European Outdoor Group™

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European Outdoor Group™

European Outdoor Group General Assembly

25th November 2026

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Agenda

14:00	Meeting start and welcome
14:10	Political Manifesto
14:30	Trade Shows
14:50	Market data report
15:00	Review of 2026 activities
15:20	Budget projection for 2026
15:40	Budget approval for 2027
15:50	AOB
16:00	End of meeting

Anti trust policy and guidelines

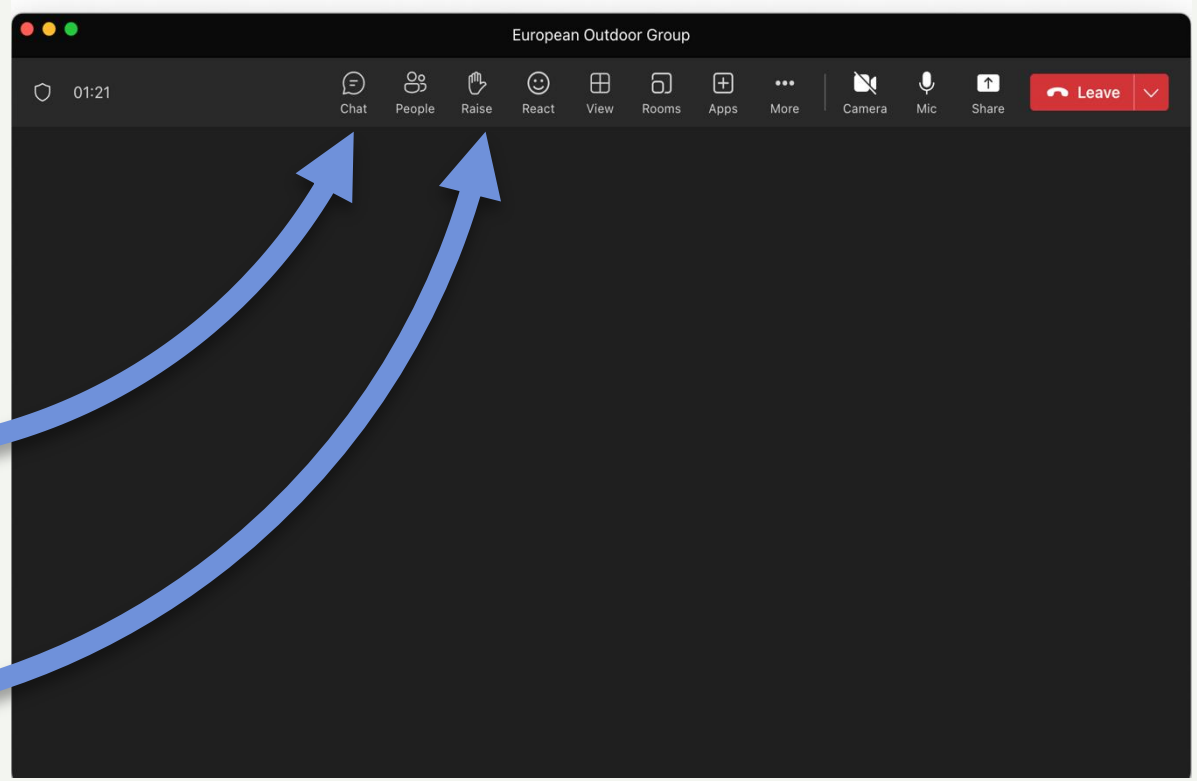
Members and participants are free to exchange or discuss publicly available information. However, they should avoid any discussions or joint efforts regarding confidential competitive information such as non-public cost or price information, non-public volume information, or strategic plans. Attendees are reminded that the European Outdoor Group is committed to complying with all relevant antitrust and competition laws and regulations and, to that end, has adopted an Antitrust Policy, compliance with which is a condition of continued EOG participation.
Detailed guidelines

- Do not agree or discuss how each of the members will price their own goods or related products;
- Do not agree to allocate certain geographic markets (i.e., territories) or product markets (i.e., types of products) among each other;
- Do not discuss or agree to the cost or method of pricing products manufactured or sold by each other;
- Do not not compare cost information that is confidential, such as labour cost, manufacturing costs or other variables affecting pricing;
- Do not agree among yourselves to not do business with certain vendors (potential "boycott") or otherwise pressure other competitors or vendors to comply with certain pricing or cost policies;
- The European Outdoor Group and its members should not share with each other or discuss confidential, competitive information for individual members or any information that might affect the members' own day to day business decisions related to cost, price or output of their own products. For example: price lists or pricing plans, volume, rebate or refund programs, discount policies, credit policies, advertising credits or program allowances, slotting allowances, product cost variables or profit margins, customer lists or specific complaints, supplier contract terms, current or future marketing plans, bidding plans, purchasing plans, planning strategies, capital improvement plans, terms of sale or other contract terms, or competition in the sale or manufacture of competing products;
- The European Outdoor Group should not facilitate agreements or coordination among members for the prices they charge for the products they manufacture or sell or other collusive conduct, including market allocation or refusals to deal with suppliers or customers, or organise boycotts against other manufacturers or retailers; and
- The European Outdoor Group should not publish or share any information that would be suggestive or conclusory as to how any individual Member should deal with individual contracting or other third party issues;
- The European Outdoor Group or its members may discuss or share non-confidential, publicly available information or data.

Digital Assembly housekeeping

Submit questions or comments in the chat function

Raise your hand to make a comment or ask a question



01

Christian Schneidermeier

Welcome

Our Team



Christian Schneidermeier
Director



Dr. Katy Stevens
Head of ESG



Dr. Verity Hardy
ESG Project Manager



Dr. Sophie Bulman
ESG Project Manager



Hannah Piatok
Head of Data



Dan Thompson
Head of Engagement



Sophie Offord
Events & membership



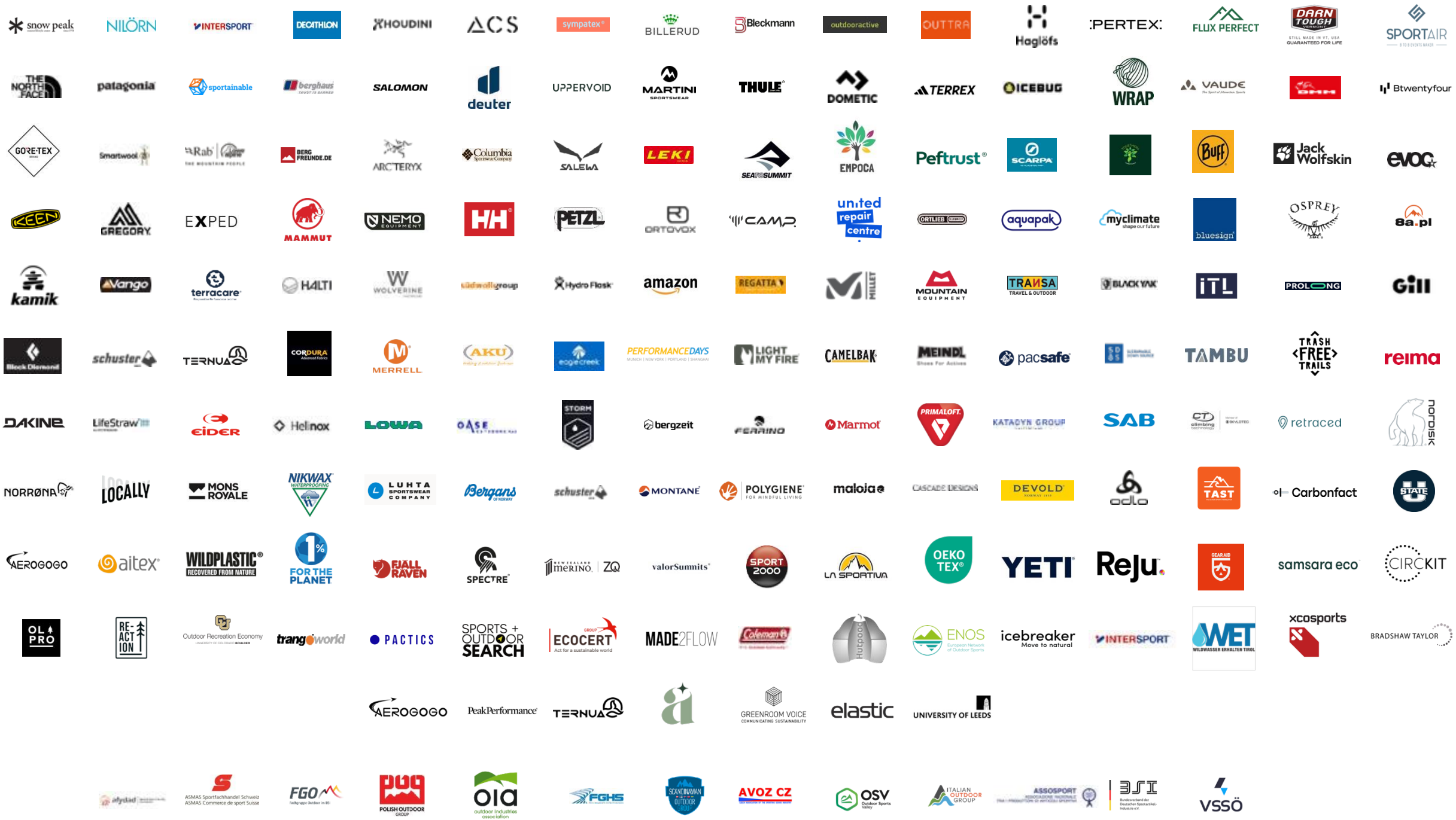
Chris Lines
PR & communications



Anna Clark
Web and Design support



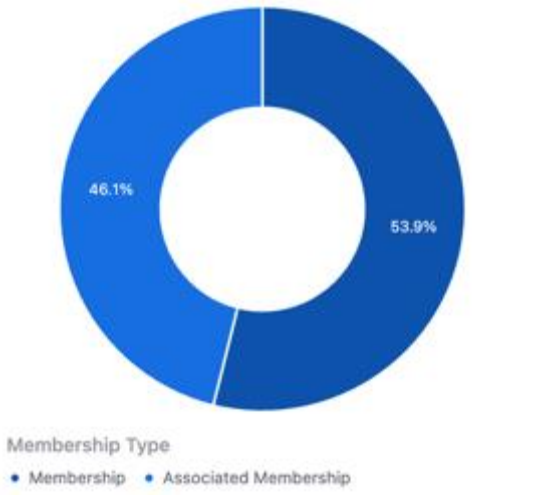
Lisa Piller
Accounts support


snow peak
NILÖRN
INTERSPORT
DECATHLON
HOUDINI
ACS
sympatex
BILLERUD
Bleckmann
outdooractive
OUTTRA
Haglöfs
PERTEX
FLUX PERFECT
DARN TOUGH VERMONT
STILL MADE IN VT, USA
GUARANTEED FOR LIFE
SPORTAIR
THE NORTH FACE
patagonia
sportainable
berghaus
SALOMON
deuter
UPPERVOID
MARTINI SPORTSWEAR
THULE
DOMETIC
TERREX
ICEBUG
WRAP
VAUDE
DMM
Btwentyfour
GORE-TEX
Smartwool
Rab
THE MOUNTAIN PEOPLE
BERG FREUNDE.DE
ARC'TERYX
Columbia
SALEWA
LEKI
SEATOSUMMIT
EMPOCA
Peftrust
SCARPA
Buff
Jack Wolfskin
evoc
KEEN
GREGORY
EXPED
MAMMUT
NEMO EQUIPMENT
HH
PETZL
ORTOVOX
CAMP
united repair centre
ORTLIEB
aquapak
myclimate
shape our future
bluesign
OSPREY
8a.pl
kamik
Vango
terracare
HALTI
WOLVERINE
Hydro Flask
amazon
REGATTA
MILLET
MOUNTAIN EQUIPMENT
TRANSA
TRAVEL & OUTDOOR
BLACK YAK
ITL
PROLONG
Gill
Black Diamond
schuster
TERNUA
CORDURA
MERRELL
AKU
ege creek
PERFORMANCEDAYS
LIGHT MY FIRE
CAMELBAK
MEINDL
pacsafe
TAMBU
TRASH FREE TRAILS
reima
DAKINE
LifeStraw
EIDER
Helinox
LOWA
OASE
STORM
bergzeit
FERRINO
Marmot
PRIMALOFT
KATADYN GROUP
SAB
climbing technology
retraced
NORDISK
NORRØNA
LOCALLY
MONS ROYALE
NIKWAX
WATERPROOFING
LUHTA SPORTSWEAR COMPANY
Bergans
schuster
MONTANE
POLYGIENE
FOR MINDFUL LIVING
maloja
CASCADE DESIGNS
DEVOLD
odlo
TAST
Carbonfact
STATE
AEROGOGO
aitex
WILDPLASTIC
RECOVERED FROM NATURE
1% FOR THE PLANET
FJALL RAVEN
SPECTRE
merino
ZQ
valorSummits
SPORT 2000
LA SPORTIVA
OEKO TEX
YETI
Reju
GEAR AID
samsara eco
CIRCKIT
OL PRO
RE-ACTION
Outdoor Recreation Economy
trangoworld
PACTICS
SPORTS + OUTDOOR SEARCH
ECOCERT
Act for a sustainable world
MADE2FLOW
Coleman
Hutpood
ENOS
European Network of Outdoor Sports
icebreaker
Move to natural
INTERSPORT
WET
WILDWASSER ERHALTEN TIROL
xcosports
BRADSHAW TAYLOR
AEROGOGO
PeakPerformance
TERNUA
GREENROOM VOICE
COMMUNICATING SUSTAINABILITY
elastic
UNIVERSITY OF LEEDS
ASMAS Sportfachhandel Schweiz
ASMAS Commerce de sport Suisse
FGO
POLISH OUTDOOR GROUP
oia
outdoor industries association
FGHS
SCANDINAVIAN OUTDOOR GROUP
AVOZ CZ
OSV
Outdoor Sports Valley
ITALIAN OUTDOOR GROUP
ASSOSPORT
VSSÖ

Membership

180	97	83	23
Total Members	Members	Associated Members	New members in 2026
11	€695310	€587290	€108020
Partner Organisations	Total membership income 2026	Membership income 2026	Associated Membership income 2026

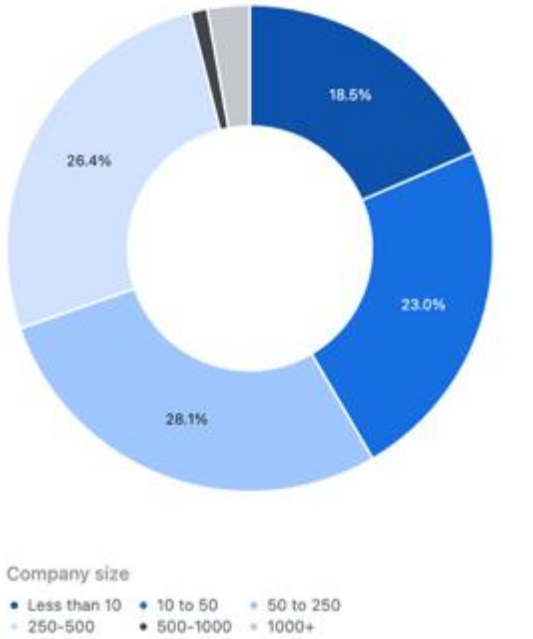
Membership



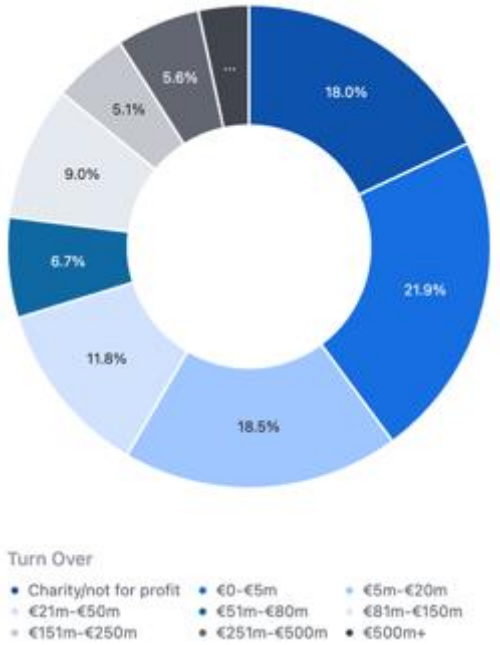
Membership type split: Members v Associated Members



Membership fee split by type

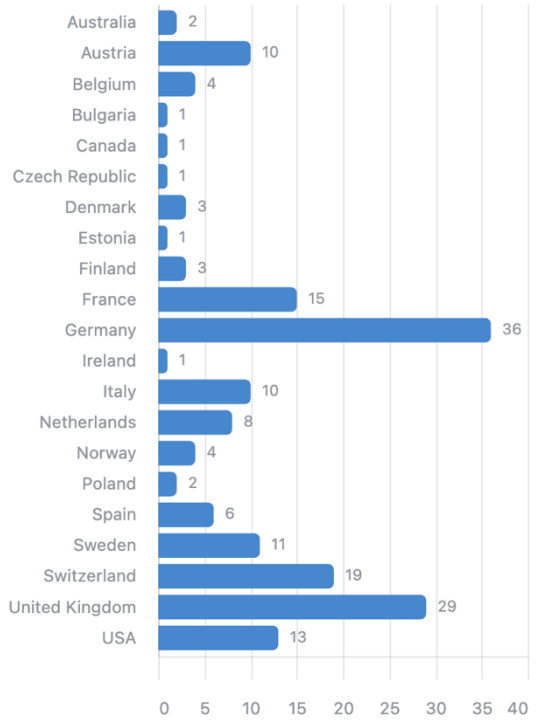


Member company size (number of employees)

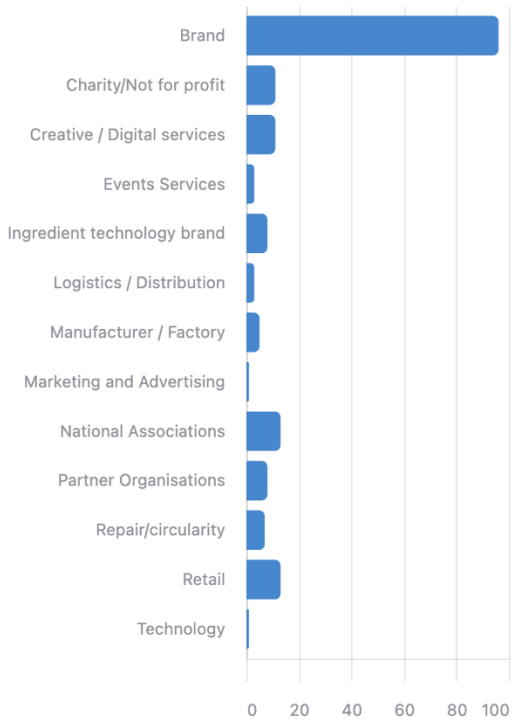


All members by turnover tier (% split)

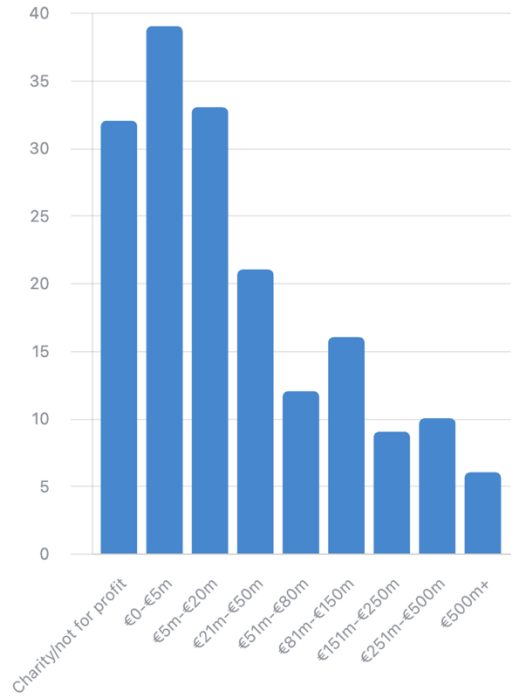
Membership



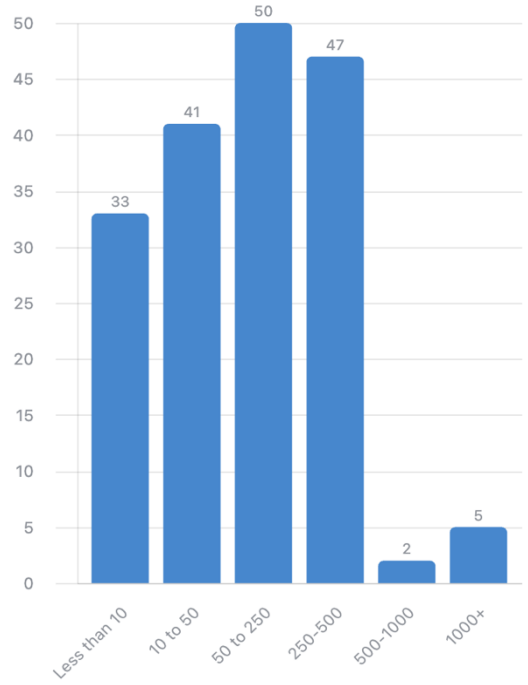
Country of Membership



Primary product/service



Turnover tier distribution



Member company size
(number of employees)

European Outdoor Group™

We are the voice of the European outdoor sector.
Our vision is to do global, profitable business in a way that gives back more than we take — to nature and people.

European Outdoor Group™

THERE IS NO BUSINESS ON A DEAD PLANET

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Time to Act

Transformational programme to EOG 2.0 to 2027

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We are speaking up for and advocate for the interest of our sector.

Together with member or partner organisation we advocate for policies that support outdoor industry business, protect and restore the outdoors as our most enabling resource, motivate and enable citizens to get outdoors.

Do Business Right

European Outdoor Group™

Bundesverband der Deutschen Sportartikel-Industrie e.V.

Federation of the European Sporting Goods Industry

oia outdoor industries association

POLISH OUTDOOR GROUP

SCANDINAVIAN OUTDOOR GROUP

OSV Outdoor Sports Valley

FAIR WEAR

ITALIAN OUTDOOR GROUP

afydad Spanish Sport Association

Preserve the Outdoors

eoca european outdoor conservation association

1% FOR THE PLANET

TMC

POW PROTECT OUR WINTERS

Get Europe Active Outdoors

IT'S GREAT OUT THERE

OPENING UP THE OUTDOORS®

ENOS European Network of Outdoor Sports

Our Purpose

We build a cooperative environment in which we share data, organize events for networking, manage projects in different aspects of ESG and Digitalization and support our members to master legal regulation to stay compliant.

Data

Market research and industry insights to help members understand trends and make informed business decisions.

Engagement

Opportunities for the industry to connect, exchange ideas and build relationships.

ESG

Supporting responsible environmental and social practices through shared learning, industry representation and collaborative action.

Supporting our members and strengthening the European outdoor sector.

Fields of Activity

01 ESG

Environment
Climate Action
Circular Economy
Biodiversity

Social Impact
Living wage
Human Rights
Equal Opportunities

Governance
Regulatory Compliance
Public Affairs
Responsible Conduct

02 Engagement

Communications
Marketing & PR
Internal Communications
Membership Acquisition

Events & Trade Shows
European Outdoor Week – OUTDOOR and ORBDays/ Outdoor Impact Summit / European Outdoor Award
European Outdoor Summit
ISPO

European Outdoor Academy
Education platform
Webinars & Workshops
Visits

03 Data Hub

Market Insights
Outdoor Market Intelligence Service

Data Platforms
SDEX (online)
European Retail Directory (OSV)

Data Projects
Consumer Trends
External Participation data
Additional Projects

02

Dr. Katy Stevens

Political Manifesto

Katy Stevens

Strengthening our industry voice

A shared direction

What do we stand for?

Member input

How do we bring in expertise?

A connected ecosystem

Who is active and where?

Katy Stevens

Building the foundations

- **Member perspectives** – company interviews on policy priorities
- **Wider ecosystem** - mapping who is active and where
- **FESI alignment** – mapping priorities and opportunities
- **EOG Manifesto** – establishing our shared direction



Katy Stevens

The EOG manifesto

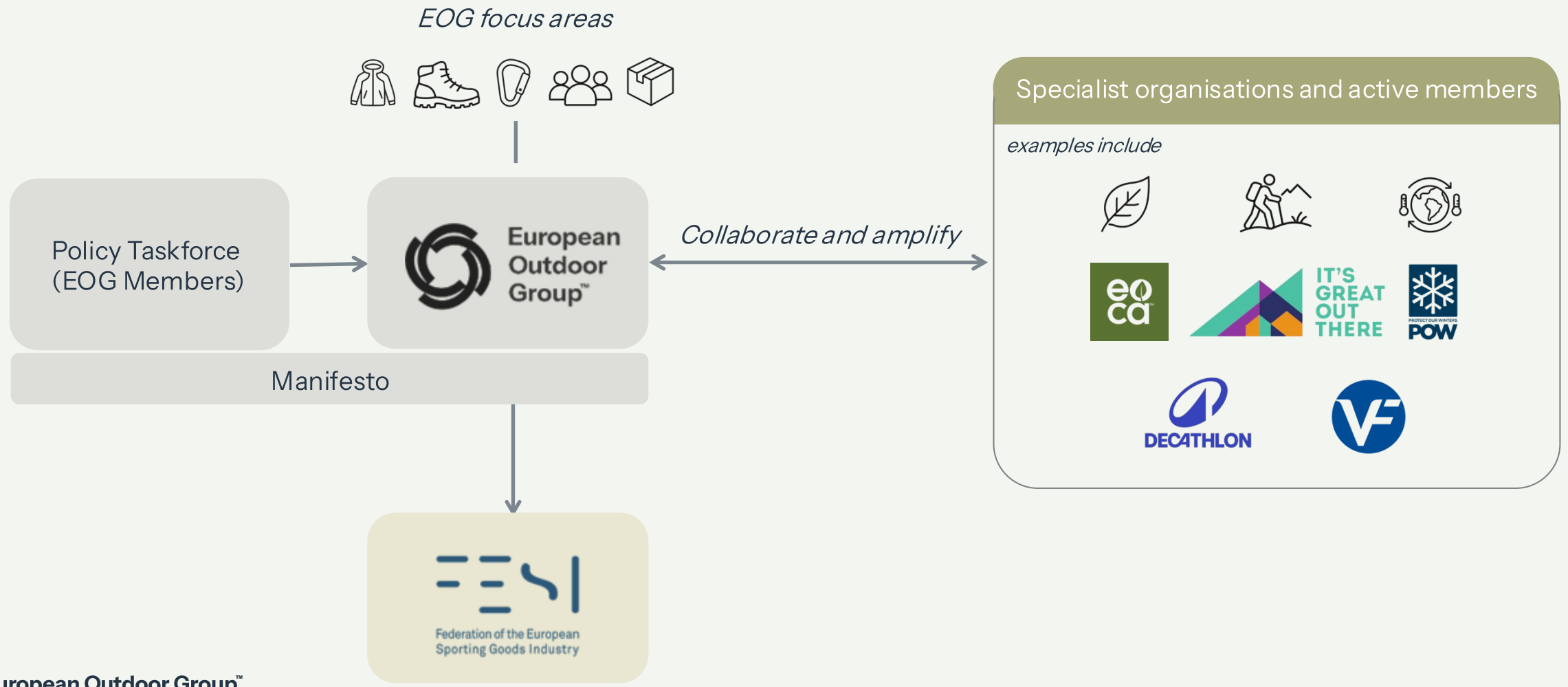
A shared foundation for the European outdoor industry

- Sets out our shared vision, values and policy priorities
- Provides a clear direction for EOG's policy engagement
- Provides a foundation for developing industry positions

The manifesto is complete and will be shared with members.

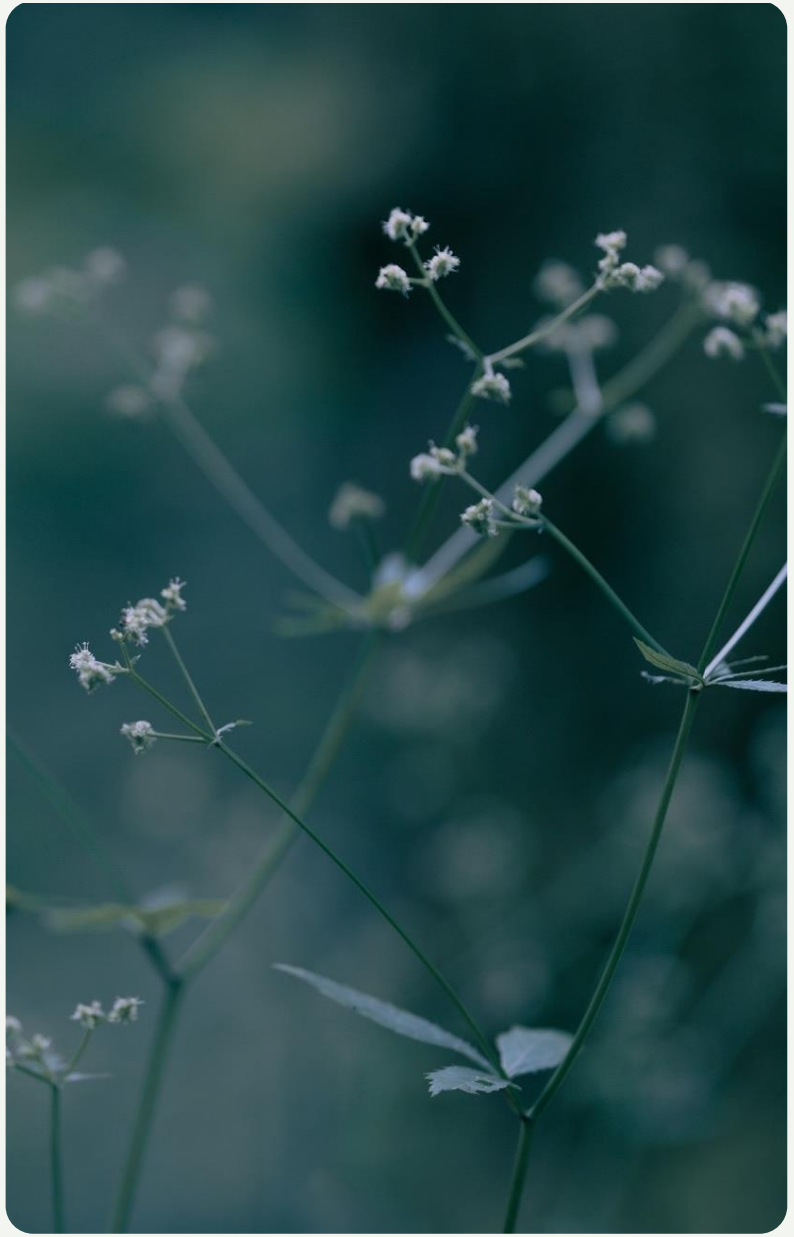


EOG's policy ecosystem



Katy Stevens

From foundations to action



Already underway

- Better understanding of members and partner priorities
- Increased input into FESI work

Next steps

- Share the manifesto with members
- Develop the Policy Taskforce and member input process
- Continue working with FESI and the wider ecosystem

03

Christian Schneidermeier

Trade Shows

ISPO



ISPO 2026

RAI, AMSTERDAM

3rd NOV: LEADERS SUMMIT

4th – 5th NOV: EXPO

www.ispo.com



RIVA DEL GARDA, ITALY

European Outdoor Group™

8th – 13th May

MagNet

EUROPEAN OUTDOOR WEEK

MAY 8 - 13TH 2027

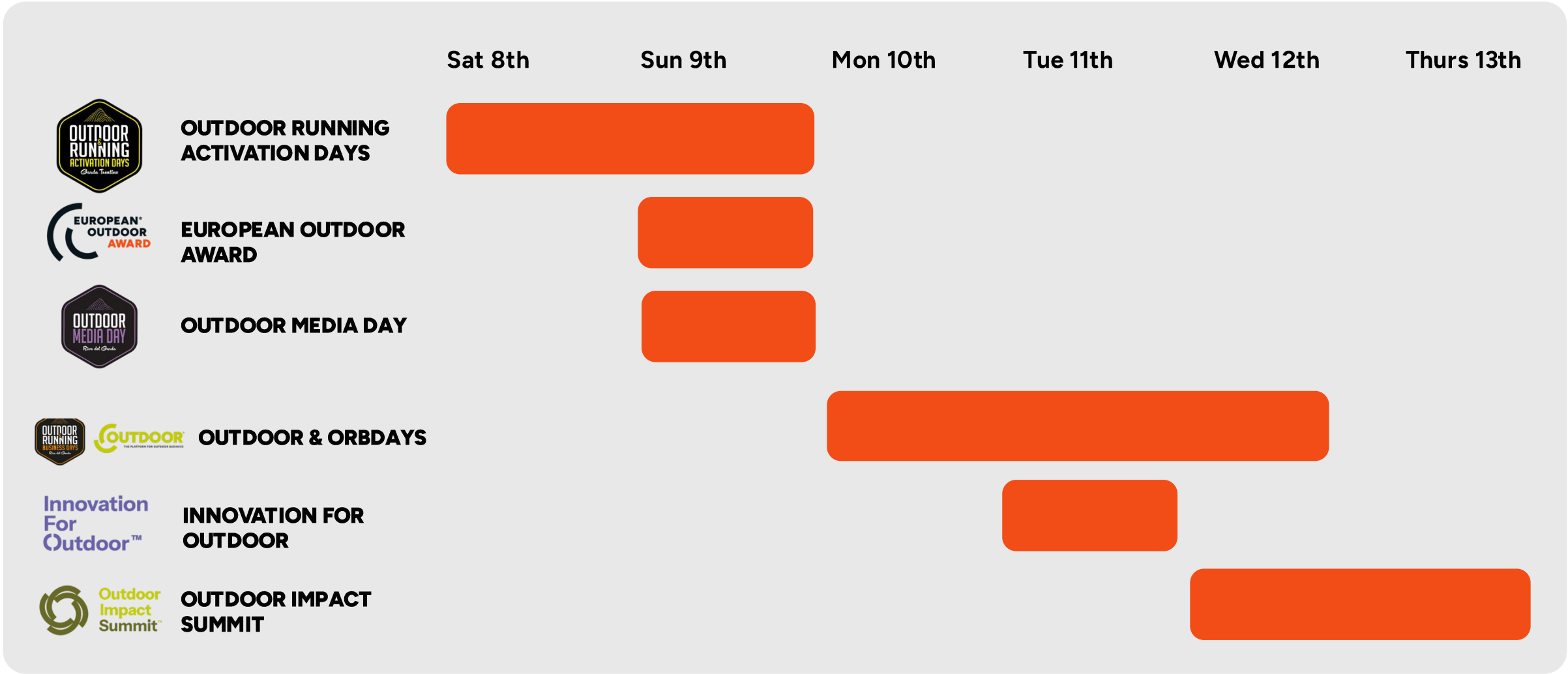
From 8th – 13th May, Riva del Garda and the Garda Trentino area will become the European and international outdoor and running capital, attracting both industry professionals and a large and diverse community of enthusiasts.

2026 IN NUMBERS

- 8010 registered attendees
- 2690 registered buyers
- 407 brands represented
- 301 accredited media



PROGRAMME OF EVENTS



10 – 12 MAY 2027 – DAYS 3/4/5

OUTDOOR & ORB DAYS

TOPICS WE ARE WORKING ON

TRAVEL & ACCOMODATION

The complimentary programme for retailers will be maintained

Enhance travel support services, including shuttle transportation and transfer arrangements from main airports

Parking facilities and process will be improved

LOGISTICS

Sustainability concept and initiatives for the venue

Hall layout optimisation and curation, including dedicated special areas and additional exhibition space (+2 halls added)

Main entrance setup and visitor flow management

Improved communication and wayfinding system (virtual navigation) within the halls to facilitate visitor orientation

TRADE SHOW PROGRAMME

Enhance the networking party experience

Expand and strengthen the workshop programme

Create a larger sustainability area or dedicated sustainability hub

COMMUNICATION

Launched a new website at europeanoutdoorweek.com

Enhance the registration process and related services

Improve communication across all channels, including the website, EOG, and MagNet

Pricing will remain unchanged compared to to 2026

12 – 13 MAY

OUTDOOR IMPACT SUMMIT

The event is an international meeting point focused on sustainability, responsible innovation, and social impact, specifically targeted at the outdoor industry yet offering valuable insights and outlooks for any sector committed to responsible transformation.

Over two days, companies, experts, and organisations will share experiences and strategies on key topics such as circularity, biodiversity, environmental policies, and regenerative business models. The programme includes workshops, master-classes, and roundtables designed to foster debate and the co-creation of tangible solutions.

There will also be plenty of opportunities for networking and for establishing international collaborations aimed at building a fairer and more sustainable future.

Fantastic location by the water, the Riva del Garda Fierecongressi

Discounted tickets for EOG members



TITLE SPONSOR

Be the headline sponsor of the Outdoor Impact Summit

€30,000

What's included

- Title sponsor of the event:

  "Outdoor Impact Summit sponsored by X"

- Logo on home page, sponsors page and app
- Exclusive press release
- Announcement on EOG mailer and LinkedIn
- Advert in pre-event programme
- Video ad during any breaks
- Verbal acknowledgement during the Summit
- Post-event mailer
- Space in the networking area
- Signage in conference room
- Welcome desk branding opportunities



11 MAY

INNOVATION FOR OUTDOOR

European Outdoor Week 2027 will host Innovation for Outdoor. The event will bring together startups and investors through a programme focused on the future of the outdoor industry. The selected startups will have the opportunity to pitch their ideas and compete for the European Outdoor Award for Startups.



04

Hannah Piatok

Data Reports

Hannah Piatok

Outdoor Market Intelligence Service (OMIS)

October 2026 data – released today

Working on new OMIS format for next year



Hannah Piatok

Annual Market Report (AMR)

NEW: European Outdoor Market Report

We heard your feedback, even with monthly product data, there is still a need for an annual "State of Trade" type report

AMR 2026:
Sell-out data
Working with national associations on territory data
Including E-commerce and Impact trends



Hannah Piatok

Sustainability Data Exchange Project (SDEX)

SDEX Digital Platform – coming soon

Q1 2027
- Announcing the "Official SDEX Digital Platform Partners"
- New website with resources

More Retailers using SDEX than ever before

Excel version will always remain available

SDEX 4.0 - coming soon

EOG & BSI working through feedback from Retailers

Goal: to simplify SDEX questionnaire while maintaining standard across the industry

Expect few changes, only simplifications
Mapped to DPP

05

EOG Team

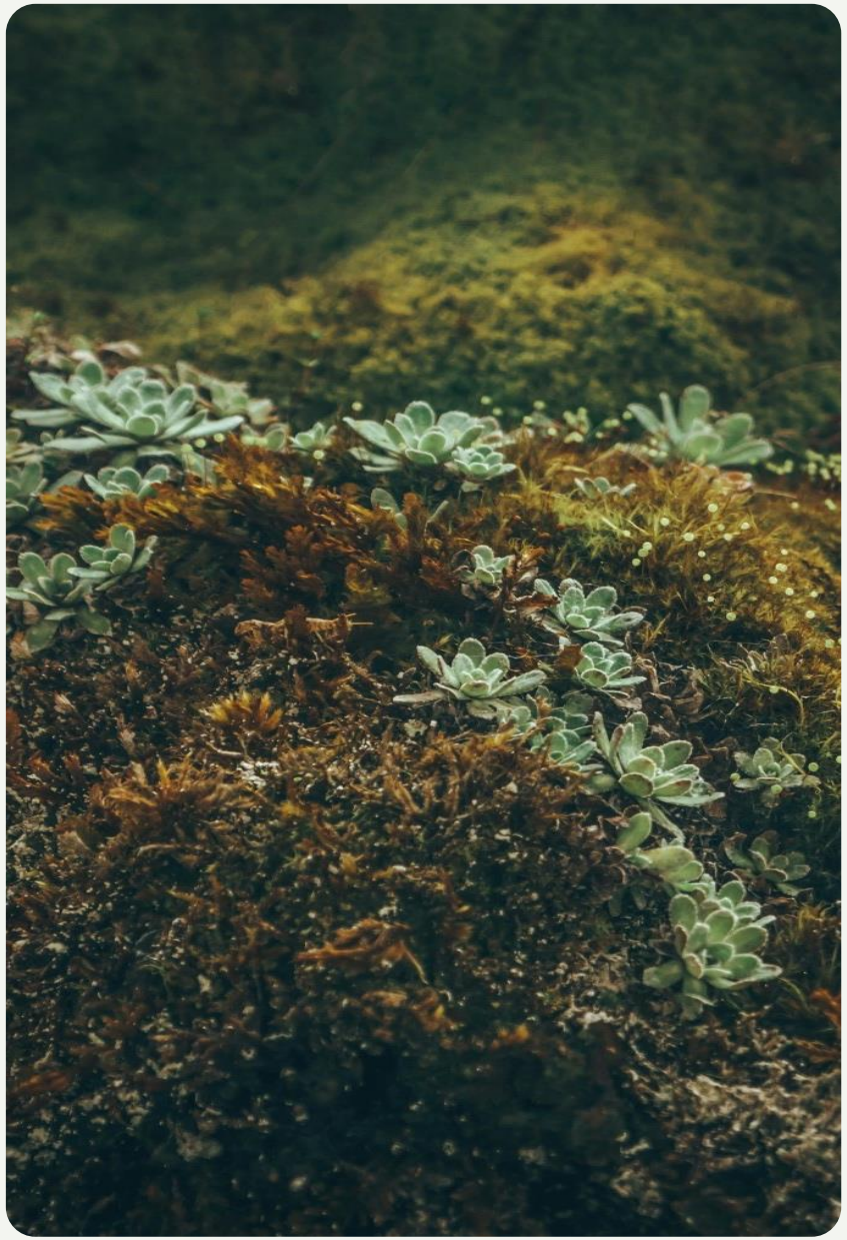
2026 Review – ESG

Katy Stevens

From Race to Zero to Climate Action Requirement

A new name, the same direction

- The UNFCCC has ended the Race to Zero campaign.
- EOG has therefore renamed its membership requirement the **Climate Action Requirement**.
- References to Race to Zero have been removed and the language updated.
- The approach agreed in 2025 remains substantially unchanged: members can participate in a recognised climate initiative **or** make aligned independent commitments.



Katy Stevens

What does the change mean for members?

Two pathways to demonstrate a credible climate commitment

EOG Members must demonstrate a credible climate commitment through either participation in a **recognised climate initiative** or **independent commitments** aligned with the EOG Reference Framework.

Recognised Climate Initiative

Examples include:
- SBTi
- SME Climate Hub
- UNFICCA
- Exponential roadmap initiative

Independent Commitments

- Measuring emissions (incl. material Scope 3)
- Setting science-aligned reduction targets
- Reporting targets and progress annually

Also includes ORCC, STICA and OIA Climate Action Corps.

Katy Stevens

Carbon Reduction Project

Continued progression

New apparel cohort in process of assessing facilities.

New territory

Piloting facility assessments in Japan.

Extended scope

Assessment of trims facilities to start Q1 2027

Collaborative action

Brands working together to support procurement of offsite renewable electricity in Taiwan for SMEs.

Katy Stevens

Outdoor Retail Climate Commitment (ORCC)

A busy year for the Outdoor Retailer Climate Commitment!

- Fifth Annual Report published, November 2026
- The initiative won the ISPO Changemaker Award in Amsterdam
- Hosted their inaugural Strategy Summit

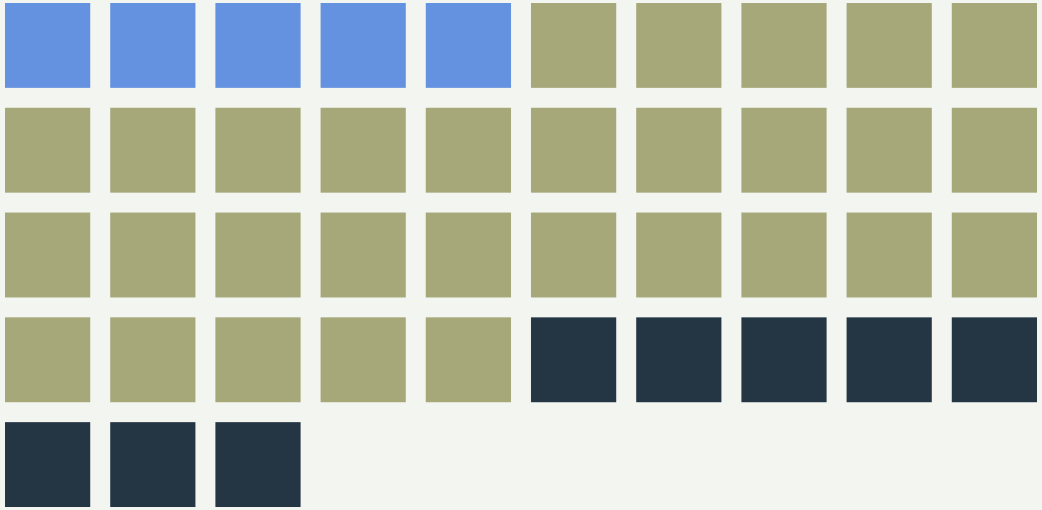




Katy Stevens

SOLROS

Outcomes for 43 identified facilities



5 are in discussion

30 unable to participate

8 awaiting a response

In discussion

- 4 received a vendor proposal
- 1 discussing programme internally

Unable to participate

- 14 already have panels
- 9 alternative vendor plans
- 6 rooftops unsuitable
- 1 only purchasing RECs

Awaiting a response

- 2 to the invitation from brands
- 6 after introduction to the vendor

05

EOG Team

2026 Review - Engagement

Dan Thompson

Welcome new members in 2026

+23









































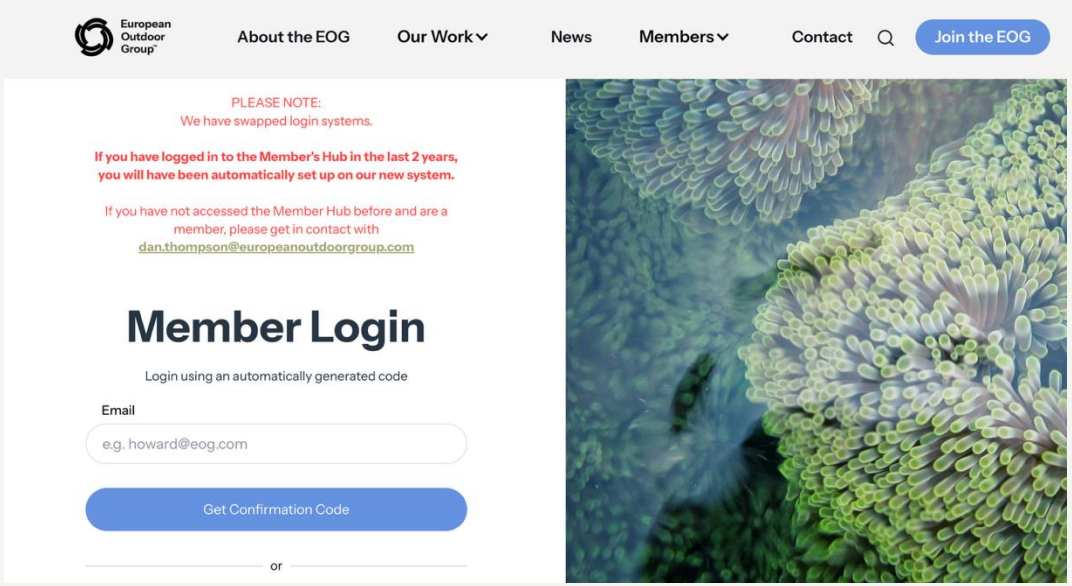


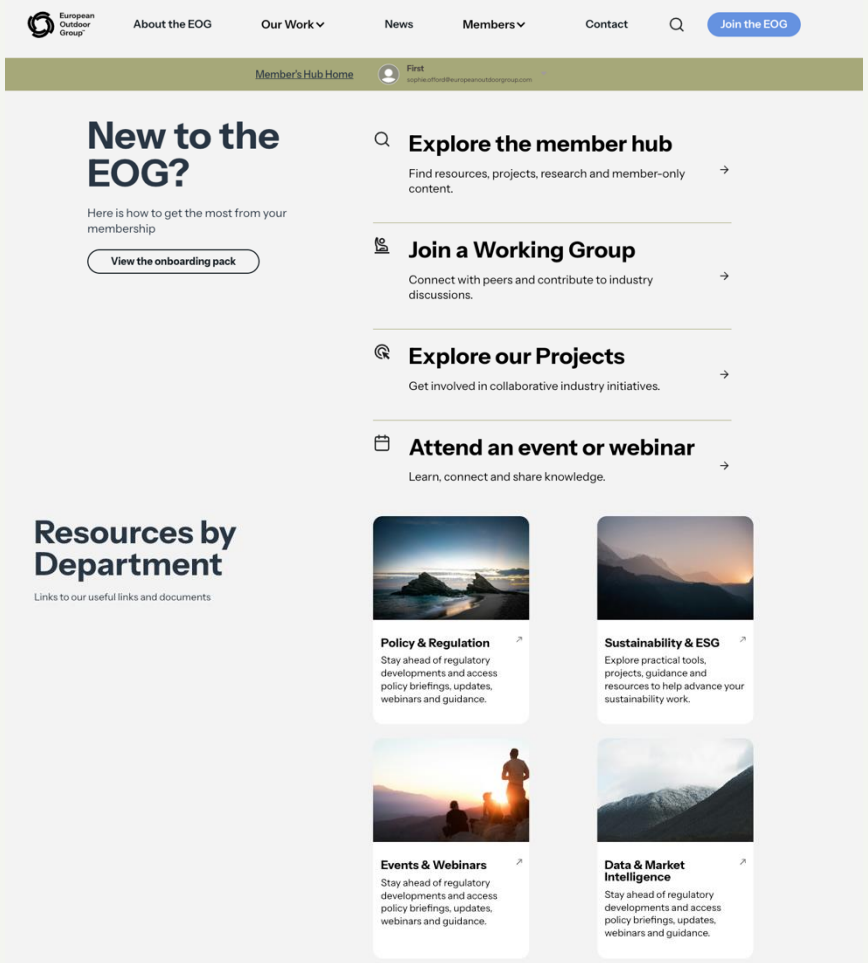




Dan Thompson

The Members Hub





Dan Thompson

Communications updates in 2026

Newsletters

New category specific newsletters added:

Data – monthly
ESG - ad hoc
Policy – bi-weekly
Member news – bi-weekly
EOW/Events – ad hoc

You can sign up for all newsletters

.

Events Calendar

Now live on the web site and a form will be sent out

If you have an event/webinar/meeting or other relevant event we can collate and add it to the listings on the EOG website

Digital Directory

Updated directory of ESG service providers on EOG website.

Outdoor Academy

This project is still ongoing but the work on the website, members hub and our other platforms are to support this.

06

Christian Schneidermeier

Budget projection for 2026

Budget takeaways...

Transition from EOG to EOG 2.0 takes longer than expected and is ongoing (related to Data)

The shift from Actuals 2024 to Budget 2026 and 2027 is huge.

The loss of about 1 Mio EUR on revenues is now consolidated at a level of 800-900.000 EUR.

The cost side saw significant savings and is under control and there is not much more room left.

Reserves have saved us in this transition and are now at a minimum level of about + 100.000 EUR.

Budget 2026 was optimistic with more risks than chances, Budget 2027 is conservative with more chances than risks.

European Outdoor Group - 2026

Description	2026 Budget	2026 Year-End Projection	2026 Difference	2027 New Budget	2027 Difference to Projection	2024 Actuals
INCOME						
Membership Subscriptions	€ 725.000	€ 615.000	€ (110.000)	€ 710.000	€ 95.000	
Engagement	€ 180.000	€ 146.000	€ (34.000)	€ 120.000	€ (26.000)	
Data	€ 50.000	€ -	€ (50.000)	€ -	€ -	
ESG	€ 80.000	€ 65.000	€ (15.000)	€ 50.000	€ (15.000)	
Other Income	€ -	€ -	€ -	€ -	€ -	
Subtotal Operating Income	**€ 1.035.000**	**€ 826.000**	**€ (209.000)**	**€ 880.000**	**€ 54.000**	
					€ -	
Total Income	**€ 1.035.000**	**€ 826.000**	**€ (209.000)**	**€ 880.000**	**€ 54.000**	**€ 1.865.920**
OVERHEAD EXPENSES						
Subtotal GenAdminExp	€ 93.770	€ 83.770	€ 10.000	€ 79.000	€ (4.770)	
Subtotal PersExp	€ 580.912	€ 590.000	€ (9.088)	€ 600.000	€ 10.000	
Subtotal MarCom	€ 64.503	€ 54.500	€ 10.003	€ 64.500	€ 10.000	
					€ -	
Subtotal OVERHAED EXPENSES	**€ 739.185**	**€ 728.270**	€ 10.915	**€ 743.500**	**€ 15.230**	**€ 1.232.021**
OPERATING EXPENSES						
Subtotal Engagement	€ 24.500	€ 24.500	€ -	€ 15.000	€ (9.500)	
Subtotal Data	€ 81.900	€ 78.000	€ 3.900	€ 2.000	€ (76.000)	
Subtotal ESG	€ 93.921	€ 140.000	€ (46.079)	€ 95.000	€ (45.000)	
Subtotal Other	€ 1.200		€ 1.200	€ -	€ -	
Subtotal OPERATING EXPENSES	**€ 201.521**	**€ 242.500**	**€ (40.979)**	**€ 112.000**	**€ (130.500)**	**€ 607.875**
Total Costs	**€ 940.706**	**€ 970.770**	**€ (30.064)**	**€ 855.500**	**€ (115.270)**	**€ 1.879.897**
TOTAL INCOME	**€ 1.035.000**	**€ 826.000**	**€ (209.000)**	**€ 880.000**	**€ 54.000**	**€ 1.865.920**
TOTAL COST	**€ 940.706**	**€ 970.770**	**€ (30.064)**	**€ 855.500**	**€ (115.270)**	**€ 1.879.897**
EBIT	**€ 94.294**	**€ (144.770)**	**€ (239.064)**	**€ 24.500**	**€ 169.270**	**€ (13.977)**

07

Christian Schneidermeier

Budget approval 2027

Christian Schneidermeier

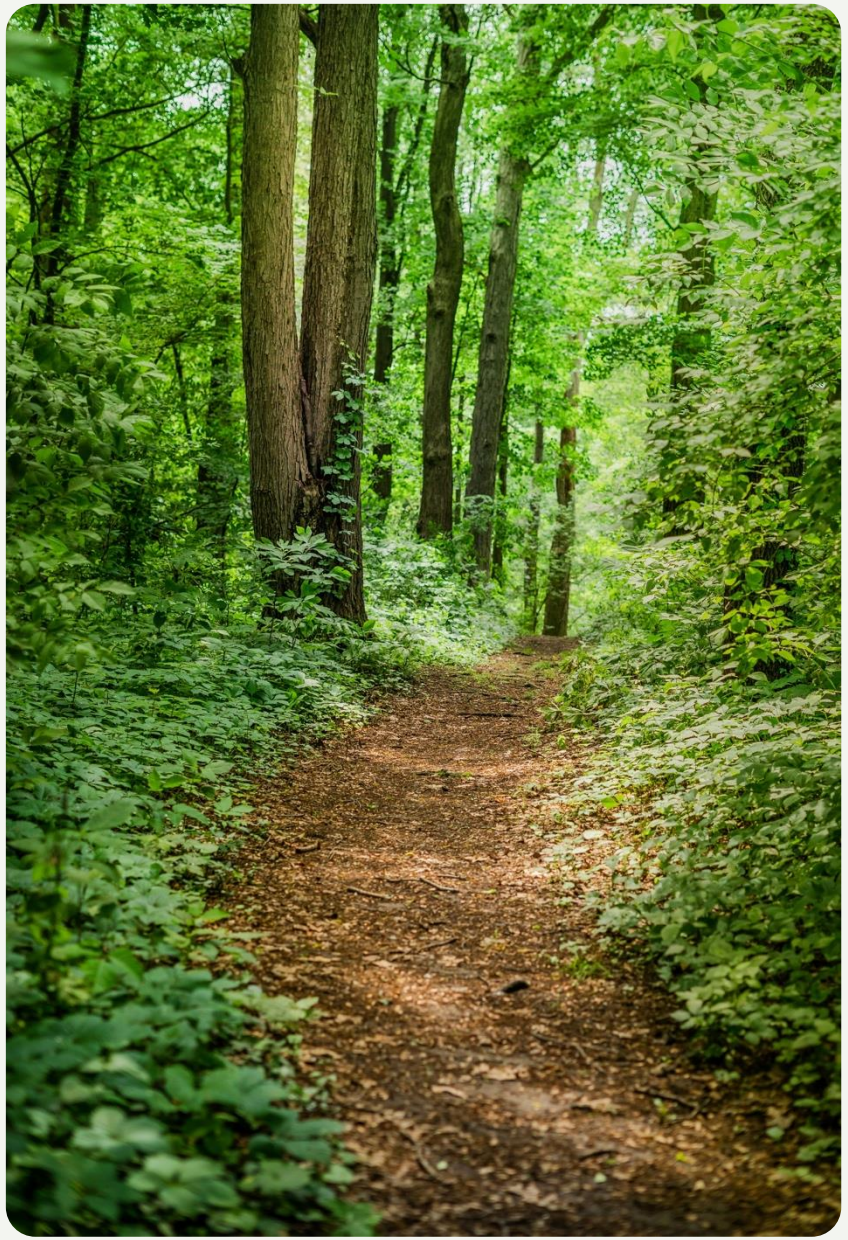
Approval of 2027 budget

Vote to approve the 2027 Budget

Use the link emailed to you today or scan the code opposite

Scan the QR code to vote

EOG Satisfaction Survey



An opportunity to provide your feedback to the EOG

- This survey is a critical feedback loop for the EOG membership to offer ongoing feedback about the European Outdoor Group and the requirements of our members.
- Your feedback is anonymous, and the results of this survey will not be published publicly in whole.
- With your support, we can gather long-term data on member's attitudes and interests and see how they are shifting over time.

Link has been sent to all primary contacts already and will be distributed again after this meeting, it should take 15-20mins to complete.

Where to meet the EOG



Skinnovation Italy
Madonna di Campiglio
9th – 11th December 2026

Prowinter

Prowinter
Bolzano, Italy
10th -12th January 2027

POW

Ski Climate Summit
Bolzano, Italy
12th-14th January 2027



OTS - SLIDE
Liverpool, UK
12th-14th January 2027

European Outdoor Group™

EOG General Assembly
ONLINE
10th March 2027



Skinnovation Innsbruck
Innsbruck, Austria
10th-12th March 2027

PERFORMANCEDAYS
FUNCTIONAL FABRIC FAIR

Performance Days
Munich, Germany
17th-18th March

oia
outdoor industries association

OIA Summit
Shrigley Hall, UK
17th-18th March

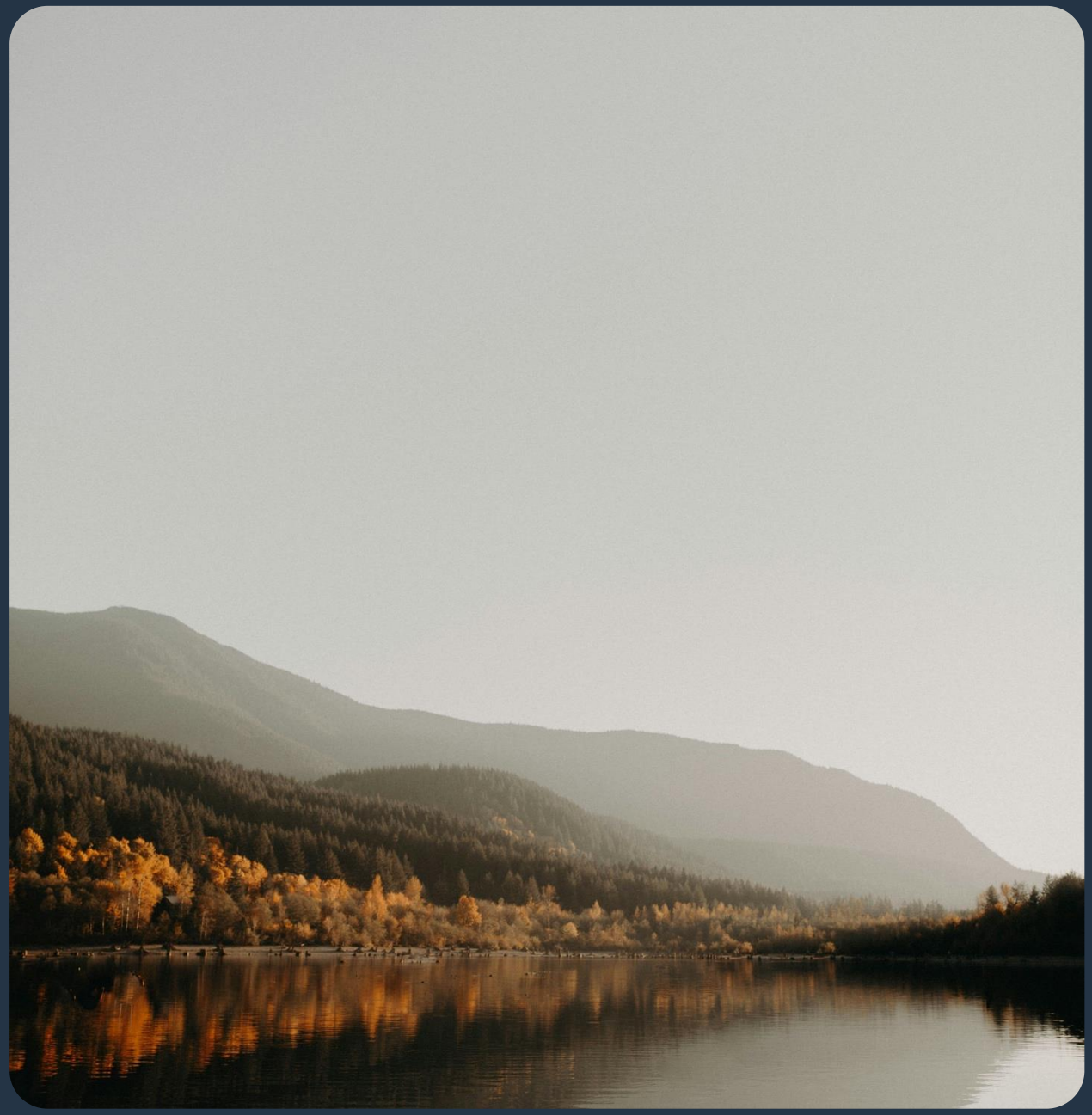
EUROPEAN OUTDOOR WEEK

European Outdoor Week
Riva del Garda, Italy
8th-13th May 2027

European Outdoor Group™

Annual Assembly
Riva del Garda, Italy
9th May2027

European Outdoor Group™



Thank you

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