



**50 YEARS OF EXCELLENCE**

Lugano, 25<sup>th</sup> June



ASSOS™ OF SWITZERLAND



# FIRST CARBON CYCLING FRAME



ASSOS™ OF SWITZERLAND

# FIRST LYCRA SHORTS



50 years of making riders faster.

# A HISTORY OF FIRSTS

FIRST CARBON FIBER CYCLING FRAME

FIRST V-SHAPED CYCLING RIMS

FIRST DROP-SHAPED CYCLING RIMS

FIRST BULLHORN HANDLEBARS

FIRST LYCRA SHORTS

FIRST WATERPROOF BOTTOM BRACKET

1976

1986

1996

FIRST CHRONOSUIT

2006

FIRST JERSEY SUBLIMATION PRINT

FIRST ELASTIC INSERT

FIRST MULTIDENSITY INSERT

FIRST ELASTIC LEG GRIPPERS

FIRST GOLDENGATE SEAMLESS INSERT

FIRST ROLLBAR STABILITY PLATFORM

2026



ASSOS™ OF  
SWITZERLAND

BEFORE



TONI MAIER (ON THE RIGHT)  
early '60

AND AFTER ASSOS OF SWITZERLAND.



ROTH GISIGER  
1978

## ASSOS™ OF SWITZERLAND

100



# EF PRO TEAM



# PRO-CYCLING TEAMS

4

FULLY EQUIPPED TEAMS

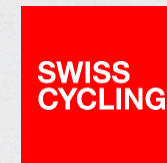
- 1 EF Pro Cycling
- 2 EF Oatly Pro Cycling
- 3 Swiss Cycling
- 4 NEXETIS

190+

ATHLETES EQUIPPED

30+

YEARS WITH SWISS CYCLING





1964

**HISTORICALLY  
POPULAR**

2023



ASSOS<sup>TM</sup> OF SWITZERLAND

# CYCLISTS ALWAYS HAVE BEEN SEEKING FOR EXCELLENCE



# LUXURY MARKET

isn't the same anymore.

ASSOS™ OF SWITZERLAND



OUTDOOR &  
NATURE



WELL-BEING &  
LONGEVITY



ENVIRONMENT &  
SUSTAINABILITY



COMMUNITY &  
BELONGING



EXCLUSIVE CODES  
& STORY TELLING



TAILOR-MADE  
EQUIPMENT



EXPERIENTIAL  
LUXURY



DIGITAL & TECH  
INTEGRATION

# COMPANY TRANSFORMATION

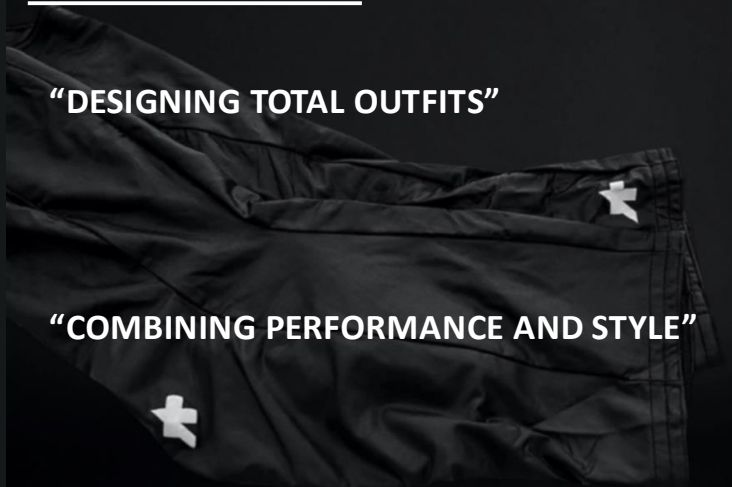
# EVOLVING

## WHAT CHANGED

“DESIGNING TOTAL OUTFITS”

“COMBINING PERFORMANCE AND STYLE”

“CONNECTING R&D TO SALES & MARKETING”



# THE BRAND

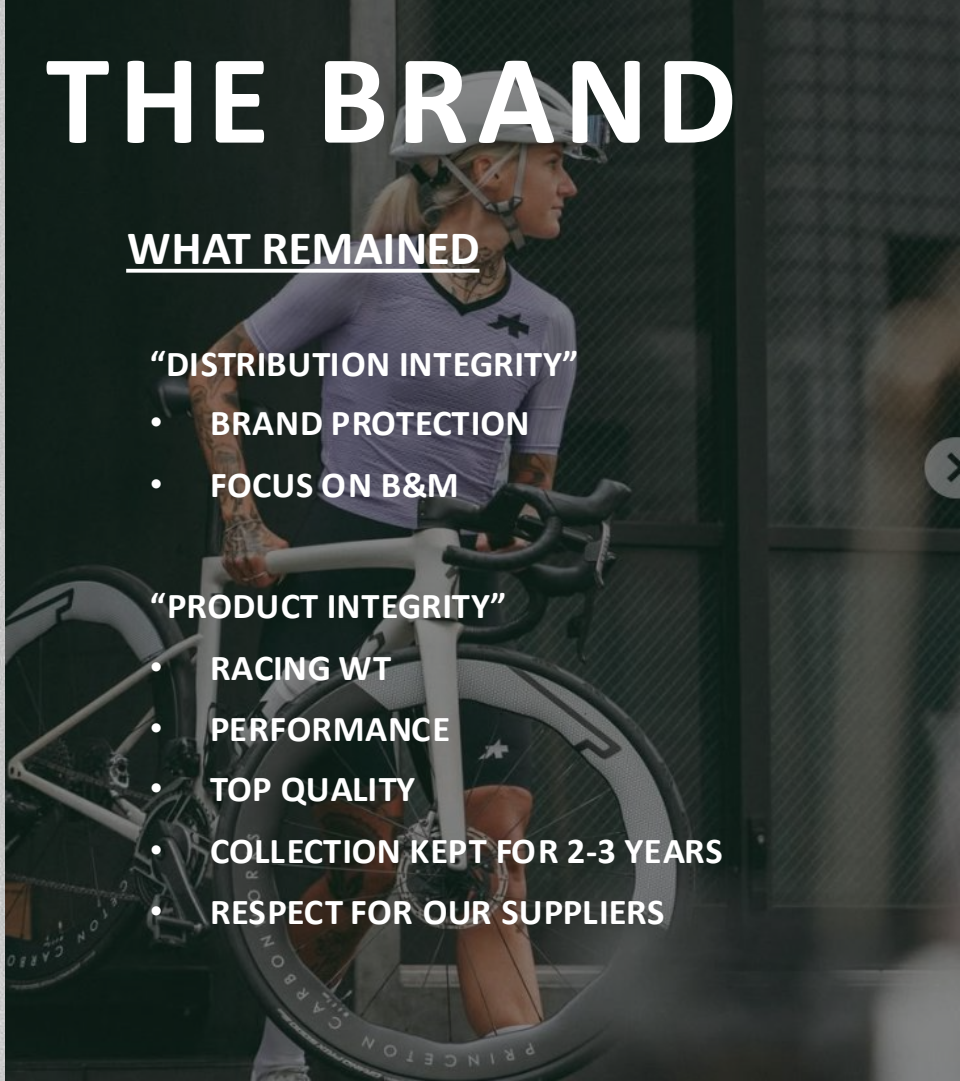
## WHAT REMAINED

“DISTRIBUTION INTEGRITY”

- BRAND PROTECTION
- FOCUS ON B&M

“PRODUCT INTEGRITY”

- RACING WT
- PERFORMANCE
- TOP QUALITY
- COLLECTION KEPT FOR 2-3 YEARS
- RESPECT FOR OUR SUPPLIERS



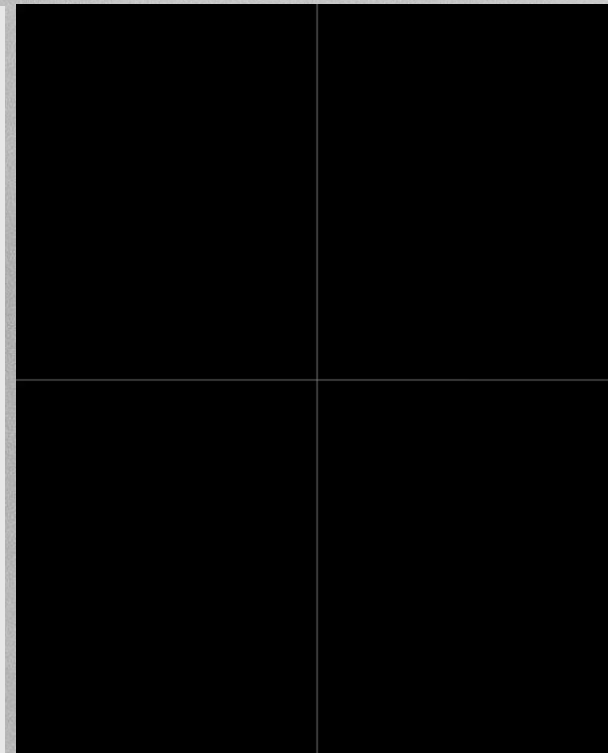
# EVOLVING THE BACKBONE



3D DESIGN



MASS CUSTOMIZATION



ASSOS AI ADOPTION

# SERIOUS CYCLIST SEGMENTATION

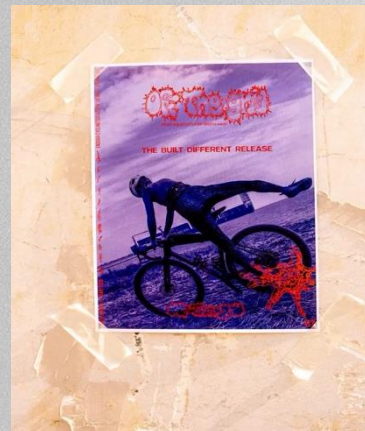
INVESTORS



EDGE SEEKERS



ACTIVE-IST



BON VIVANTS



# 4 PILLARS OF GROWTH



## TOTAL OUTFIT

Accelerate growth through offerings beyond the bib short, as well as rider apparel with an elevated product aesthetic



## GRAVEL & ADVENTURE

Increase sales and grow market share within the fast-growing gravel and all-road adventure riding segments



## WOMEN

Grow rider offerings and execute strategic marketing initiatives targeting female athletes



## ACCELERATE MARKET PENETRATION IN THE U.S. & BEYOND

Grow presence in the U.S. market by scaling a direct sales force and building a local rider community in key U.S. markets

# **HOW TO EMBED THIS VISION ACROSS OUR ENTIRE DISTRIBUTION NETWORK ?**

**HOW TO CONVERT A LOCATION AND A STAFF THAT  
DOES NOT BELONG TO THE BRAND ?**



**STRATEGIC STORE SELECTION  
IN STORE EXCELLENCE  
ASSOS ACADEMY  
ASSOS SALESFORCE  
ASSOS COLLECTIVE 13**



# ASSOS

## COLLECTIVE 13

## COMMUNITY RIDE

SEPTEMBER 2025, VELODROM ODEON, GIRONA SPAIN



**VELO  
DROM**  
*Odeon*

# BEFORE AND AFTER

ASSOS™ OF SWITZERLAND

## VELOFOLLIES



## MILANO CYCLING



## MANTEL STORE



## CYCLE SUPER STORE





EXCELLENCE IS A MINDSET