

**WORK  
HARD  
PLAY  
HARDER**

**macron**

TECHNICALSPORTSWEAR

— ITALY 1971 —

Macron nasce a Bologna e inizia la propria attività come distributore esclusivo per l'Italia di attrezzatura baseball per conto di MacGregor USA e di altri marchi americani operanti nel settore baseball.

*Macron is founded in Bologna and starts its business as the exclusive Italian distributor of baseball equipment on behalf of MacGregor USA and other American baseball brands.*



Macron avvia la produzione industriale delle repliche NBA per tutta l'Europa per conto di Champion.

*Macron starts producing NBA replicas at an industrial scale for the European market on behalf of Champion.*



Macron avvia la sua espansione estera: dall'Italia all'Europa, per poi arrivare negli Stati Uniti, in Canada, Australia e anche in Medio Oriente.

I prodotti Macron sono indossati da un numero sempre crescente di atleti, sia professionisti che dilettanti.

Lo stesso anno Macron firma con lo Swansea City FC il suo primo contratto di sponsorizzazione fuori dall'Italia.

*Macron starts its expansion abroad: from Italy to Europe, over to the United States, Canada, Australia and all the way to the Middle East. Macron products are worn by a growing number of professional and amateur athletes. In the same year Macron signs its first sponsorship contract abroad with Swansea City FC.*



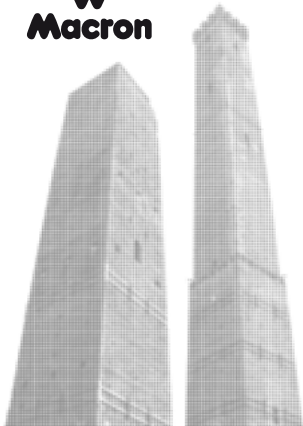
Nasce il progetto Macron Store, il negozio monomarca che offre tutta la gamma di prodotti Macron: dal teamwear agli accessori, dal merchandising al tempo libero. Per avvicinare i tifosi alle proprie squadre, Macron apre anche il suo Official Online Shop per la vendita del merchandising ufficiale.

*The Macron Store project is launched: a unique outlet displaying the full range of Macron products, from teamwear to accessories, from merchandising to leisurewear. Macron also opens its Official Online Shop bringing supporters closer to their teams, through the sale of official merchandise.*

## 1971 1974 1991 2001 2005 2007 2010 //



Macron



Macron acquisisce Record Sports e inizia a produrre abbigliamento per baseball, basket, volley e football americano. In parallelo alla distribuzione di attrezzature sportive. Macron produce per conto di Adidas, Nike, Spalding, Reebok, Champion le divise per i team professionistici.

*Macron acquires Record Sports and starts producing apparel for baseball, basketball, volleyball and American football. As well as distributing sports equipment, Macron produces uniforms for professional teams on behalf of Adidas, Nike, Spalding, Reebok and Champion.*



Inizia l'avventura di Macron nel calcio professionistico: primo contratto di sponsorizzazione con un Club di Serie A, il Bologna FC 1909. Da quel giorno il marchio Macron comincia ad essere sempre più visibile sulle maglie ufficiali delle migliori e più blasonate squadre del mondo.

*Macron's adventure in professional football begins with the first sponsorship of a top-level club: Bologna FC 1909. From that moment, the Macron brand begins to be seen on the official kits of some of the world's most renowned teams.*



La crescita costante dell'azienda continua e si espande geograficamente, prevalentemente in Europa, e si riflette su una sempre più ampia gamma prodotti, che include anche rugby e pallamano.

*The steady growth of the company is reflected in the ever-increasing range of products, including apparel for rugby and handball.*





Macron firma il suo primo contratto di sponsorizzazione tecnica di una Nazionale: la Scottish Rugby Union, confermando una posizione di leadership anche nel rugby.

*Macron signs its first technical sponsorship contract with a national team: Scottish Rugby Union, confirming Macron as a leader in rugby.*



Con la consulenza e supervisione di atleti professionisti nasce la collezione Macron Running. Per la prima volta Macron partecipa ad una competizione mondiale: Scottish Rugby Union veste Macron durante la Rugby World Cup che si svolge in Inghilterra.

*Under the supervision and advice of professional athletes, Macron conceives its Running collection. For the first time Macron takes part in a world competition: when Scottish Rugby Union wears Macron during the Rugby World Cup in the UK.*



Molte nuove sponsorizzazioni rafforzano il già ampio palmares di Macron in mercati tradizionali e nuovi: fra le altre. La Federazione Italiana Rugby, Deportivo La Coruña, Club Brugge e Stella Rossa Belgrado. Macron viene inoltre scelta dalla UEFA come partner ufficiale del programma di fornitura delle Federazioni calcistiche minori per il quadriennio 2018 - 2022.

*Numerous new sponsorships enrich Macron's outstanding portfolio in new and traditional markets: among others, the Italian Rugby Federation, Deportivo La Coruña, Club Brugge and Red Star Belgrade. Furthermore, UEFA chooses Macron as its official partner in the supply of apparel to the small football federations for the years 2018-2022.*

## 2012 2013 2014 2015 2016 2017

Nasce la nuova linea di prodotti Athleisure, per chi ama indossare Macron anche nel tempo libero.

*Macron introduces the Athleisure collection, designed for those who like to wear Macron even in their free time.*



Macron diventa sponsor tecnico del Bolton Wanderers FC acquisendo al contempo i "naming rights" per lo stadio di Bolton che si chiamerà Macron Stadium.

*Macron becomes technical sponsor of Bolton Wanderers FC and acquires the naming rights for the club's stadium, which is now known as the Macron Stadium.*



Macron firma il suo primo contratto di sponsorizzazione tecnica di una nazionale di calcio: l'Albania, che partecipa al Campionato Europeo disputato in Francia nello stesso anno.

*Macron signs its first technical sponsorship with a national football team, Albania, playing in the European Championship in France the same year.*

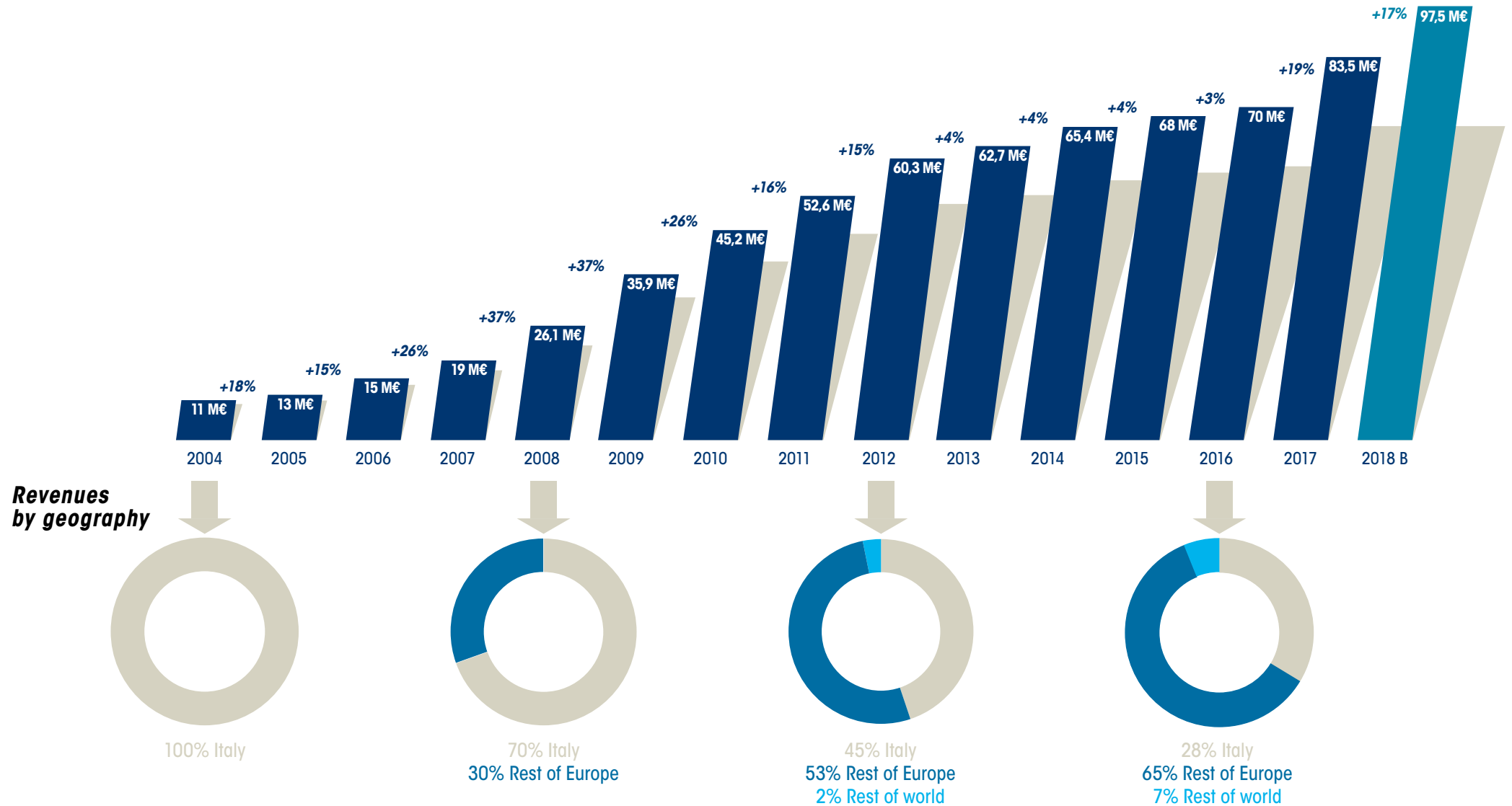


**UEFA**  
KIT ASSISTANCE SCHEME

# A SUCCESSFULL STORY OF IMPRESSIVE GROWTH

## A FAST GROWING COMPANY

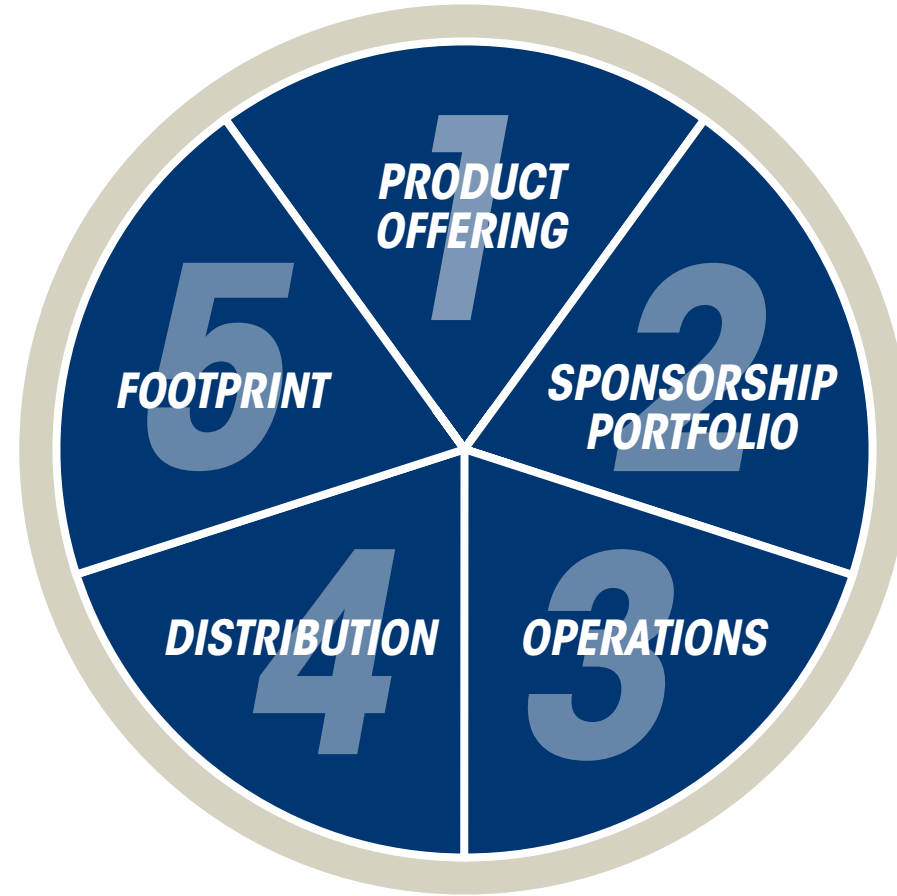
From an entirely Italian clientele, Macron now distributes 30% of its products in Italy and the remaining 70% to the rest of the world. The turnover has grown significantly year after year: Macron is now one of the sportswear brands with the most rapid growth in Europe.





# WHAT MAKES MACRON DIFFERENT

UNIQUE AND SUSTAINABLE BUSINESS MODEL



# 1. PRODUCT OFFERING



## TEAMWEAR



## MERCHANDISING



## RUNNING



## ATHLEISURE



BUSINESS

Game sets, free time apparel and accessories to grassroots and amateur clubs across all team sports.

MARKET

Highly fragmented market, with competitors varying from country to country. Macron is the European leader, ensuring a significant presence in all key countries in Europe.

Official Merchandise of sponsored Clubs.

Italian design, bespoke service and high quality are Macron's points of strength to face other brands' competition in sponsoring professional Clubs.

Technical Running products for individuals and teams.

Fast growing market. Competitors mainly focused on shoes. Macron's focus on high-end technical products.

Sportswear apparel for individuals.

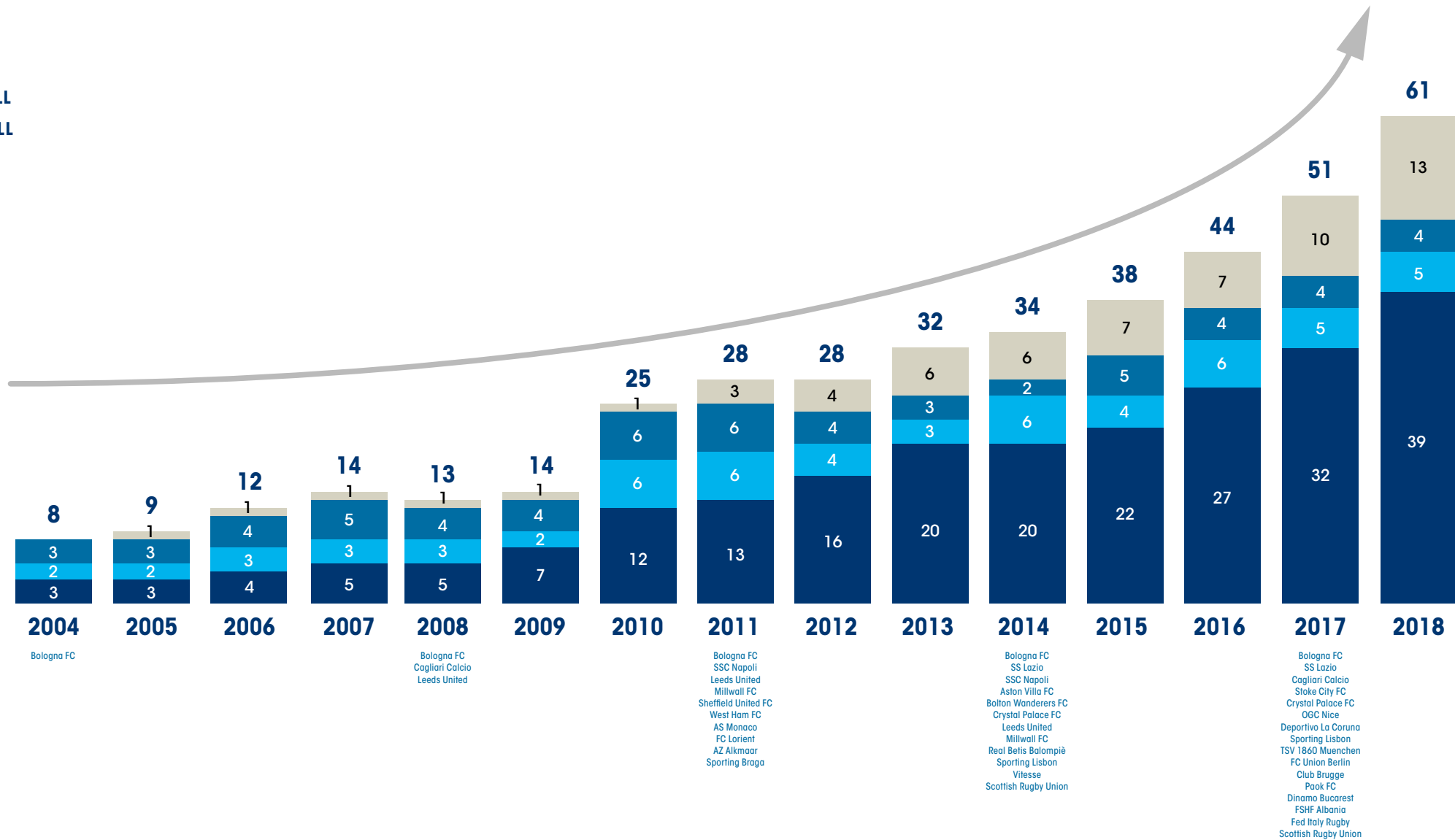
Highly competitive market that spans all styles and price points. Macron aims to maintain its sportswear heritage with a fashion twist.

■ Core business

# 2. UNIQUE PORTFOLIO OF PRESTIGIOUS CLUBS

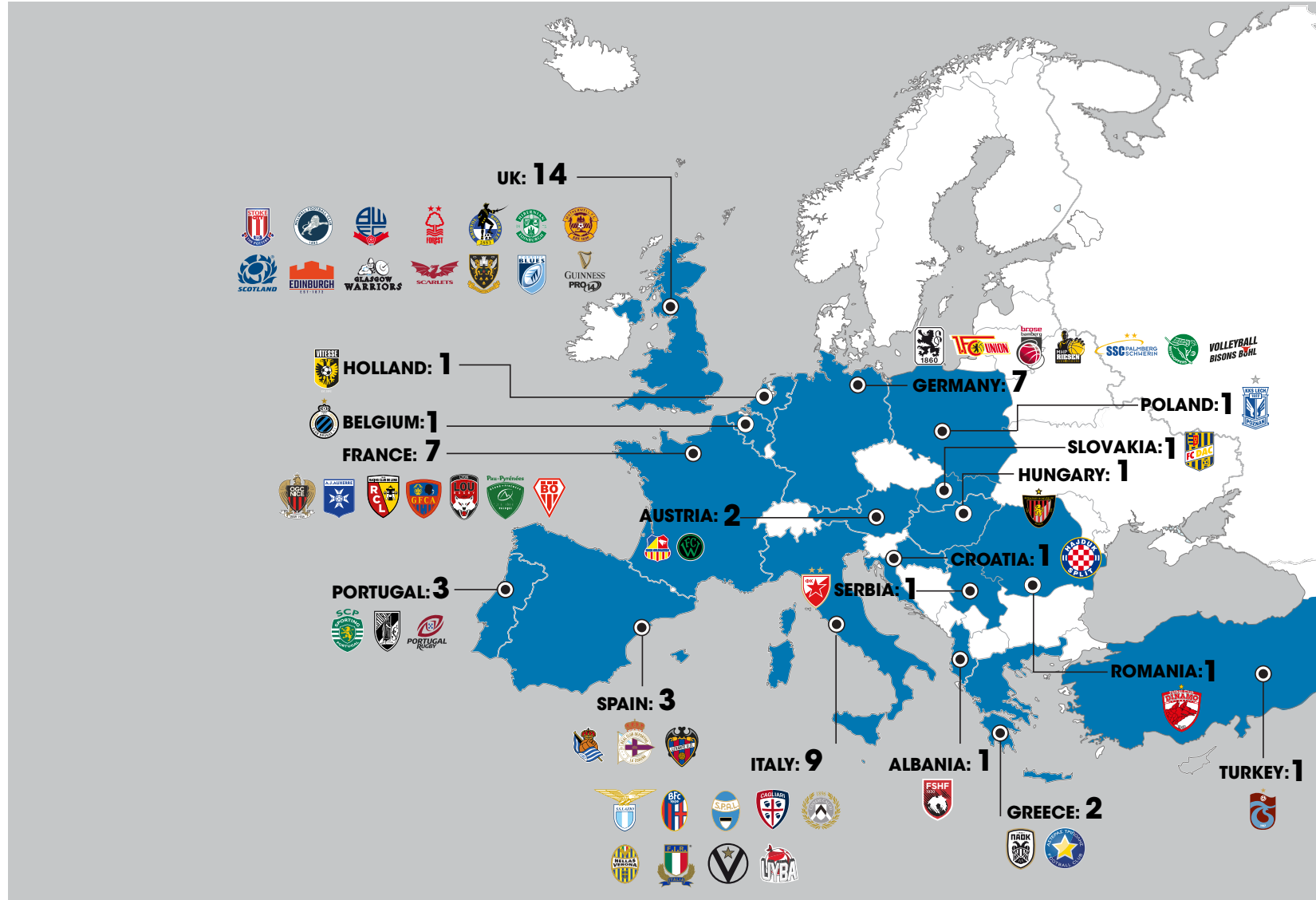


- FOOTBALL
- VOLLEYBALL
- BASKETBALL
- RUGBY

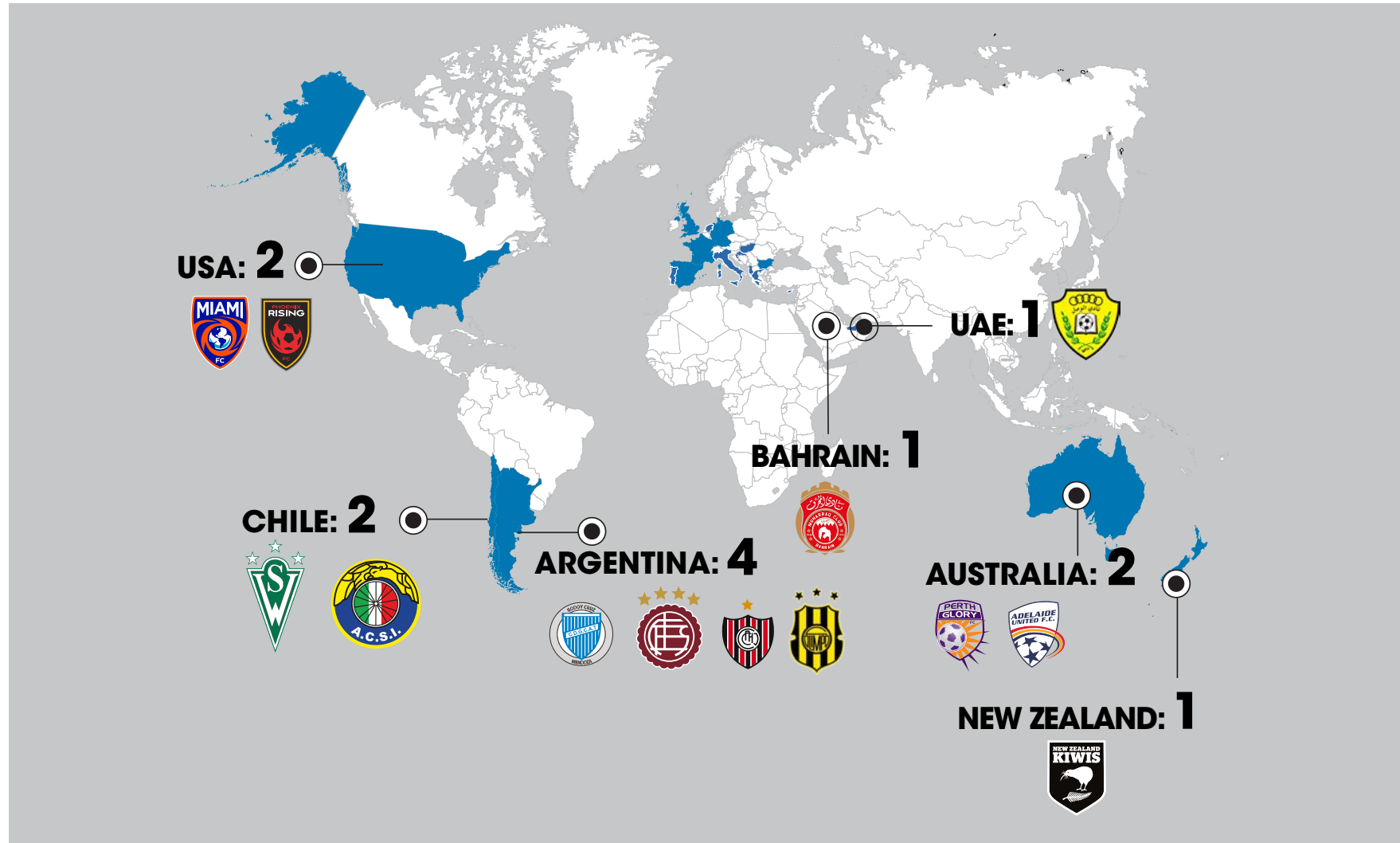




## 2. UNIQUE PORTFOLIO OF PRESTIGIOUS CLUBS: EUROPE



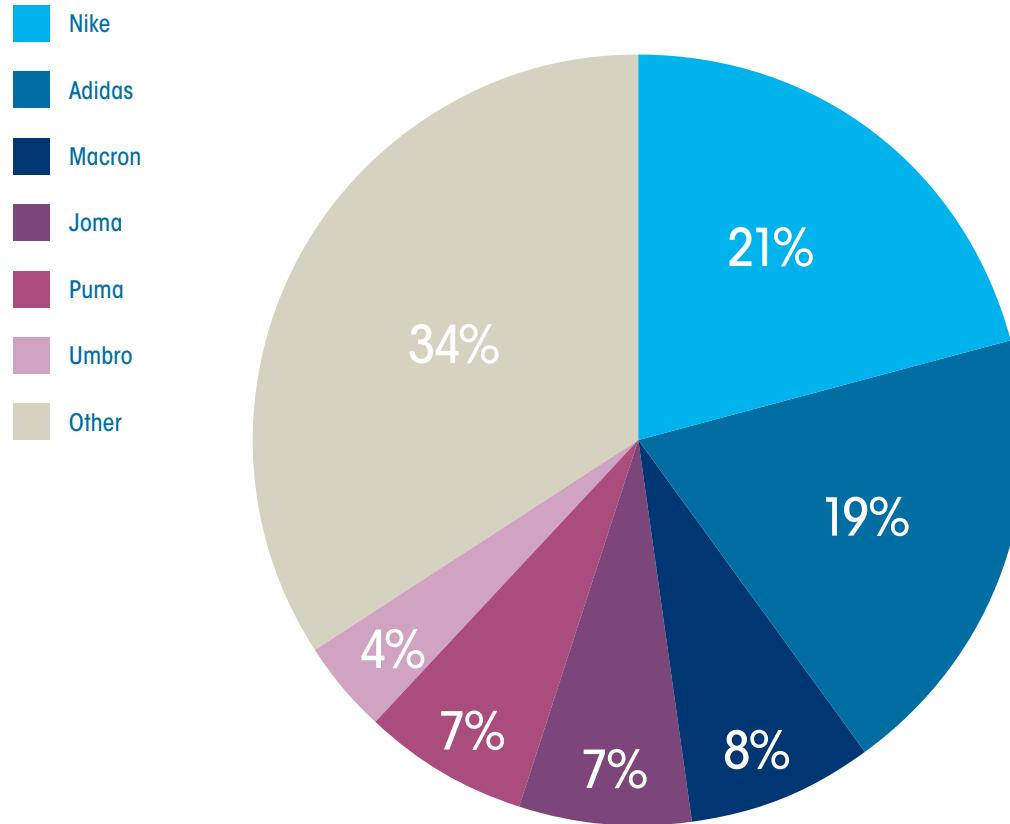
## 2. UNIQUE PORTFOLIO OF PRESTIGIOUS CLUBS: OVERSEAS



## 2. 3<sup>RD</sup> MOST WIDESPREAD FOOTBALL BRAND IN EUROPE

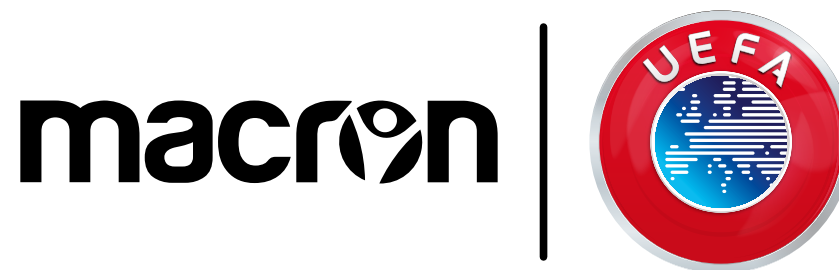


**2016 UEFA REPORT**  
KIT MANUFACTURERS' SHARE OF THE CLUB MARKET



## 2. UEFA KIT ASSISTANCE SCHEME

- MACRON HAS BEEN RECENTLY SELECTED AS THE OFFICIAL PARTNER FOR THE 2018 - 2022 UEFA KIT ASSISTANCE SCHEME
- THIS SCHEME CONSISTS IN THE SUPPLY OF TECHNICAL GEAR TO SMALLER UEFA MEMBER ASSOCIATIONS.



NATIONAL ASSOCIATION CURRENTLY INCLUDED IN THE SCHEME



FOOTBALL  
FEDERATION  
OF ANDORRA



FOOTBALL  
FEDERATION  
OF ARMENIA



FOOTBALL  
FEDERATION  
OF BELARUS



FOOTBALL  
FEDERATION  
OF CYPRUS



FOOTBALL  
FEDERATION  
OF FÆR ØER



FOOTBALL  
FEDERATION  
OF LUXEMBOURG



FOOTBALL  
FEDERATION  
OF LIECHTENSTEIN



FOOTBALL  
FEDERATION  
OF SAN MARINO

# 3. OPERATIONS: AN INTEGRATED AND COMPLEX SUPPLY CHAIN



## DESIGN, STYLING AND ENGINEERING



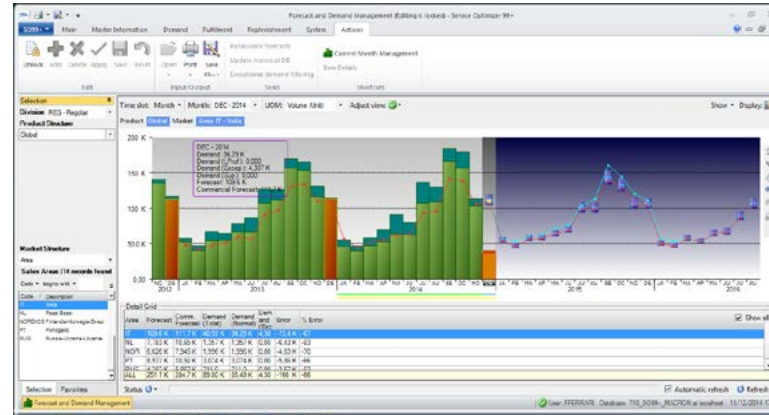
**TEAMWEAR**  
60+ NEW PROTOTYPES

**PROFESSIONAL CLUBS**  
90+ NEW PROTOTYPES

**RUNNING**  
40+ NEW PROTOTYPES

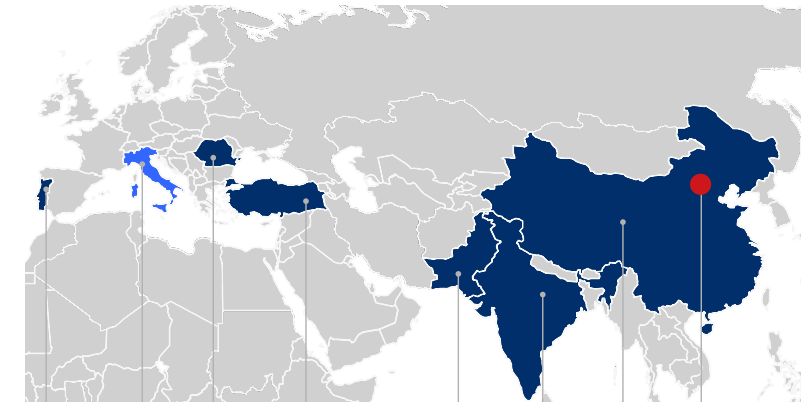
**ATHLEISURE**  
40+ NEW PROTOTYPES

## PRODUCTION PLANNING



## MANUFACTURING

44 PARTNER FACTORIES



Country	Number of Factories
ITALY	9
TURKEY	2
PAKISTAN	3
CHINA	25
INDIA	1
BULGARIA	2
PORTUGAL	2

**MACRON  
TIANJIN**

# 3. OPERATIONS: AN INTEGRATED AND COMPLEX SUPPLY CHAIN



## WAREHOUSES

### TWO LOGISTICAL HUBS

#### BOLOGNA

STORAGE CAPACITY / CAPACITÀ DI STOCCAGGIO **6,000 SQM**  
PIECES ON STOCK / PEZZI A MAGAZZINO > **2,500,000**

#### MONSELICE

STORAGE CAPACITY / CAPACITÀ DI STOCCAGGIO **7,000 SQM**  
PIECES ON STOCK / PEZZI A MAGAZZINO > **1,500,000**



Service providers:  
**CEVA XPOLogistics**

Handling capacity:  
**40,000 units per day**

# 4. DISTRIBUTION CHANNELS



**MACRON STORE**  
123 STORES IN 25 COUNTRIES



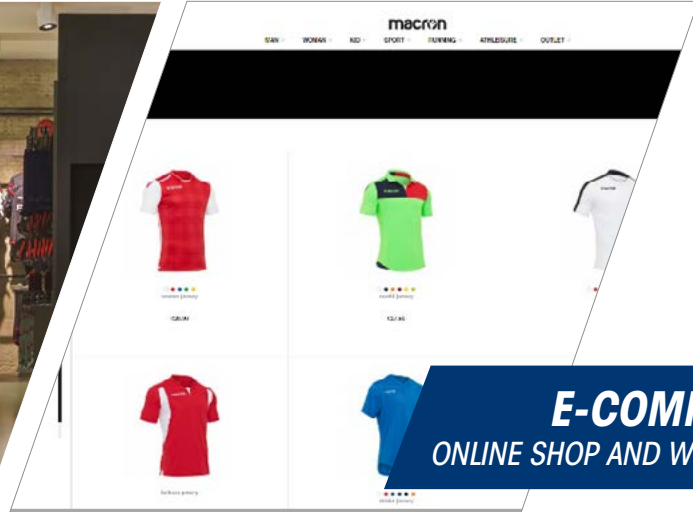
**MULTI-BRAND STORE**  
800+ STORES IN 50+ COUNTRIES



**CLUB OFFICIAL STORE**  
54 STORES IN 17 COUNTRIES



**E-COMMERCE**  
ONLINE SHOP AND WORLD WIDE DELIVERY



# 4. MACRON STORE PROJECT



- SINCE 2010, MACRON HAS STARTED A STRATEGIC TRANSITION FROM MULTI-BRAND TO MONO-BRAND STORE DISTRIBUTION
- THE COMPANY HAS DEVELOPED A UNIQUE AND VERY DISTINCTIVE NETWORK OF MONO-BRAND "MACRON STORES".

## KEY ADVANTAGES

**1** FULL BRAND DELIVERY

**2** BETTER GRIP ON THE MARKET

**3** LONG-TERM BUSINESS SUSTAINABILITY





# 4. MACRON STORE CONCEPT



**A** TEAMWEAR SHOWROOM

100% dedicated to semi professional and amateur teams



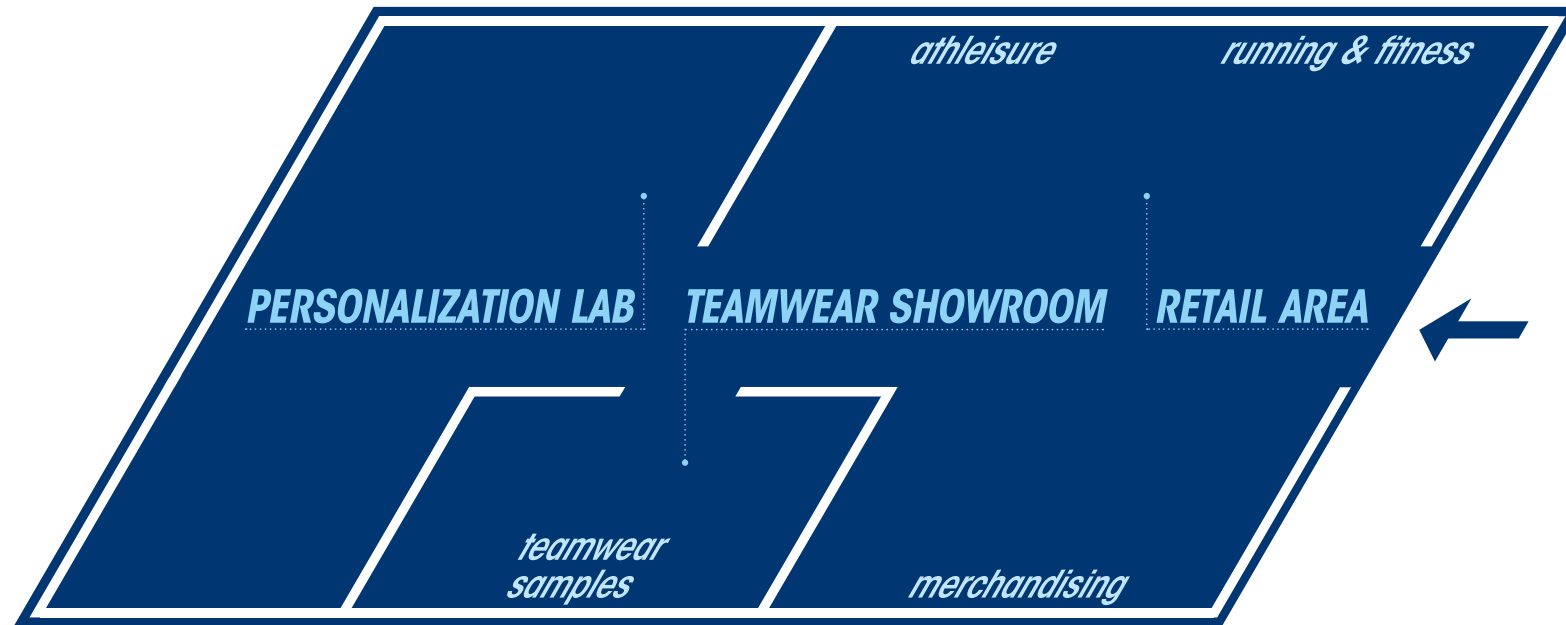
**B** PERSONALIZATION LAB

Team Patch, sponsor logo and players' number/name on teamwear products



**C** RETAIL AREA

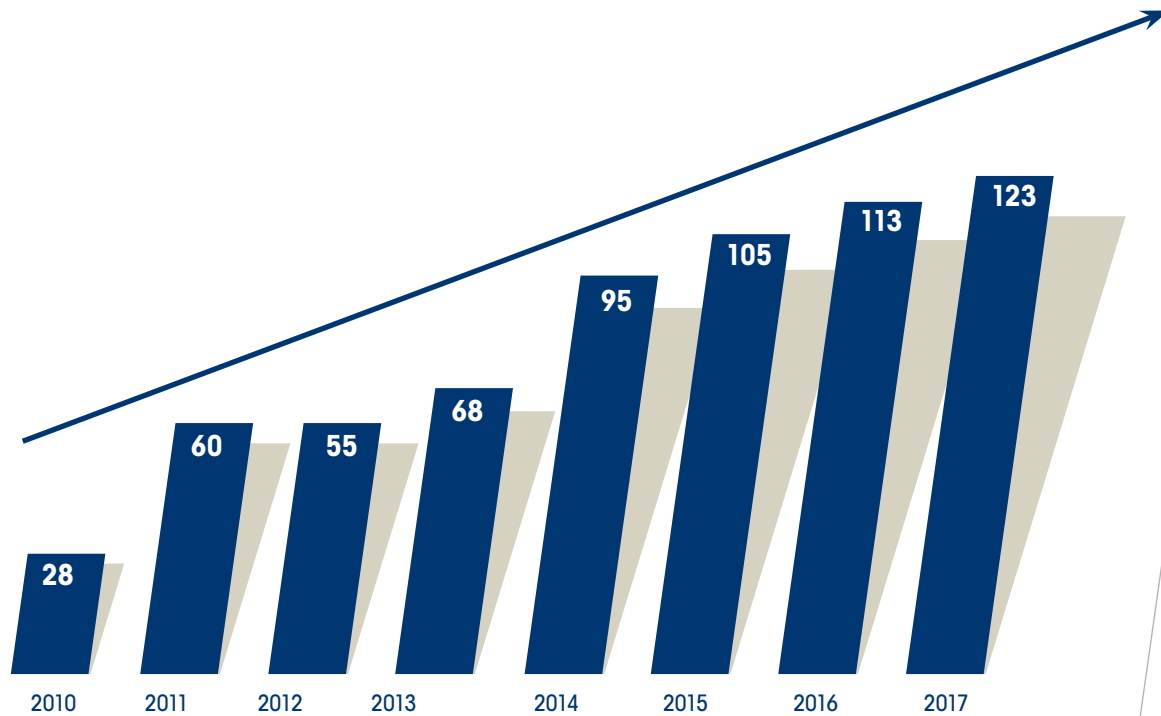
Sales to individuals: merchandising, running, Athleisure, etc.



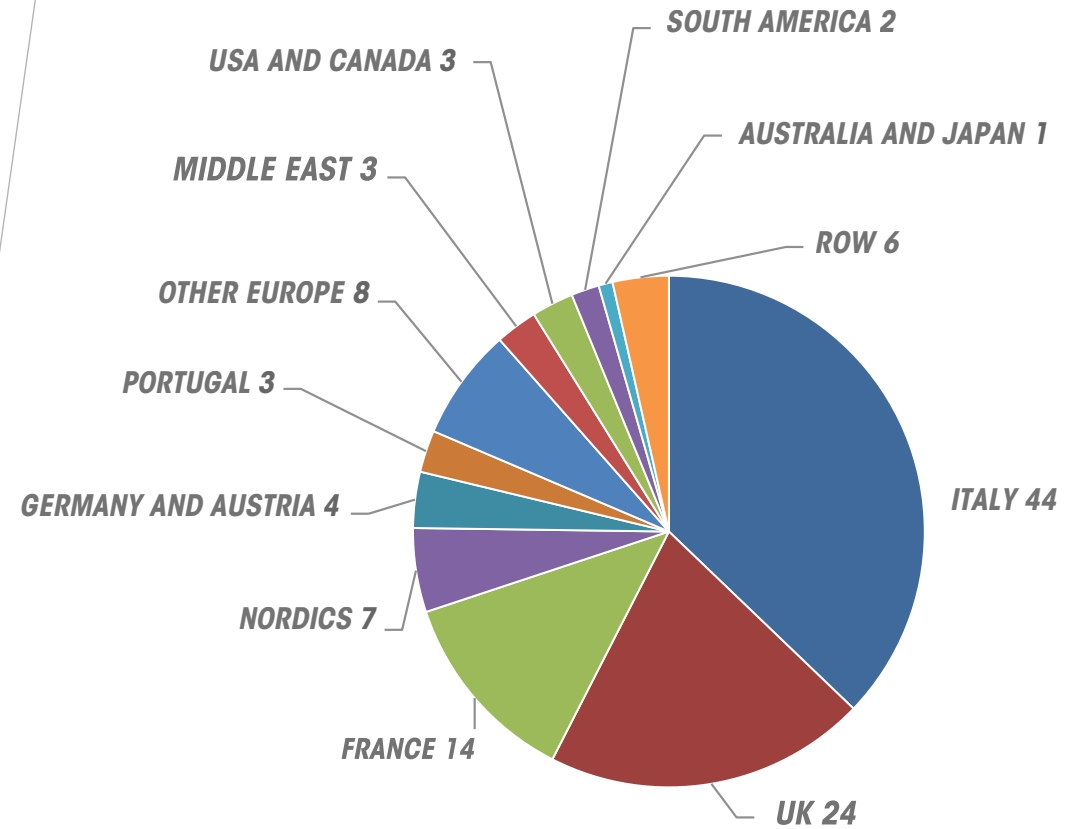
# 4. MACRON STORE NETWORK



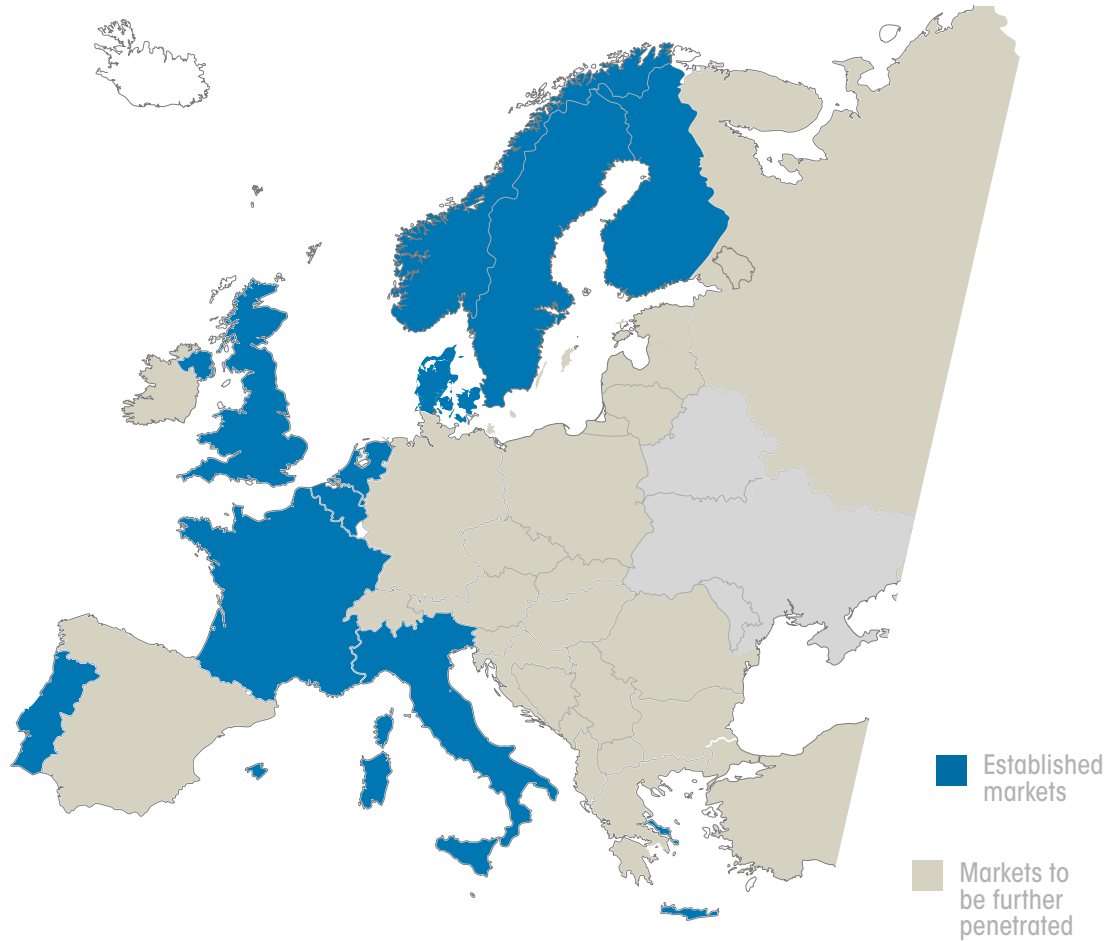
## GROWTH



## GEOGRAPHICAL SPREAD

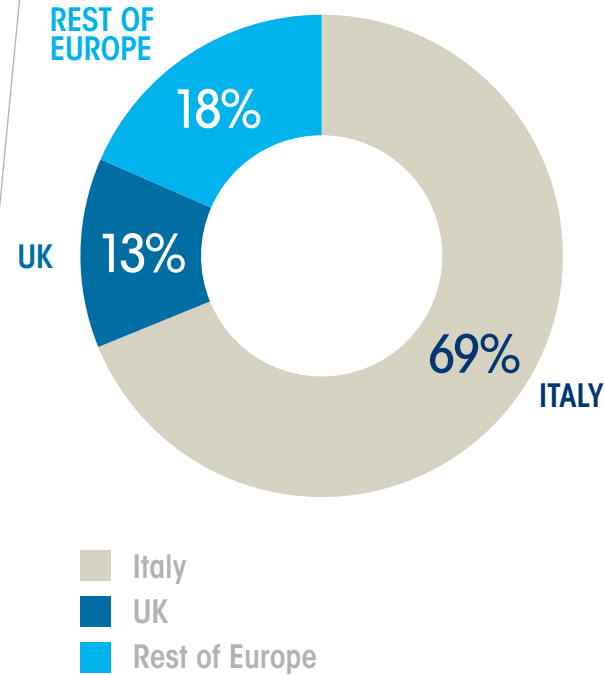


# 5. FOOTPRINT



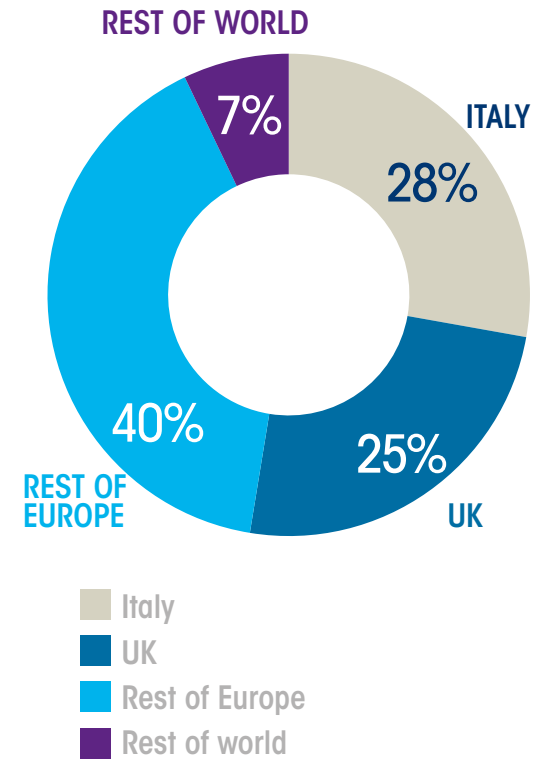
## 2008

REVENUES BREAKDOWN BY GEOGRAPHIC REGION



## 2016

REVENUES BREAKDOWN BY GEOGRAPHIC REGION



**1. Bespoke service &  
High Quality Products**

**2. Italian Style &  
Attention to Detail**



**3. Development of a wide  
merchandising range &  
special merchandising  
projects**

**4. Support to Clubs for  
the development of  
merchandising business**

# 1. BESPOKE SERVICE & HIGH QUALITY PRODUCTS

- Macron provides each Club with a bespoke service throughout the partnership.
- The design team produces original and unique shirts for each sponsored Club.
- The Club participates directly at the design of each new shirt in order to create something unique and special for the supporters



## 2. ITALIAN STYLE AND ATTENTION TO DETAILS

- Born and based in Italy, fashion and style are intrinsic characteristics of the Macron brand.
- Shirt designs are influenced by style and fashion expectations of modern fans and players.
- No detail is overlooked. Whether it be design, manufacturing or delivery, Macron ensures every detail is considered and decided together with the Club.



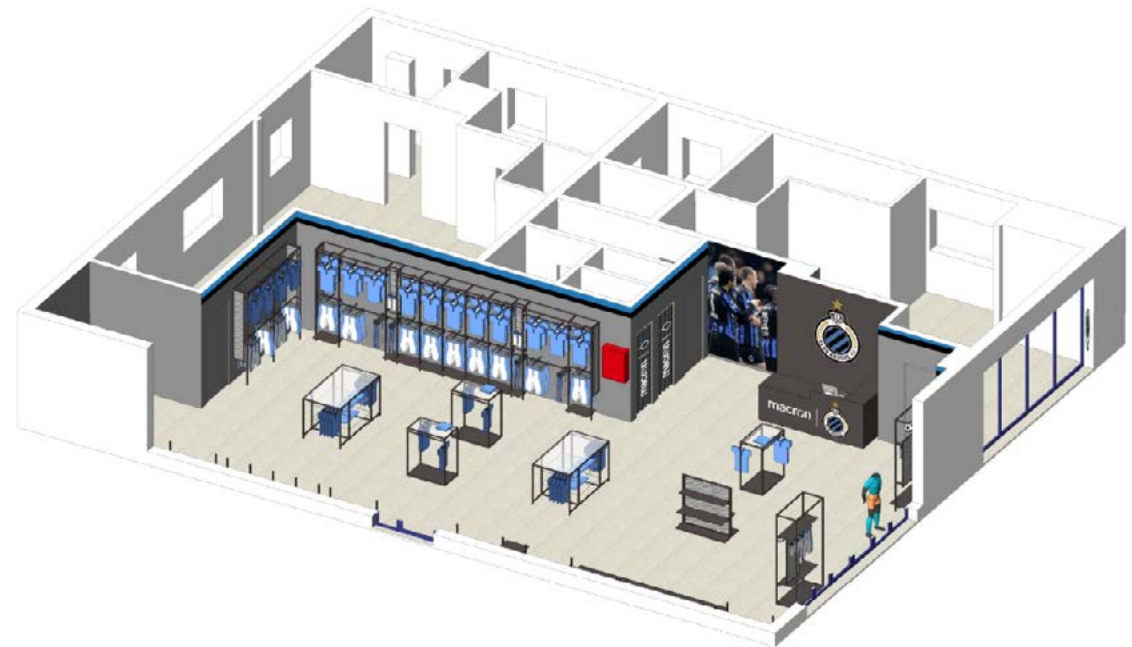
### 3. DEVELOPMENT OF A WIDE MERCHANDISING RANGE AND SPECIAL MERCHANDISING PROJECTS

- Always proposing more SKUs in comparison to other brands in order to create a real “fashion” collection per each Club
- Providing new merchandising articles for the second leg of the season in order to push merchandising sales
- Embracing all the special projects of each Club related to history and tradition



## 4. SUPPORT TO CLUBS FOR DEVELOPMENT OF MERCHANDISING BUSINESS

- Fast replenishments of each merchandising article in order to follow and exploit at the best the momentum and the sporting results
- Supporting the Clubs in developing their retail business also through shop re-fitting





**macron**  
TECHNICALSPORTSWEAR  
— ITALY 1971 —

**MACRON S.P.A.**

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