ISPO 2014 - Agenda

• ISPO MUNICH 2014
  ▪ Facts and Figures
  ▪ Forecast
  ▪ Healthstyle
  ▪ Exhibitors
  ▪ Visitors
  ▪ Journalists
  ▪ Events

• ISPO BEIJING 2014
  ▪ Facts and Figures
  ▪ Development
  ▪ Exhibitors
  ▪ Forum
  ▪ Networking

3. ISPO SERVICES
   ▪ ISPO ACADEMY
   ▪ ISPO AWARD
   ▪ ISPO BRANDNEW
   ▪ ISPO NEWS
   ▪ ISPO JOBS
   ▪ ISPO COMMUNITY
1. ISPO MUNICH 2014
Date & Venue
January 26 - 29, 2014
Messe München International, Munich

Exhibitors (2013)
2,481 exhibitors from 52 countries (2,344/51)
103,220 sqm net (+430 sqm)

Visitors (2013)
81,721 visitors from 109 countries (+4%)

Journalists (2013)
2,154 national and international journalists
• ISPO MUNICH 2014 - FORECAST

ACTION – challenging, but stable

OUTDOOR – growth from small brands as well as summer hardgoods

SPORTSTYLE – strong demand – growing

SKI – stable growth
ISPO MUNICH 2014 - FORECAST

ISPO VISION – strong interest from brands

SOURCING – waiting list (~ 800 sqm)

PERFORMANCE – waiting list (~500 sqm)

HEALTHSTYLE – promising
• ISPO MUNICH 2014 – ISPO VISION, ISPO STYLE

Exhibitors at B1 (Vision):
EA7 Emporio Armani, Bogner, Sportalm, Peak Performance, Kjus, adidas Porsche Design Sport, Conte of Florence, Vist, Kask, Luis Trenker, J. Lindeberg, Fusalp, Moon Boot unf Think Pink, Postcard, Napapijri, …

Exhibitors at B2 (Style):
Brugi, CMP und Dainese, Australian, …
• ISPO MUNICH 2014 - HEALTHSTYLE NEW CONCEPT

- New Hall Concept:
  - Expansion of “Healthstyle” to a new ISPO segment “Health & Fitness” (C1)
  - A clear segmentation offers a better orientation

- New range:
  - Athletic Sports, Fitness Training, Indoor Cycling, Boxing, Running,
  - Nutrition and Prevention
• ISPO MUNICH 2014 - HEALTHSTYLE

NEW CONCEPT

- Extended Target Group
- Press and media, industry, retailers, physicians, health insurance companies, Human Resource Managers, health education sector, schools, students and trainees, government departments, athletes, coaches …

New Supporting Program:
- Presentations, forums, panel discussions
- Product launches
- Meet & Greet with famous athletes
- Daily Get-Together

New topics in focus:
- Health and safety at work
- Sports shoe and gaming console
• ISPO MUNICH 2014 - VISITORS

- 2013: 66 % international visitors
- Italy, Austria, Switzerland, France and Great Britain

- Targets + Benefits for 2014
- Total number of visitors + 80.000 (81.721 in 2013)
- Retail focus: ISPO ACADEMY in Poland, Italy, France, China, Brazil
- Travel packages, low entry prices
- Supporting program
- Visitor W-Lan free of charge at ISPO MUNICH!
## ISPO MUNICH 2014 - JOURNALISTS

<table>
<thead>
<tr>
<th>Region</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>2,089</td>
</tr>
<tr>
<td>Top Ten</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>1,292</td>
</tr>
<tr>
<td>Italy</td>
<td>148</td>
</tr>
<tr>
<td>Austria</td>
<td>144</td>
</tr>
<tr>
<td>France</td>
<td>113</td>
</tr>
<tr>
<td>Great Britain and North Ireland</td>
<td>67</td>
</tr>
<tr>
<td>Switzerland</td>
<td>51</td>
</tr>
<tr>
<td>Netherlands</td>
<td>43</td>
</tr>
<tr>
<td>Spain</td>
<td>38</td>
</tr>
<tr>
<td>Poland</td>
<td>37</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,154</strong></td>
</tr>
</tbody>
</table>
• ISPO MUNICH 2014 - EVENTS

- Snow, Ice and Rock Summit
- Talks, podium, movies, networking, fashion show
- All days, hall A6

- Free Ski Summit
- Special exhibition area with the focus on Freeride
- Skiing & Backcountry

- Action Summit
- Action stage and Meet&Greet area focusing on Action Sports topics
• VIPS @ ISPO MUNICH

Giorgio Rocca (ski legend)

Ted Ligety (Olympic Gold Medalist Ski)

Britta Steffen (swimmer)

Sven Hannawald (former German ski jumper)

Felix Baumgartner (extreme sportsman)

Andreas und Michael Raelert, (triathletes)

Lizarazu Bixente (former French football player)

Willy Bogner, Hubert Burda, Klaus Dittrich

Jean-Marie Pfaff (former Belgian football player)

Maria Höfl-Riesch (german ski racer)
Date & Venue
- Feb 19 - 22, 2014
- China National Convention Center, Beijing

Exhibitors & Brands (2013)
- 410 exhibitors (+28%)
- 567 brands from 22 countries (+10%)
- 40,000 sqm

Visitors (2013)
- 27,876 national and international visitors

Journalists (2013)
- 341 national and international journalists

Targets for 2014
- 450 exhibitors
- 30,000 visitors
• ISPO BEIJING - DEVELOPMENT SINCE 2005

Development of brands and visitors:

<table>
<thead>
<tr>
<th>Year</th>
<th>Brands</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>180</td>
<td>400</td>
</tr>
<tr>
<td>2007</td>
<td>250</td>
<td>500</td>
</tr>
<tr>
<td>2009</td>
<td>300</td>
<td>600</td>
</tr>
<tr>
<td>2011</td>
<td>350</td>
<td>700</td>
</tr>
<tr>
<td>2012</td>
<td>516</td>
<td>800</td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td>900</td>
</tr>
</tbody>
</table>
More than 400 brands have already applied for ISPO BEIJING 2014!
The 9th Asia Pacific Snow Conference (APSC)
- Focusing on ski resorts management and winter sports development
- Target Audience: ski resort managers, real estate developers, tourism bureau, winter sports brands reps
- Number of participants: approx. 100

2014 China Sports Industry Forum
- Target Audience: managers in sports industry, investors
- Number of participants: approx. 300

2015 China Sports Fashion Trend Forum
- Releasing 2015-16 F/W Color Trend
- Target Audience: Designers, product managers, etc.
- Number of participants: approx. 250
ISPO BEIJING VIP Dinner
- High level dinner platform for sports business professionals
- For owner and top management of brands and companies from China and abroad

Department Store Manager Dinner
- In Cooperation with CCAGM
- Over 120 department store managers
- Networking platform between brand reps and shopping center manager

Founder Lunch
- Connecting international and Chinese company founders
- To exchange ideas, experiences and help to intensify business relations on a high level
ISPO SERVICES – A 365 DAYS APPROACH

ISPO ACADEMY

- Provides access to consistent, high quality trainings for sports retail businesses (conferences, workshops, and retail tours)
- Goal: help all sports retailers to develop under the new business environment and challenges
- Key Words: Shop + Product + People + Marketing

**ISPO ACADEMY Dates**

<table>
<thead>
<tr>
<th>Date</th>
<th>Country</th>
<th>City</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 3, 2013</td>
<td>Brazil</td>
<td>Sao Paulo</td>
<td>Adventure Sports Fair</td>
</tr>
<tr>
<td>May 27, 2013</td>
<td>Spain</td>
<td>Barcelona</td>
<td>Barcelona Moda Centre</td>
</tr>
<tr>
<td>Jun 18-20, 2013</td>
<td>China</td>
<td>Shanghai</td>
<td>Huana Hotel (NO.1733, Lianhua Road)</td>
</tr>
<tr>
<td>Jul 25-29, 2013</td>
<td>Germany</td>
<td>Munich</td>
<td>ISPO BIKE</td>
</tr>
<tr>
<td>Oct 3-4, 2013</td>
<td>France</td>
<td>Hossegor</td>
<td>Casino</td>
</tr>
<tr>
<td>Oct 16-18, 2013</td>
<td>Sweden</td>
<td>Stockholm</td>
<td>OPERAKÅLLAREN</td>
</tr>
<tr>
<td>Oct 24-25, 2013</td>
<td>Poland</td>
<td>Czarny Gron</td>
<td>Sport and Skicentrum</td>
</tr>
<tr>
<td>Jan 26-29, 2014</td>
<td>Germany</td>
<td>Munich</td>
<td>ISPO MUNICH</td>
</tr>
</tbody>
</table>
An example – ISPO ACADEMY CHINA
Facts & Figures

- Date: 18.06. – 19.06.2013
- Location: Shanghai, China
- Participants: 248
- Retailers, distributors, and brand representatives
- From Outdoor, Cycling, Winter and Action sports industry
- Speakers: 7 experienced experts from China and abroad
- First international level training program for sports retailers in China
## ISPO ACADEMY 2013 - ATTENDEE STATISTICS

<table>
<thead>
<tr>
<th>Company Type</th>
<th>No.</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retailer</td>
<td>152</td>
<td>61%</td>
</tr>
<tr>
<td>Brand</td>
<td>67</td>
<td>27%</td>
</tr>
<tr>
<td>Club</td>
<td>7</td>
<td>3%</td>
</tr>
<tr>
<td>Institute</td>
<td>13</td>
<td>5%</td>
</tr>
<tr>
<td>Others</td>
<td>9</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>248</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>No.</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor</td>
<td>216</td>
<td>87%</td>
</tr>
<tr>
<td>Action</td>
<td>6</td>
<td>2%</td>
</tr>
<tr>
<td>Cycling</td>
<td>11</td>
<td>4%</td>
</tr>
<tr>
<td>Skiing</td>
<td>3</td>
<td>1%</td>
</tr>
<tr>
<td>Others</td>
<td>12</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>248</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Job Function</th>
<th>No.</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>67</td>
<td>31%</td>
</tr>
<tr>
<td>Store manager</td>
<td>38</td>
<td>18%</td>
</tr>
<tr>
<td>Regional manager</td>
<td>24</td>
<td>11%</td>
</tr>
<tr>
<td>Marketing &amp; sales</td>
<td>29</td>
<td>13%</td>
</tr>
<tr>
<td>Buying</td>
<td>23</td>
<td>11%</td>
</tr>
<tr>
<td>Students</td>
<td>13</td>
<td>6%</td>
</tr>
<tr>
<td>Others</td>
<td>22</td>
<td>10%</td>
</tr>
<tr>
<td><em>32 not filling</em></td>
<td>216*</td>
<td>100%</td>
</tr>
</tbody>
</table>
ISPO ACADEMY 2014 will take place in June 2014 in Shanghai.
The following brands have confirmed their cooperation for the next edition.
ISPO SERVICES – A 365 DAYS APPROACH

- ISPO AWARD
  - Prize for the most exceptional sporting goods
  - A professional jury evaluates several hundred entries
  - Exhibition of the AWARD winning products and campaigns @ ISPO MUNICH

- ISPO BRANDNEW
  - An international competition which is dedicated to Start-Up enterprises
  - The 50 winners present their products at the ISPO BRANDNEW Village
ISPO SERVICES – A 365 DAYS APPROACH

- ISPO NEWS
  - Consists of ISPO MAGAZINE, ISPO NEWSLETTER and ISPO NEWSBLOG
  - Provides information on a higher and comprehensive level about trends, developments and interesting market potentials
  - International distribution lists

- ISPO JOBS
  - Offers together with our partner www.sport-job.de of the most extensive job markets within the sports business
ABOUT

- Provides retailers, manufacturers and suppliers an online platform with consumer opinions, creating a completely new approach to opinion polls and market research
- Exchange with consumers through votings, comments, ratings
- Source for trends & consumer insights
- Sports- and product-related topics as well as social media competitions
- Easy and focused access to target group
- 365 days online and interactive
- Ideal platform for targeted social media campaigns in order to increase the brand awareness
SUCCESSFUL SOCIAL MEDIA MARKETING

- ISPO COMMUNITY
  - Community with relevant target group
  - Innovative tools for user interaction
  - High outreach through social sharing

- Rating contests
  - Campaign packages with clear targets
  - "Incentive to Share" through attractive benefits
  - High viral potential

- Cooperation with experts
  - Conducted by social media experts
  - From service package or bundles
  - Measuring success & analysis

Success factors social media campaign

In cooperation with the leading social media technology of Voycer AG
SHOWCASE: MY BIKE MY STYLE 2013

Photo-Rating-Contest on ISPO.COM

- High visibility and outreach for sponsors (outreach to more than 5 million)
- Landing-Page with call-to-action for a high user participation
- Over 45,000 participants in 4 weeks
- Over 260 submissions through sports crazy participants
- 70% viral traffic through social sharing
- 180 reached user per posting
- High user-interaktion through an intuitive rating tool

You can measure the success of your social media competition in realtime in the campaign tool.
# ONE BRAND: LOTS OF SERVICES.

<table>
<thead>
<tr>
<th>MUNICH</th>
<th>BEIJING</th>
</tr>
</thead>
<tbody>
<tr>
<td>The leading international sports business platform.</td>
<td>The leading sports business platform in the Asia-Pacific region.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ACADEMY</th>
<th>AWARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>The sports business’ central hub for comprehensive knowledge.</td>
<td>The quality seal for the sports business.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRANDNEW</th>
<th>CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>The sports business’ best start-ups.</td>
<td>The benefit card for the sports business.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMMUNITY</th>
<th>JOBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>The direct access to consumers for sports business companies.</td>
<td>The job exchange for the sports business.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NEWS</th>
<th>SHOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>The multimedia news channel for sports business professionals.</td>
<td>The online shop for sports business report studies and retail strategies.</td>
</tr>
</tbody>
</table>
Do you have any questions?
THANK YOU!