



ALLTRICKS – DECATHLON UNION

« JOINING TOGETHER TO
DELIVER THE MOST EFFECTIVE
AND WIDEST POSSIBLE »



"Our foremost concern has always been to keep sportspeople happy, whatever their level. This includes cyclists and runners, since we share their passion for cycling and running! Our determination to stay abreast of their expectations is so strong that it continues to drive us to keep on innovating and adapting, so we can meet their every need and desire," explains Arnaud Gauquelin, **Decathlon** Leader in France. "Our company has a longstanding foothold in cycling, so we were looking for a committed partner who was passionate about the sport, like us; a partner who could supplement our product range and help us serve our customers and users better, wherever they're from," continues Gary Anssens, CEO of **Alltricks**. This specialist cycling, triathlon and running online start-up has now joined forces with **Decathlon**. This has now spawned a new French team with both a local purpose and an international dimension. **Alltricks** was founded in the Chevreuse Valley in 2008 and generates 20% growth per year in France and worldwide; **Decathlon** was created in Englos in 1976 and has just opened a store in Algiers, in its 55th country.

"In the constantly changing world of sport, where our customers are - quite rightly - increasingly demanding, by virtue of being better informed, and we are outsiders. But we're outsiders who want to don the yellow vest before the race ends," says Anssens. "Hence our natural partnership with **Decathlon**." **Alltricks** has, from today, welcomed **Decathlon** into its capital. "We also see each other as challengers," says Arnaud Gauquelin. "We've listened to our customers who want a bigger choice of brands and ranges. Together with **Alltricks**, we'll be able to deliver the most effective products and the widest possible range. We hope to see rapid yet sustainable growth with this **Alltricks-Decathlon** partnership, which is more than a purpose. It's all about passion."



This duo is keen to combine the various skills and expertise at both **Alltricks** and **Decathlon**.

Alltricks offers the best online solution for cycling, triathlon and running enthusiasts, with a universally recognised level of customer experience, making it the leader in its field.

Decathlon has more than 310 stores serving the needs of its clients and run by passionate and skilled sales assistants and technicians.



Alltricks CEO and founder Gary Anssens explains why they chose to link up with Decathlon: "Over the last few years, we've been asked by several industry players to team up, as a buyout, a merger or a strategic partnership. But at the end of the day, did we ever want to join forces with anyone other than **Decathlon**? The answer to that was obviously 'No'! With **Decathlon**, we've chosen an expert and passionate partner who can ensure that **Alltricks** retains its DNA in the long term and who can accelerate our online and omnichannel growth. **Alltricks** is keen to deliver the most innovative digital platform, a broad range and a personalised customer experience with a strong community-focused dimension. We are extremely enthused by the idea of building an ambitious global project with the world leader who shares our passion for sport."

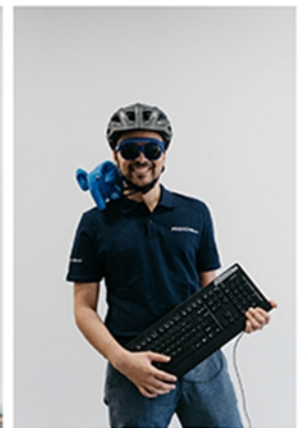
Arnaud Gauquelin offers the following summary: "We'll be saying 'Yes' to our customers, every minute of every day - everywhere! We wanted to link our own technical brands with the best international brands – and now with **Alltricks**, we can!"

Until now, we were just working side by side, observing each other. Now, we'll be working for each other, and, together with all our respective suppliers and customers, we'll make a pretty impressive peloton! A genuine team with shared goals and complementary skills."



FINANCE FACTS

Through this process, **Decathlon** will be buying the shares held by Partners, Entrepreneur Venture, 123 IM and all business angels funds. Gary Anssens will remain CEO of **Alltricks** and fully autonomous, and retain a significant share in the capital, alongside **Decathlon**.



AND A FEW MORE FACTS TO FINISH...

The business numbers some 130 employees and manages all of its activities internally, including logistics - with a 17,000m² platform at Châteaudun (28) that promises 24 hour delivery to its 1 million sports customers.

Alltricks generated a turnover of €65 million in 2018, with 2019 turnover projections in the region of €80 million.

Decathlon – led by 90,103 teammates working in 507 cities and 1,608 stores and outlets – generated a turnover of €3.4 billion in France in 2018 and €11.5 billion worldwide, a 5% increase compared with 2017.

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