



SPORTIVAMENTE

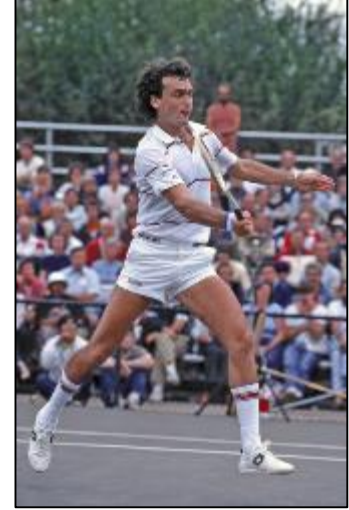
# OUR HISTORY



MONTEBELLUNA, 1973

During the '70s, Lotto establishes itself as a leader in the sporting goods industry and the sporting world, with their aggressive and proactive commitment to innovation and relentless pursuit of excellence.

World-renowned tennis players, **John Newcombe**, an 8-time Wimbledon champion, and **Tonino Zugarelli**, a Davis Cup champion with Italy in 1976 are both wearing Lotto on their feet as they win big in front of the world.



'70s

'80s

Lotto Sport Italia was born in 1973 in the footwear district of Montebelluna, Italy.

The initial sports footwear launch is tennis shoes, followed by basketball, volleyball, track and field and lastly, soccer.



At the beginning of the '80s, Lotto starts producing its first pair of soccer shoes. Lotto grew exponentially during the decade, as the brand reached over 60 countries around the world.

The '80s saw Lotto sponsor high level athletes, from **Dino Zoff**, the star goalkeeper and captain of the World Cup Winner Italian team, to **Ruud Gullit**, captain of the 1988 Dutch National Team, and **Carlo Ancelotti**.

The collaboration with top world-renowned tennis athletes continues with sponsoring, among the others, **Thomas Muster** and **Josè Luis Clerc**.



# OUR HISTORY

Lotto's high technical standard, emphasis on beauty-in-design and obsessive attention to detail accompanies sports professionals to their greatest professional accomplishments.

Tennis racket ruler, **Martina Navratilova**, who holds all the records for the most wins in women's tennis, **Boris Becker**, known to be an extreme competitor and animated warrior; and Thomas Muster, who in 1995, together with Lotto, raises the cup of Roland Garros to Paris skyline.

## THE '90s



The '90s are the era in which Lotto begins to leave its mark on the football world. In 1994 together with **A.C. Milan** Lotto wins the European and Italian football championships. While in 1998, Lotto earns a beautiful third place with the **Croatian national team** in the World Cup in France 98. In these years Lotto is also sponsor of Napoli and the Dutch National team



# OUR HISTORY



It was also during this time that Lotto sponsored top club teams such as **Juventus** in Italy, and won, together with **Andriy Shevchenko**, the **2003 European Championships** and the **2004 Fifa Ballon d'Or**.



## THE 2000s

**Cafù**, the solid and stoic Brazilian defender, leads his team to victory at the 2002 World Cup in South Korea/Japan. Once again, Lotto footwear is in the spotlight, sharing the glare with Cafù.



4 years later Lotto makes history again on July 9th, 2006 when **Luca Toni**, **Simone Perrotta** and **Mauro Camoranesi** are wearing Lotto Zhero Evolution when Italy wins the World Cup for the 4th time on that magical night.

During the 2006, World Cup in Germany Lotto officially launches the Lotto Zero Gravity, the world's first lace free football shoe.



# OUR HISTORY



In tennis, the victories continue in various international tournaments and for the first time in 2010 a Lotto athlete **Francesca Schiavone** wins the Roland Garros.

3 years later at Wimbledon, **Marion Bartoli** wins the most famous English grass court title in the world with Lotto on their feet.



'10s

In 2010, in South Africa, **Joan Capdevila** with his customized "**Lotto Fuerzapura**" model shoe wins the cup with his Spanish National team.

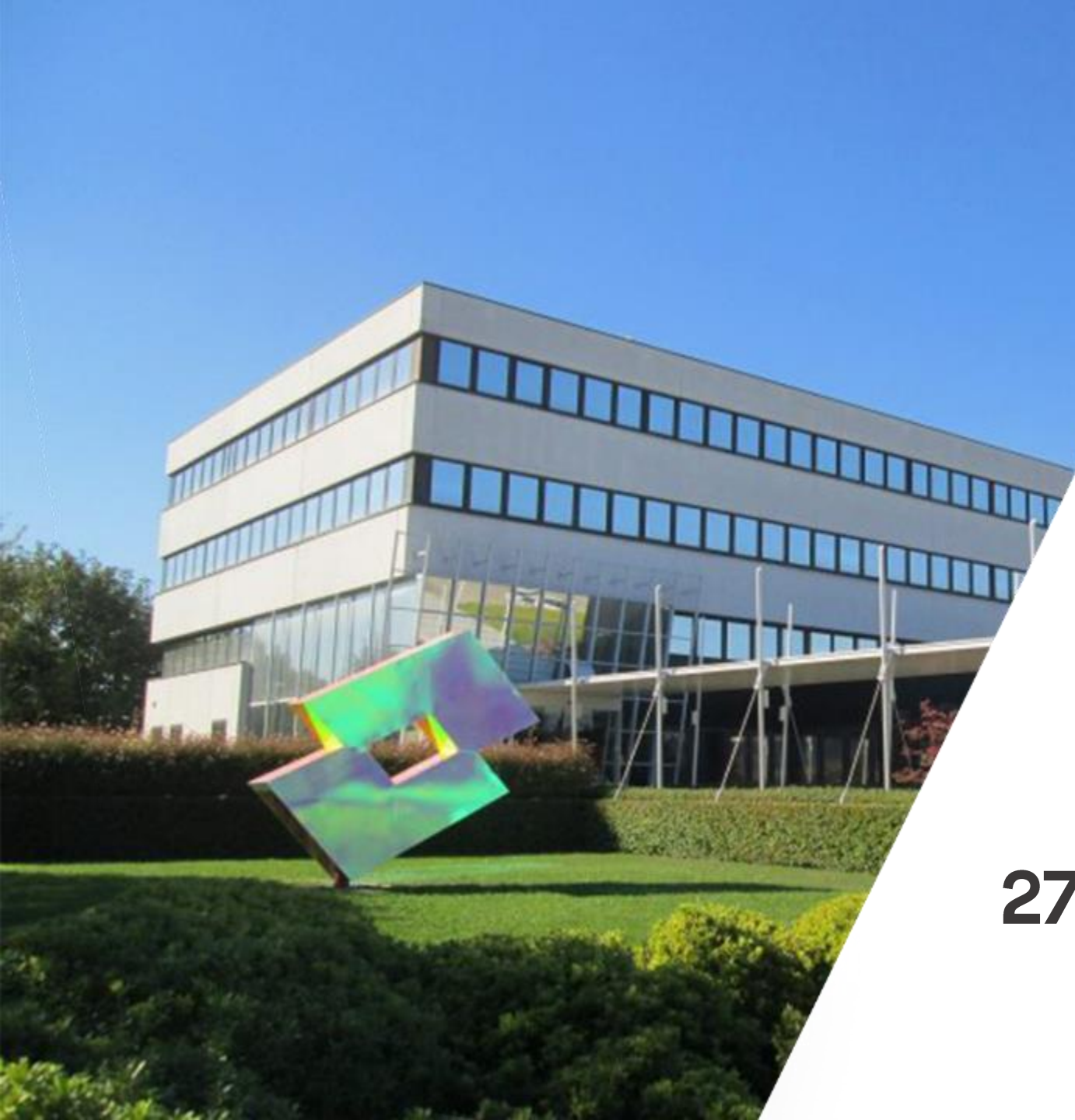
And in 2014 **Luca Toni** is crowned as top scorer of Serie A, achieving more than 300 goals in a career.



During the last years, the "top 10" players **Kevin Anderson, Carla Suarez Navarro, David Ferrer and Agnieszka Radwanska** win back to back victories by bringing the Lotto brand to the most important tennis courts in the world.



The evolution of sport trends is leading the company to the world of fashion lifestyle. The heritage and the history of Lotto seduce designers and fashion brands from all around the world which, inspired by the iconic logo, design special capsule collections. So nowadays Lotto can be found walking the international **fashion catwalks in Milan** with the designer **Damir Doma** or the streetwear brand **Numero00**, and in some of the best stores of the globe with **Gaëlle Paris, TPN or People of Sibuya**.



# LOTTO SPORT GROUP

**192M € TWE NET**

**80M € TURNOVER**

**240 EMPLOYEES**

**100+ COUNTRIES**

**270+ MONOBRAND STORES**

HQ: Trevignano - Italy





SPORTIVAMENTE

### BRAND MISSION

Advocate sports participation, health consciousness and social inclusion.

Awake everyone's sport attitude to improve well-being and enjoy a pleasant and healthy long life.

### BRAND VALUES

«Italianità»

Sporty attitude

Social inclusion



SPORTIVAMENTE

## STRATEGY

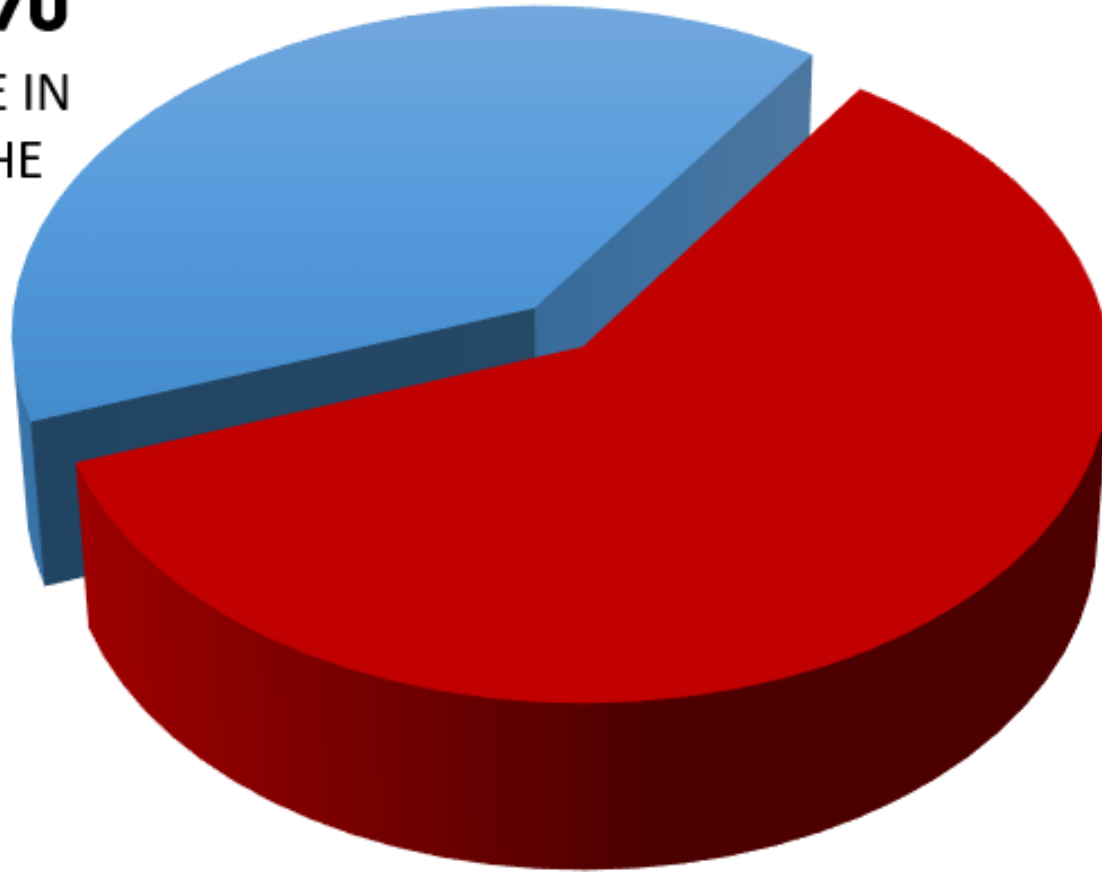
From Active Sport to Lifestyle. Conceive and market functional- in trend, practical and comfortable products, inspired by active sport experience and know-how, designed for everyday life.



# SPORT PARTICIPATION ... COMPETITIVE VS HEDONISTIC...

**35-40%**

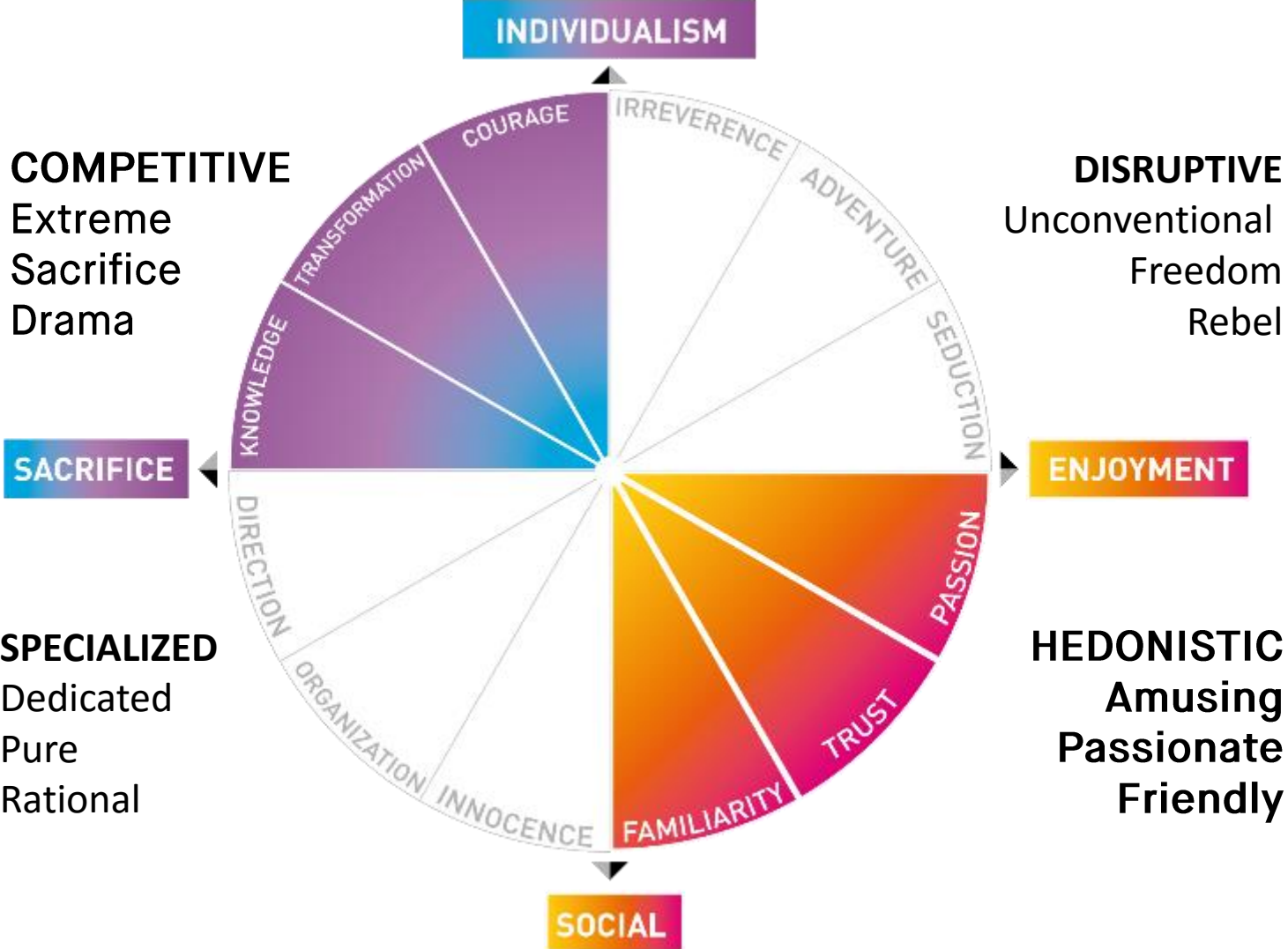
PARTICIPATE IN  
SPORT WITH THE  
DESIRE TO COMPETE



**60-65%**

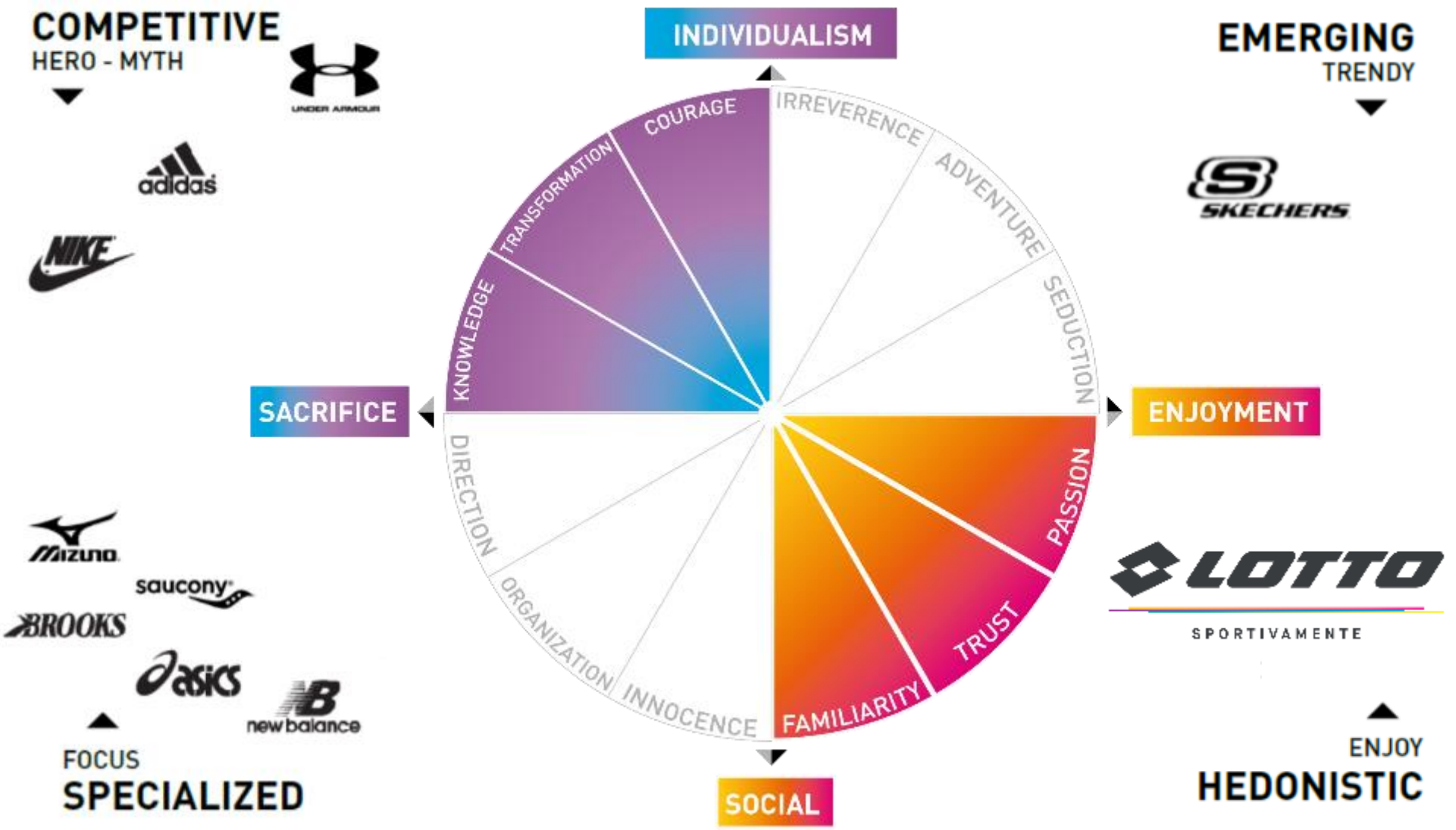
PARTICIPATE IN SPORT WITH  
THE DESIRE TO  
RELAX, KEEP FIT, STAY  
HEALTHY, SOCIALIZE

# POSITIONING





# POSITIONING ... ENJOYEMENT AND INCLUSIVE



# THE LOTTO – OCTAGON

## THE KEY BRAND'S ELEMENTS





# THE BRAND ARCHITECTURE



# PRODUCT OFFER : POSITIONING BY DISTRIBUTION TIERS



|    | ACTIVE | LIFESTYLE |
|----|--------|-----------|
| T0 |        |           |
| T1 |        |           |
| T2 |        |           |
| T3 |        |           |

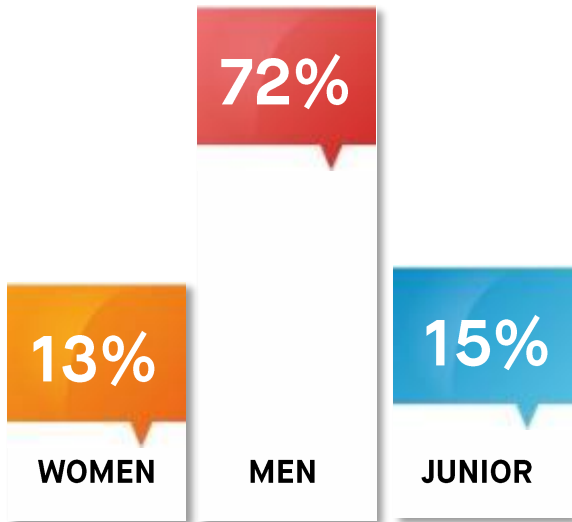


# SALES BREAKDOWN

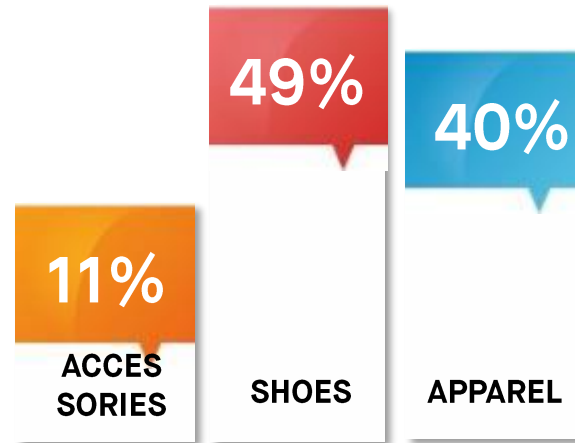
 DISTRIBUTION



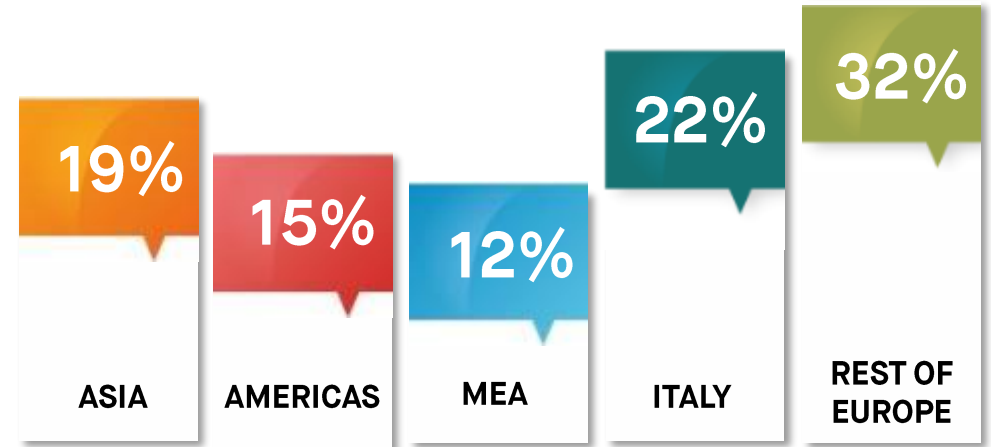
DISTRIBUTION:  
Over 100 countries



SALES BY GENDER



SALES BY PRODUCT CATEGORY



SALES BY AREA



**PERFORMANCE PRODUCTS FOR SPORTS  
PROFESSIONAL AND PASSIONATES**

**BRAND MISSION**

Spike up your performances your self-belief.  
Help yourself realize your dreams without  
compromising your self-esteem.

**BRAND VALUES**

Unrelenting passion.  
Endless commitment.  
Fair play.

**TONE OF VOICE**

Dynamic.  
Competitive.  
Energetic.



# TENNIS

COMPANY HERITAGE - RECOGNITION

GROWING WW MARKET

GENDER RELEVANCE - MEN + WOMEN

AFFLUENT CONSUMER - PREMIUM PRICES

GLOBAL REACH - IMAGE

HI TECH PRODUCTS - INNOVATION

TOTAL LOOK - SHOES + APPAREL

RELEVANT WTA - ATP PRESENCE



LOTTO

# LOTTO TENNIS PLAYERS

15  
MEN ATP  
TOP 100

300+ ATHLETES  
40+ COUNTRIES

16  
WOMEN WTA  
TOP 100





clothing  
SPACE LINE

shoes  
STRATOSPHERE IV



BETTER  
THAN  
YOUR BEST

SHOW YOUR BEST IN NEW YORK





# PADEL

**GROWING POTENTIAL – EASY TO PLAY**

**EARLY STAGE OF DIFFUSION**

**GENDER RELEVANCE – MEN + WOMEN**

**AFFLUENT CONSUMER**

**HI TECH PRODUCTS – INNOVATION**

**TOTAL LOOK - SHOES + APPAREL**



# PADEL

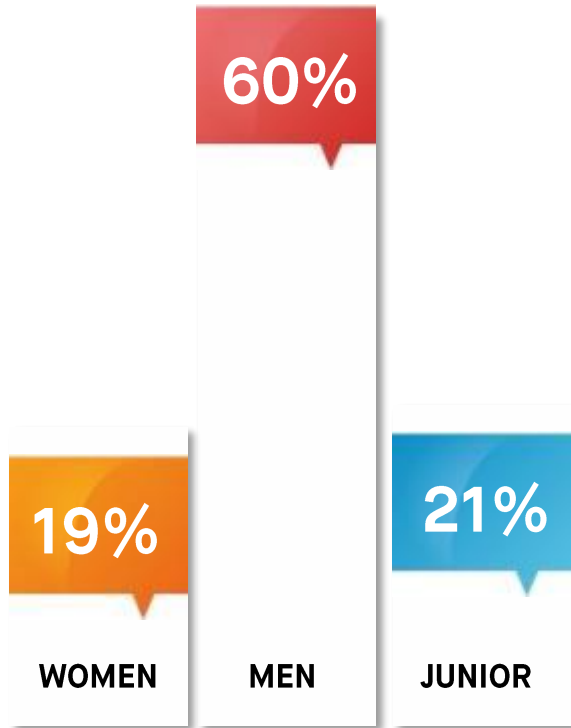
|                        |         |
|------------------------|---------|
| MATIAS DIAZ SANGIORGIO | 5 WPT   |
| BELLUATI JUAN CRUZ     | 13 WPT  |
| ADAY SANTANA FERRERO   | 34 WPT  |
| PABLO LIJO SANTOS      | 23 WPT  |
| GERMAN DARIO TAMAME    | 43 WPT  |
| MUÑOZ JAIME            | 125 WPT |
| DAVID GUTIERREZ        | 176 WPT |
| NAHUEL BELLUATI        | 183 WPT |
| ELODIE DAMIANO         | 214 WPT |

OFFICIAL SPONSOR

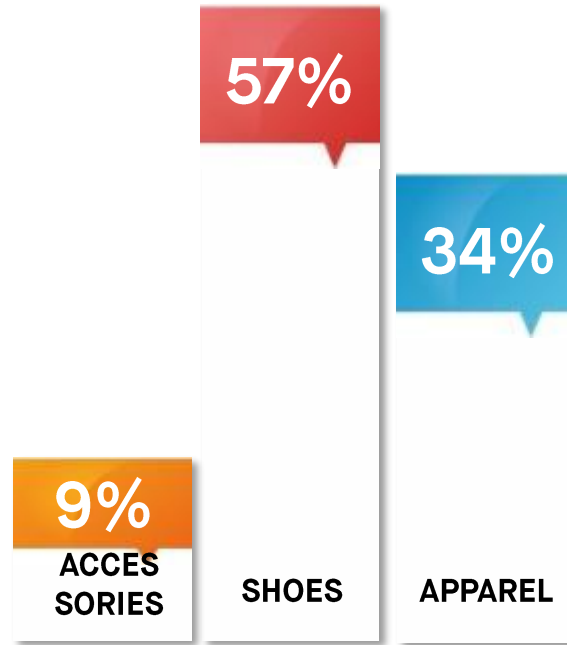
 ITALIAN NATIONAL TEAM  SPANISH FEDERATION



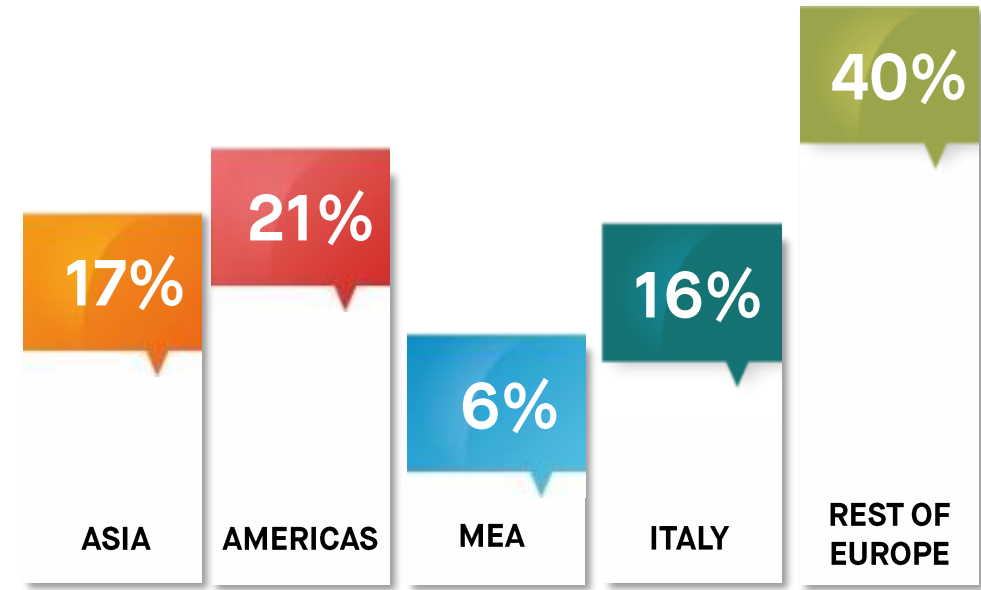
# SALES BREAKDOWN - TENNIS



SALES BY GENDER



SALES BY PRODUCT CATEGORY



SALES BY AREA



# **SOCCER**

**COMPANY HERITAGE - RECOGNITION**

**GROWING WW MARKET - VERY COMPETITIVE**

**GENDER – LARGELY MALE**

**POPULAR CONSUMER – ENTRY PRICES**

**GLOBAL REACH – IMAGE DISPERSED**

**HI TECH PRODUCTS – INNOVATION**

**NO TOTAL LOOK**

**SELECTED ACTIONS**

**PRODUCT DRIVEN**





MA  
ES  
TRO

MORE THAN  
**100** TEAMS AND  
**200** PLAYERS



## **FIVE A SIDE**

**STABLE MARKET**

**GENDER – LARGELY MALE**

**POPULAR CONSUMER – ENTRY PRICES**

**REGIONAL REACH – LIMITED IMAGE**

**HI TECH PRODUCTS – INNOVATION**

**NO TOTAL LOOK**

**SELECTED ACTIONS**

**PRODUCT DRIVEN**



REALE

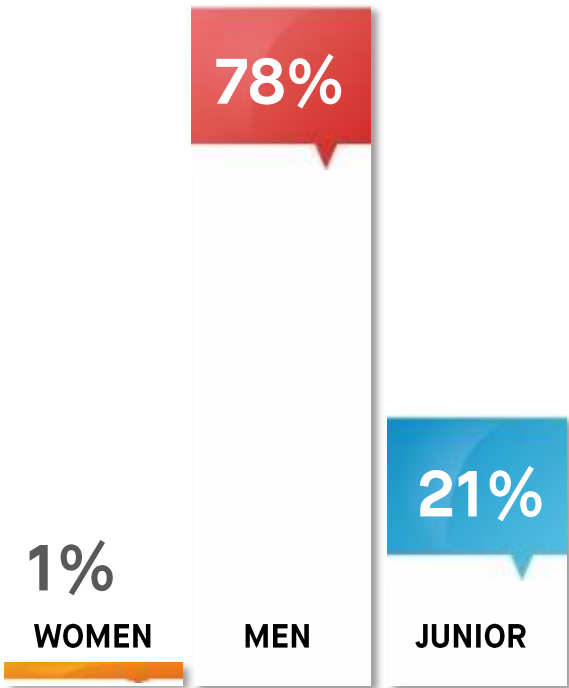
MARIANI  
Sport

LaLiga

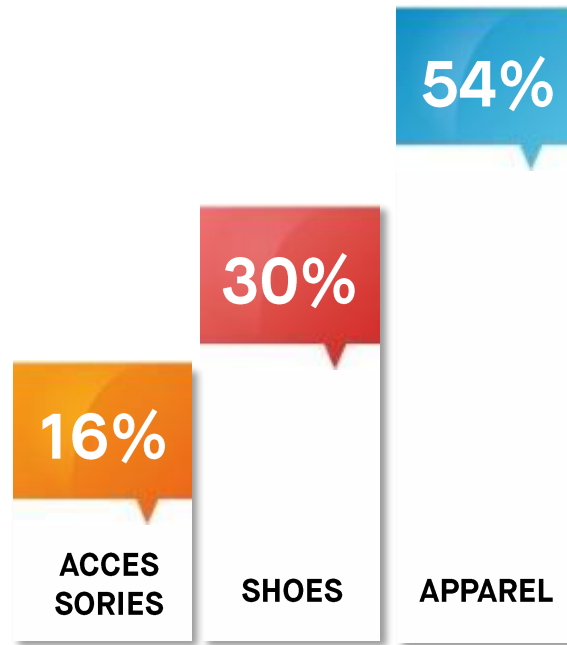




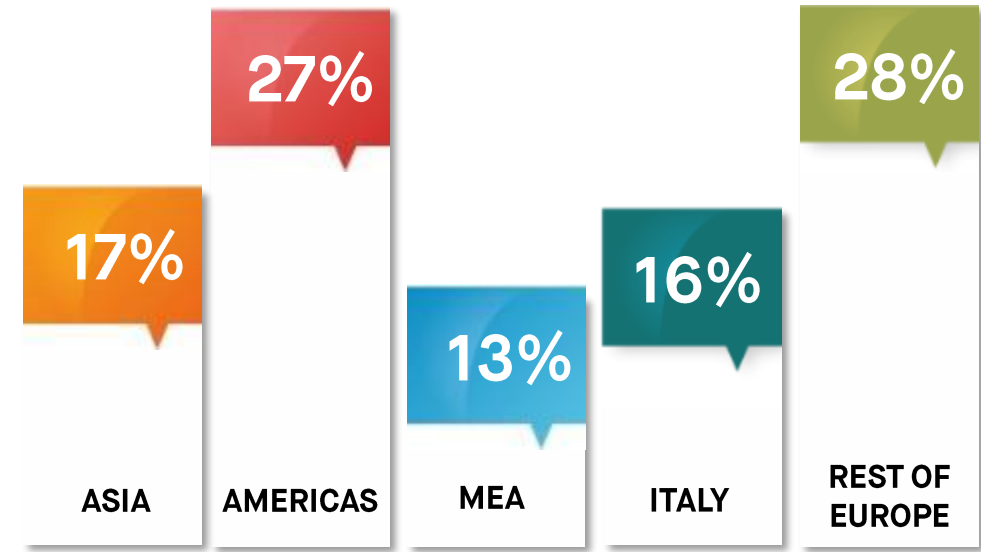
# SALES BREAKDOWN - SOCCER



SALES BY GENDER



SALES BY PRODUCT CATEGORY



SALES BY AREA



**ACTIVE AND LIFESTYLE PRODUCTS FOR EVERYDAY WELL-BEING AND ACCESSIBLE EASY TO WEAR**

**BRAND MISSION**

To awaken people's attitudes towards a genuine sport attitude, a new way of being sportive.

**BRAND VALUES**

Active.  
Healthy.  
Happy Leisure  
Lifestyle.

**TONE OF VOICE**

Excited and loving life!  
Invigorated and socially  
connected.  
Glowing with energy!





# LIFE'S

GROWING WW MARKET

SPORT INSPIRED - FOR EVERYDAY LIFE

FUNCTIONAL PRACTICAL COMFORTABLE TRENDY

ALL GENDERS, ALL AGE

EASY TO WEAR

VALUE FOR MONEY

A woman with long, wavy brown hair is performing a yoga pose against a warm, orange wall. She is wearing a grey long-sleeved top, a light blue sports bra, and black leggings with grey accents. Her arms are raised and crossed at the wrists, and her legs are also raised and crossed. The lighting is dramatic, casting a long shadow of her pose onto the wall behind her. A white door is visible on the right side of the frame.

 LIFE'S  
YOGA CLASS

LIFE'S FOR LIVING  
at [lotto.it](http://lotto.it)



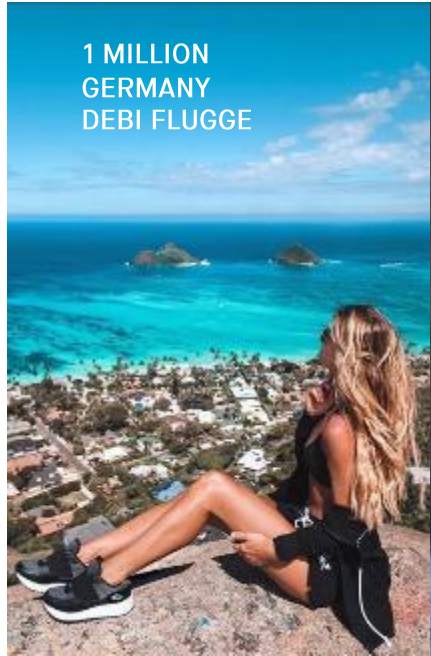
LIFE'S SPORTS INSPIRED  
«ATHLETICA» COLLECTION





# INFLUENCERS ... LOVING LIVING ACTIVE ... LIFE'S

1 MILLION  
GERMANY  
DEBI FLUGGE



FRANCE  
GIOVANNI BONAMY  
0,5 MILLION



1,6 MILLION  
SPAIN  
ALEXANDRA PEREIRA



2,2 MILLION  
SPAIN  
PILAR RUBIO



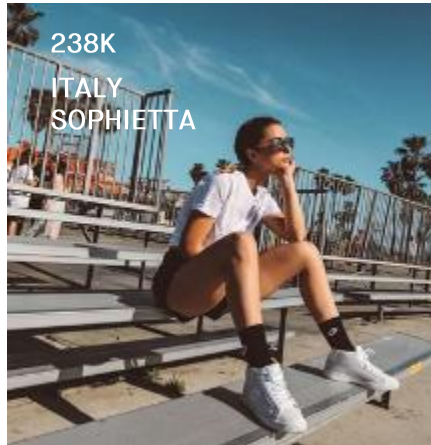
KUWAIT  
HAYA ABDUL SALAM  
6 MILLION



1,3 MILLION  
ITALY  
GIORGIA PALMAS



238K  
ITALY  
SOPHIETTA



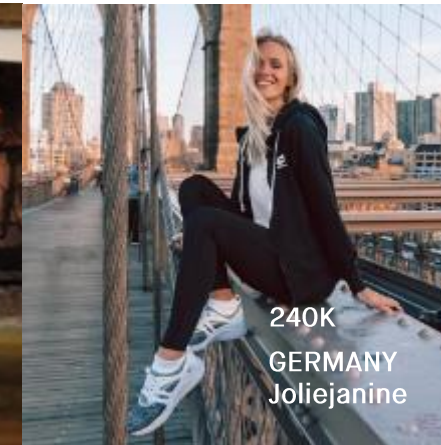
2.3 M  
SPAIN  
JAMES



430K  
ITALY  
BRUMOT



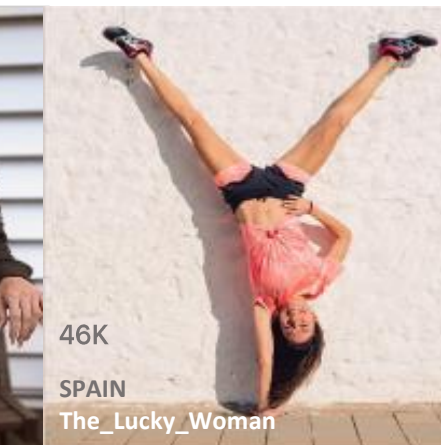
240K  
GERMANY  
Joliejanine



2,5M  
SPAIN  
ESTER  
EXPOSITO

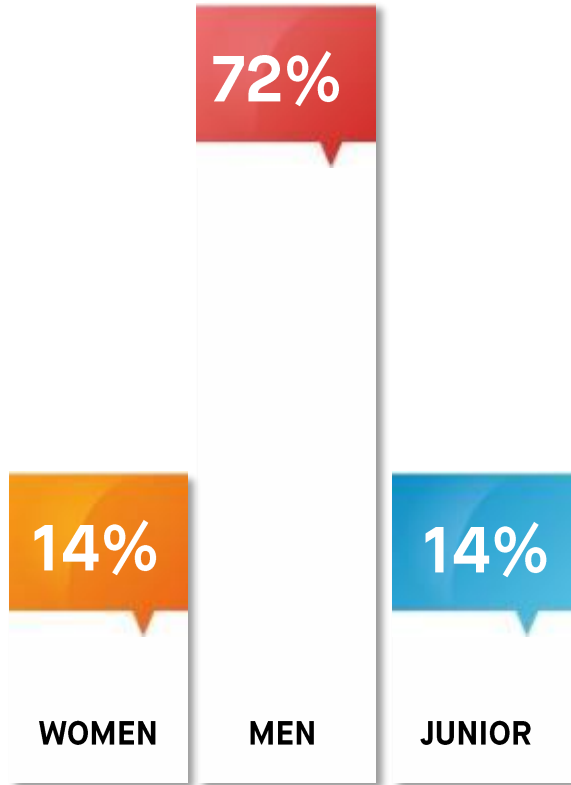


46K  
SPAIN  
The\_Lucky\_Woman

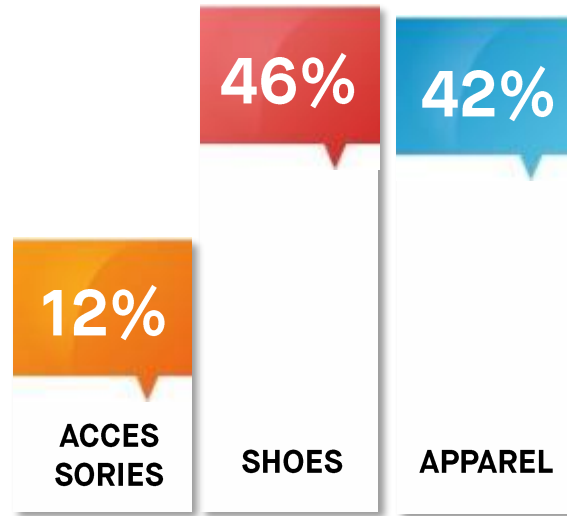




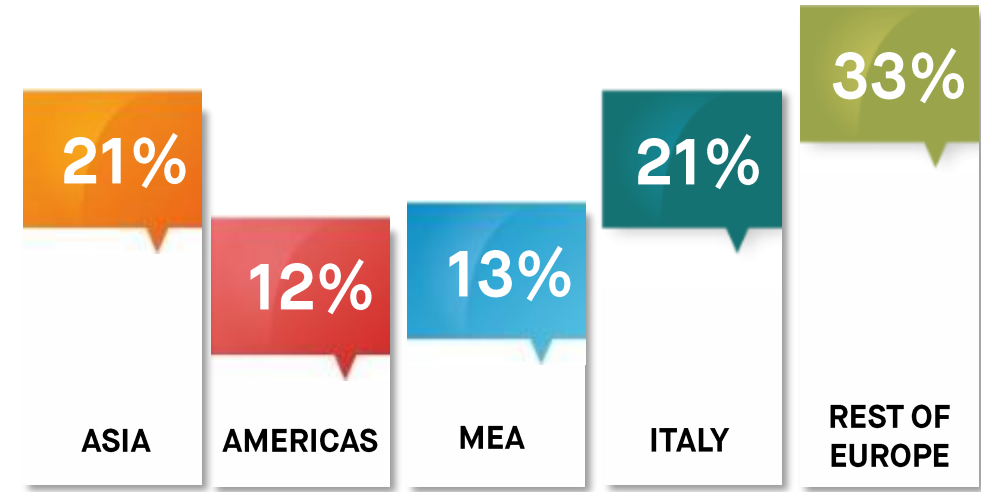
# SALES BREAKDOWN – LIFE'S



SALES BY GENDER



SALES BY PRODUCT CATEGORY



SALES BY AREA



**lotto**  
*leggenda*

**CONTEMPORARY FOOTWEAR, ICONIC NOSTALGIA LOOK WITH THE LATEST INNOVATIONS IN SNEAKER DESIGN. A MUST-HAVE FOR KICKSTERS.**

**BRAND MISSION**

Our Lotto's will raise your profile, spotlighting you as a creative lead, a style forerunner.

**BRAND VALUES**

Creativity.  
Retro flare.  
Authenticity.

**TONE OF VOICE**

Visionary.  
Cultured.  
Mover and shaker.





**lotto**  
*leggenda*

**PREMIUM CONTEMPORARY FOOTWEAR ICONIC**

**NOSTALGIA LOOK - ADVANCE DESIGN**

**VERY SELECTIVE DISTRIBUTION**

**VOLATILE MARKET**

**PREMIUM PRICES**

**POWERFUL BRAND BUILDER**



# DAMIR DOMA FOR LOTTO

## First fashion capsule:

- Seasons: SS18 – FW18
- Shoes and apparel
- Male and Female

## Outcome:

- Stronger lifestyle image
- Higher visibility, trade-up targets
- Additional high level doors
- Inspiring new collabo's





# NUMERO 00 FOR LOTTO

High-end male collection:

- Seasons: starting SS19
- Shoes, apparel and accessories
- Male only







# TPN X LOTTO

High-end female collection:

- Seasons: starting SS19
- Apparel and accessories
- Female only







# GAELLE PARIS FOR LOTTO LEGGENDA

Capsule collection:

- Seasons: starting FW19
- Shoes and apparel
- Male and Female

# PLACEMENT



**ALVARO SOLER – LA CINTURA**

**144.000.000 VIEWS**

**NOEMI – NON SMETTERE MAI DI CERCARMI**

**5.400.000 VIEWS**

**JOVANOTTI – VIVA LA LIBERTA'**

**4.300.000 VIEWS**

**EMMA MUSCAT – I NEED SOMEBODY**

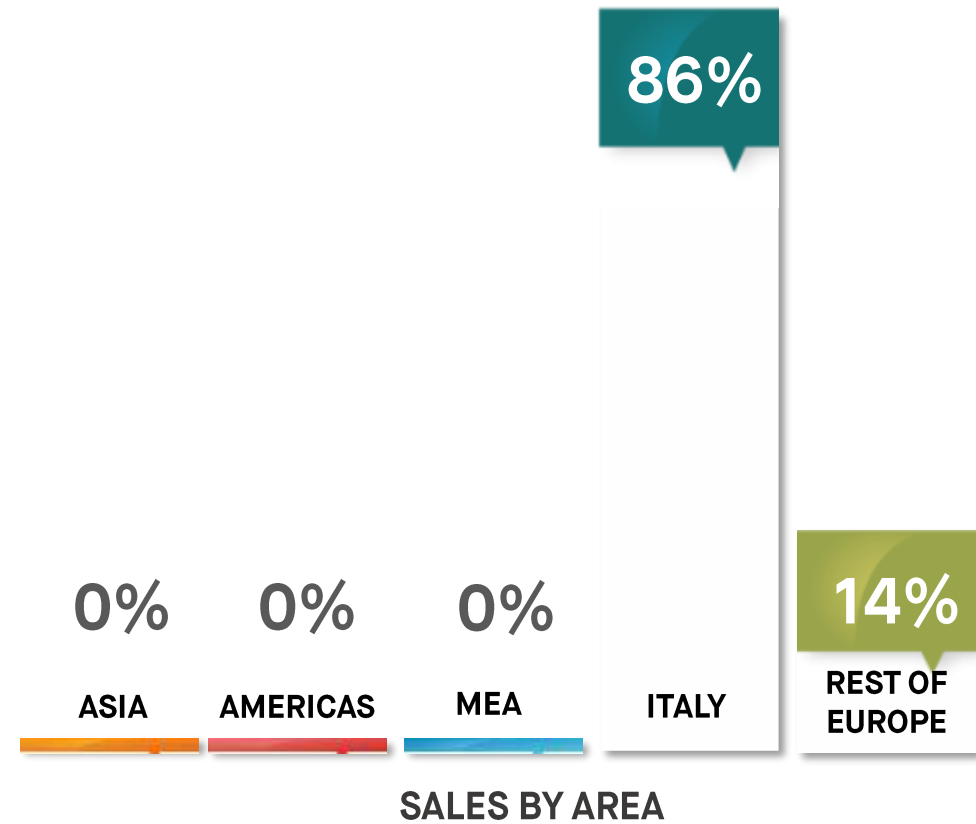
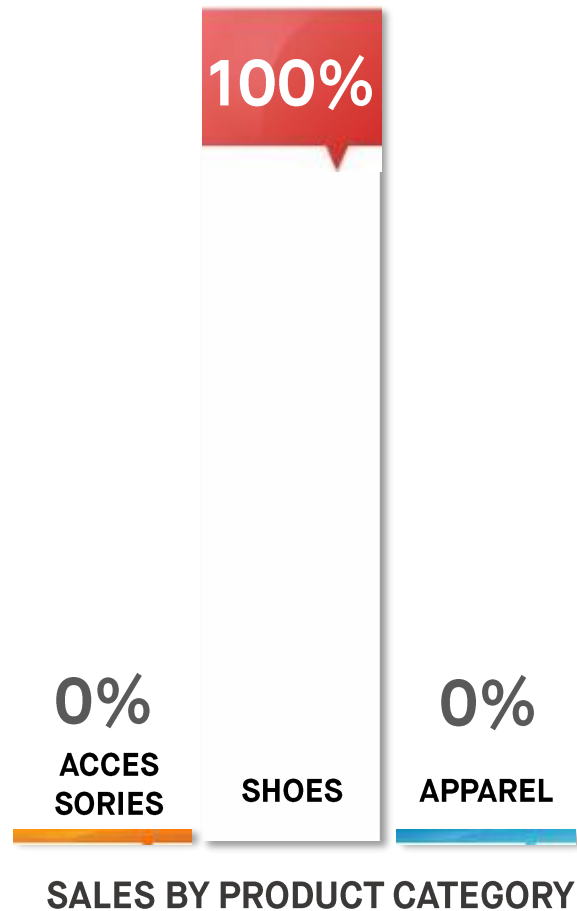
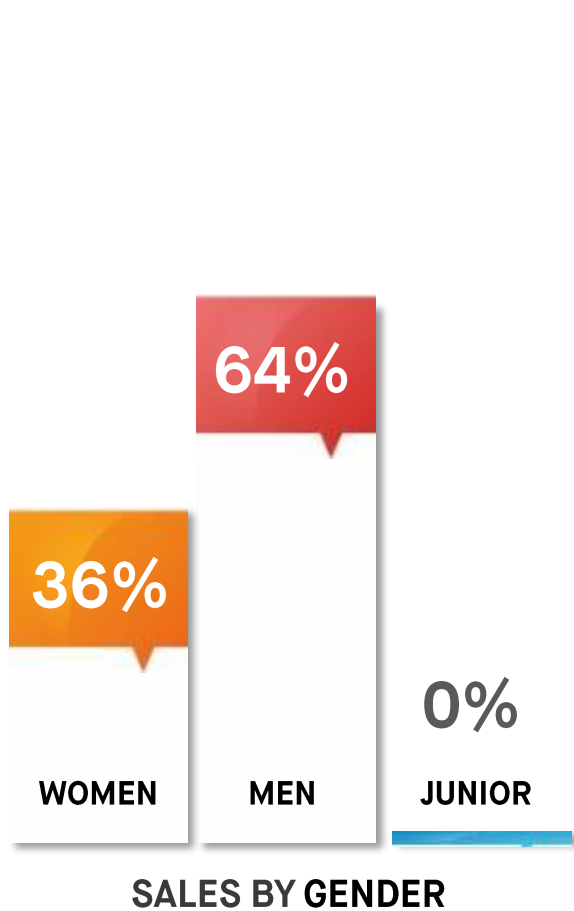
**1.500.000 VIEWS**

**FRANCO126 – FRIGOBAR**

**1.300.000 VIEWS**



# SALES BREAKDOWN – LEGGENDA





# AEQUITER

ENGINEERED BY  **LOTTO**

**\*\*LAUNCH IN PROGRESS\*\***

**PODIATRIC PRODUCTS FOR ATHLETES  
RECOVERING FROM INJURIES AND PEOPLE  
WITH PHYSICAL AILMENTS.**

## **BRAND MISSION**

Help you to live your life at best.

## **BRAND VALUES**

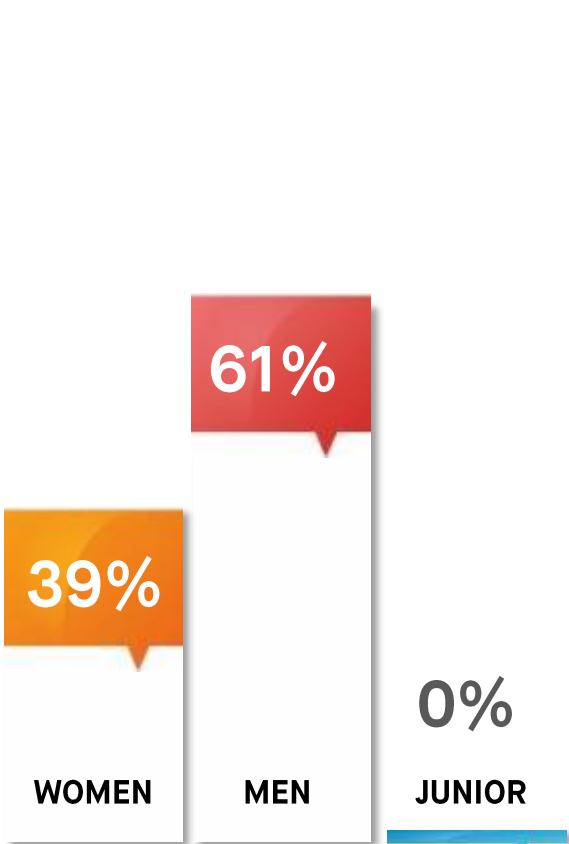
Harmony.  
Balance.  
Design.

## **TONE OF VOICE**

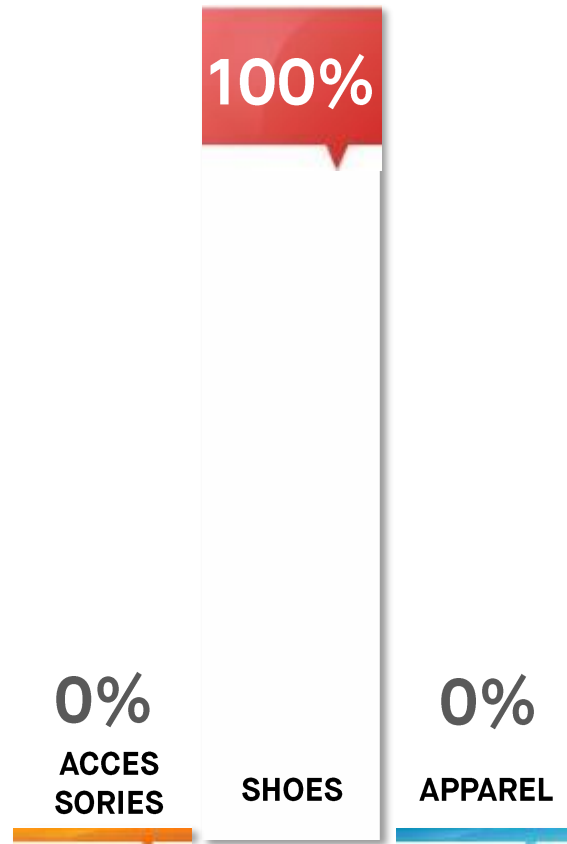
Knowledgeable.  
Caring.  
Technical.



# SALES BREAKDOWN – AEQUITER



SALES BY GENDER



SALES BY PRODUCT CATEGORY



SALES BY AREA



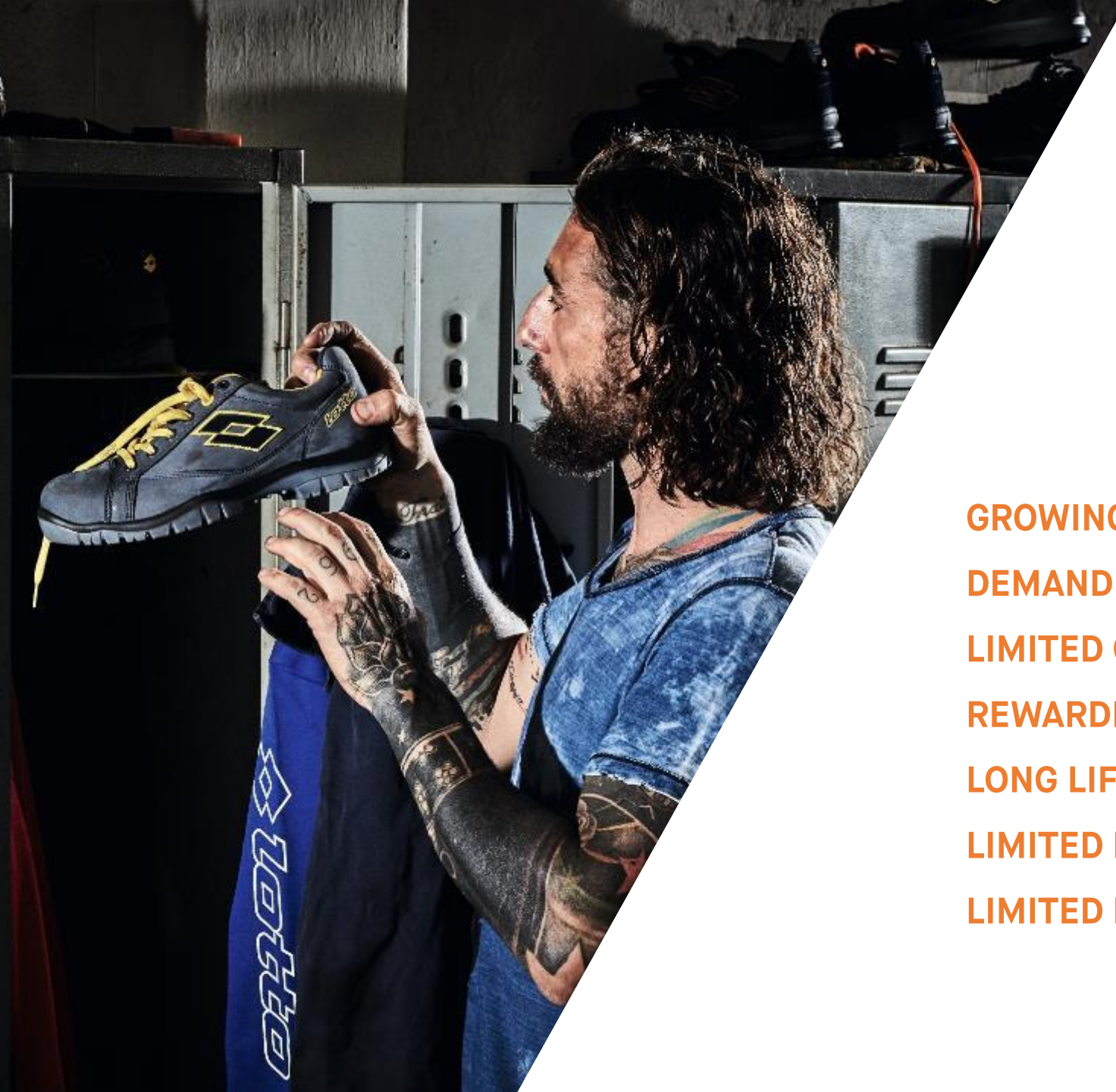
**CERTIFIED, HIGHLY CRAFTED WORKING SHOES  
SAFETY, RELIABILITY, ENDURANCE AND COMFORT**

**BRAND MISSION**  
Work safe in comfort

**BRAND VALUES**  
Safety protection.  
Certified.  
Design.

**TONE OF VOICE**  
Direct, but friendly.  
Pragmatic.  
Professional.





**GROWING MARKET**

**DEMAND FOR SPORT INSPIRED PRODUCTS**

**LIMITED COMPETITION IN THE MID-HIGH PRICE TIERS**

**REWARDING MARGINS**

**LONG LIFE PRODUCT CYCLE**

**LIMITED NUMBER OF SKU'S**

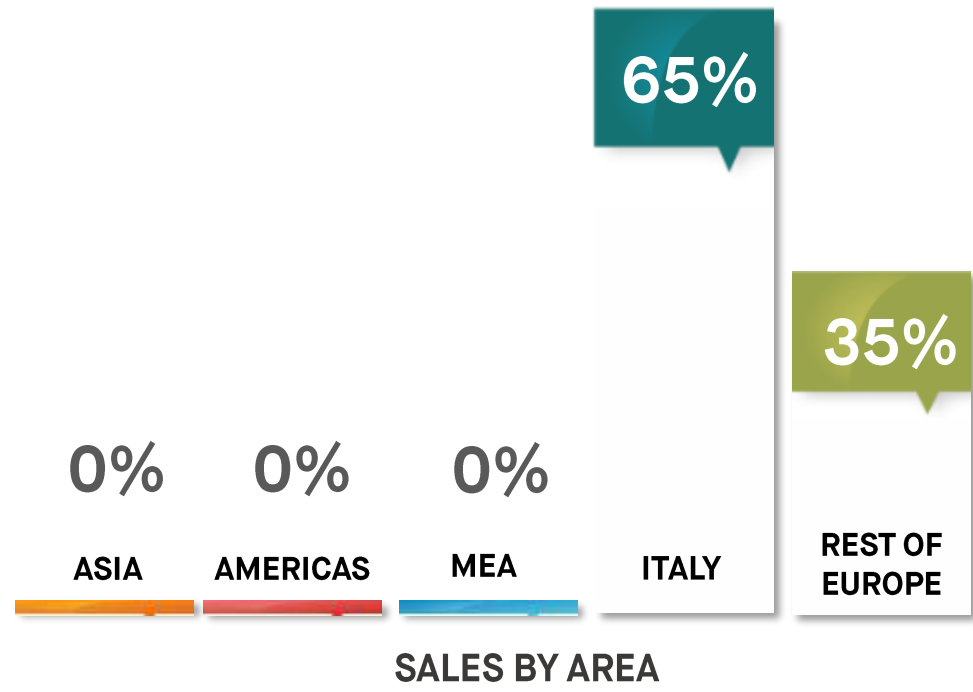
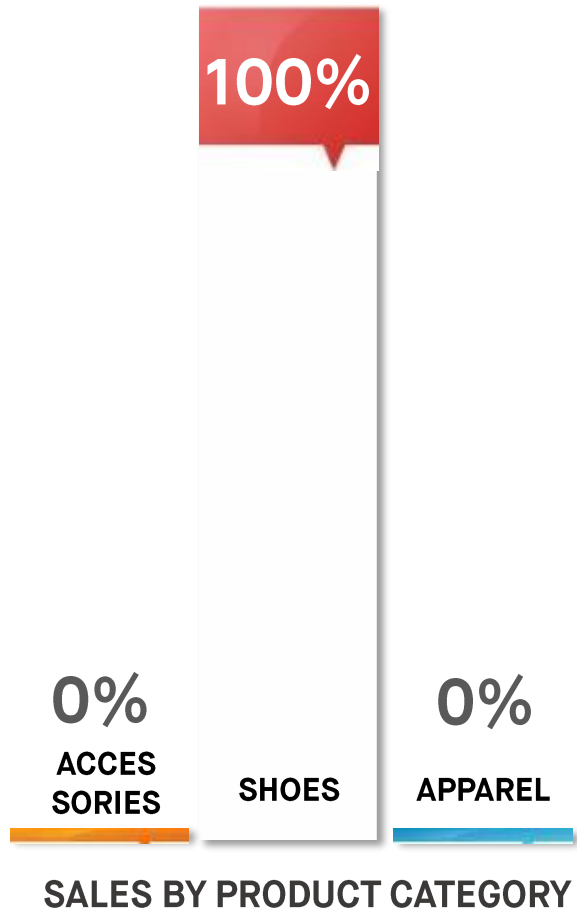
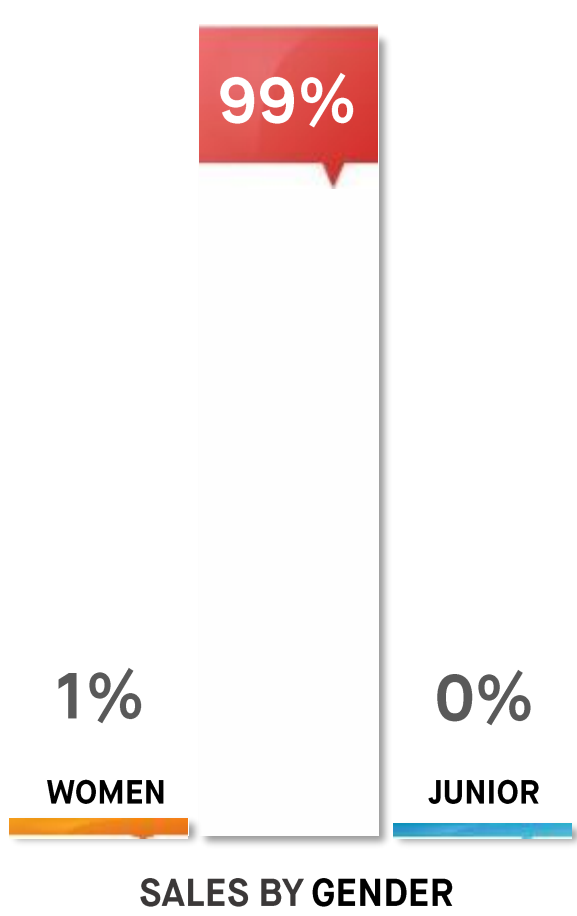
**LIMITED MKTG INVESTMENT**







# SALES OVERVIEW – WORKS





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SPORTIVAMENTE