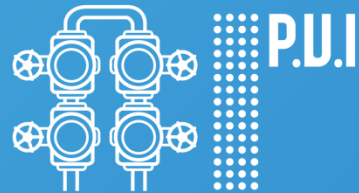
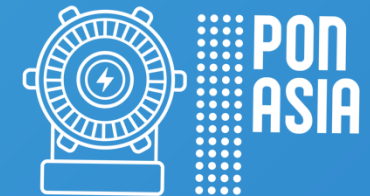
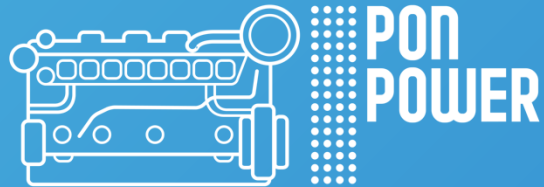
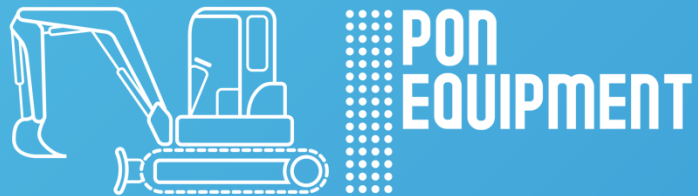




Armin Landgraf

Taipei, 29.02.2016



Our activities are divided across 9 business groups



Our global activities

Strong trends



Sustainability



Urbanization



Global



Fragmented



Growing



Health and aging



Electrification



Mobility



Heritage



Own destiny

Interesting market

Strategic fit

Why we entered the bicycle industry



1,300+
Employees



€600m+
Turnover



800k+
Bicycles



6m+
Parts &
Accessories



70+
Countries

Pon Bicycle Group in numbers



1898-1930



2016

Illustrative
Brand portfolio incomplete



cervélo



SANTA CRUZ



FOCUS



KALKHOFF



KONINKLIJKE
Gazelle



UNION



BBB
ALL ABOUT CYCLING

Selected group functions / Joint initiatives / Capturing scale effects without harming the brand DNA

Pon.Bike/brand-architecture



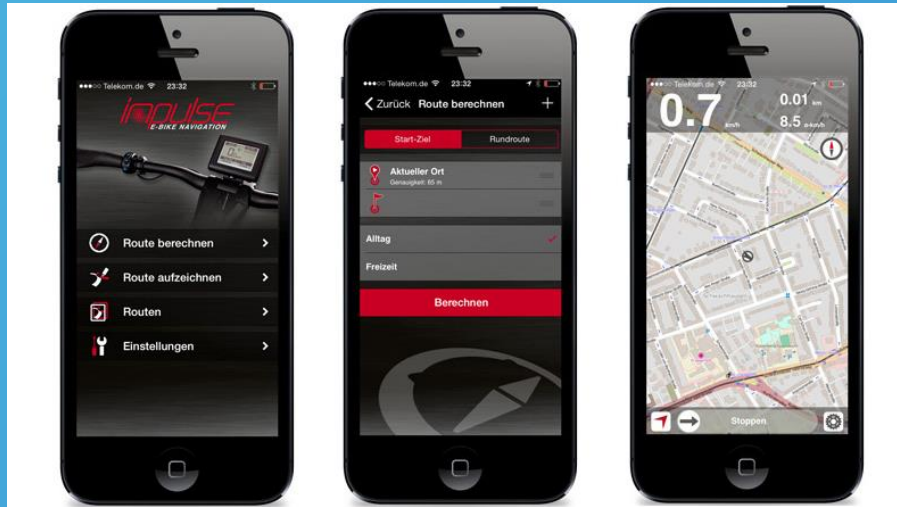
.BIKE • Leading products* in all target segments

- Ultimate brand for every community
- Outstanding experience at any touch-point

*bicycles, parts and accessories

A new symbol

A global ambition



To achieve high customer and dealer satisfaction we invest in products, services & capabilities

P
PON.BIKE
N





Thank you