

## **430 stores feature the new SPORT 2000 logo throughout Europe**

Munich – “Representing around 3500 stores in 26 countries of accumulated nearly € 5 billion net sales in 2009, SPORT 2000 International GmbH has proved its strong position among the leading buying groups for sports retail again.” With this statement Managing Director Wolfgang Schnellbügel opened his annual report at the General Assembly which this year took place in the Munich. Since the adoption of the new SPORT 2000 logo and the new CI concept in the beginning of 2009, more than 430 stores were provided with it and remodelled accordingly. A result that’s quite impressive.

For the first time attending the General Assembly:

- Sport Depot Sofia, licensee for Bulgaria and Serbia since May 2009, who already runs 12 stores in Bulgaria and 1 store in Serbia under the SPORT 2000 banner.
- L.A. Metro, Latvia, also joined the group in 2009 and is present on the market with 4 SPORT 2000 stores.
- Sport Point Group, Italy, present since August 2009. The group already uses the logo in 30 ski rental store
- SPORT 2000 Turkey with Metin Kurucayirli as master licensee will develop SPORT 2000 as retail brand in Turkey and the adjacent areas.

All together, the distribution of the stores with the new SPORT 2000 logo in Europe looks as following:

161 stores in Germany and Switzerland, 100 in the Netherlands, 75 in France, 27 in Austria, 4 in Latvia, 1 in Serbia, 12 in Bulgaria, 20 in Greece, 1 in Slovenia und 30 in Italy.

The General Assembly was pleased about an accumulated sales growth of 1,29% in the group, what could be achieved despite the resignation of the Spanish partner Detall Sport and the continuing weakness of the British Pound.

At the same time the turnover with frame deals and central purchase deals (CPD's) with the A-Brands of the business for the first time grew over 50 Million Euro.

For the first time since 1984, the General Assembly approved a reform of the contribution structure which mainly shall be the financial basis for investments in more quality in Human Resources.

Further, the General Assembly decided to implement in the medium term franchise-related structures for SPORT 2000. For this purpose, the management is supposed to work out the frame work.

In the Supervisory Board itself another change was made: the previous Chairman of the Board, Marius Rovers of Euretco Sport Netherlands, resigned due to job related reasons after five years of successful administration, combined with the best thanks of his colleagues. His successor became William Monti of SPORT 2000 France. Dr. Gerhard Schwab of SPORT 2000 Austria remained Deputy Chairman. John Olsen, MX Sport Chain from Norway, resigned from his position in the Board due to age reasons. Andreas Rudolf of SPORT 2000 Germany was approved in his function. New elected to the Board was Hans-Peter Rasmussen of Sport Denmark A/S

The next General Assembly of SPORT 2000 International will take place 2011 in Sofia and concentrate on the growth prospects of the group in the countries of Middle and Eastern Europe.

#### **Image titles:**

- The participants of the SPORT 2000 General Assembly 2010 in Munich.
- An interesting trip for all: visit of the SPORT 2000 Flagship store in Landsberg/Lech

**SPORT 2000 International** is one of the leading buying groups in the European sports retail business with 3.500 sports retail stores in 26 countries and a turnover of more than 5 billion Euro.

#### **Contact**

*Wolfgang Schnellbügel, Managing Director*  
SPORT 2000 International GmbH, Nord-West-Ring-Straße 11, 63533 Mainhausen  
Phone +49 (0) 6182-928-5399, Fax +49 (0) 6182-928-5282  
E-Mail: [Wolfgang.Schnellbuegel@sport2000.eu](mailto:Wolfgang.Schnellbuegel@sport2000.eu)  
Web: [www.sport2000international.com](http://www.sport2000international.com)

*Peter F. Thürl, Information und Öffentlichkeitsarbeit*  
Thürl Public Relations, Schindholzweg 5, 96194 Walsdorf  
Phone +49 (0) 9549-8222, Fax +49 (0) 9549-8223  
E-Mail: [tpr.thuerl@sportpress.de](mailto:tpr.thuerl@sportpress.de)