

The Oberalp Virtual Convention goes into the third round

Newcomers are on the rise

Oberalp Virtual Convention theme: First experience on the mountain – study results

The curtain rises on the **first collection** of the women mountain brand by women for women **LaMunt**

SALEWA, DYNAFIT, WILD COUNTRY, EVOLV and POMOCA present their **season highlights** at a height of 47 meters, on the roof of the Bolzano headquarters

.....

Last year, the Oberalp Group observed a significant number of new entrants to outdoor and mountain sports. The significant increase in demand figures for 2021 confirms this trend. The Covid-19 pandemic was the reason for many people to consider a nature and mountain experience for the first time. The mountain theme thus became a new subject on the personal experience level.

The Oberalp Group not only wants to observe this kind of phenomenon but also aims to understand this trend more deeply. What are the emotional motives for such a trend, what are the drivers for a first experience, what are the fears involved? The international behavioral research institute *Karmasin Behavioural Insights* from Vienna set up a wide-ranging study in the DACH region for the South Tyrolean company and a total of almost 900 participants were surveyed on the topic of "My first experience in the mountains". The behavioral researchers' questions focused on the motivations of all those who had spent their summer vacation in the mountains for the first time in the summer of 2020. "You didn't know exactly what you needed," respondents said of their fears and difficulties getting started, "and in hindsight, maybe one should have relied on better equipment or taken advantage of rental options," many of the people surveyed said. "This is exactly where we as mountaineering specialists need to start with our solutions. We are still too complex when it comes to products and applications," says the CEO of the Oberalp Group, Christoph Engl. Lowering barriers to entry is the motto of mountain sports specialist Oberalp, which feels it has to do so with its six mountain sports brands. Whether it is the first safe moves in climbing with the climbing brands Wild Country and Evolv, or the new desire for lightness and speed with the athlete brand Dynafit, whether the focus is on enjoying a purist mountain experience with the Dolomite brand Salewa, or it is about a new interpretation of the feminine experience expectations of the women's mountain sports brand LaMunt: the brand managers have made it their mission to make it easier for the new mountain enthusiasts to access the mountains and to keep them as a newly discovered passion.

The detailed results of this motif study will be presented during the Oberalp Virtual Convention on **May 18** at 5 pm CET online on the website convention.oberalp.com. The proven digital format will make it possible to view content and findings from it in detail. In addition, this date is also considered the official season launch of the collections, with the new products for summer 2022 from mountain sports brands Salewa, Dynafit, Pomoca, Wild Country, and Evolv being presented to a wider audience than has been the norm in the past.



Oberalp - Group CEO, Christoph Engl
Credit Storyteller-Labs

"We believe that retailers and end consumers need to be brought to the same level of information in a digital world," says CEO Christoph Engl, explaining the Oberalp Group's revolutionary decision to make its brand collections for the following year visible not only to retailers but also to end consumers. "This way, fans of our brands can look forward to the news a year in advance," Engl continues.

Clear the stage for the new premium mountain sports brand by women for women: LaMunt

The eagerly awaited presentation of the first collection of the latest brand creation in the house of Oberalp can also be looked forward to: LaMunt stands for premium mountain sportswear, which mountain-experienced and mountain-loving women have designed for a rapidly growing number of followers. The 32 pieces of the LaMunt 2022 summer collection, which will be presented to the retailers for the first time by brand founder Ruth Oberrauch and her female team, will be available very selectively in stores from February 2022. "From November 2021, however, there will already be a small selection of our products available on our online store," reveals the ambitious entrepreneur.



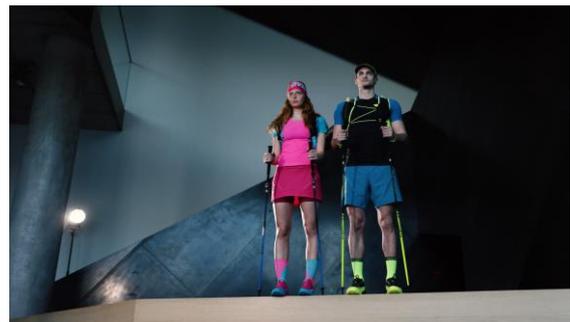
LaMunt – Spring/Summer 22 Collection
Credit Storyteller-Labs

Exclusive "Oberalp Summit" at Kronplatz, South Tyrol

The Oberalp Group pioneered a new form of presentation in the 2020 pandemic year and was the first company to go public with a digital convention platform in May. "Now - one year later - it is also time again to create a suitable framework for personal relationships and contacts with partners and customers," emphasizes Christoph Engl. "We want to do everything we can to ensure that there is once again an opportunity to organize an exchange of ideas away from screens." The company is therefore planning an exclusive event for June 7th and 8th for a very limited number of partners at the LUMEN Museum in Kronplatz, South Tyrol. On this occasion, the motif study on the topic of "My first experiences on the mountain" will be presented personally by the institute's founder, Dr. Helene Karmasin. Experts from the sports retail sector will be able to exchange views on the results of the study in small groups and apply the findings to the way they form their customer relationships. In addition, the summer 2022 collections of all six mountain sports brands will be on display and can be experienced live.



Salewa – Spring/Summer 22 Collection
Credit Storyteller-Labs



Dynafit – Spring/Summer 22 Collection
Credit Storyteller-Labs

.....

Media contact

OBERALP AG

Lisa Kröss
Executive Assistant CEO &
Group Corporate Communication
+39 0471 24 26 61
group.pr@oberalp.com

The Oberalp Group is a family owned and management led company with headquarters in Bolzano, northern Italy. Heiner Oberrauch founded the company in 1981 and today the group employs roughly 700 people, runs 10 subsidiaries in Europe and the United States and serves 3,500 customers in over 60 countries worldwide. In addition to the development and production of mountain sports articles, the company also operates as distribution partner of sports-based brands. The formerly Munich-based SALEWA brand has been part of the Oberalp Group since 1990. Over the years, the group has acquired the brands DYNAFIT, POMOCA, WILD COUNTRY and most recently EVOLV. From 2022, the group will launch the new mountain brand by women for women LaMunt. The family business relies on the courage to break new ground, continuous innovation in products, processes and thinking. A conscious, sensible approach to the environment and resources and a passion for sport and mountains are the foundation of a living corporate culture. Since 2019, the Oberalp Group's sustainability report "Contribute" has been published simultaneously with the balance sheet figures. For the fourth time in succession, the company was the only enterprise in Italy to be awarded the „Leader Status“ of the NGO „Fair Wear Foundation“.