

PRESS CONFERENCE

ISPO MUNICH | January 26, 2020

SPORT 2000 International

Strong together: SPORT 2000 intensifies cross-border cooperation

The sports retail group is focusing on an even stronger, Europe-wide strategic direction. The aim is to further develop SPORT 2000 into an integrated, vertically oriented retail service organization and a strong brand throughout Europe

SPORT 2000 International will appear together with the newly formed SPORT 2000 GmbH for the first time at the annual press conference at ISPO Munich 2020, thereby emphasizing its pioneering role on the international stage of sports retail business. SPORT 2000 International generated gross retail sales of € 4.94 billion (last years reporting in Net Sales) in 2019 with currently 3,950 locations in 23 countries. This is equivalent to year-on-year revenue growth of nearly 8% percent. *“This growth shows that brick-and-mortar sports retail still has a future. However, it demands new approaches so customers are offered a special shopping experience. For us as a retail organization, our top priority remains creating these ideal conditions for the retailer,”* emphasizes Margit Gosau, CEO of SPORT 2000 International. She offers additional insights into the future development of the sports retail group: *“SPORT 2000 International’s vision is to be the clear market leader in performance sports and present itself externally with strong brand awareness and attractiveness. In order to achieve this, we need to constantly and flexibly adapt to changes in the market.”*

SPORT 2000 comes even closer together internationally

The central tasks of the umbrella organization include the brand strategy, strategic brand partnerships, brand positioning, brand development, international licensing and expansion, further development of private-label brands and the advancement of international concepts. Through close cooperation and joint workshops with the SPORT 2000 managing directors in the six strategic action areas – brand, formats, range & NOS, supply chain, data and omni & online – SPORT 2000 is taking targeted steps to achieve this vision. *“In the future, the focus will be more strongly on the joint development of concepts*

fit for the future and of a strong position in the market. This includes intensifying cross-border cooperation even more than before and, in the context of this cooperation, closely integrating our measures in SPORT 2000's strategic action areas," says Gosau, who has set the objective of increasingly developing SPORT 2000 into a vertically oriented retail service organization in the next few years.

SPORT 2000 International

With around 2,250 retailers and approximately 3,950 stores that employ over 35,000 people in 23 countries, SPORT 2000 International is the second-largest retail organization of independent sports retailers in Europe. In 2019, the sports retail company generated total revenue of EUR 4,94 billion (retail gross sales).



Image:

Image text: Margit Gosau, CEO of SPORT 2000 International and SPORT 2000 GmbH

Credits: SPORT 2000 International (photo may be reproduced if cited)

Media contact:

Impuls Kommunikation | Irina Haas

irina@impulskommunikation.at | mobile: +43 676 95 05311

The press release and images are available to download for free in our media room <http://www.impulskommunikation.at/EN/media-room>