Annual General Assembly 2023

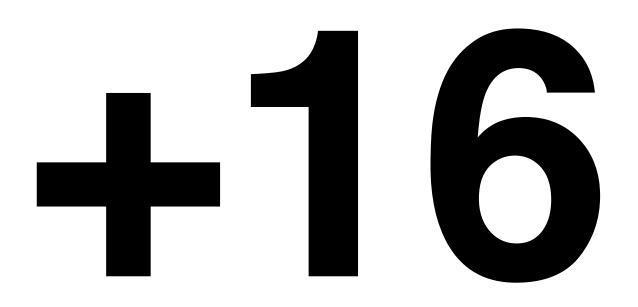
Programme Agenda

14:30	Welcome / EOG Update
14:40	Race To Zero
15:00	Market Research
15:20	Membership
15:30	Board and Governance
15:40	Financials and Budget
16:00	End of Meeting





Welcome New Members From 2023



Mons Royale
Billerud AB
Polygiene
Decathlon
Hohenstein
Devold
SIDAS
EVOC

Snap Outdoor 8a.pl
Utah State University
Nemo Equipment
Devold
myclimate
bushcraftshop
Martini Sportswear
Empoca







































XHOUDINI









































































A VAUDE



























































200

POLISH OUTDOOR















STORM

schuster 🛶













































































European Outdoor Group

The Secretariat

CSR & Sustainability



Katy Stevens
Head of CSR & Sustainability



Jane Turnbull *Project Manager*



Verity-Gay Hardy Project Manager

Marketing and Communications



Dan Thompson Head of Marketing

Events and Shows



Toni Clifford
Events Manager

Management and Support



Arne Strate
General Secretary



Scott Nelson
Operations Director

Membership Surveys

- 1. Membership Info (required)
 - Fees/invoicing
 - Key contacts
 - Communications
- 2. Membership Satisfaction
- 3. OutDoor by ISPO
- 4. European Outdoor Summit







EOG Onboarding and Department Updates

March 07, 2024 11:00 - 12:30 CET

Invites will be sent to all new members and included in an executive update for those who wish to join



Race To Zero

New Mandate for EOG Members

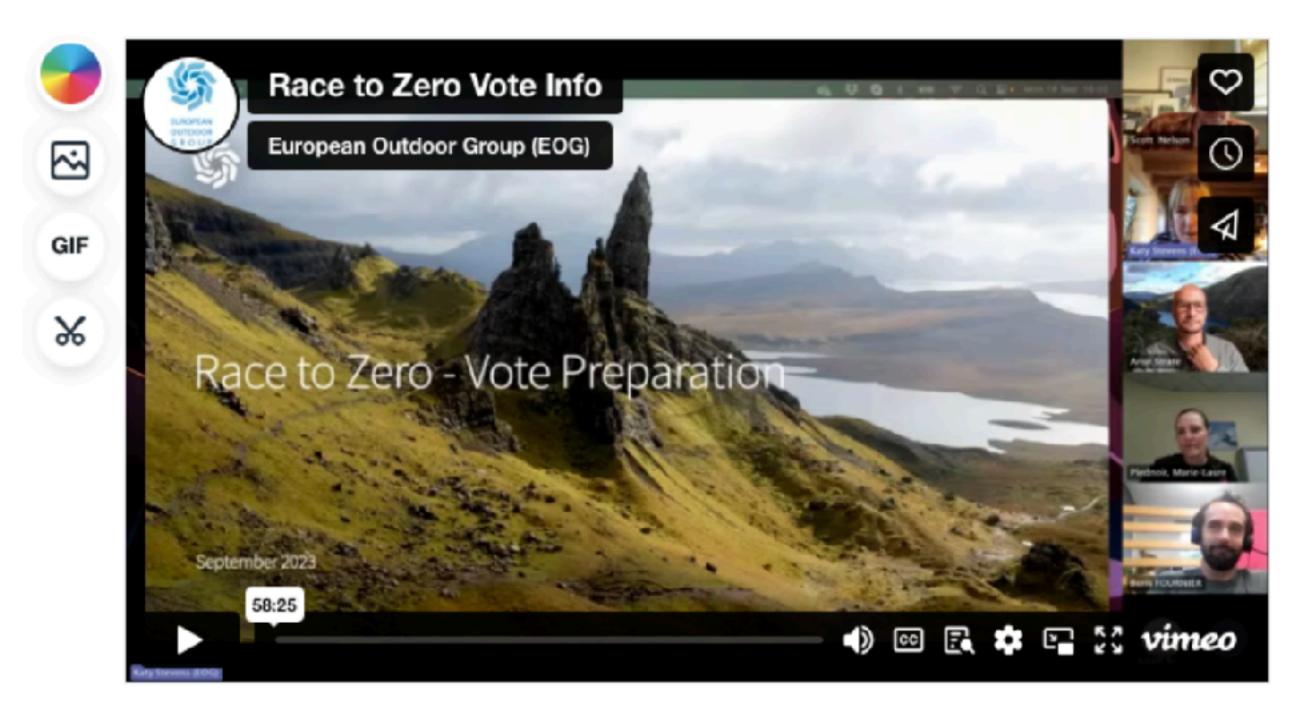


Mandatory for EOG members* to commit** to a UNFCCC's Race to Zero Initiative by the end of 2024

^{*}does not include Associated Membership

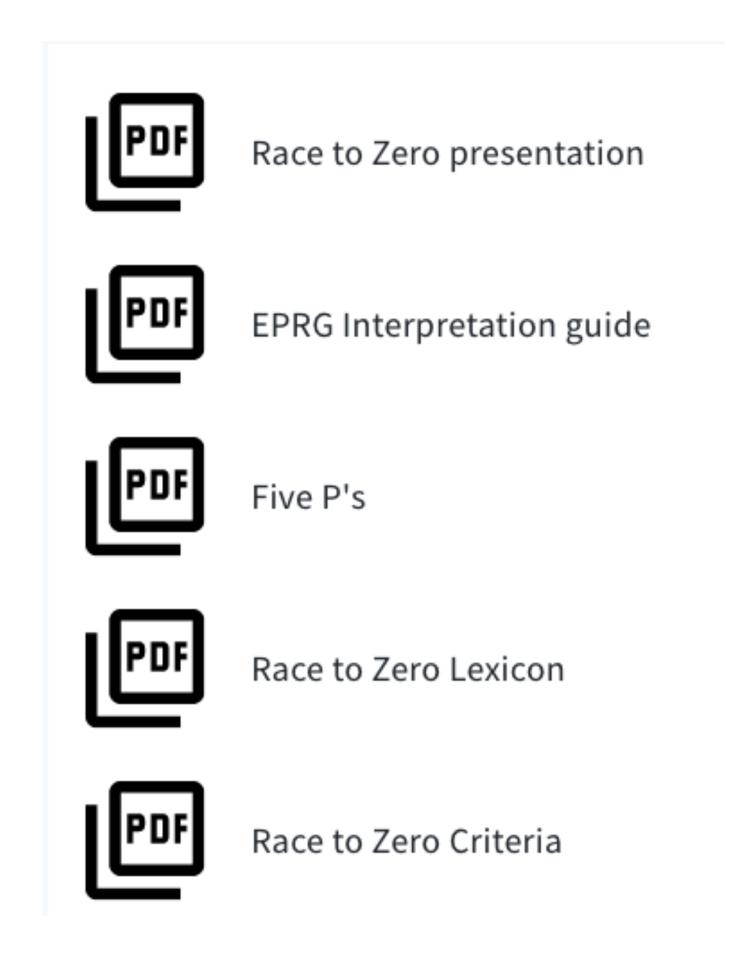
^{**}public statement/ having formally agreed on an organisational level and communicated to the EOG Secretariat'.(not necessarily full entry into the RTZ)

What Is the Race to Zero



Race to Zero Vote Info

▶ 44 ♥ 0



https://www.europeanoutdoorgroup.com/knowledgehub/eog-race-to-zero

Race to Zero Support

- Member monitoring Enable EOG to track progress of membership on RTZ
- Race to Zero Initiative Selection Support members through the process of selection and application to RTZ Initiatives
- Strategy and Planning Support
 Support members through process of carbon accounting,
 target setting etc
- Collaborative Decarbonisation Opportunities Provide opportunities for members to decarbonise supply chains

Race to Zero Initiative Selection

Support members through the process of selection and application to RTZ Initiatives

- Establish EOG point of contact with all relevant initiatives
- Co-ordinate membership alignment where possible to reduce burden on initiatives
- Build resources:
 - Comparison document of relevant initiatives
 - Webinars with all relevant initiatives
 - FAQ's
 - Peer to peer support from members already in RTZ









Webinar Dates - Initiative introductions



12th March - 15:00 GMT / 16:00 CET Introduction to SME Climate Hub and Exponential Roadmap Initiative (SMECH / ERI) Registration Link



Date and Time TBC Introduction to Science Based Targets Initiative (SBTI) Registration Link

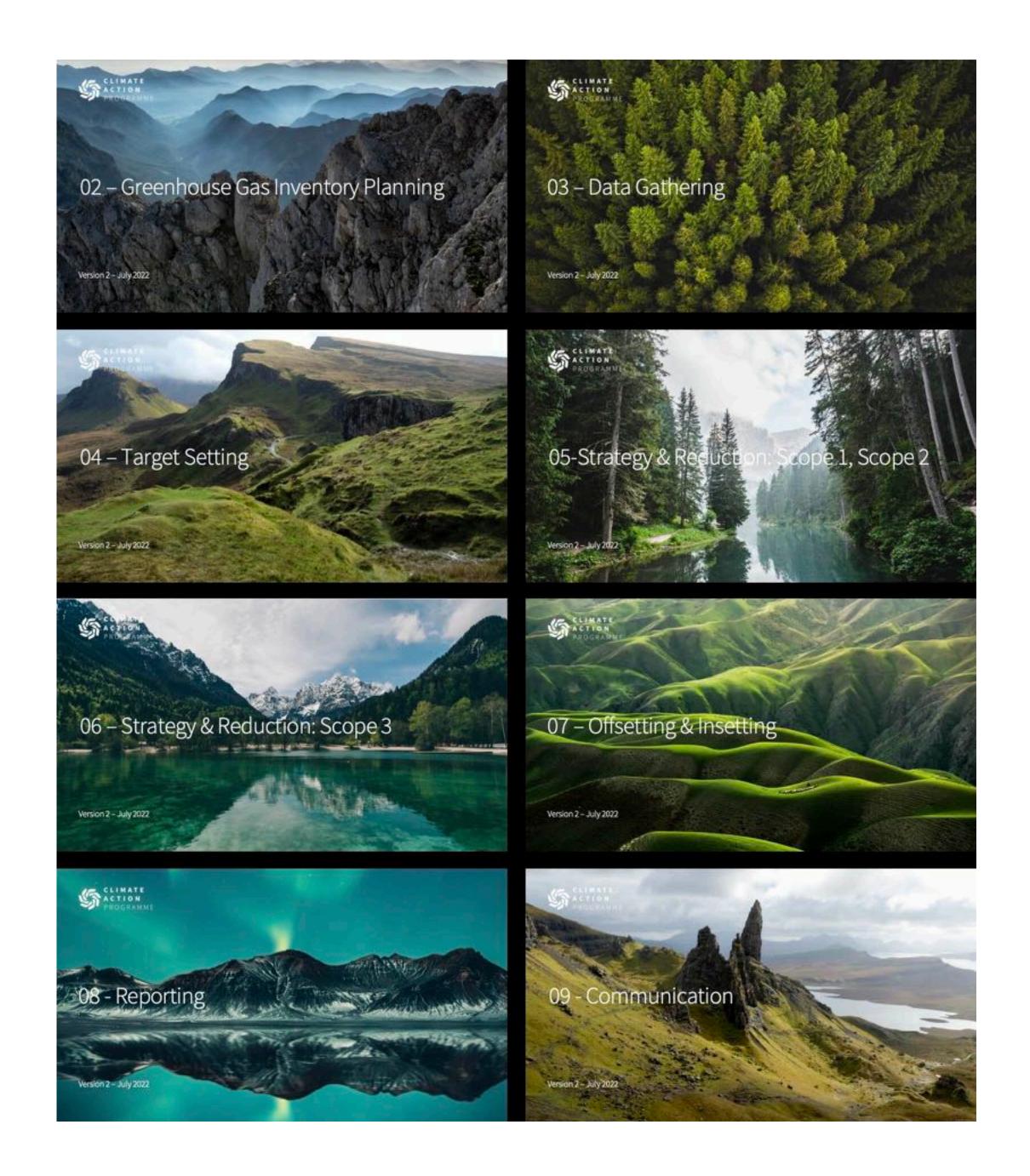


14th March - 15:00 GMT / 16:00 CET Introduction to United Nations Fashion Industry Charter for Climate Action (UNFICCA) Registration Link

Strategy and Planning Support

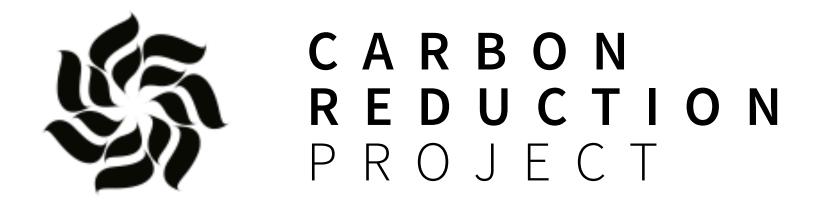
Support members through process of carbon accounting, target setting etc

- Update Climate Action Programme documents
- Level of support required will depend on resources and support from chosen RTZ initiative
- Education and support at OutDoor / EOS / ISPO
- Build resources:
 - Directory of Consultants / ecosystem of supporting organisations (strategy, auditing, calculations, validation of data etc)



Collaborative Decarbonisation Opportunities

Provide opportunities for members to decarbonise supply chains



- Continue to project implementation, and tracking/reporting on pilot project.
- Continue collaborative carbon reduction efforts
 - Apparel
 - Footwear (solaris project)
 - Hard goods
 - Solutions portfolio

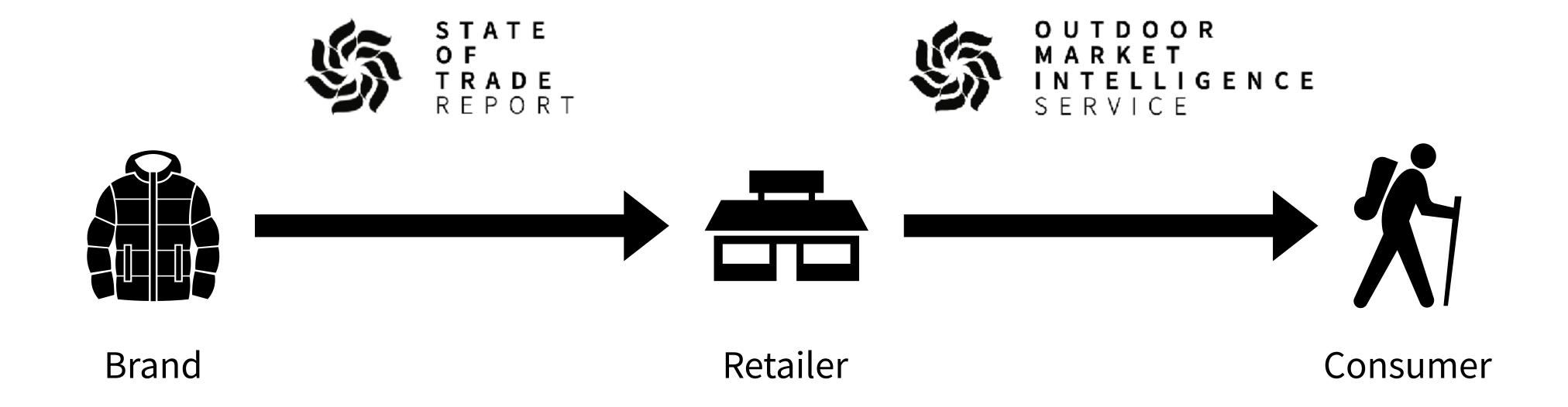


... a collaborative fund dedicated to supporting decarbonisation projects and climate mitigation actions within supply chains related to the outdoor industry...

Market Research

Market Research

Progress and update



Market Research

Progress and update



- Data exchange contracts
- Updated product files for 2024
- Upload data using same system as OMIS



- Subscriber report officially live
- Contributor report back online
- Primary focus is subscriber growth
- Secondary focus is specialty retailers and filters

Membership

Multi-brand Membership

Multi-brands may now apply to join as a group

- Use group revenue figures to determine fee tier
- Up to two sub-brands may be listed as EOG members at no extra cost along with the parent organisation.
- The parent organisation cannot be substituted for a third sub-brand
- If additional sub-brands wish to be listed as EOG members, they may do so for an additional fee on top of the group fee (the additional fee will be 20% of the group fee).
- For voting rights and billing, only one invoice and one vote will be given to group organisations.

Multi-brand Membership Example



Fee Tier: €5,000

Brands listed for free: VW, Seat, Audi

Additional Fee for Skoda: €1,000 (20% of €5,000)

Total Fee: **€6,000**

Why the effort (and the math)?

More information coming soon, to be implemented for 2025 billing cycle



Annual Assembly

2024 Agenda

- 1. Approval of the Annual Assembly agenda and notice of any motions presented
- 2. Approval of the Annual Report, the accounts for 2023, and discharge of the directors
- 3. Board composition: confirmation of new board members and roles
- 4. Approval of budget for 2024

Approval of the Annual Assembly Agenda and Notice of Any Motions

Annual Assembly (item 1)

1. We propose the approval of the Annual Assembly agenda.

2022 Annual Report and Accounts

For European Outdoor Group members



EOG President's Introduction and Executive Summary



2023 was my first full year as EOG President, and the role has certainly proved to be as stimulating, challenging, varied and rewarding as I had anticipated. I was grateful for a comprehensive handover from my predecessor Mark Held, and for the presence of a supportive and committed

EOG Board and Secretariat as I stepped into the role. As the year unfolded, our association and its members once again showcased the outdoor industry's willingness to embrace change, demonstrating dynamic leadership and genuine collaboration on the big issues that really matter.

Our sector continues to tackle the systemic challenges presented to everyone by the climate emergency. At the EOG, for many years now, our CSR and sustainability team has overseen a portfolio of projects to help businesses address matters such as carbon reduction, single use plastics, circularity, data exchange, and incoming legislation. It is because of that long-term work that the outdoor sector is better prepared than many others, for the dozens

of regulations that are in the pipeline. We focus on these projects not only because we have to, but because they are the right things to do.

In this context, it was no surprise at the end of the year that our members overwhelmingly voted to support the proposal relating to the United Nations Framework Convention on Climate Change's (UNFCCC's) Race To Zero programme. I was delighted that we achieved such a high level of engagement, and a decisive and positive result in the vote. Making the commitment to join a Race To Zero initiative by the end of 2024 a mandatory requirement of EOG membership is a big step, and the outcome of the vote is testament to the sustained and comprehensive preparatory work that was undertaken by our team. The result also clearly reflects the impact of our whole CSR and sustainability programme over the years, and of course the commitment of you, our members, to those subjects. Rest assured, we will now work with every member who needs support in preparing to join a Race To Zero initiative between now and the end of 2024.

In 2023, it also felt like we properly returned to face-to-face events. While it's clear that online meetings are here to stay as part of the mix (and rightly so), some of the traditional

rhythm of trade gatherings was back in full effect. Trade shows were already changing significantly before the pandemic, and that needed to happen, but the speed of that has gathered pace. Both the EOG and our partners at Messe Munich recognise that one of the key aspects of the show's recent success at the MOC was the combination of indoor display areas and good use of available space outside, creating a great atmosphere at the show. Details of the next iteration of OutDoor by ISPO will be revealed during the first few months of the year.

Similarly, the European Outdoor Summit is evolving. The event in Berlin was a big success, but we're using the 10th anniversary in 2024 to review and reset aspects of the summit. We've taken on board feedback from EOG members and other industry colleagues who have attended the event, and will build a programme that really focuses in on some fundamental business related issues. The 2024 summit returns to the UK and will be held in Cambridge at the Cambridge Union Society, the oldest continuously running debating society in the world. I am sure that this will inspire some great discussions! As we build the programme, we are excited about working with the faculty from the Cambridge Judge Business School, shaping an event for our industry with the input of teachers from an institution that is so well regarded on the international business stage.

Contents European Outdoor Group Annual Report 2023

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Income

Code	Description		2023 Budget			Actual YTD	
	OPERATING IN	COME					
4001	Membership St	ubscriptions	€	632,500.00	€	704,845.18	
4000	Commission E	arned	€	800,000.00	€	800,000.00	
4002	Misc Income		€	-	€	(140.85)	
4003	Market Researc	ch income	€	117,000.00	€	5,000.00	
4004	EOS		€	173,000.00	€	56,000.00	
4005	CSR income		€	35,000.00	€	8,397.27	
	DEMETEO (EU	Project)	€	-	€	-	
4006	SUPP		€	50,000.00	€	63,039.36	
		Subtotal	€	1,807,500.00	€	1,637,140.96	
		Income Subtotal	€ 1	1,807,500.00	€ :	1,637,140.96	

Expenditure — Operating Costs

Code	Description		2023 Budget		Actual YTD	
	CENTRAL EXPEN	ISES				
7400	Travel		€	30,000.00	€	29,514.46
	Payroll		€	-	€	-
7601	Accountancy (8)		€	6,000.00	€	6,967.76
8201	Subscriptions (4	.)	€	25,000.00	€	16,768.37
7901	Bank Charges		€	3,000.00	€	4,940.00
7605	HR Costs		€	1,000.00	€	-
7603	Legal & Professional (7)		€	7,500.00	€	-
	Miscellaneous Expenses		€	6,000.00	€	3,885.77
		Subtotal	€	78,500.00	€	62,076.36
7604	Direct operating costs		€	944,350.00	€	989,331.47
		Subtotal	€	944,350.00	€	989,331.47
		Central Expenses Subtotal	€ 1,	,022,850.00	€ 1	,051,407.83

Code	Description		2023 Budget		Actual YTD	
	DEVLEOPMEN	TEXPENSES				
	General					
6602		Promotion of Outdoor participation	€	20,000.00	€	20,000.00
6605		Conservation of Nature	€	20,000.00	€	20,000.00
6120-6125		Events	€	153,000.00	€	99,932.89
		Subtotal	€	193,000.00	€	139,932.89

Code	Description		2023 Budget		Actual YTD	
	DEVLEOPMENT	TEXPENSES				
	Marcom					
6100		Design	€	9,800.00	€	9,960.74
6101		Printing	€	1,150.00	€	-
6130		Website development	€	5,900.00	€	7,444.01
6131		Web tools	€	3,000.00	€	4,141.33
6132		Website hosting	€	2,900.00	€	-
6134		Social Media	€	-	€	-
6140		PR & Copy	€	25,000.00	€	27,030.51
6150		Travel	€	7,000.00	€	3,812.63
		Subtotal	€	54,750.00	€	52,389.22

Code	Description		2023 Budget		Actual YTD		
	DEVLEOPMEN	TEXPENSES					
	CSR & Sustain	ability					
6501		Consultancy	€	77,500.00	€	40,284.55	
6520		Affiliate and Subscriptions	€	26,749.52	€	26,544.85	
6512		Reports & Education	€	17,000.00	€	913.84	
6541		Support Projects	€	20,000.00	€	12,900.00	
6550		Travel	€	38,100.00	€	23,363.37	
		Subtotal	€	179,349.52	€	104,006.61	

Code	Description		2023 Budget Act		ctual YTD	
	DEVLEOPMENT	EXPENSES				
	Market Insights					
6400		SoT (Portal, Running Fee, Investment)	€	54,000.00	€	60,840.17
6401		Outdoor Retail Benchmark Report	€	39,000.00	€	33,250.00
6410		Retail Sales Reporting Project	€	117,000.00	€	127,923.62
6411		Consumer and Market	€	-	€	-
6412		Consultancy and Consultancy Fees	€	703.50	€	-
6430		Reporting Analysis Tools	€	577.50	€	-
6420		Travel	€	7,000.00	€	3,218.74
		Subtotal	€	218,281.00	€	225,232.53
*6301-6305	Projects		€	50,000.00	€	40,013.66
			€	50,000.00	€	40,013.66

Summary and Operating Result

Code	Description		2023 Budget	Actual YTD		
		Development Subtotal	€ 695,380.52	€ 561,574.91		
	Total All Costs	€ 1,718,230.52	€ 1,612,982.74			
	Total Income		€ 1,807,500.00	€ 1,637,140.96		
	Total Expendit	ure	€ 1,718,230.52	€ 1,612,982.74		
	Projected OPE	RATING SURPLUS	€ 89,269.48	€ 24,158.22		

Finances Appendix i

2023 Income and Expenditure Account*

Operating Income	2023		2022	
Membership Subscriptions	€ 704,845		€ 595,640	
Commission Earned	€ 800,000		€ 600,000	
Misc Income	€ (141)		€ 900	
Market Research income	€ 5,000		€ -	
EOS	€ 56,000		€ 126,836	
CSR income	€ 8,397		€ 105,103	
DEMETEO (EU Project)	€ -		€ 20,116	
SUPP	€ 63,039		€ 52,347	
Total	, ,	€ 1,637,141	ŕ	€ 1,500,942
Central Expenses				
Travel Costs	€ 29,514		€ 14,224	
Payroll	€ -		€ -	
Accountancy	€ 6,968		€ 4,884	
Subscriptions	€ 16,768		€ 23,530	
Bank Charges	€ 4,940		€ 3,570	
HR Costs	€ -		€ -	
Legal & Professional	€ -		€ 3,326	
Miscellaneous Expenses	€ 3,886		€ 2,322	
Direct operating costs	€ 989,331		€ 871,060	
Total		€ 1,051,408		€ 922,916
Development Expenses				
EOS	€ 99,933		€ 99,811	
Promotion of Outdoor Participation	€ 20,000		€ 20,000	
Conservation of Nature	€ 20,000		€ 21,650	
Marketing and Communications	€ 52,389		€ 67,200	
CSR & Sustainability	€ 104,007		€ 227,893	
Market Research	€ 225,233		€ 106,809	
Projects	€ 40,014		€ 53,364	
Total		€ 561,575		€ 596,726
Total Income		€ 1,637,141		€ 1,500,942
Total Expenses		€ 1,612,983		€ 1,519,642
Net Income		€ 24,158		€ (18,700)

^{*}For the year ended 31 December 2023

Finances Appendix ii 2023 Balance Sheet*

Chart of Accounts: Default Layout of Accounts 2023 2022 € € € € **Fixed Assets** Software 0.00 26, 640.00 0.00 **Current Assets** Debtors 443,094.49 301,794.00 0.00 56,599.00 Prepayments Sterling Account 0.00 4,653.00 Bank Account 234,968.95 305,975.00 678,063.44 668,982.00 **Current Liabilities** Creditors: Short Term 2,500.00 105,019.92 Bank Account 144,237.00 105,019.92 146,737.00 **Current Assets less Current Liabilities:** 573,043.52 548,885.00 Capital & Reserves Reserves 548,885.30 567,586.00 P&LAccount 24,158.22 -18,700 573,043.52 548,885

^{*}For the year ended 31 December 2023

Finances Appendix iii 2023 Audit Report*



STABLES THOMPSON & Briscoe

CHARTERED ACCOUNTANTS & REGISTERED AUDITORS

Lowther House, Lowther Street, Kendal, Cumbria LA9 4DX Tel: (01539) 720465

Email: enquiries@stb-accountants.co.uk www.stb-accountants.co.uk

INDEPENDENT EXAMINERS REPORT TO THE MEMBERS OF

European Outdoor Group

I report on the accounts of the European Outdoor Group for the year ended 31st December 2023, as prepared by Ingalls Chartered Accountants.

Responsibilities and basis of report

The directors are responsible for the preparation of the accounts.

I report in respect of my examination of the Association's accounts and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- accounting records were not kept in respect of the charity; or
- the accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

H Holmes FCA **Chartered Accountant** Stables Thompson & Briscoe **Lowther House** Kendal LA9 4DX

Date: 5 February 2024

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^{*}For the year ended 31 December 2023

Annual Report and Finances

Annual Assembly (item 2)

- 2. The annual report and accounts have been presented, the audit report is positive, and we now would like to ask you to support your Board and the Secretariat in approving the following:
- 1. The Annual Report
- 2. The Accounts
- 3. Vote to discharge the Directors and General Secretary

Board and Governance

Priorities we strive for:

- 1. Key geographies represented
- 2. Balance between company types and brand / retail / technology brands
- 3. Balanced skill set and experience
- 4. Equity, diversity, and inclusion
- 5. Capable of effectively working with each other

Current Board of Directors

President Matt Gowar (Equip)

Vice President Paolo Bordin (AKU)

Treasurer David Eklund (Icebug)

CSR Director Katrin Bauer (Ortovox)

Board Members David Camps (Buff)

Jan Lorch (Vaude)

Matthias Gebhard (Bergfreunde)

Marie-Laure Piednoir (Salmon)

Celine Brunel (OSV)

Achim Löffler (W.L. Gore & associates)

Andrew Shand (Helinox)

Annual Assembly (item 3)

- 3. First term of office ends, standing for a second term:
- 1. David Camps (Buff)
- 2. Jan Lorch (Vaude)
- 3. Matthias Gebhard (Bergfreunde)

Annual Assembly (item 4)

- 4. New applications for the Board of Directors:
- 1. Katrin Bauer (Ortovox)

2024 Finances

Income

Code	Description	2023 Budget	2023 Budget 2023 Actual			
	OPERATING INCOME					
4001	Membership Subscriptions	€ 632,500.00	€ 704,845.18	€ 740,003.44		
4000	Commission Earned	€ 800,000.00	€ 800,000.00	€ 900,000.00		
4002	Misc Income	€ -	€ (140.85)	€ -		
4003	Market Research income	€ 117,000.00	€ 5,000.00	€ 117,000.00		
4007	EOS Sponsor			€ 64,500.00		
4008	EOS Tickets			€ 193,620.00		
4004	EOS	€ 173,000.00	€ 56,000.00	€ -		
4005	CSR income	€ 35,000.00	€ 8,397.27	€ -		
4006	SUPP	€ 50,000.00	€ 63,039.36	€ 19,500.00		
	Subtotal	€ 1,807,500.00	€ 1,637,140.96	€ 2,034,623.44		
	Income Subtotal	€ 1,807,500.00	€ 1,637,140.96	€ 2,034,623.44		

Expenditure — Operating Costs

Code	Description		2	023 Budget	:	2023 Actual	2	2024 Budget
	CENTRAL EXPE	NSES						
7400	Travel		€	30,000.00	€	29,514.46	€	29,514.46
???	Payroll		€	-	€	-	€	-
7601	Accountancy (8))	€	6,000.00	€	6,967.76	€	6,967.76
8201	Subscriptions (4	1)	€	25,000.00	€	16,768.37	€	25,000.00
7901	Bank Charges		€	3,000.00	€	4,940.00	€	4,940.00
7605	HR Costs		€	1,000.00	€	-	€	1,000.00
7603	Legal & Profess	ional (7)	€	7,500.00	€	-	€	7,500.00
	Miscellaneous E	xpenses	€	6,000.00	€	3,885.77	€	5,885.77
		Subtotal	€	78,500.00	€	62,076.36	€	80,807.99
7604	Direct operating	g costs	€	944,350.00	€	989,331.47	€	1,116,026.82
		Subtotal	€	944,350.00	€	989,331.47	€	1,116,026.82
		Central Expenses Subtotal	€	1,022,850.00	€	1,051,407.83	€	1,196,834.81

Code	Description		20	023 Budget	2023	Actual	20	24 Budget
	DEVLEOPMEN	T EXPENSES						
	Events and Sh	ows						
6120		Accomodation					€	20,880.00
6121		Venue					€	94,377.60
6122		VIP Dinner					€	16,008.00
6123		Networking Dinner					€	32,155.20
6124		Production					€	32,712.00
6125		Speakers					€	34,336.00
6126		External Event Support					€	41,064.00
6127		Misc					€	10,440.00
6120-6125		Events	€	153,000.00	€	99,932.89		
		Subtotal	€	153,000.00	€	99,932.89	€	281,972.80

Code	Description		20	23 Budget	20	023 Actual	20	24 Budget
	DEVLEOPMEN	IT EXPENSES						
	Marketing and	l Communications						
6100		Design	€	9,800.00	€	9,960.74	€	12,807.96
6101		Printing	€	1,150.00	€	-	€	1,414.50
6102		Media partnerships	€	-	€	-	€	10,000.00
6130		Website development	€	5,900.00	€	7,444.01	€	6,646.80
6131		Web tools	€	3,000.00	€	4,141.33	€	3,303.98
6132		Website hosting	€	2,900.00	€	-	€	1,837.35
6134		Social Media	€	-	€	-	€	-
6140		PR & Copy	€	25,000.00	€	27,030.51	€	27,030.51
6150		Travel	€	7,000.00	€	3,812.63	€	8,300.00
		Subtotal	€	54,750.00	€	52,389.22	€	71,341.10

Code	Description		20	023 Budget	2	023 Actual	2024 Budget		
	DEVLEOPMEN	T EXPENSES							
	CSR & Sustaina	ability							
6501		Consultancy	€	77,500.00	€	40,284.55	€	33,500.00	
6512		Reports & Education	€	17,000.00	€	26,544.85	€	22,500.00	
6520		Affiliate and Subscriptions	€	26,749.52	€	913.84	€	12,000.00	
6541		Support Projects	€	20,000.00	€	12,900.00	€	50,500.00	
6550		Travel	€	38,100.00	€	23,363.37	€	33,350.00	
		Subtotal	€	179,349.52	€	104,006.61	€	151,850.00	

Code	Description		20	23 Budget	2	2023 Actual	2	024 Budget
	DEVLEOPMENT EXPENSES	EXPENSES						
	Market Insights							
6400		SoT (Portal, Running Fee, Investment	€	54,000.00	€	60,840.17	€	38,130.00
6401		Outdoor Retail Benchmark Report	€	39,000.00	€	33,250.00	€	33,252.00
6410		Outdoor Market Intelligence Service	€	117,000.00	€	127,923.62	€	114,894.00
6411		Consumer and Market	€	-	€	-	€	-
6412		Consultancy and Consultancy Fees	€	703.50	€	-	€	705.00
6430		Reporting Analysis Tools	€	577.50	€	-	€	580.00
6420		Travel	€	7,000.00	€	3,218.74	€	-
		Subtotal	€	218,281.00	€	225,232.53	€	187,561.00
	Other							
6602		Promotion of Outdoor Participation	€	20,000.00	€	20,000.00	€	20,000.00
6605		Conservation of Nature	€	20,000.00	€	20,000.00	€	20,000.00
*6301-6305		Projects	€	50,000.00	€	40,013.66	€	15,000.00
			€	90,000.00	€	80,013.66	€	55,000.00

Summary and Operating Result

Code	Description	2023 Budget	2023 Actual	2024 Budget
	Total All Costs	€ 1,718,230.52	€ 1,612,982.74	€ 1,944,559.71
	Total Income	€ 1,807,500.00	€ 1,637,140.96	€ 2,034,623.44
	Total Expenditure	€ 1,718,230.52	€ 1,612,982.74	€ 1,944,559.71
	Projected OPERATING SURPLUS	€ 89,269.48	€ 24,158.22	€ 90,063.73

Finances

Annual Assembly (item 3)

5. Approval of the Annual Budget 2024.