



SPORT 2000
INTERNATIONAL

Press release 27 June 2011

2010 - A Great Year for SPORT 2000 International

In Sofia, the capital of Bulgaria, the SPORT 2000 group confidently presented itself as the number 2 European sports shop association at the general meeting of SPORT 2000 Marketing AG and GmbH.

European member shops generated sales worth 5 billion euros – an increase by 6.4 percent – in 2010.

Sofia – “SPORT 2000 International has consistently followed the road to success in Europe in the first decade of the new century, thus creating a strong image for the SPORT 2000 banner on the market. A turnover volume of approximately five billion euros that could be generated in 24 European countries throughout a total of 3,479 sports shops plus a share world-wide market share of 14.3 per cent render us absolute number two among international sports shop associations.” Managing director Wolfgang Schnellbuegel used these words to describe SPORT 200 International’s international market appearance. “As per 31 December 2010, the combined sales area of international SPORT 2000 licensees in the individual shops added up to 1.53 million square meters and together they employed a payroll of 41,000. The average size of a shop within the group was a sales area of 442 square meters and the average turnover generated by a shop totalled

1.41 million euros. This is tantamount to an average turnover of approx. 3,200 euros per square meter with a staff of approx. 12 per SPORT 2000 shop. 570 companies are rendering “SPORT 2000 Rent” one of the largest European ski rental and winter sports suppliers.”

These extremely encouraging, positive results were mentioned against the background of the usual business of the general meeting of representatives of SPORT 2000 Marketing AG and GmbH in Sofia, the capital of Bulgaria, from 28 May until 1 June 2011. The SPEC (Strategic Policy of Product and Marketing Executive Committee), including as members the managing directors and members of the boards of management, the marketing directors and the purchasing managers of the key membership organisations of SPORT 2000 International, was meeting in parallel.

Hosted by SPORT 200 Sport Depot in Sofia

For the first time the meeting was held in the capital of a country in South Eastern Europe, in one of the latest members of the EU. This international meeting in Sofia was hosted by perfect hosts CEO Krasimir Tzonov and his son Nikolay Tzonov from SPORT 2000 Sport Depot – since May 2009 SPORT 2000 licensee for Bulgaria and Serbia with 14 shops in Bulgaria and one shop in Serbia. Also, an increasing number of franchisees existed in Bulgaria. In its catchment areas, SPORT 2000 Sport Depot is offering more than 30,000 products and more than 100 internationally known sports gear brands.

William Monti From France Confirmed as Chairman of Supervisory Board With Andreas Rudolf, SPORT 2000 Germany As Deputy

William Monti, SPORT 2000 France, was once again confirmed as chairman of the Supervisory Board. Andreas Rudolf, SPORT 2000 Germany, Hans Peter Rasmussen, Sport Denmark A/S, Dr. Holger Schwarting, SPORT 2000 Austria and Jan van de Wouw, Eutreco Sport in the Netherlands will be acting as deputy chairman of the Supervisory Board. Dr. Guido Urbach, Kohli & Partner, Swiss lawyer, joined the committee as new member.

A Brand Business Going Well and Continuously Expanded

“We are extremely pleased with the outcome of our A brand co-operation in our industry. Over the last couple of years, such co-operations could be further consolidated and even expanded. New opportunities and occasions are also emerging with a view to the Women’s Football World Cup which is currently being held, the European Football Championships in Poland and the Ukraine which are coming up as well as the Olympic Games to be held in Great Britain in 2012 and we will seize the opportunities that arise,” managing director Mr Wolfgang Schnellbuegel said concerning the cooperation between SPORT 2000 International and the large A brands in the industry with the adidas Group (adidas and Reebok) ranking first and followed by the Amer Group (Salomon, Wilson, Atomic) plus Asics and Puma.

“Of course SPORT 2000 International will continue to ensure market-efficient expansion of exclusive brands. A special focus will be on High Colorado as an outdoor brand and on Stuf as a trendy brand. One of the main tasks next year

will be to increase the number of our member shops which are presenting themselves with a uniform SPORT 2000 banner and which are also implementing the CI of SPORT 2000 into practice. So far more than 500 shops in Europe have also become SPORT 2000 banner shops.”

SPEC Task Force with Momentum

The SPEC (Strategic Policy of Product and Marketing Executive Committee) will in future be meeting twice a year to take all the marketing decisions for the group. Not only those relating to the launch of products on the market but also surrounding sports event marketing in general at SPORT 2000 International which efforts will be clearly reinforced over the next couple of years.

The E-Brand Task Force will deal with the strategy and development of exclusive brands and then adapt it to the respective market situation in Europe. The following individuals are part of the Task Force headed by Dr Holger Schwarting, the director of SPORT 2000 Austria: Soenke Voss, SPORT 2000 Germany, Claus Nielsen, Sport Denmark and Joachim Schinkel, SPORT 2000 International.

The A Brand Task Force will primarily deal with opportunities and reinforcement of cooperation between sports brands and SPORT 2000 International. In long-term strategy plans it is to be defined what the destination is and which market goals are to be achieved with joint cooperation in the long term. A particular focus will be on intensification of joint international marketing.

The following individuals are part of the Task Force headed by Jan van de Wouw from the Netherlands: Chrystelle Gauthier from France, Peter Nickel from Germany and Wolfgang Schnellbuegel as managing director of SPORT 2000 International. Consultants to the Task Force are Claus Nielsen from Denmark and Dr. Holger Schwarting from Austria.

What was important for cooperation within the SPEC was to create a common data base for fast exchange of data among the group members based on utilisation of the Fedas commodity group code and GS1.

SPORT 2000 Sport Depot Presentation in Sofia in Theory and Practice

The general meeting in Sofia was complemented by a comprehensive presentation of SPORT 2000 Sport Depot and associated with a visit of sports SPORT 2000 banner shops.

Top Design of SPORT 2000 International

Christoph Rohrer, Managing Partner at the Munich-based agency KMS Team, presented the latest trends in international retail marketing. This design manager and brand strategist at the company who has already been awarded several prizes is responsible for the SPORT 2000 brand and its implementation ranging from business card and business design to website design. In Sofia, he already gave a first insight into his activities and also presented examples of other achievements of his team that have been awarded a prize.

KMS Team is a leading international company in the field of brand strategy, brand design and brand communication. Founded in 1984, it now employs a staff of more than 85 brand experts in the fields of consulting/strategy, corporate design, communication design, spatial communication, event design, digital, motion design and many other fields. For more than 25 years, KMS has been acting as partner for successful brands and companies based in Germany and other countries around the globe. Their method and approach is based on “Tiefendesign” (in-depth design) – taking all the strategic, design and human aspects of development of a brand into consideration and combining them in a holistic process.

Legend:

sport2000intl-sofia1.jpg

At SPORT 2000 Sport Depot in Sofia: Krasimir Tzonov (left), owner, welcoming his colleagues.

sport2000intl-sofia2.jpg

Managing director Wolfgang Schnellbuegel explaining to his colleagues the cooperation with SPORT 2000 Sport Depot in Sofia.

sport2000intl-sofia3.jpg

Krasimir Tzonov and his son Nikolay presenting the strategy of their company.

sport2000intl-sofia4.jpg

The general meeting of SPORT 2000 International in Sofia.

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The Supervisory Board of SPORT 2000 International: From the left: Andreas Rudolf, Jan van de Wouw, William Monti, Dr. Holger Schwarting, Hans Peter Rasmussen, Dr. Guido Urbach und Wolfgang Schnellbuegel.

SPORT 2000 International is one of the leading associations of European sports gear shops comprising 3,500 sports shops in 25 countries and a turnover volume of approx. 5 billion euros.

Contact

Wolfgang Schnellbuegel, Managing Director

SPORT 2000 International GmbH, Nord-West-Ring-Straße 11, 63533 Mainhausen, Germany

Phone +49 (0) 6182-928-5399, Fax +49 (0) 6182-928-5282

E-mail: Wolfgang.Schnellbuegel@sport2000.eu

Web: www.sport2000international.com

Isabella Wiedenmann, Marketing Co-ordination

Phone +49 (0) 6182-928-5577, Fax +49 (0) 6182-928-85577

E-mail: Isabella.Wiedenmann@sport2000.eu

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