



## Le Coq Sportif launched towards its future

In a year 2021 still marked by the pandemic (closure, curfew, stadiums without spectators...), Le Coq Sportif saw its turnover increase by 43% compared to 2020 and exceed 123 million euros.

In order to recover its pre-pandemic figures, the brand was able to show strength in its textile sector. It has seen an increase of 47% compared to 2020, where the sector as a whole grew by 8% (source IFM). This growth is also confirmed at Intersport, France's leading clothing retailer, where the brand has gained the leading position in men's clothing ahead of its competitors, sportswear giants.

These positive figures show that Le Coq Sportif was right to trust its unique industrial system in which the brand has continued to invest in 2021. On 14 September last year, Le Coq Sportif laid the foundation stone for the extension of its Romilly sur Seine factory, the brand's strategic epicentre. An ultra-modern and eco-friendly of 3,000 square metres that will respect the DNA of the site, with a shed roof, composed of solar panels for energy autonomy. Three years from now, 80 new people will join the Le Coq Sportif teams on site.

Le Coq sportif is setting up a CFA within its company in order to train people in the know-how professions via the model of apprenticeships. An investment in training that allows the brand to perpetuate its industrial model. Ten apprentices and working students successfully graduated from Le Coq Sportif in 2021. The objective is to reach 60 alternating students within 2 years. This same momentum is also being felt in the company's logistics ecosystem. The Coq Sportif has teamed up with a new logistics partner, Logtex and is investing its 50,000 square meters (vs. a former 17,000 m warehouse) in a place designed for the working comfort of its employees.

Oldest sports brand in the world, born in 1882, Le Coq Sportif is definitely looking towards the future. For the brand, which has been appointed official supplier to the French Olympic and Paralympic teams, the 2024 horizon is an opportunity to accelerate the positive transformations prepared and structured since 2005, dating to when Airesis and its President Marc Henri Beausire took over.

"Our local textile industrial model initiated in 2009 is a real success. Our partnerships and our support for all sportsmen and women is a powerful return to our roots as a brand. These two pillars and the associated evidence legitimise our confidence in the acceleration of a strong development in the coming years. The coming horizon of the Olympic and Paralympic Games in Paris 2024 is the major objective for the future", says Marc-Henri Beausire.