

Behind the scenes of Mountain Sports







Sport, equipment and humans

Since its inception in 1976, Decathlon has been all about sports, gear and people. 1986 marked a significant milestone as the brand embarked on designing its own sports gear.

The company has since opened 9 design centers spread across France:

Developing sports gear in the heart of the action

In 1997, Decathlon strategically positioned its mountain sports brands at the foot of Mont Blanc. With a small team of ten members, the company began designing products, feeding off its proximity to mountain sports enthusiasts. Their goal was to innovate, design and test products directly in real-life conditions.

Today, DECATHLON stands as a key player in the outdoor sports market, designing products and services (hiking, trekking, camping, winter sports, climbing, mountaineering and mountain biking) across two design centers in the heart of the Alps.

In 2023, there were about 600 teammates split between the MOUNTAIN STORE (Passy) and SIMOND (Chamonix).

A true mountain haven to design technical, innovative products and test them right by your doorstep. Globally, Decathlon operates in 70 countries boasting over 104,116 collaborators and achieved a turnover of 15.4 billion euros (excluding taxes) in 2022*.

Today, the company's motto is to move people through the wonders of sport.

TRIBORD SAILING LAB

LA ROCHELLE

DESIGN CENTRE
DECATHLON CESTAS

CESTAS

WATER SPORTS CENTER

HENDAYE

KIPSTADIUM

TOURCOING

INESIS GOLF PARK & DECATHLON FITNESS CENTER EXPERIENCE

MARCQ-EN-BARŒUL

B'TWIN VILLAGE

LILLE

MOUNTAIN STORE

PASSY

SIMOND

CHAMONIX





*2022 data: NON-FINANCIAL PERFORMANCE STATEMENT

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The Mountain Store Passy

Creating with and for outdoor enthusiasts

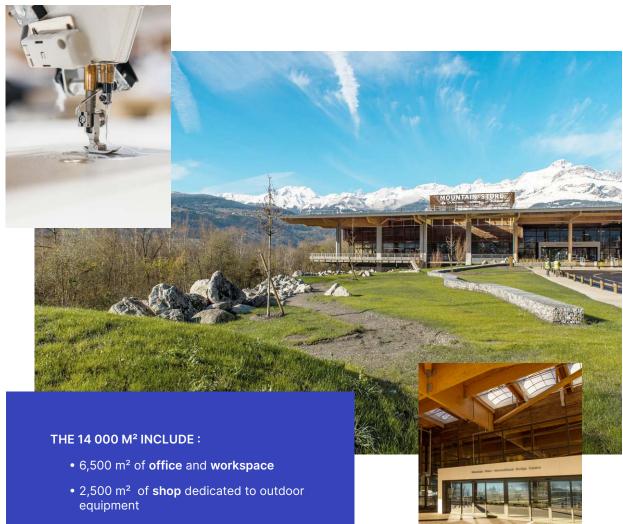
Established in 2014 in Passy, the MOUNTAIN STORE serves as Decathlon's international design center for mountain brands such as hiking, trekking, camping, winter sports, and mountain biking.

The center hosts more than **550 collaborators** and acts as a hub between design teams, product managers, engineers, and mountain sports practitioners worldwide.

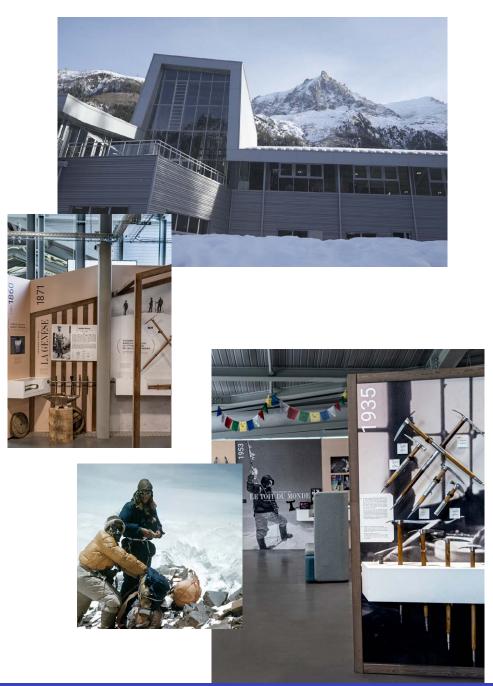
From design offices, prototyping workshops, test labs and our store, every skillset is gathered under one roof. Our teams work daily on **creating**, **developing**, **innovating** and **testing gear**.

While each sport has its own needs, all our products are designed to facilitate all your outdoor adventures.





- 1,500 m² of prototyping workshops
- 1,500 m² of coworking, event, and catering spaces
- Countless outdoor spaces and trails



SIMOND

Chamonix

Designing and developing gear for those who like to get high

Initially establishing itself in Chamonix in 1860 and after trying out several locations within the Mont-Blanc valley, the new SIMOND design center (2019) eventually decided to come back to its roots and dedicate its **4000 m² to the development of climbing and mountaineering gear** in its hometown. Three areas of expertise are gathered under one roof to maximize the safety and enjoyment of those who love to live vertically:

- SIMOND CONCEPTION, which visualizes the gear;
- SIMOND factory, ISO 9001 certified, which manufactures gear using our metallurgical expertise;
- **SAFETY STITCHING**, which is dedicated to Personal Protective Equipment (PPE) for our textile.

In total, a team of **60 specialists** design and produce **our metal equipment** (carabiners, ice axes, crampons, belay devices...), and they run tests and checks on every range of **ropes**, **harnesses**, **backpacks**, **clothing**, **climbing shoes**, **and mountaineering boots**. With its manufacturing workshops and offices, the SIMOND design center is a multifaceted space where **research**, **innovation**, **and production** can feed off each other.

In a constant effort to create and refine our gear, a special area has been allocated for athletes and designers to meet, chat, thrive, and generally **bring together a community of verticality lovers** who can take their passion even higher.

A 5-stage design process

with the perfect mix of expertise and commitment for products aimed specifically at sportsmen

In order to meet the needs of mountain enthusiasts, the DECATHLON teams at the MOUNTAIN STORE and at SIMOND follow 5 major design stages: from watching qthletes in action to following the product until its end-of-life stage, everything is designed and developed in these two design centers.

Identifying a sportsman's needs and requirements

Listening to and observing outdoor enthusiasts is where it all begins. Mountain sports product managers identify their needs and observe them in the field.

A <u>co-creation</u> process can also be carried out in direct contact with athletes.

2 (Eco)designing the product

And so the design phase begins: <u>our eco-design</u> <u>concept</u> is integrated from the very early stages of product development, and our teams choose solutions with a lesser impact to create technically advanced and sustainable gear.

<u>The repairability aspect</u> of our products are taken into consideration from the very beginning of the design stage to extend their lifespan, and the most common **spare parts** are easily available should they suffer some sort of breakage.



Testing product in labs and in real-life conditions

Prototypes are assembled to verify the feasibility of the product and to test different assemblies.

They are then <u>tested in a lab</u> and **out on the field** to ensure that the final product meets all the requirements of the sport.

Improving existing products

Our product then moves on to the marketing stage and eventually heads up to the mountains with our customers. <u>Their feedback</u> is meticulously analyzed by the design teams in order to **identify potential improvements**.

On a global scale, the average customer review rating for hiking, trekking, camping, winter sports, mountain biking, climbing, and mountaineering gear is 4.62/5.

5 Extending a product's lifespan in order to reduce its impact

DECATHLON's mountain sports brands support athletes by <u>offering advice</u> on proper use, care and repair for their gear.

Several repair options are available, either in **store workshops**, **or simply online in our tutorials**. Used gear can also be <u>returned to our stores</u> and be put up for sale in a dedicated **«second life» space**.



A specific innovation process

to help sports lovers move mountains

Innovation is part of Decathlon's DNA:

by imagining innovative, clever, and practical sports products and services, DECATHLON aims to get people moving through the wonders of sports.

All of our design teams share a common goal: innovation process focussed on **sustainability and accessibility.**

What if a single idea could turn an obstacle into an opportunity?

This is the very challenge taken on by our designers.

They observe, analyze, explore, and test, without ever giving up, to re-invent the future of sports.



Powerful directions for innovation

Instantaneous, adaptable and sustainable, these are the main ideas behind the innovations of Decathlon's mountain sports.

The teams rely on their designer backgrounds, their expertise, and on the feedback of outdoor enthusiasts. They aim to always stay on top of their game and continuously innovate. To achieve this, they abide by three key rules which make up our corporate culture: innovation, empathy, and collective intelligence.

While a common direction is given, each universe follows its own guiding principle to innovate. The winter sports teams encourages athletes to live their best life on snow. Other sports teams take on a different approach and aim to encourage the world to re-energize and to regenerate nature through hiking and/or climbing. These goals are their driving forces and every innovation gets them a little closer.

More than just products, these innovations are tools which allow sports lovers to experience emotions, to challenge themselves, have fun, unwind, and get stoked.

SPORTSLAB

Our designers need a space to bring their creations to life, so we have built the <u>Sportslab</u> which is located in Lille. This lab enables the teams to run research and development on athletes' bodies with a special focus on thermal comfort, movement sciences, morphologies, and sensory and behavioral sciences.

The two design centers located in Haute-Savoie then accelerate the process to create **technical and ingenious products**. The idea behind this is to improve the experience of mountain enthusiasts and to provide them with unforgettable memories!

Every year on average, the hiking, trekking, camping, winter sports, climbing, mountaineering, and mountain biking teams design 10 innovations, file 15 patents, work on 60 innovation projects, and dedicate approximately 42 '000 hours to their research.

These figures reflect one common goal: to offer products that turn obstacles into possibilities, and to make sure everyone gets to experience the wonders of mountain sports.

The latest innovations products

QUECHUA 2 Seconds Fresh&Black 2 and 3-person tent

The 2Seconds range gets an upgrade!

The iconic QUECHUA model is the perfect spontaneous micro-adventure buddy. So what's new in 2024? Ventilation systems have been added on the sides and rear in order to improve air circulation. Camping lovers can now open and close these instantly from the inside. This complements the Fresh&Black technology which blocks light and helps keep you cool. The sun no longer dictates when you wake up, and your sleep is quality improved. These sleek, modern tents accommodate two or three people, depending on the model.

Discover the product

2 SIMOND Covershield Rope 9mm

A patented technology for a rope more resistant to abrasion and sharp edges

SIMOND offers this very lightweight rope (54 g/m for a 9 mm diameter) for enthusiasts of mixed or rocky climbs. It meets the three standards of dynamic ropes: single, double, and twin. This model benefits from Covershield technology to resist abrasion and sharp edges, increasing its durability by 30% compared to a conventional triple standard rope.

Available in summer 2024



QUECHUA is happy to introduces this inflatable shower tent. It sets up easily thanks to the Airseconds technology. It spans over 2.5 m² and features two spaces—a shower and a bathroom— and is customizable with various storage options.

Discover the product



From a belt to a jacket in one single move!

A belt-jacket combo that hikers can adjust to their liking in one single move! A technical jacket that can be worn instantly, perfect for exploring the mountains with the essentials: keys, phone, cereal bars, and water. An ultra-light, windproof, and breathable jacket, with a waterproof rating of 10000 mm schmerbers.

Available in summer 2024



QUECHUA Airseconds Skyview tent

A tent to marvel at the stars, like a window to the world!

After four years of rigorous testing and development, this innovative and comfortable tent was born for extraordinary nights in the heart of nature.

The QUECHUA teams had to rethink their design methods to create this bubble-shaped tent with a transparent roof. From the bedroom, a curtain opens and closes, allowing you to spend the night either stargazing or in complete darkness. A brand-new inflation technology with a small and silent built-in fan makes inflating the tent easy

Discover the product

Classic Cross-Country Ski WEDZE 150 Compact

The most compact cross-country ski

The first cross-country ski that can be split into two parts on the market.

A cross-country ski that is easily transportable and compact, allowing cross-country skiing enthusiasts to move to their practice locations effortlessly and to store their equipment easily, without compromising on the quality of glide.

Discover the produc

Protective D3O® Ghost™ Reactive Back Protector

The first second-skin protection in collaboration with D30®

Designed and certified for winter sports and mountain biking, the D30® Ghost Reactive back protector acts as a discreet second skin, allowing unrestricted movement. To achieve this, DECATHLON teams collaborated with D30®, a brand specialized in impact protection. For this model, the teams developed the Impact Print process: integrated protection molding directly onto the textile, an innovation in the field recognized at the 2023 Design Awards. This makes the D30® Ghost Reactive back protector the perfect combination of protection, freedom of movement, and comfort for your sporting adventures.

Available in October 2024



8 Inflatable Sledge WEDZE Pumpslide 900

Finally, an inflatable sled that brakes and turns!

This ultra-compact and ultra-comfortable sled is the first of its kind, as not only is it inflatable, but it also comes equipped with brakes.

Discover the product

9

WEDZE Reverslide 900 Backpack Sledge

A backpack on the way up, transforming into a sledge on the way down!

Backpack on the way up, sledge on the way down – cue the winter pursuit you didn't know you needed: sledge hiking! On the ascent, you attach the straps to the shell so that you can walk comfortably wearing the bag as a backpack. On the descent, you tuck the straps away inside the bag and attach the handle to the shell, turning it into a fully-fledged sledge! A groundbreaking feat of engineering!

Available in October 2024

Co-creation

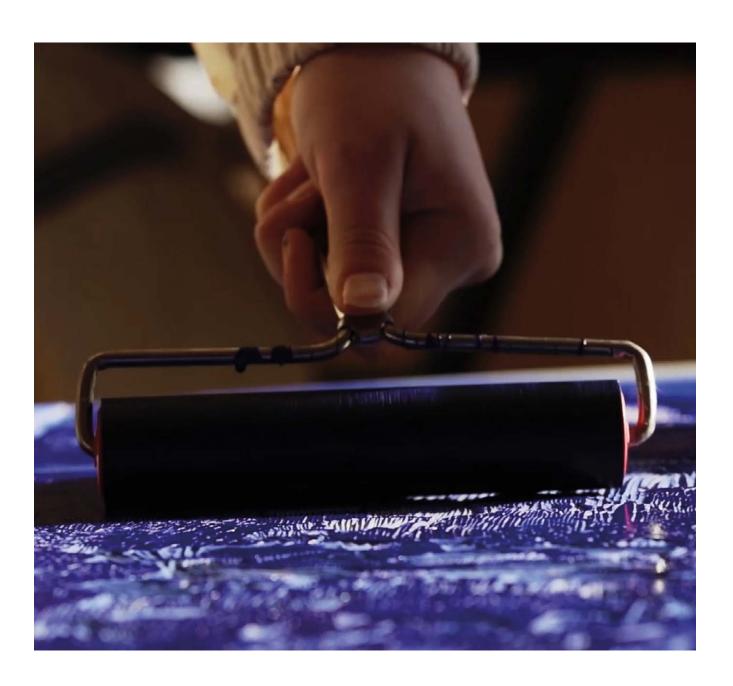
Co-creation, a powerful tool to shape the future of outdoor activities alongside athletes.

At DECATHLON, our product development journey starts by closely **observing and engaging with athletes**.

We believe in crafting products that cater to their needs, whether they're beginners or elite athletes. **Co-creation plays a pivotal role** in this process, enabling our DECATHLON team to interact with a diverse community of athletes and integrate their insights into the design process.

Thanks to the co-creation process, our DECATHLON's outdoor brand designers build and maintain a close relationship with mountain enthusiasts. By taking into account their preferences and opinions, they come up with solutions to meet the various expectations hikers, trekkers, campers, riders, climbers, mountaineers and mountain bikers may have. This approach provides better support for their sporting adventures pre, during and post practice.

To co-create, our mountains teams have two options with a mutual goal: to engage with athletes in the mountains and develop products that meet their specific requirements.





Submit a co-creation project on the co-creation platform

Connecting with enthusiasts at every level is the essence of this platform, which available in seven languages. array of sports enthusiasts, brainstorming ideas to bringing them to life. In 2023, the coinitiation of 400 new projects, contribution from 220 '000 participants.

sports The approach is accessible to all and therefore ensures a diverse pool of participants is accessible worldwide and and diversity.. On average, 350 people answered the By engaging with a wide questionnaires sent out by the teams. For the co-creation of DECATHLON's outdoor brands the TRAVEL 500 ORGANIZER can tailor solutions that backpack, 800 backpackers meet athletes' expectations. shared their insights on their The concept is to involve traveling habits, needs, and users throughout the entire expectations. By providing development process, from feedback on various proposals, they helped the teams craft the most suitable backpack creation platform saw the for their adventures. Another example are the Patrol 105Ti including approximately sixty skis (available in DECATHLON with a focus on mountain stores and on decathlon. sports, with a collective fr in the Fall of 2024), a product entirely developed in collaboration with skiers.





2023 Co-creation highlights

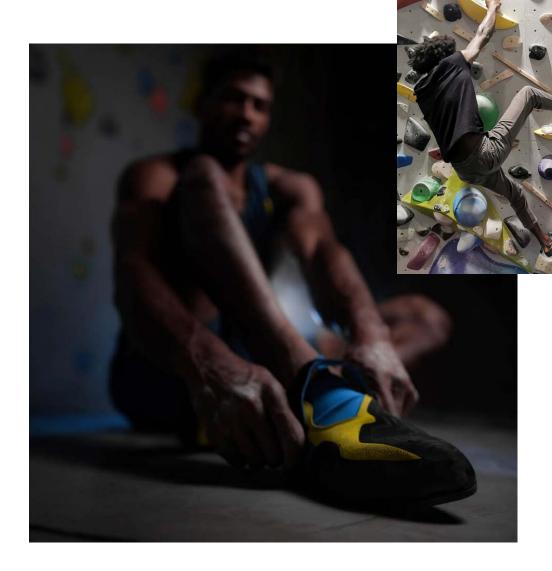
- 110,000 registered co-creators
- Diversity in nationalities: France, Spain, Italy, United Kingdom, Netherlands, Germany...
- 17,000 products tested directly in DECATHLON's design centers or remotely
- 220,000 feedback responses gathered from athletes (a 31% increase compared to 2022)



2 Collaborating with athletes and mountain professionals to co-create specific products

To cater to the precise and strict requirements of mountain enthusiasts, engaging in direct co-creation with athletes or mountain professionals is our preferred approach. This collaborative effort empowers teams to design gear tailored to the challenges of their sport, subsequently making our products accessible to athletes of all levels.

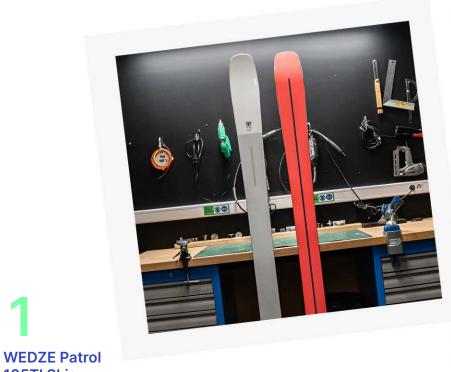
Bouldering world champion **Mickaël MAWEM** co-designed **a pair of EDGE climbing shoes** tailored for bouldering. French slopestyle champion, **Enzo VALLAX** co-created the Endzone 900 PRO freestyle snowboard to meet the needs of the most dedicated riders.





Our DECATHLON teams, particularly those specializing in mountain biking, skiing, and climbing, maintain ongoing partnerships with athletes, **members of the National School of Skiing and Mountaineering (ENSA)**, and mountain guides. Together, they work on developing top-notch equipment that meets the highest standards.

The latest co-created products



ski. From product briefings to the ed every step of the process ine with the expectations and

The teams worked alongside two passionate skiers for nearly four seasons to create this new ski. From product briefings to prototype testing, and discussions with engineering teams on ski construction, they experienced every step of the process from the inside out. The underlying idea behind this approach was to create a ski perfectly in line with the expectations and needs of 'regular' skiers. It's a ski «by you, for you».

Available in Autumn 2024

105TI Skis

WEDZE Wilder 85 / 95 / 102 Touring Skis

Jonathan, Nicolas, and Alexis are all mountain guides in the Chamonix Valley. In 2021, they agreed to partner with the WEDZE teams to create this upcoming range of backcountry skis.

From defining the specifications to launching the range, they accompanied the DECATHLON designers throughout the process, sharing their valuable expertise. These 3 models of touring skis were then validated in the field after nearly 45 days of testing and over 550 km covered by passionate skiers.

Available in Autumn 202

WEDZE Endzone 900 Snowboard

Enzo VALAX is a young and talented rider who juggles between his physics studies and his professional snowboarding career. Two seemingly distant domains that both demand uncompromising rigor to achieve excellence. It is this professionalism and rigor that prompted the team to collaborate with Enzo to develop a custom board, aligned with the young man's Olympic ambitions: the Endzone 900. Designed for expert freestylers, this stiff board (8/10 flex) also boast excellent grip at full speed and a lively pop thanks to the bamboo inserts.

Discover the product



₹ SIMOND

FOCKRIDER MOUNTAIN BIKE 940 S

Developed in collaboration with the professional team «DECATHLON Ford Racing Team,» the VTT 940 S offers lightweight and performance (ultra-light carbon frame). The team, with six World Cup podiums and several medals in national XCC and XCO championships, has been using this frame since the 2023 season. Ideal for riding on modern XCO and XCM circuits, this mountain bike is aimed at demanding XC practitioners and competitors.

«Everything about this bike has been designed for performance. It's a true racing machine while remaining comfortable. It's a pride to have won five races since the beginning of the season with this bike.» - Emeline DETILLEUX, Belgian XCC Champion 2022

Available in April 2024



4

SIMOND Edge climbing shoes

The SIMOND team collaborated with brothers Bassa and Mickael MAWEM, both climbing champions and members of the DECATHLON athlete team. This partnership stems from the desire to create technical climbing shoes that suit their needs and accompany them in their challenges.

A first pair, lightweight and composed of a carbon plate, was developed for Bassa. A second pair was created for Mickael, then adapted to be offered to bouldering and route climbing enthusiasts. This version features a reinforced grip zone (toe and heel). The Vibram XS grip rubber ensures optimal traction, and the bi-sole structure provides flexibility. The lacing system wraps around the foot for increased precision without compromising comfort.

The replica version of the EDGE Soft climbing shoes will be available in June 2024. The climbing shoes, specifically developed for Bassa, allows the brand to explore new technical fields but will not be on sales.

Available in June 2024

FORCLAZ Organizer 500 Travel Backpack

This 40L travel backpack was developed in co-creation with a group of travel and backpacking enthusiasts. 417 responses to the initial study helped identify the organization of the backpack as the flagship feature of this project. It features a two-part suitcase-style opening system, three compartments defined by nets, and numerous pockets accessible from the outside.

Discover the product



Mountains and nature are the playgrounds for outdoor enthusiasts. DECATHLON's mountain sports teams understand the impact their activities have on the planet. That's why they're committed to taking action, and to doing it fast.

DECATHLON's Mountain Sports Initiatives for 2026

In 2023, 59% of DECATHLON's mountain sports products underwent an eco-design process aimed at minimizing their environmental impact. Beyond delivering high-performance sports products, DECATHLON's design teams are also dedicated to finding manufacturing solutions which minimize CO₂ emissions.

Adapting and evolving to tackle the challenges of sustainable development is the goal of the DECATHLON's 2020-2026 Transition Plan.

Propelling DECATHLON forward with a collective goal

The company has set itself a target: : to decrease its absolute CO₂ emissions by 20% by 2026, based on emissions recorded in 2021 to contribute to the carbon neutrality aimed for by 2050.

To achieve this, DECATHLON's design teams are committed to ensuring that by 2026, 100% of our products will undergo eco-design measures, allowing for a significant reduction in each product's environmental impact compared to its previous version.

The eco-design approach: data-driven solutions for sustainable innovation

Since 2010, when the first eco-design actions were taken on QUECHUA fleeces, DECATHLON's mountain product designers have gained a deeper understanding of impacts, analyses, and tools in order to reduce our products' carbon footprint.

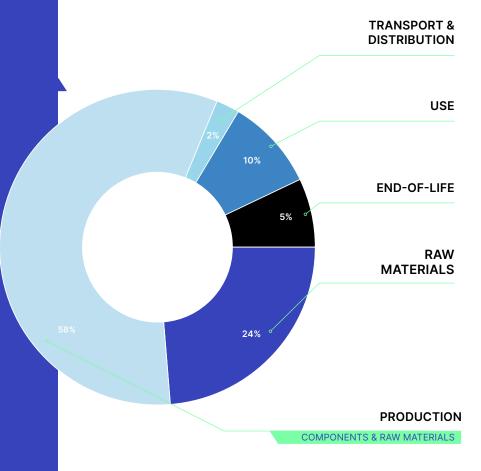
They're always trying out new ideas to keep cutting down on the environmental impact of products throughout their entire life cycle.

Analysis of the life cycle of an outdoor product

Today, the <u>environmental impact</u> of every mountain sports product gets automatically calculated. With the Product Life Cycle Analysis tool, design teams can spot the stages where the impact is the greatest and therefore find where the potential impact reduction is the most valuable, all while making sure that the product still performs as expected.

Transport and usage aside, the manufacturing process of outdoor products - from the components to the final assembly - is responsible for over 80% of their environmental impact. That's why designers pay extra attention to these aspects.





The four major levers of eco-design at DECATHLON



Eco-design through the choice of materials

Approximately 25% of a product's impact comes from raw material extraction. DECATHLON's mountain sports teams are exploring solutions involving recycled materials and natural raw materials.

2 Eco-design through dyeing

About 60% of a product's impact comes from creating materials and putting them together (like weaving and dyeing).

Dyeing fabric uses a lot of energy, so designers use methods like dope dyed and biton, or sometimes even materials that don't need dyeing (undyed) to reduce their impact.





Eco-design through sustainability and repairability

Most of a product's impact comes from how it's made, but the best way to reduce its impact is by making it last longer.

That's why DECATHLON creates products that are easy to take apart and **repair** when needed.

End-of-Life Product Management

DECATHLON teams also work on what happens to products when they're no longer used: they use circularity solutions to make it easier for people to get outdoor products through second-hand options or renting services.

The latest ecodesigned products

by components

QUECHUA NH500 Linen pants

Natural fibers

Modern, versatile, and comfortable, these trousers are great for summer and mid-season outings. The fabric is made from 99% natural fibres (18% cotton, 33% linen. 48% Lyocell).

Discover the product

QUECHUA MH500 T-shirts

Recycled polyester

The QUECHUA design teams chose a synthetic material for this t-shirt range to allow sweat to evaporate and make it quick-drying. It also has a stretchy mechanical knit (without elastane) to provide unrestricted freedom of movement during exercise. The polyester, main component of this t-shirt is 100% recycled.

Discover the product



Bio based or re

QUECHUA MH500 light, low and mid shoes

Bio based or recycled component and also, dope dyed and recycled polyester.

QUECHUA developed 3 models of this iconic MH500 shoe to meet all hikers' expectations. Ideal for fast-paced hikers, the light model is lightweight and breathable. The low and mid-versions differ in their shaft height. 25% of the rubber is recycled and bio-based. Also, reclaimed and transformed materials from production scraps or products destined to be thrown away, are applied to the midfoot area, tongue and lining.

Discover the product



5

FORCLAZ MT900 -5°C trekking sleeping bag

Recycled down

This 3-season sleeping bag is made to offer a comfortable night's sleep at temperatures of 5°C and upwards, with great lightness (830 g L size) and compacity (700 CUIN filling power).

The MT900 5°C sleeping bag is the first DECATHLON product filled up with recycled down and feathers.

Single yarn dyeing (Bi-ton) of the lining

Available in April 2024

The latest eco-designed product by dye

QUECHUA MH500 light backpack

Single yarn dyeing (Bi-ton) and also, dope dyed and recycled polyester.

QUECHUA designed this 780 g, 22L capacity backpack as a lightweight, practical hiking companion. The MH550 light backpack incorporates all the essential features for hiking, with several clever details and pockets. To reduce the impact related to dying, the design teams used the single varn dveing technique (bi-ton) on this backpack. This involves mixing dyed and undyed yarns during weaving.

FORCLAZ MT900 tarp tent

Undyed

This hybrid model, is between a trekking tent and a tarp, to optimize lightness and compacity. It requires two hiking poles to support the structure so that hikers carry less weight (the 1-person model weighs 930 g and the 2-person one 1.3 kg). Dyeing is a very impactful step of a product's life cycle. To simply delete this impact, the design teams developped a tent with no

by reparability

Warm jacket

QUECHUA SH500 3 in 1

Repairability zipper

Repairability is a key factor in preventing our carbon footprint from increasing. To do so design teams develop products that are built to last and anticipate potential areas of weakness.

Today, zips account for a third of all jacket damage. The new 3-in-1 jacket was designed from a repair perspective, as opposed to a manufacturing perspective. This allows DECATHLON to offer a repair solution thought to reduce pickings and stitchings, never seen before on the

Thanks to this new solution, it takes half the amount of time to replace the zip, it is cheaper and accessible to people with a basic knowledge of sewing.

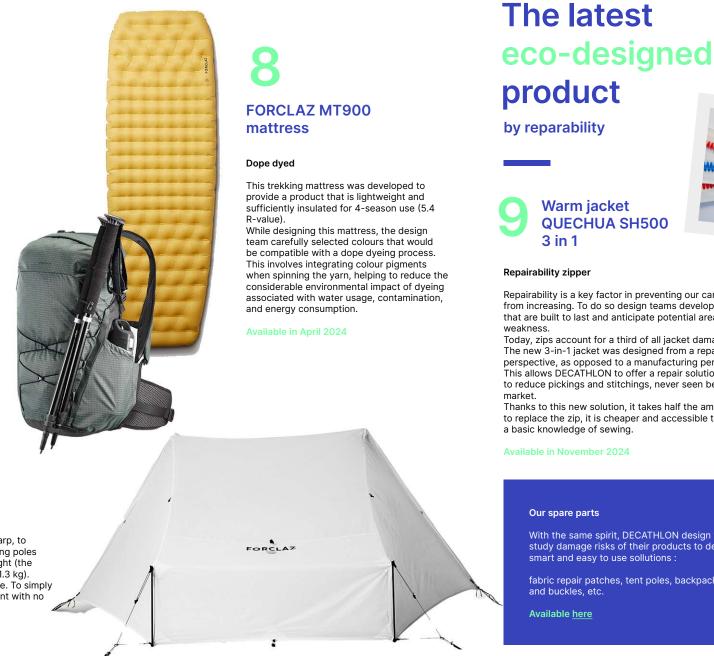
Available in November 2024

Our spare parts

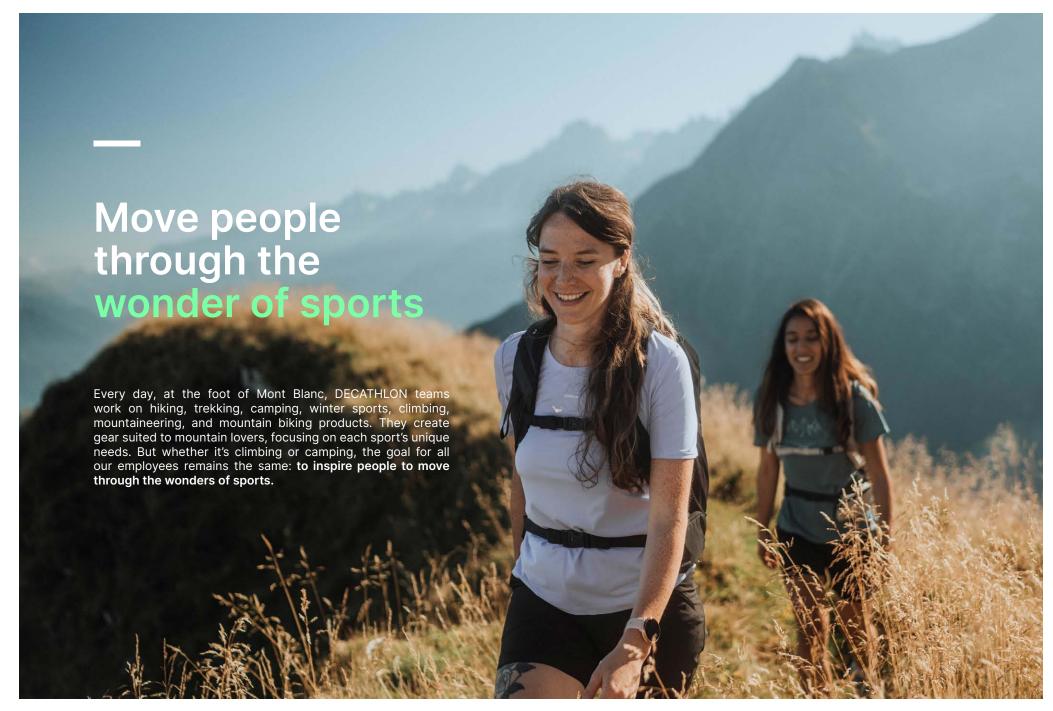
With the same spirit, DECATHLON design teams study damage risks of their products to develop smart and easy to use sollutions:

fabric repair patches, tent poles, backpack straps and buckles, etc.

Available here







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