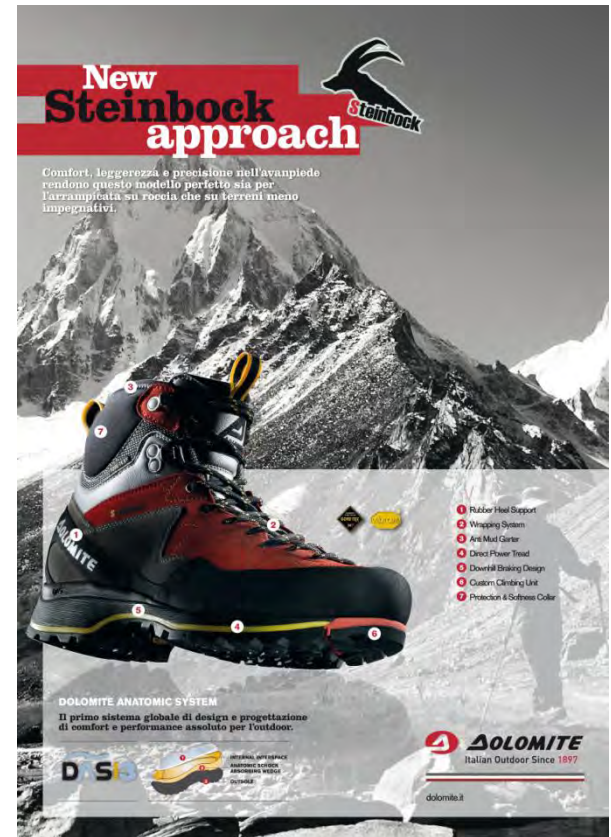
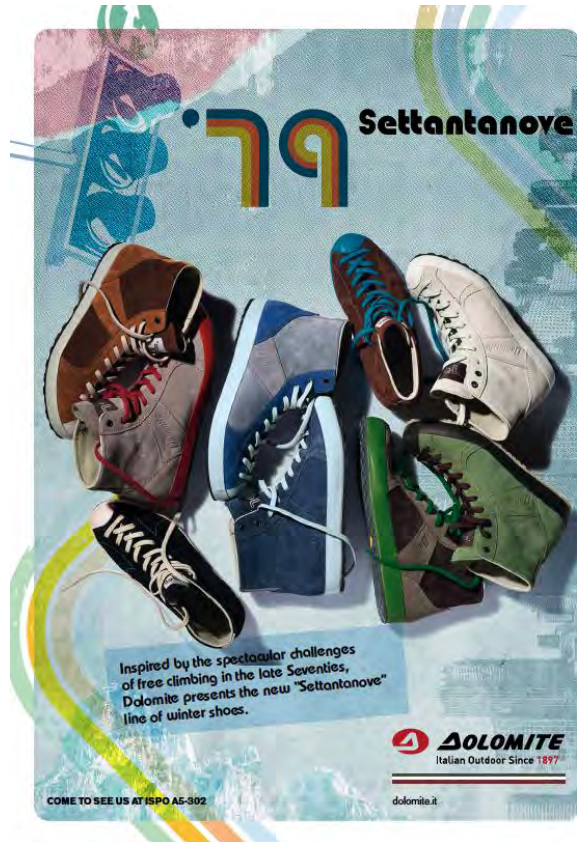
LOWA
...simply more

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.





History of the Group - 1998



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.





History of the Group - 2002



Tecnica Group takes over **Nordica**, the premium ski brand, thus becoming the **first world's skiboot manufacturer** and entering its first ski production.



History of the Group - 2003



ROLLERBLADE

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.



History of the Group - 2006




Tecnica Group acquires **Blizzard**, the historic austrian ski brand, strengthening the leadership in the international wintersports market.





Tecnica Group Turnover

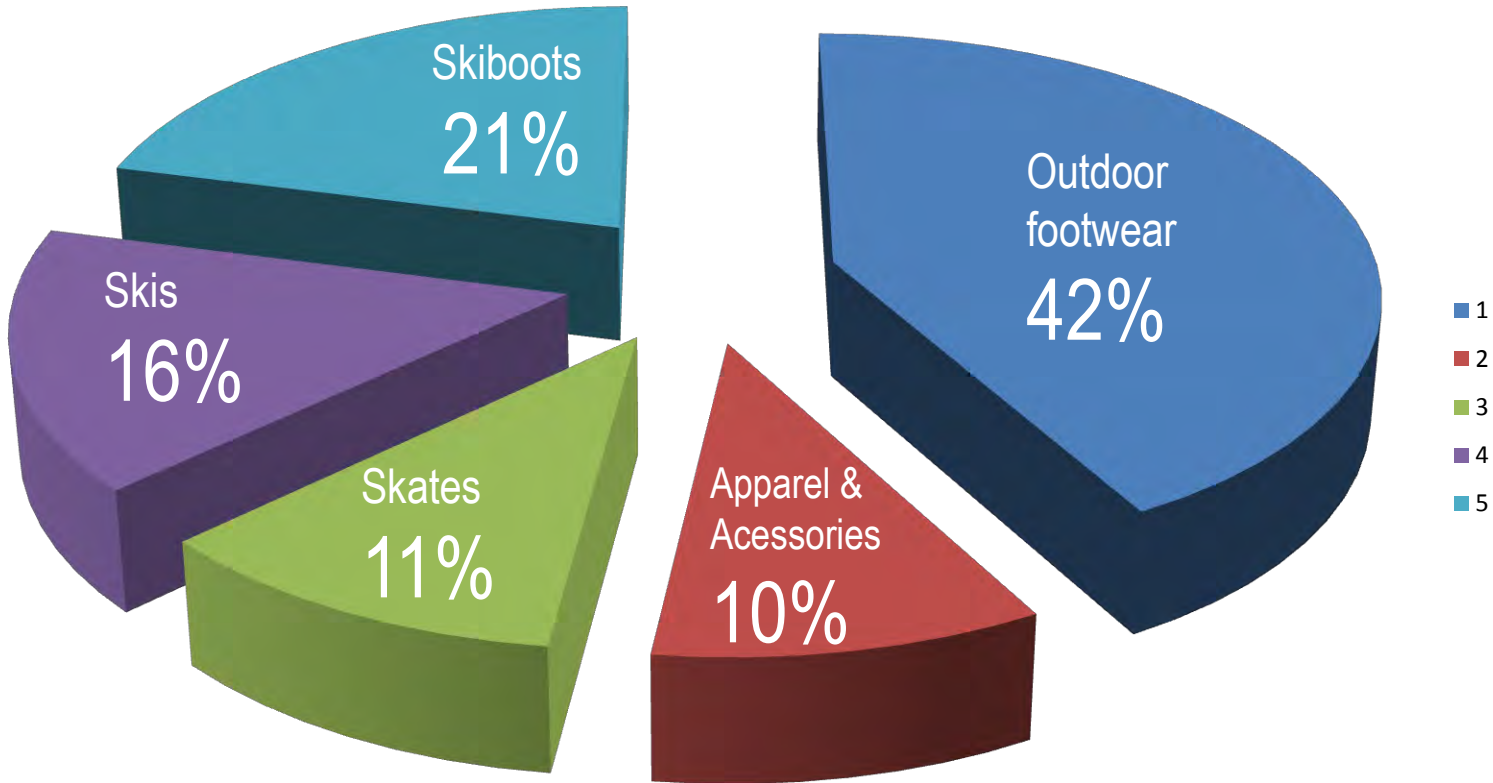


With its brands, in 2013 Tecnica
Group generated a turnover of
325 Millions €





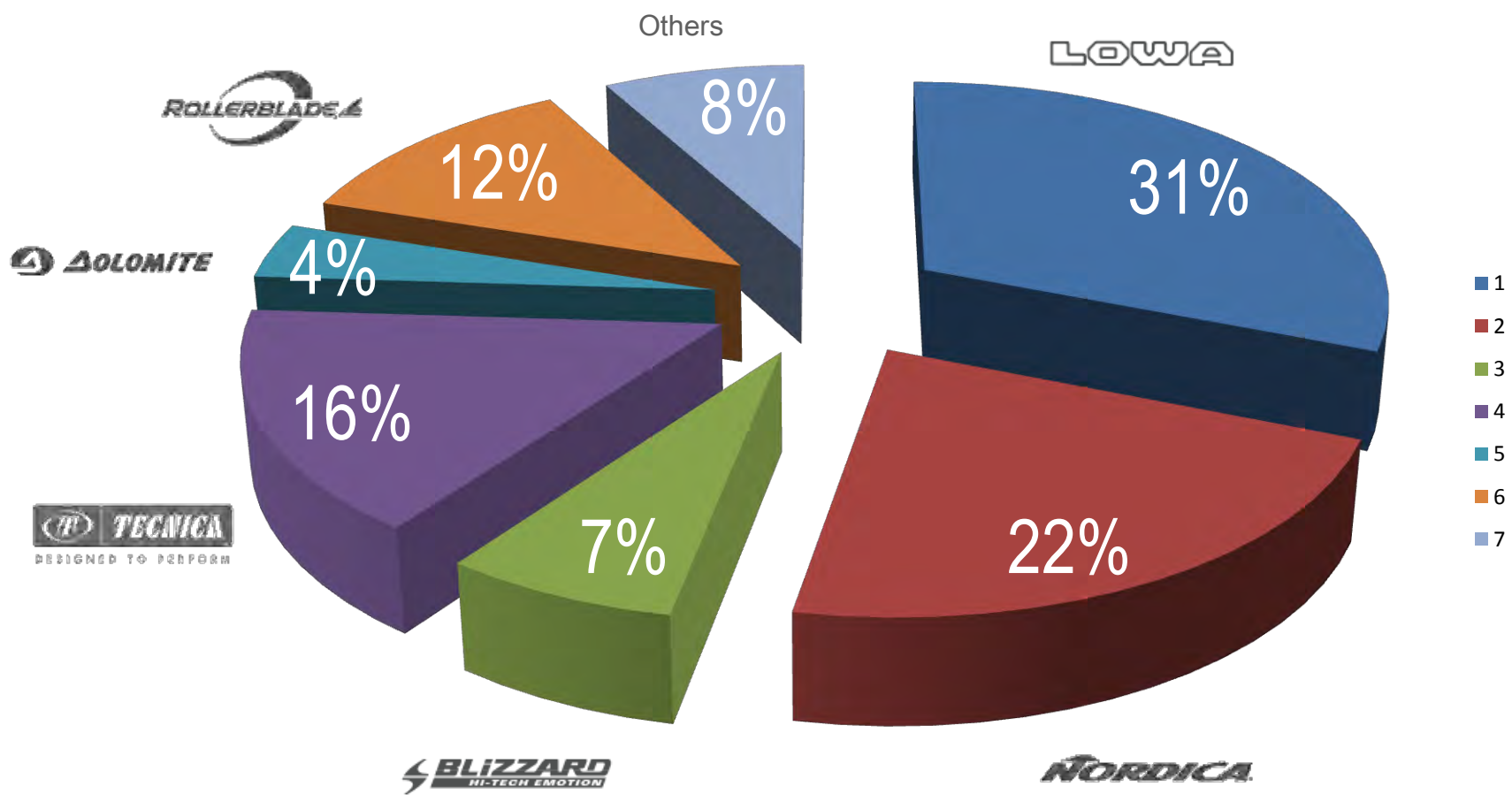
Turnover per product category

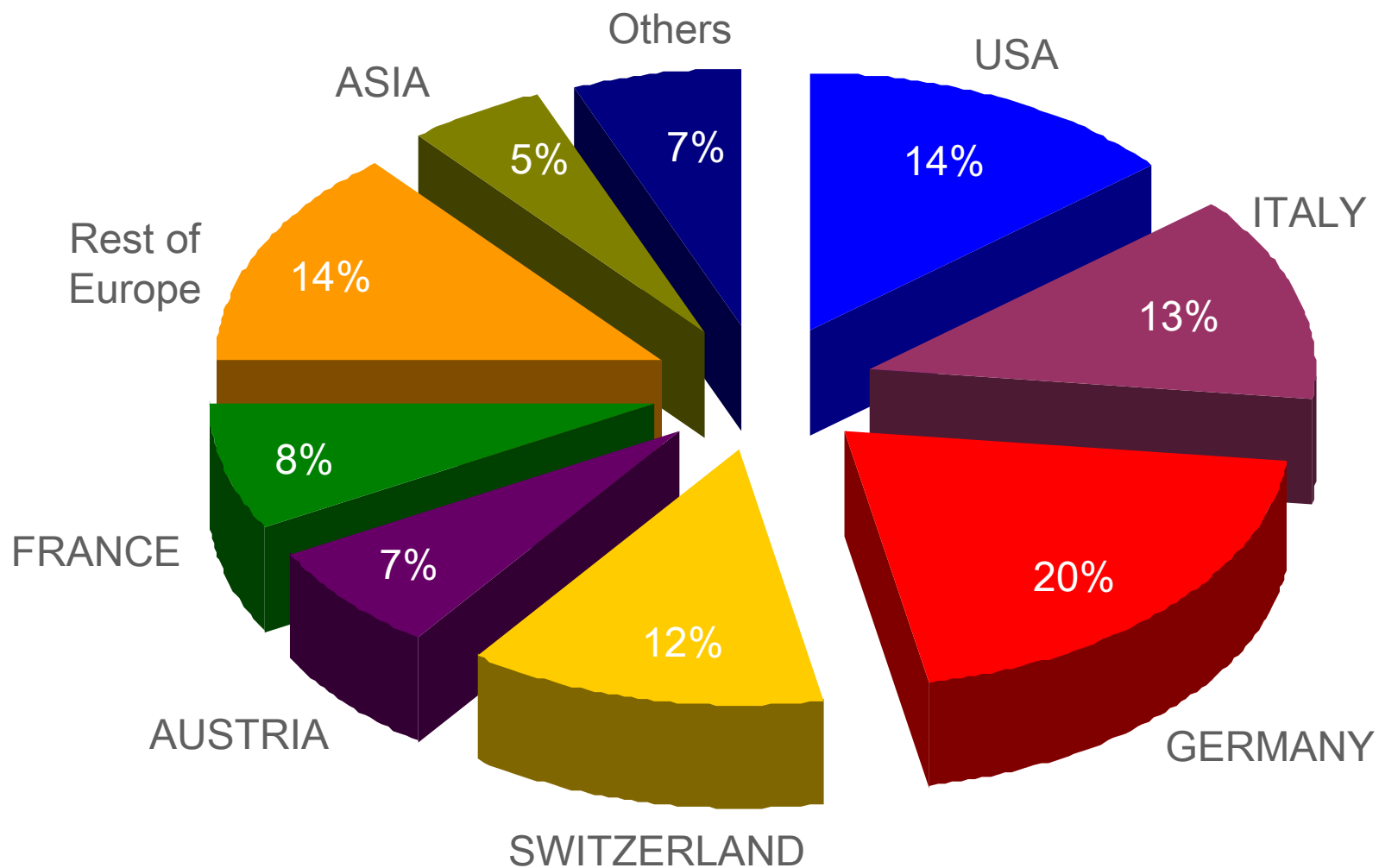


More then 50% of TG turnover is generated by non-snow product



Turnover per brand 2013







Tecnica Group Main Figures

1.000.000 skiboots

*1° world manufacturer

2.600.000 outdoor shoes

*1° european manufacturer

1.000.000 skates

*1° world manufacturer

400.000 footwear

320.000 skis

1.1000 employees worldwide

60 employees in R&D Dept.

30 Quality Control process people

11.560 shops served in the world

+5,5 millions codes sold & delivered x year
(1 every 6")

Thank for your
attention



TECNICA
DESIGNED TO PERFORM

NORDICA

DOLOMITE

LOWA

BLIZZARD
HI-TECH EMOTION

ROLLERBLADE

Bladerunner

MOON BOOT

Tecnica Group – Via Fante d'Italia 56, Giavera del Montello (TV) Italy - +39 0422 8841

info@tecnicagroup.com