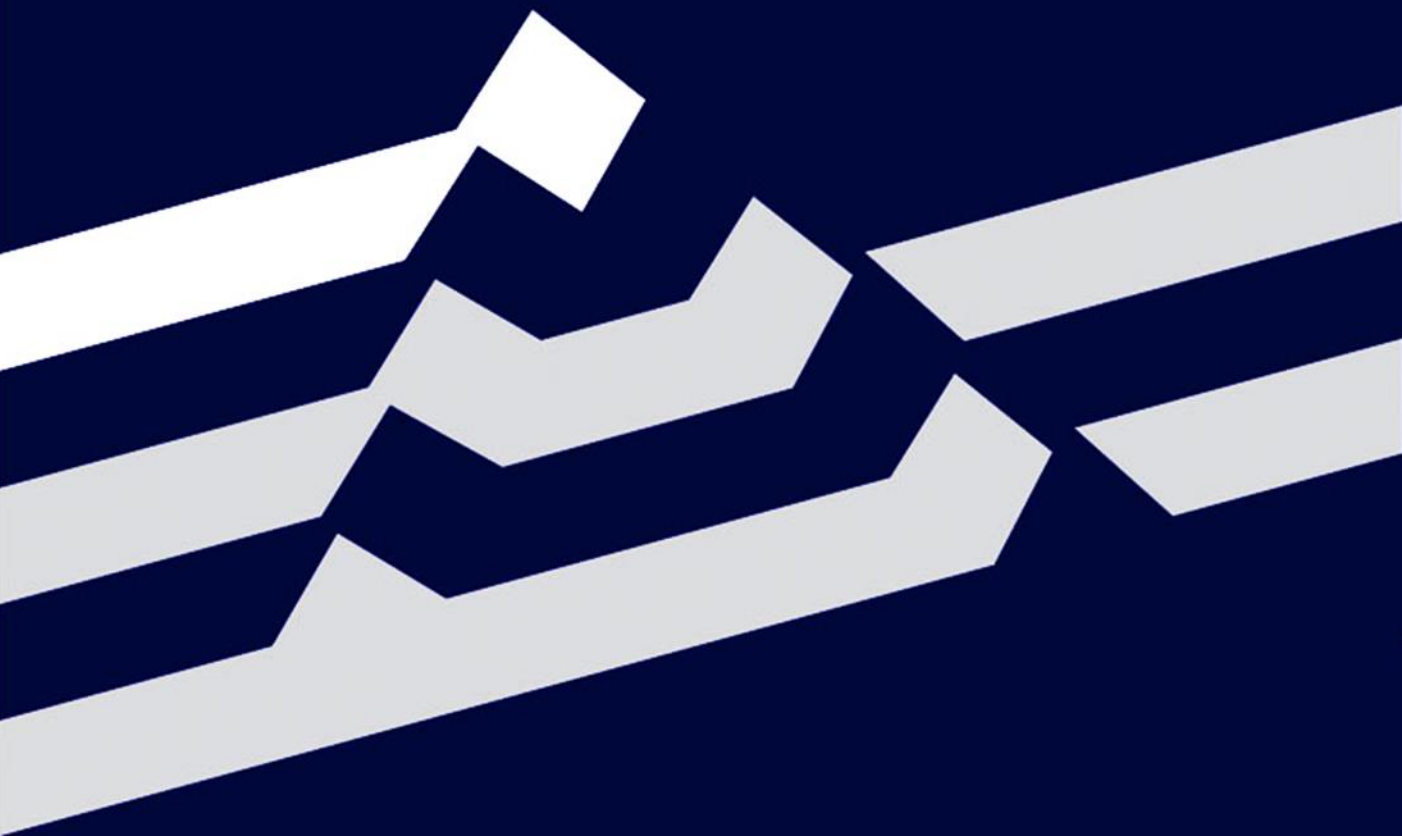


CORPORATE PRESENTATION



Winter 2015/ 16



ALL ABOUT DEVELOPMENT, CRAFTSMANSHIP & COMFORT

ALPINA is a development-oriented footwear manufacturer with a long and inspiring tradition.

The Company is based in Slovenia where it produced its first pair of shoes in 1947.

We are focused on **sport**, **urban casual style** and **leisure time footwear** for women, men and children.



First ALPINA building



Various shoemaking workshops join under the name Žiri Shoe cooperative

PROUD CRAFTSMANSHIP HERITAGE

- 1947** Shoe cooperative in Žiri begins with production of trekking shoes
- 1951** Cooperative transforms to ALPINA Company
- 1952** Company starts with production of ALLDAY and downhill shoes
- 1953** Launch of own retail chain
- 1973** Production of the first pair of cross-country ski boots
- 1980** ALPINA brand reaches Western market
- 1985** Company produces over 2 million pairs of shoes p.a., hiring almost 2,000 employees;
- 1988** ALPINA becomes a global brand, as export makes up 2/3 of total sales
- 2001-06** Move of production to other European countries;
- 2008** First international design award for racing cross-country boots
Launch of new Binom multivolume footwear
ALPINA recognised as a Slovenian Superbrand
- 2009** Reorganisation of Company into its current legal status as plc.
- 2012** Retail network grows to over 100 stores in Slovenia and region
- 2014** Launch of e-shop in Slovenia, currently expanding on new markets



INNOVATION, TECHNOLOGY, QUALITY

We know a lot about technology and we're passionate about function. Above all, though, we believe in freedom of movement. The movement of the bare feet is just perfect, so we're doing our best to support these feet with comfort, warmth, and protection in a way that's as natural as possible.

Our product offer is based on the use of two main technologies. Superior comfort, flexibility and lightness of our ALLDAY and Trekking footwear is achieved with injection moulding technology. For our Cross-Country and Downhill offering, as well as more traditional ALLDAY styles, we rely on cemented technology, which enables us to experiment with different materials, while maintaining highest quality of our products.

In accordance with our DNA, we still produce in Europe and focus entirely on products made of leather in our ALLDAY footwear segment.



Elite 2.0 cross-country boots



ALLDAY footwear Rony

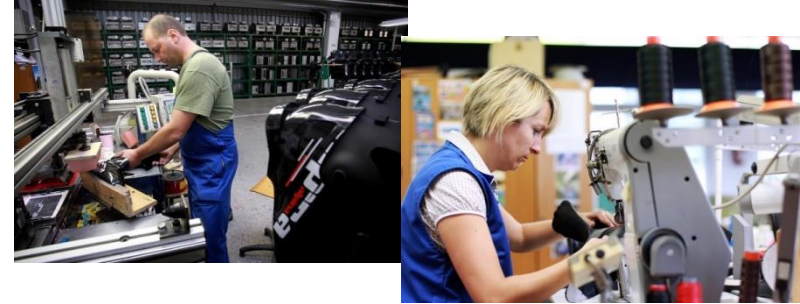
OUR VISION

We strive to become the leading specialist player in Nordic skiing and the day-to-day footwear market.

We develop, manufacture and sell leather shoes, bags and other product with attentiveness to detail, craftsmanship, quality and comfort.

We improve our technical skills and invest in new, innovative technology and product, as well as stable and efficient processes.

We grow the Company and its value by product extension and international expansion also through partners.



OUR MISSION – All Day, Every Day

We create and sell high quality footwear and solutions for comfortable movement, top performance and beautiful appearance.



Key drivers of strategic development

- Functional Design** ▶ Ensure “modernity and function” by on-going design collaborations
- Product** ▶ Shoes and bags as platform, extend to new categories if appropriate
- Customers** ▶ Customer centric organisation and business development
- Distribution** ▶ Internationalise via new doors and co-operations, new technology
- Marketing** ▶ Integrated multi-channel brand marketing, specific product marketing
- Operations** ▶ European footprint/ technical knowledge, integrated/ efficient processes





reddot design award
winner 2009



Our brand values

High-quality craftsmanship

Unconventional solutions

Functional design

Innovation

Performance

Tradition

CLEAR IDENTITY WITH INTERNATIONAL EXPOSURE

ALPINA is a well renowned footwear brand operating in two segments:

ALPINA SPORTS

&

ALPINA ALLDAY



Among its many product ranges, ALPINA is globally best known as the first choice of Olympic and World Cup winners in cross-country skiing races.

Top knowledge and standards needed to meet champions' expectations are integrated into all of the Company's sports and ALLDAY footwear. This way ALPINA's brand identity reaches international exposure.



THE GEAR OF CHAMPIONS (WWW.ALPINASPORTS.COM)

ALPINA is a top-level producer of winter sports footwear, with cross-country ski boots as its flagship segment. Each season we improve in terms of innovation, functionality, technology and materials.

Every ALPINA product is immediately recognized as a unique product, crafted by skilful hands and dedicated research on the conditions and factors that affect winter sports.

FROM SAFE CLIMBING TO PROFESSIONAL USE

ALPINA's most loved trekking shoes with 4 DRY technology serve as a perfect companion for city trails.

More adventurous customers can choose from a variety of specialised boots for mountaineering, backpacking, hiking, winter trekking, hunting, etc. We also have a special line of police and military shoes.



COOL trekking shoes

READY TO INTERNATIONALISE

With regard to ALLDAY footwear, ALPINA is synonym for classic style combined with high quality, comfort and fit. Italian design competence ensures that all products are harmonised and in line with customer expectations.

Product range consists of shoes and a capsule of bags. The product range will be extended in the near future.



THE PERFECT MOVEMENT EXPERIENCE

ALPINA is a trusted brand for everyday footwear. Its cemented and injection-moulded footwear for both men and women is characterized by fresh design, carefully selected materials like natural leather or warm wool and an ergonomically supported fit.

Each shoe is made in Europe and is also available in half sizes – always at highest quality.

Sample

XC



ELITE 2.0



ED PRO



RSK



A COMBI



T 10 EVE



ESK 2.0 Junior

DH



ELITE 130



ELITE 120



X4



RUBY 6



EVE 8



AJ 70 Junior

TR



SPEED 2.0



DIAMOND 2.0 LADY



VANTAGE



DIABLO



NEPAL



EIGER

Special



TRAPPER



RANGER



TETON ARMY



TIERRA BLACK



PATH A



LIVEK

← HUNTING →

← POLICE & MILITARY →

← WORK & SAFETY →



AW



OTI



MARLI



LARA



MORELA



TORA



RONY LOW



BIANCA



GEMA

SS



SIERRA



DIXIE



LIBBY



MALAGA



RIVER



MARCY



PIERA



LATINA

Bags



Men's



MARK



GAL



BRAD



MATEO



ROBERT



COLOMBO



MARATON



Flexibility: Careful selection of materials & complete production guarantee great flexibility for natural movement of the foot.

Good grip: The thoughtfully designed profiles of soles made of selected materials ensure a stable, safe walk also in winter.

Softness: Soft, high-quality materials used during the manufacturing process make shoes soft and pleasant to wear.

Greater Volume: Sophisticated foot analyses ensure an equally great fit for high, low, narrow, or wide feet, and a selection of footwear widths up to G, H, and K provides perfect comfort.

Natural Materials: Real leather and natural wool linings offer breathability and softness that's pleasant to the touch.

Alpitex Membrane: A top-quality membrane provides additional protection from snow, water, and cold for exceptional comfort even in extreme weather conditions.

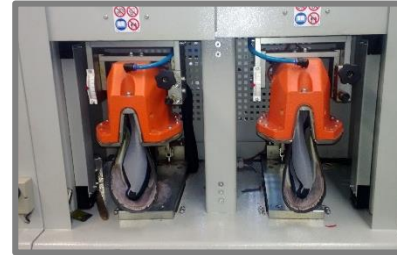
CUTTING



STITCHING



PREPARATION



ASSEMBLING



CEMENTED SOLE



DIRECT INJECTION SOLE



PLASTIC INJECTION

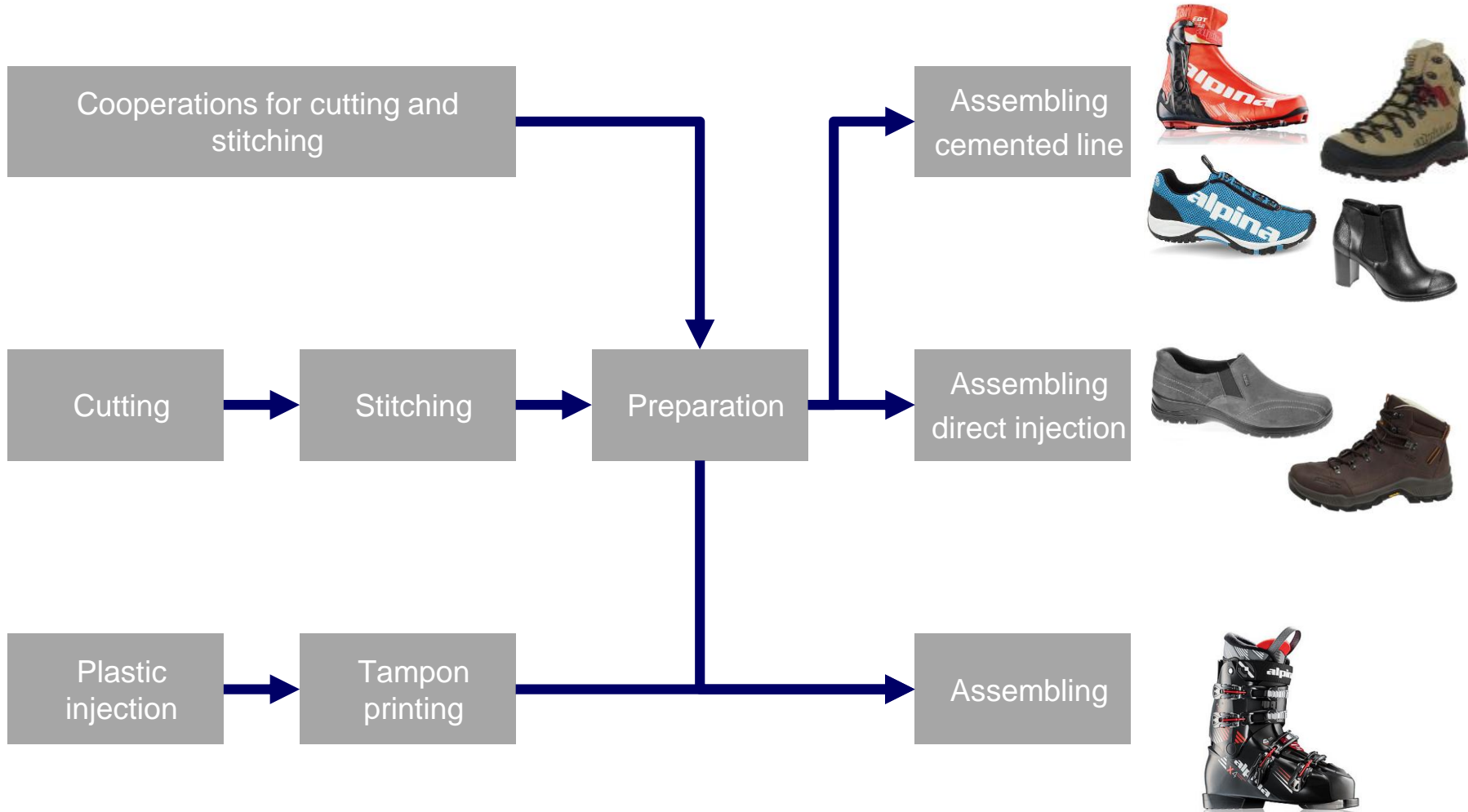


TAMPON PRINTING



MASTERING HIGH PROCESS COMPLEXITY

In order to satisfy the manifold of our customers' needs, we rely on a wide range of technologies. Using our deep knowledge and craftsmanship, we are able to manage these highly complex processes.





SPORT DIVISION

XC and DH boots, trekking shoes

600,000 pairs/year

90% export



ALLDAY DIVISION

Cemented and injected women and men shoes

800,000 pairs/year

80% export



RETAIL DIVISION

>100 retail stores in Eastern Europe

1 Mio pairs sold p.a.

INTERNATIONALISATION - ONGOING

We continuously strive to become an international player in our dedicated markets. What we have already achieved in Sport we plan to extend to all our business activities, and are currently focusing on markets where our product features match customer expectations, including China, SEA or Japan.

ALPINA RACING BOOT - GEAR OF CHAMPIONS



Jakov Fak (SLO),
World champion in Biathlon

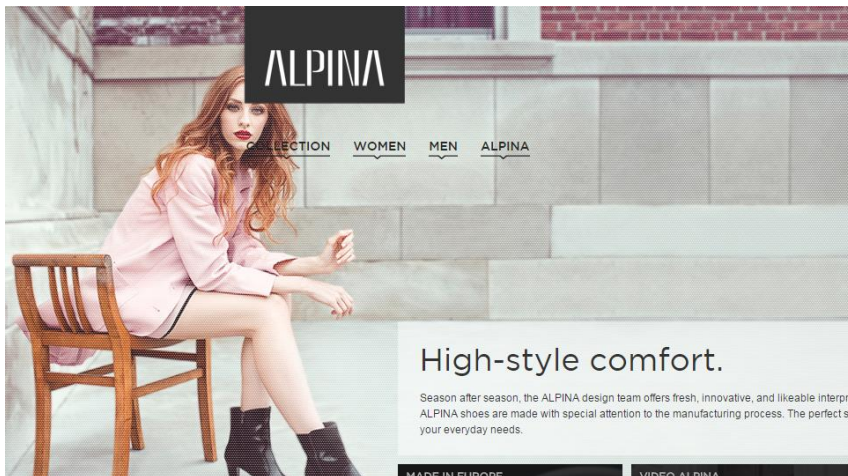
- ALPINA XC boots are used by more than 100 World cup and Olympic athletes and biathletes
- XC World championships 2015: 18 medals
- Biathlon World championships 2015: 8 medals
- World cup 2014/15: 26 medals
- Winter Olympic games in Sochi 2014: 35 medals
- World cup XC and Biathlon 2012/13: 164 medals
- Big Crystal Globe XC 2013
- Big Crystal Globe XC 2012

COMMUNICATION

Create awareness of ALPINA realignment
Build international PR network, ensure presence
Involve local partners in communication process

DIGITAL MARKETING

Brand and product communication, Newsletter,
Social media including Facebook/ Youtube...
ALPINA membership



NEWS

NEWER | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 | OLDER

ARCHIVE



New top ski boot with heater
OKTOBER 2015

Ski boot ELITE – skiing all day, in all weather conditions and on all terrains

➤ **FIND THE RIGHT ITEM FOR YOU**
Coming soon

➤ **FIND ALPINA DISTRIBUTOR**
List of distributors

New top ski boot with heater
OKTOBER 2015 • MORE

Take a walk in the boots of the Biathlon Champion Jakov Fak
OKTOBER 2015 • MORE

Jakov Fak (SLO) became World Champion in Kontiolahti in biathlon men's mass start
MAREC 2015 • MORE

CO-BRANDING

Leverage on the strength/ characteristics of complementary brands. Enter partner distribution. Create marketing synergies.

ADVERTISING

Strong and consistent product advertising with clear statement.
Strategic support through new media.

THE ALPINA GROUP TODAY

Annual production: 1.7 Mio pairs

Revenue: 60 Mio Euro

Employees: 1,500

>10 production and distribution companies

HEADQUARTERS: SLOVENIA

Management, Sales, R&D, Production,
Quality

Production of high level trekking shoes,
cross-country and downhill boots, as well as
ALLDAY shoes.

Three divisions: Sport/ ALLDAY footwear/
Retail



CONTACT:

ALPINA, d.o.o.

Strojarska ulica 2, 4226 Žiri, Slovenia

Telephone: +386 4 51 58 000

Fax: +386 4 51 58 370

Web pages:

www.alpina.si

www.alpinasports.com

E-mail: alpina@alpina.si