



CRAFT 





Stefan Persson

CEO Craft



We began fighting the cold and wet in 1977.





Company overview

Turning a Swedish
outsider into a player
on the global arena.

+200 MEUR

70 MARKETS



KEY MARKETS

Sweden
Norway
Denmark
Germany
Benelux
Canada
USA

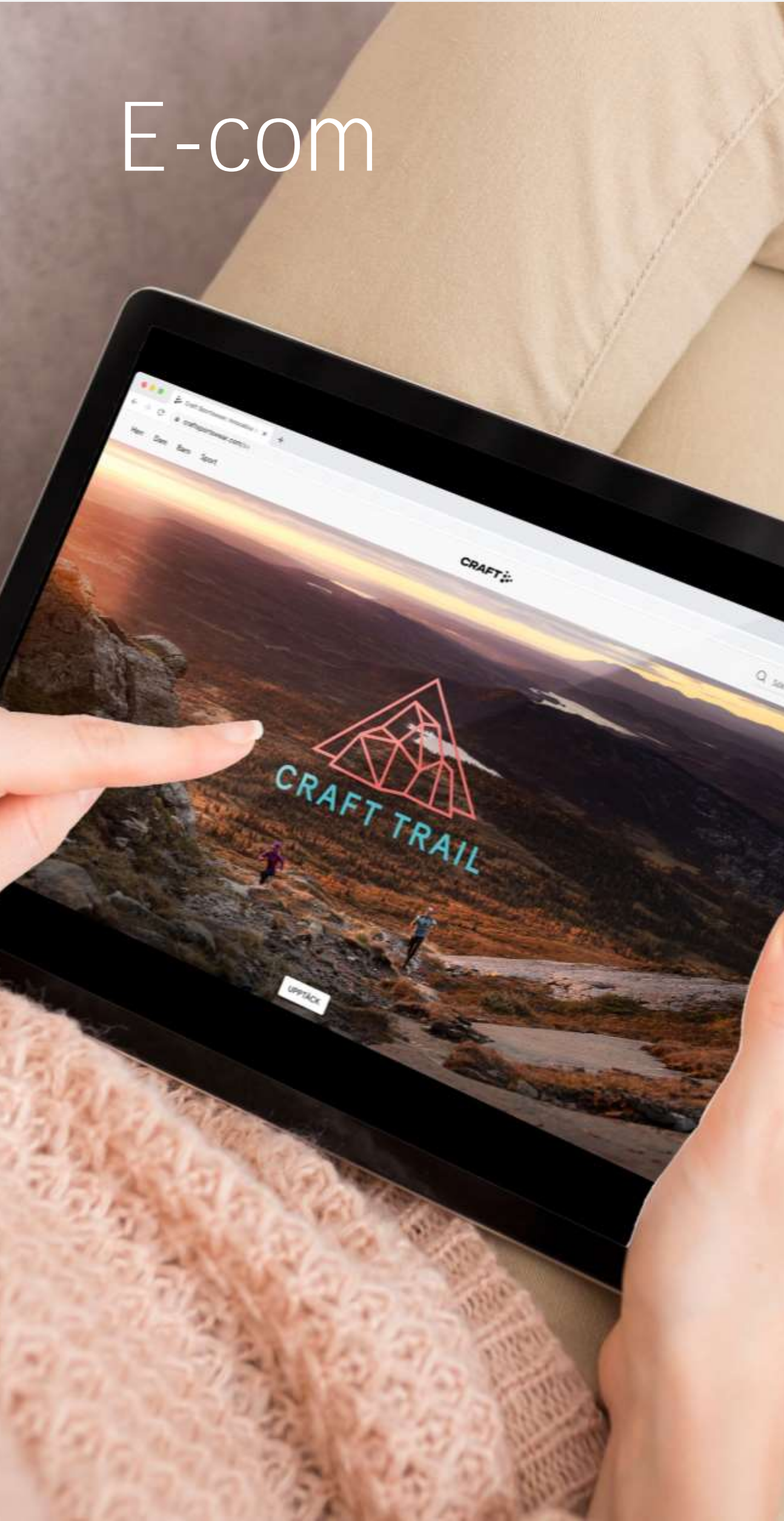


Target 2027:

400 MEURO



E-com



Retail



Club



Corporate





CRAFT CLUB



Potential?



Sales competitors 2022



50 Meuro



300 MEuro



160 Meuro



70 Meuro



200 Meuro



250Meuro



Target 100 MEURO 2027



How?



Need to convince a club/board of a club?





5,000+ Clubs and Teams across EU

(Teamwear est. 2018)





New Wave Group Structure

New Wave Group Promo



At the match



On the pitch,
training & Youth



On the way to
the match



In the stand



In the stand



On the beach



In everyday life



In the kitchen



The caretaker



For the coffee



For the beer



Local presence and sales reps



Focus on the female consumer





12 00

• BLÅVITTSHOPEN



12 11

After 11 minutes we only have 3 bags left



Craft

Sustainable decoration





Tailor-made Design

At Craft we create tailor-made design concepts for your particular federation. With a burning passion for sports, we put pride in understanding your history and tradition, translating this into unique and bespoke design.



UNDER GRÖNVIT FLAGG

HUSKI
CHOCOLATE

HAMMARBY





Bandera Bajen

HAMMARBY

The 2023 Hammarby kit collection exposes a design that highlights and honors the club's unique history and passionate one-of-a-kind supporter culture. Craft Sportswear have in close collaboration with the club created a tailor-made pattern; "Bandera Bajen", consisting of intertwined Hammarby banners and flags from the crowded stands of Tele2 Arena.





Craft Footwear





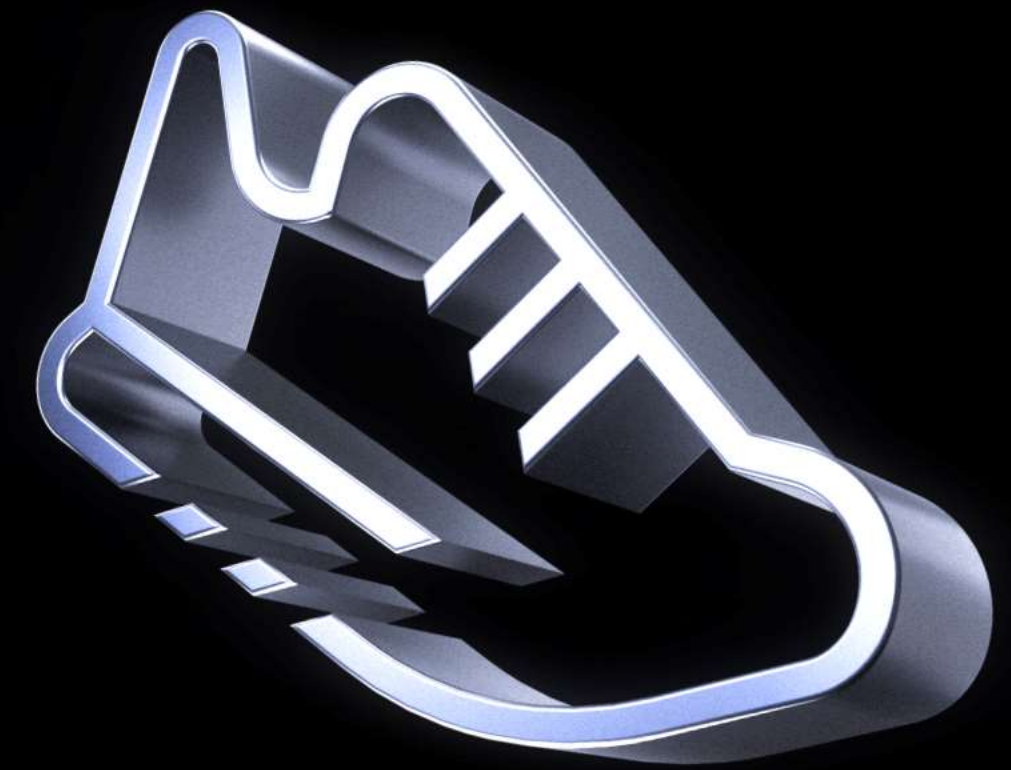
Why are we in this game?

Running is the most popular individual sport activity.

The *Running gear market* is one of the highest valued industries among sports retail globally.

RUNNING WAS THE MOST POPULAR SPORT – AND IT'S GROWING

Running saw the most uploads in 2023, and more and more athletes are motivated to lace 'em up: The share of Strava athletes uploading runs increased 4%.



SPORTS WITH MOST UPLOADS ON STRAVA IN 2023:

1. RUN 

2. RIDE (INCLUDING E-BIKE) 

3. WALK 

4. TRAIL RUN 

5. GRAVEL AND MOUNTAIN BIKE RIDE 

6. HIKE 

7. VIRTUAL RIDE 

8. WORKOUT 

9. SWIM 

10. ALPINE SKI 

● Running shoes
Sökterm

● Running shorts
Sökterm

● Running t-shirt
Sökterm

+ Lägg till jämförelse

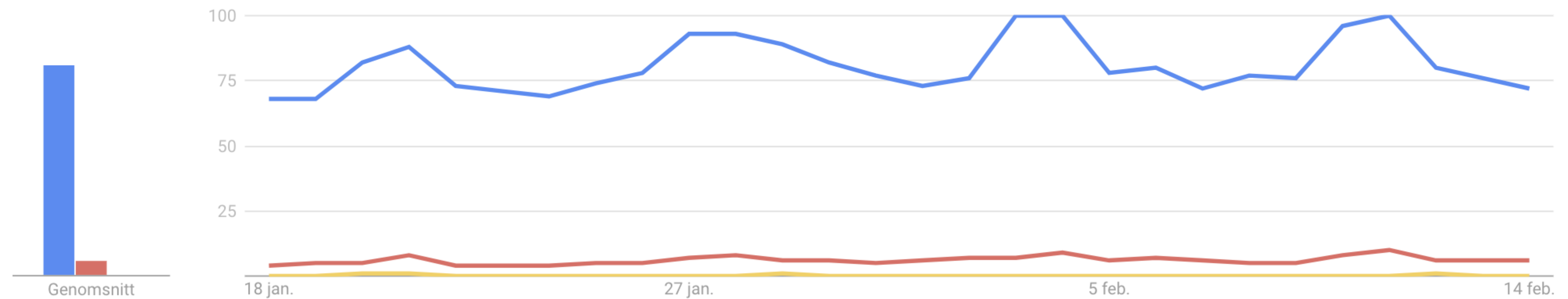
Över hela världen ▼

Senaste 30 dagarna ▼

Alla kategorier ▼

Webbsökning ▼

Intresse över tid ⓘ



Craft

Footwear presentation



 **asics**

 **NIKE**


adidas


PUMA



How has it been possible for niche brands to take market shares from some of the worlds largest multi sports brands?



1

1. Smaller niche brands interact with local communities —>
2. Customers are more open to buy smaller brands.



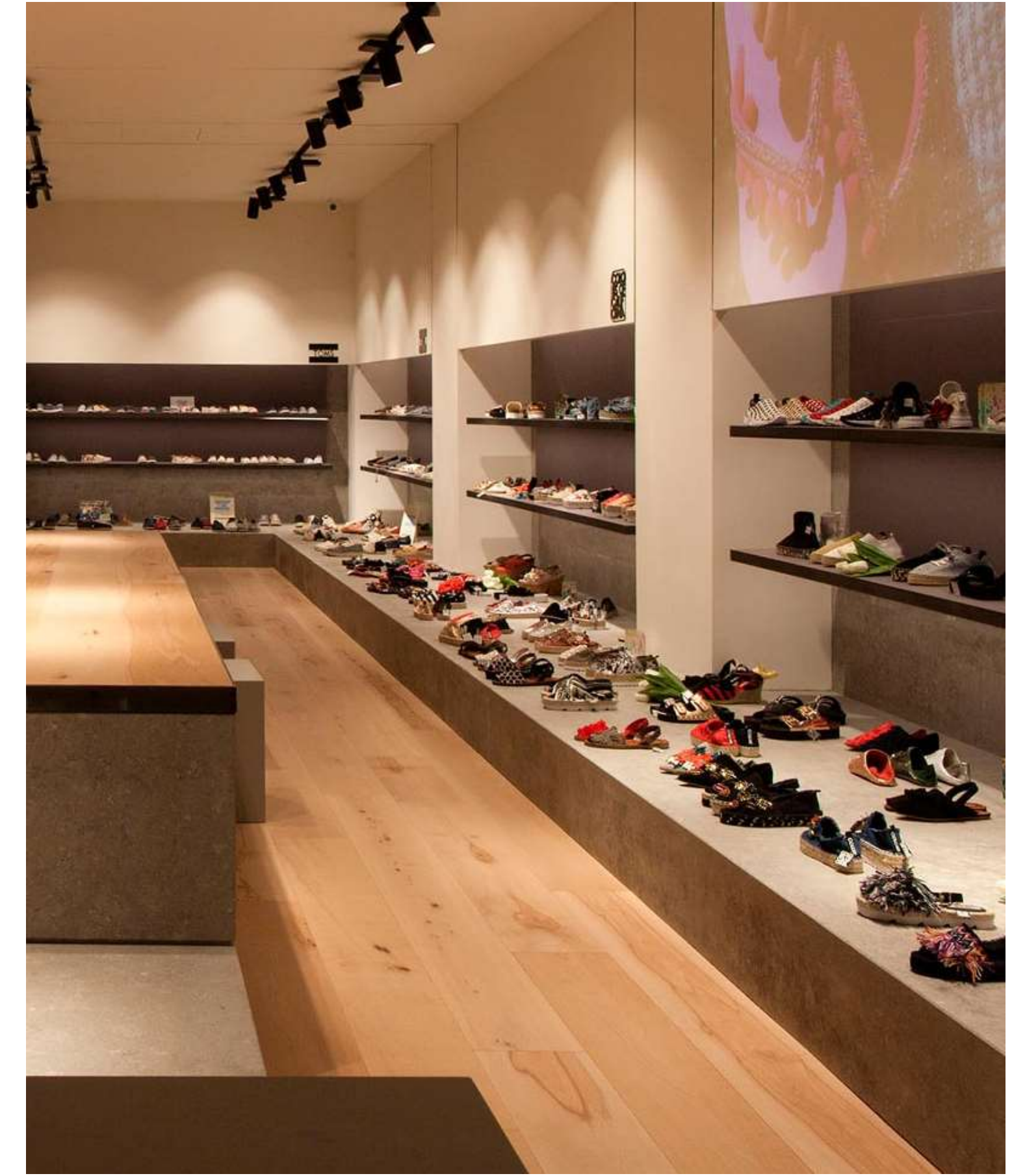
2

1. Big risks for retail to put all eggs in one basket.
2. Major brands close retail and drive traffic to own channels.
3. Major brands have different view of distribution



3

1. National distributor contracts are cancelled by the major brands.
2. Distributors take on more brands to spread risks and to become more unique.

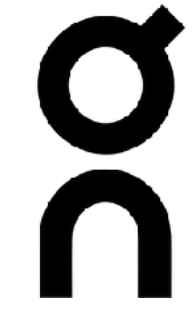




And it works...



1,41 B USD (Founded 2009)



1,2 B CHF (Founded 2010)



1,2 B USD



764 M USD



Why Craft and how do we do it?



Craft is "Swedish Endurance"



Craft point of difference

What is Craft better at than any other running footwear brands?

Craft understands that a performance driven runner runs on all surfaces; road, trail and everything in between and offers the best road-to-trail shoes in the world.





Craft point of difference

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Focus segment: Road-to-Trail



Who else is Road-to-Trail?



Volvo cross-country

Who else is Road-to-Trail?



The entire bike industry...



**For the Wild – The Rule Breaker – The Horizon
Chasers – Desert Drifters – The Mountain
Mavericks – Urban Explorers – The Concrete
Savants**

Inspired by the versatility of gravel bikes, Xplor provides the same capabilities, feeling like a road shoe on the pavement and a trail shoe on the dirt. What sets this pro-grade shoe apart is its innovative Vittoria™ outsole, which provides unmatched traction and durability on any terrain, giving you the confidence to take on any challenge.

CRAFT 



OVERALL
MURALS



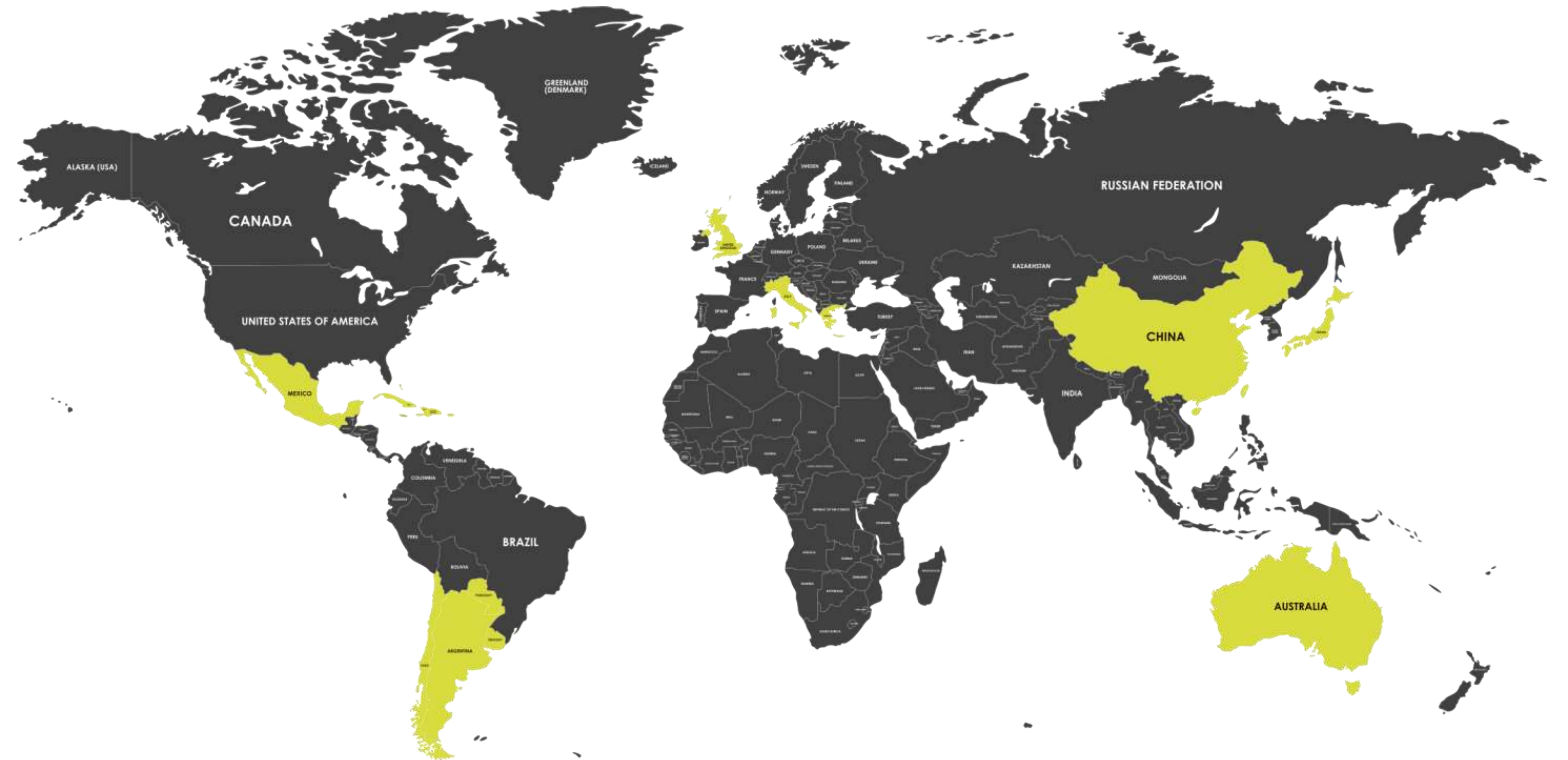


Sales- and distribution strategy



- New distributors signed. China, Mexico, Italy and Japan.

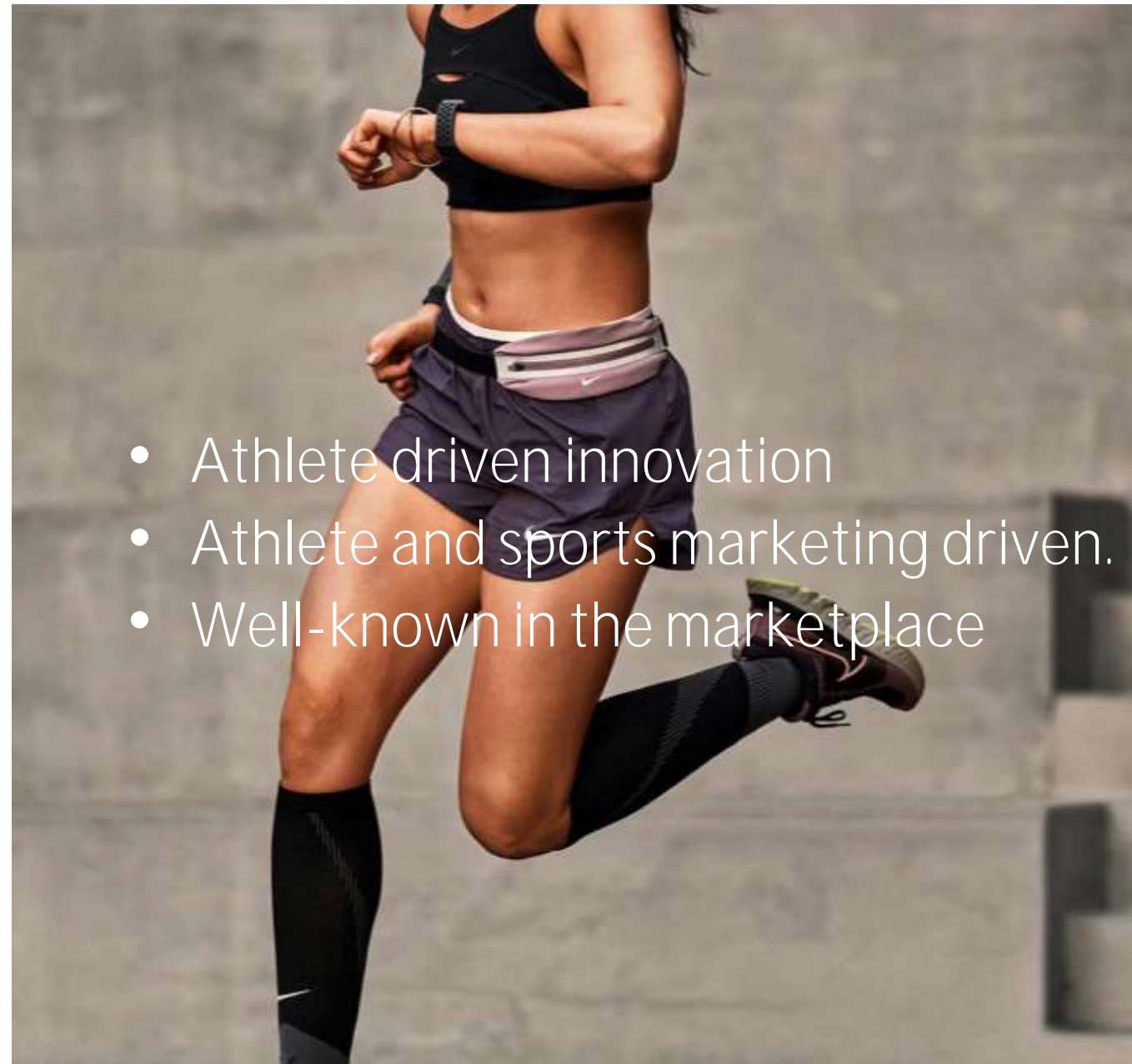
Strengthen organizations in key countries such as USA, Germany, Sweden, France and Benelux





Sales - and distribution strategy

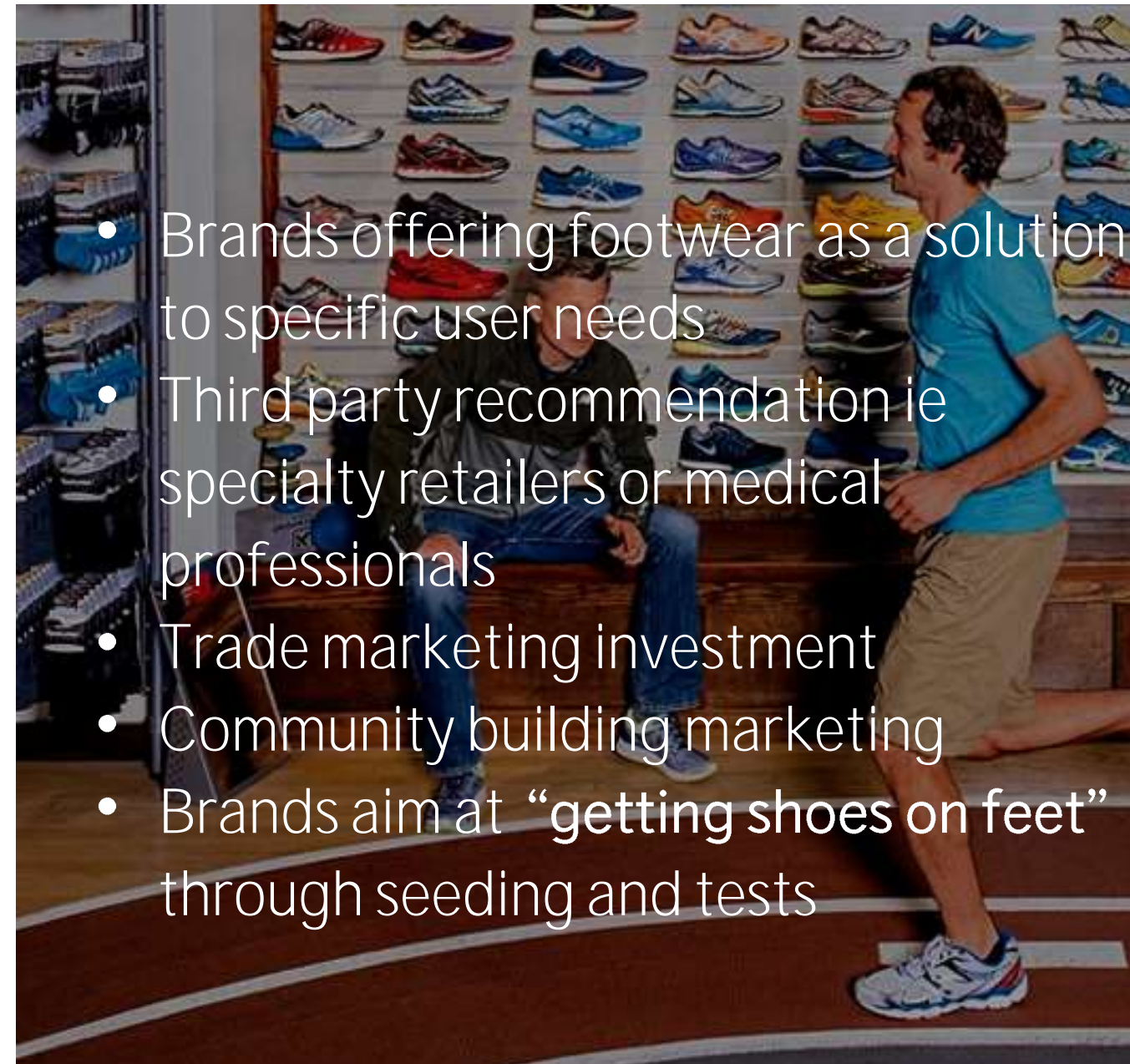
Proven Performance



- Athlete driven innovation
- Athlete and sports marketing driven.
- Well-known in the marketplace



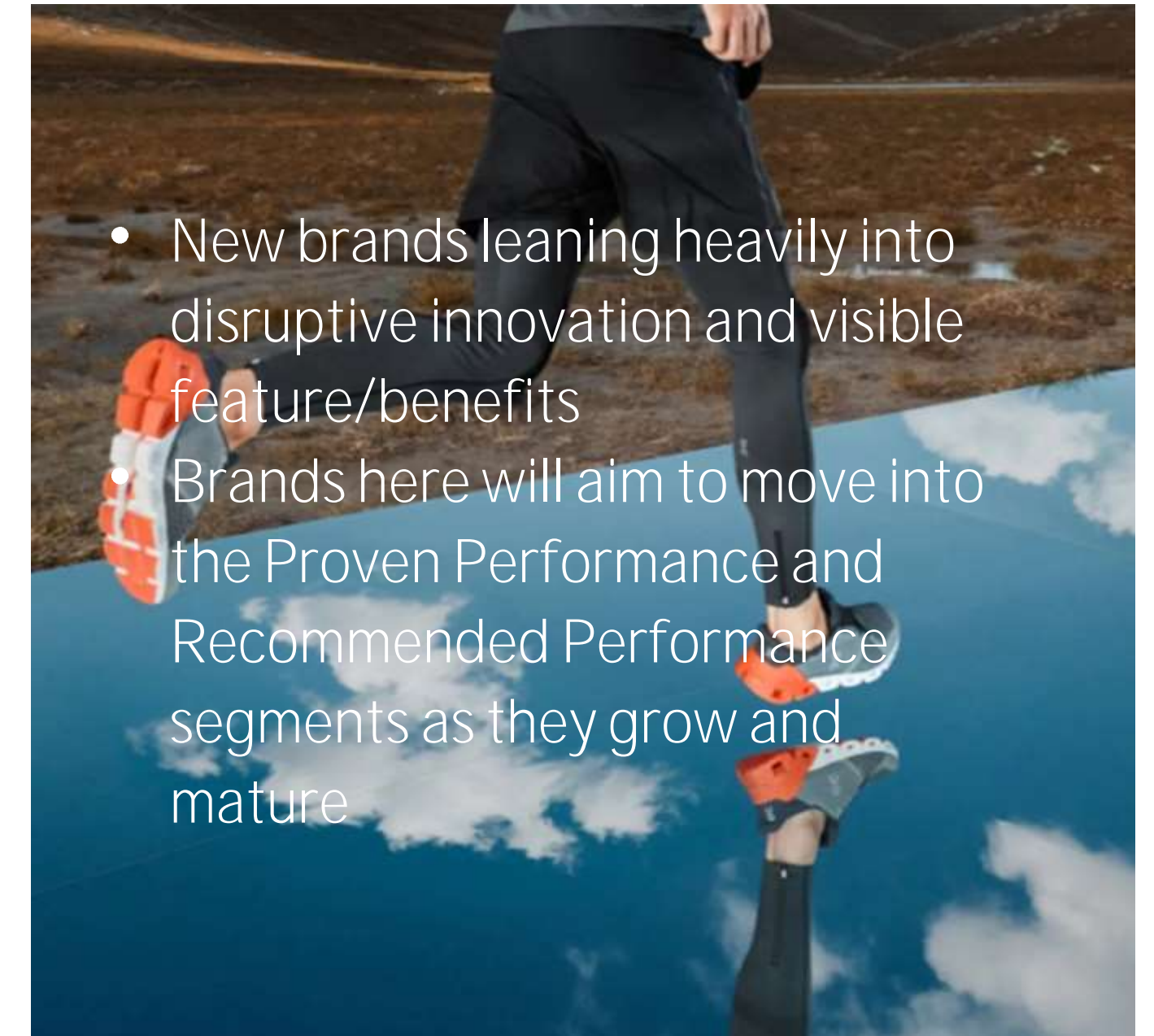
Recommended Performance



- Brands offering footwear as a solution to specific user needs
- Third party recommendation ie specialty retailers or medical professionals
- Trade marketing investment
- Community building marketing
- Brands aim at “getting shoes on feet” through seeding and tests



Disruptive Performance



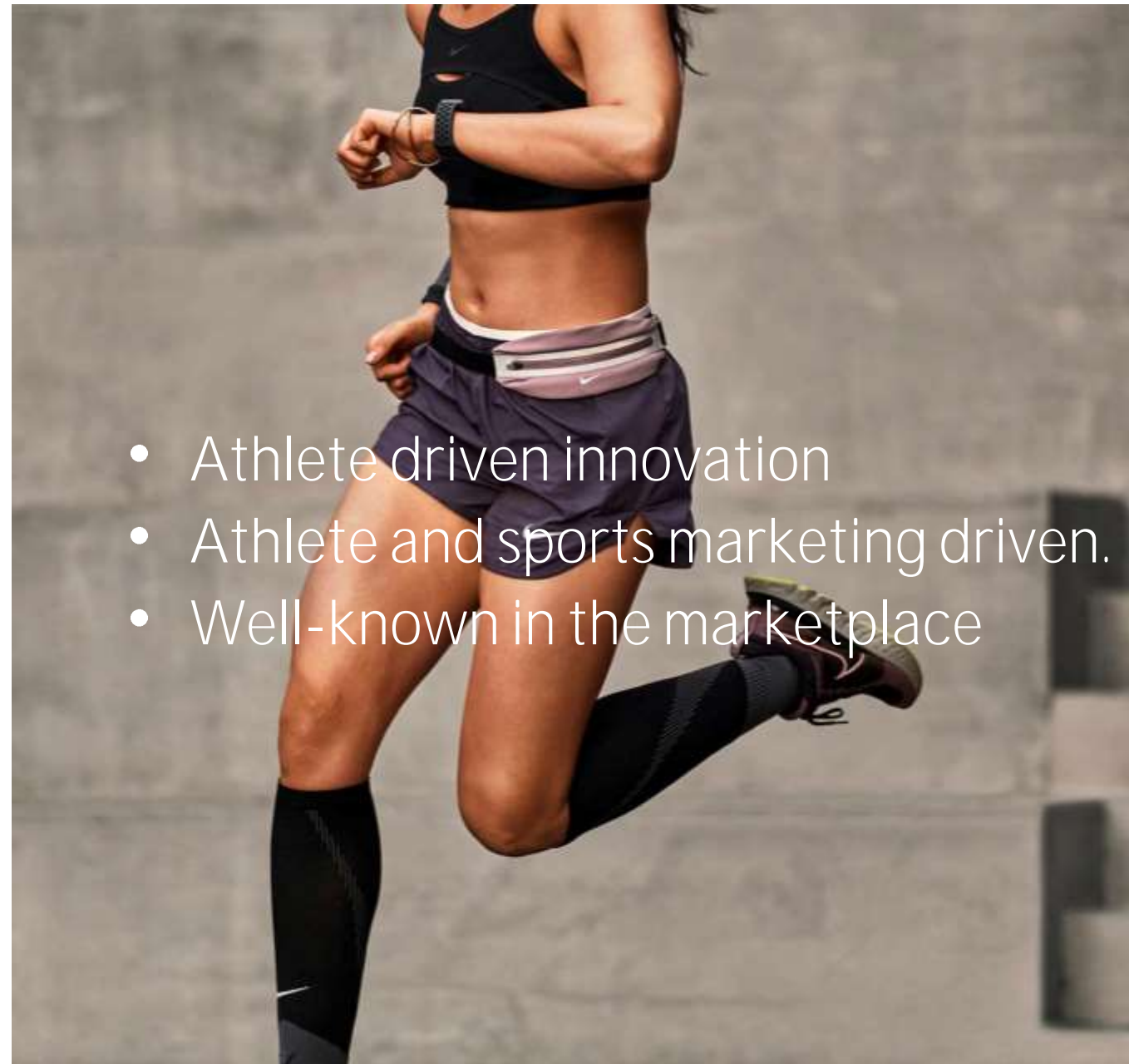
- New brands leaning heavily into disruptive innovation and visible feature/benefits
- Brands here will aim to move into the Proven Performance and Recommended Performance segments as they grow and mature





Sales - and distribution strategy

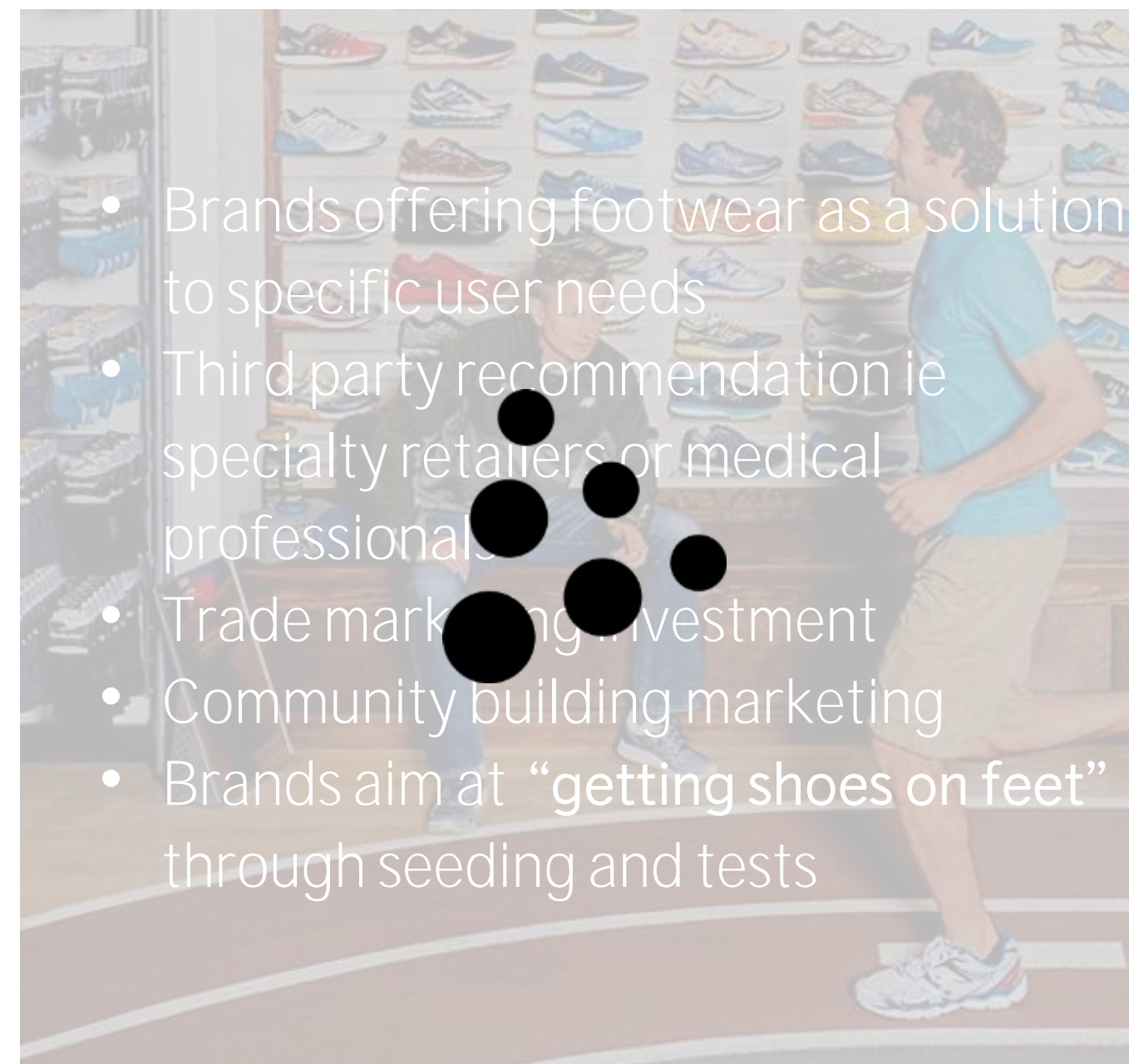
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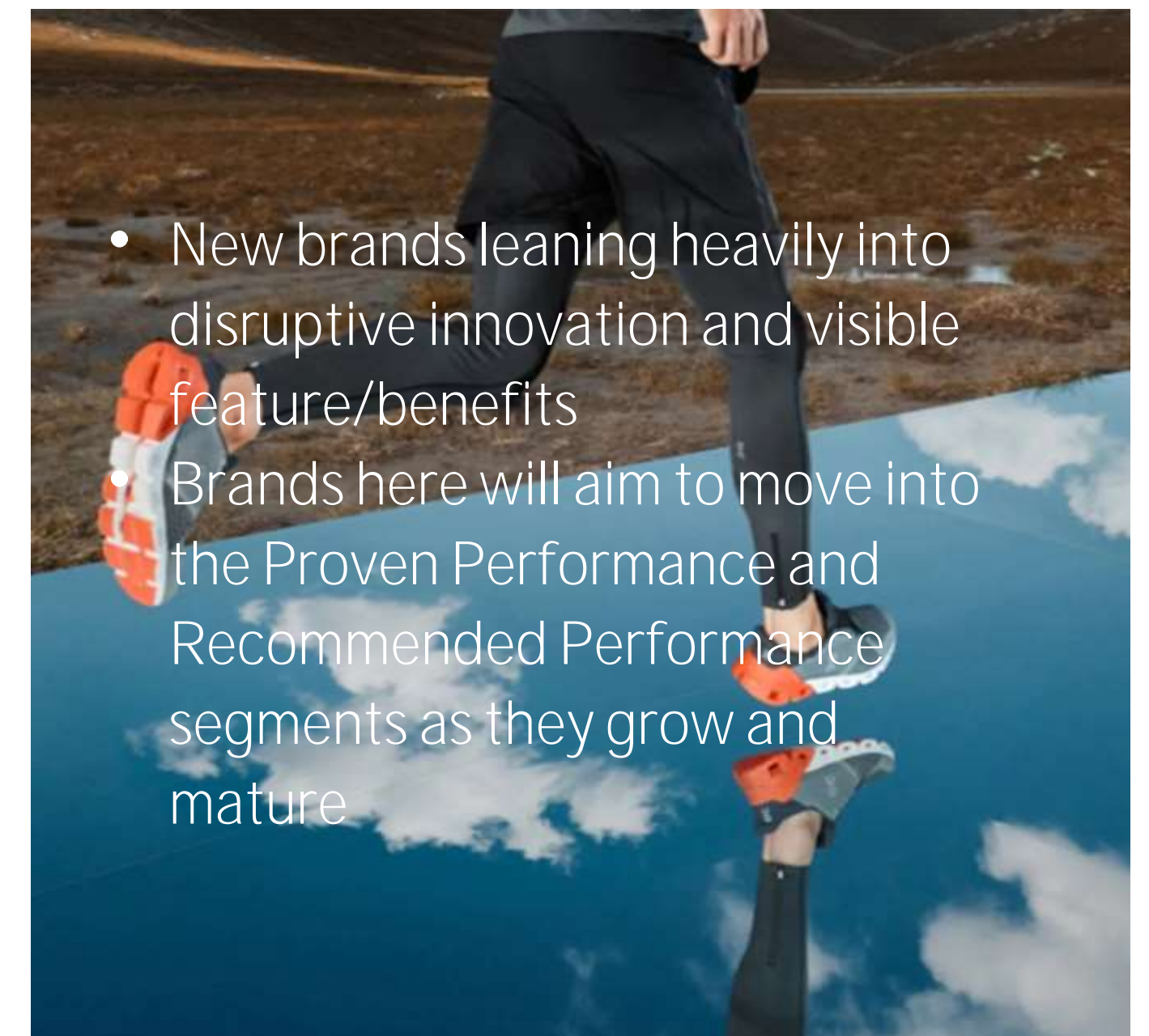
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Sales - and distribution strategy

Phase 1. Create trust with specialists



Phase 2. Scale to running specific accounts



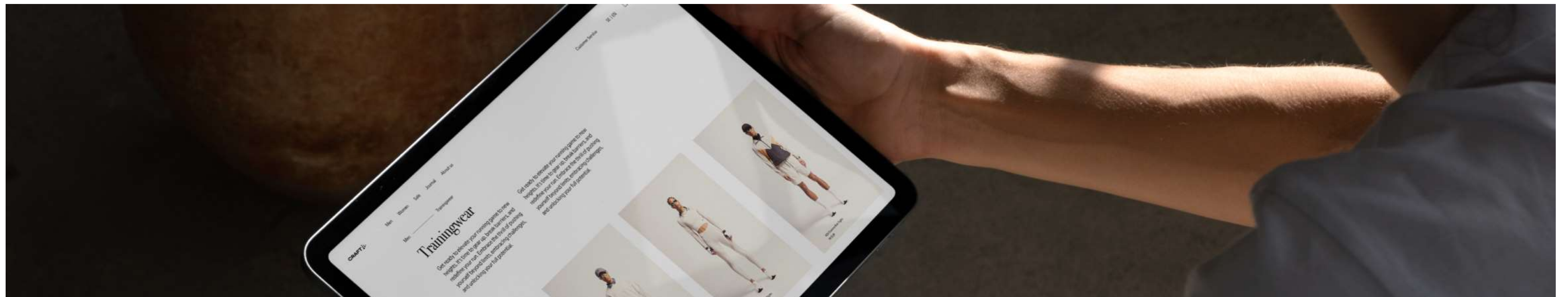
Phase 3. Reach broader audience.



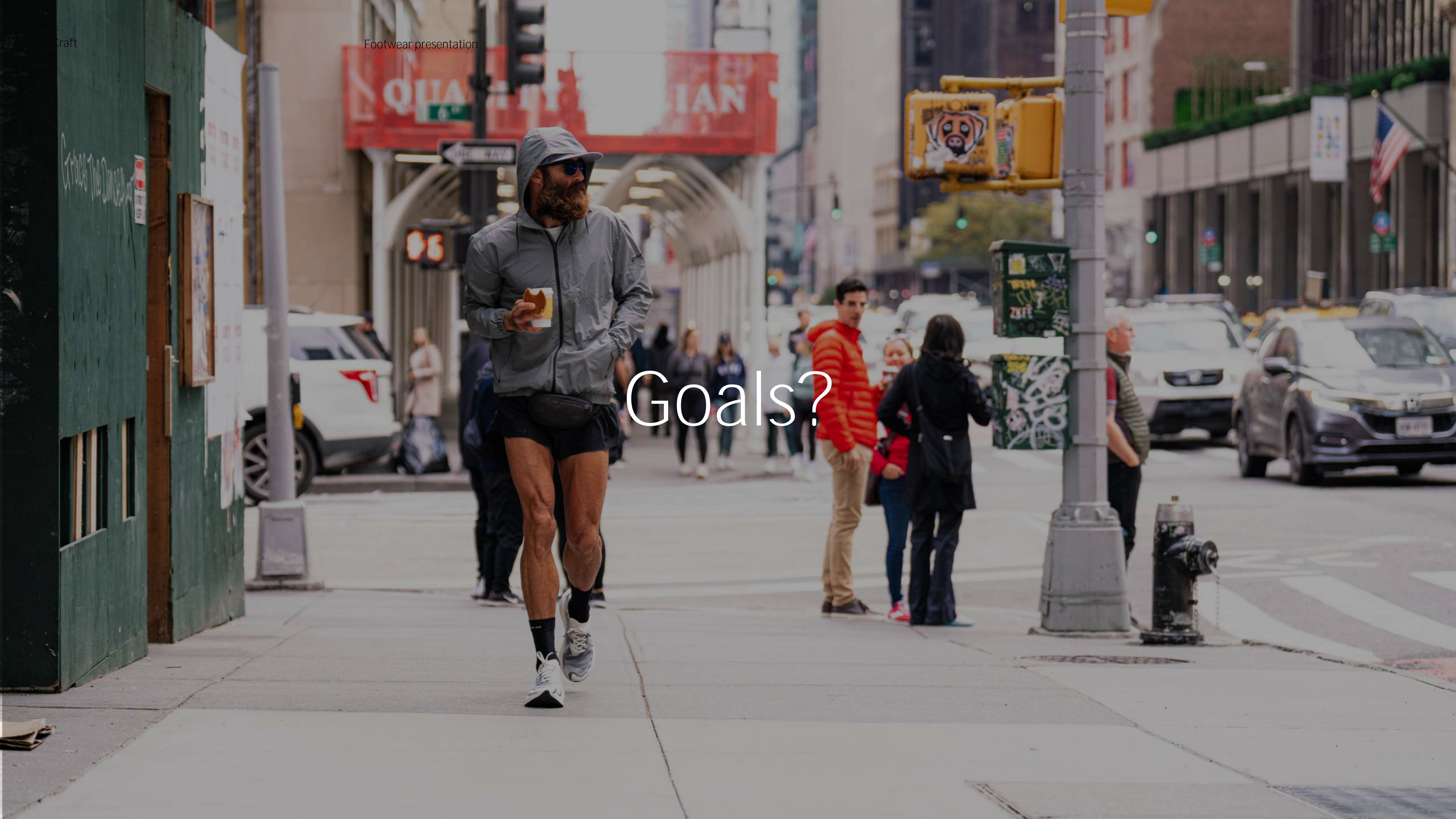
Phase 4. Drive volume



Ongoing. Drive traffic to craftsportswear.com



Goals?



Footwear — 2027 Goal:
1 000 000 + pairs



Footwear

2030 Goal:
Top 20 largest running
footwear brand globally.





A look behind the seams.

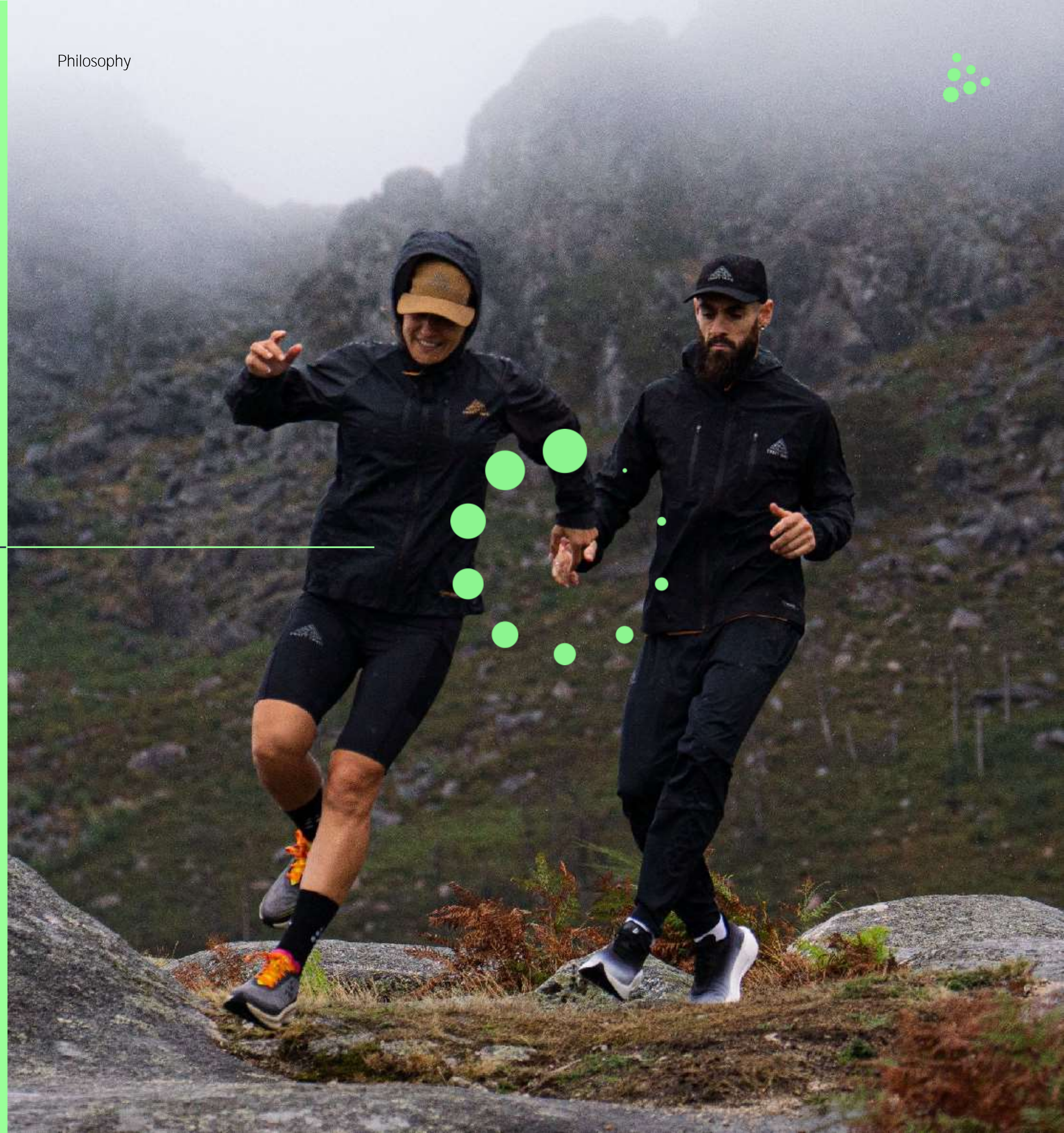
SUSTAINABILITY

Our core product is something that people have used for years and years and years and years.





Every Craft product is designed for the long run.





For a smaller wardrobe
with a smaller footprint.

BASELAYER

LIFE TIME GUARANTEE.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.

craftsportswear.se/circle



Made from materials that will go the distance.



SequaTM



Wool



Plant based



Recycled fibers





Bio-based Running capsule AW23

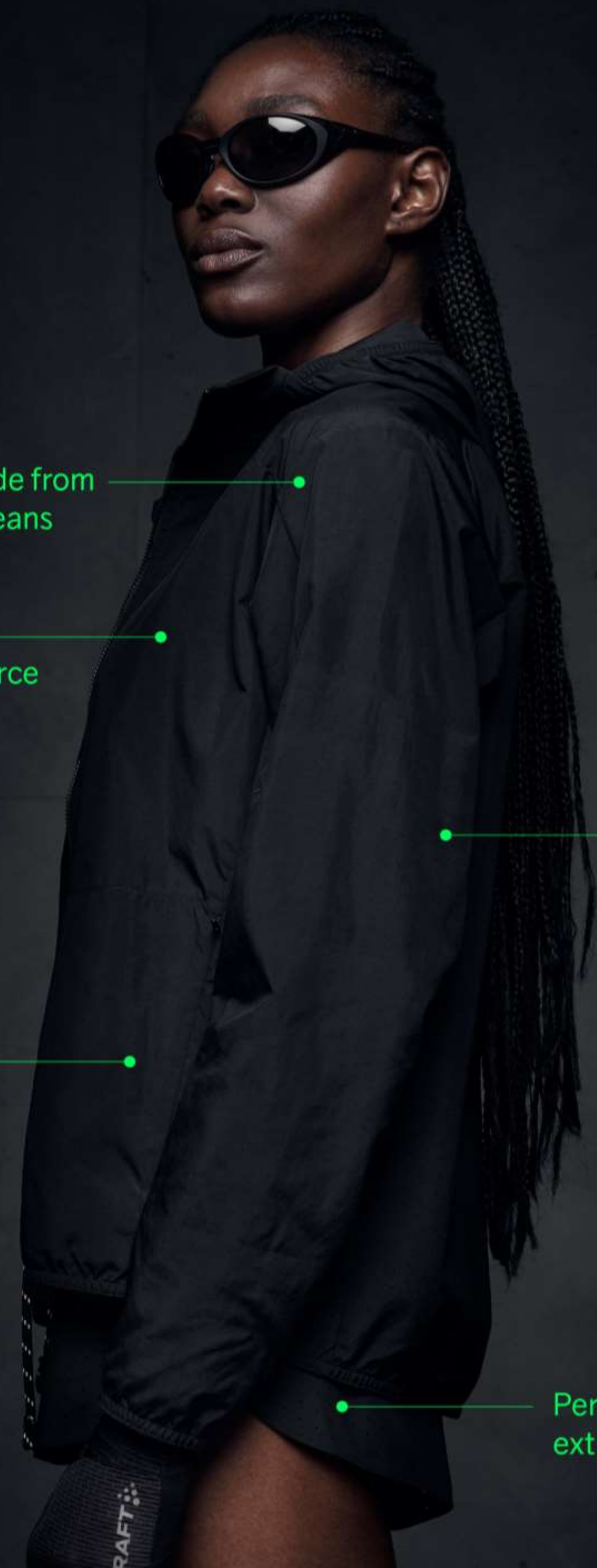
Yarn made from
castor beans

Renewable
biomass resource

Lightweight

Quickdrying

Perforations for
extra ventilation



RAFT



12 00

BLÅVITTSHOPEN



12 11

After 11 minutes we only have 3 bags left



Craft

Sustainable decoration





Sourced, produced
and shipped with
sustainability in mind.

50%

Reduction in CO₂
emissions by 2030

2025

All products fully or partially made
from more preferred fibers

Craft



CRAFT ●●●●●●●●