



## ODLO Sports Group – Facts & Figures 2009

Headquarters	ODLO Sports Group AG, Switzerland, CH-6331 Hünenberg, Bösch 47
Brand established in	1946
Management	Andreas Kessler (CEO, Marketing), Thomas Spiess (Supply Chain), Claes Broqvist (Sales), Thomas Rast (CFO)
Sales 2009	ODLO Sports Group 159.6 million Swiss Francs
Employees 2009	Total 650, of which 100 at the Swiss operations in Hünenberg.
Markets	The ODLO subsidiaries in Germany, Switzerland, France, Austria and Belgium/Holland generate most of the sales. The ODLO brand is distributed worldwide in more than 20 countries.
Core business	With more than 60 years of experience, ODLO is the pioneer in functional sportswear. The company is the inventor of functional sports underwear and the three-layer principle. ODLO offers a comprehensive all-year-round range of sportswear.
Product segments	ODLO is the European market leader in the segment of functional sportswear with the Sports Underwear and in Nordic Walking. Further successful collections are offered in the Outdoor, Running, Kids, X-Country, Bike and Tec Shirts segments. Market shares in the segment of functional underwear vary between 30 % and 50 %.
Points of Sales	ODLO products are offered worldwide in more than 3000 sales points, mainly in the specialist sports trade. Approximately 900 "shop-in-shop" systems provide the consumer with ODLO worlds of experience. The Swiss company also runs its own ODLO stores.
Production	ODLO manufactures 70 % of its products in Europe, mostly in its own factories. ODLO has modern manufacturing operations in Portugal and, since March 2004, in Romania. The remaining 30 % of ODLO products are manufactured in Asia.
ODLO philosophy	As the market and technological leader, ODLO has committed itself to producing the best functional sportswear for people who love exercise - in every weather and at every level of intensity. ODLO ensures well-being from the skin outwards and stands for uncompromisingly high demands of function, wearer-comfort and quality.
Claim	«passion for sports»
Further information	<a href="http://www.odlo.com">www.odlo.com</a>