

Oberalp Group lays foundation stone for new DYNAFIT headquarters in Kiefersfelden

## The place where mountain athletes are made

South Tyrolean group of companies ceremoniously lays foundation stone with representatives of politics and business.

Kiefersfelden (Bavaria - Germany), May 30, 2022 - The foundation stone for the two interlocking triangles of steel and glass in Kiefersfelden has been laid: At the northern gateway to the Alps, the athlete brand DYNAFIT is building its new headquarters. It is a project by the renowned architectural firm "Barozzi Veiga" (Barcelona) and the building will offer all visitors a deep insight into its brand idea, starting from December 2023. "Whoever wants to build a landmark has great responsibility, so we decided to launch an international competition among star architects. This is the place where product ideas will be born, that will help passionate mountaineers to become mountain athletes," says Heiner Oberrauch, president of the South Tyrolean Oberalp Group and owner of the DYNAFIT brand.

The futuristic minimalist building with six soaring floors and a height of 32 meters will be an architectural landmark near the highway. "Anyone moving from northern Europe to the Alps will pass by here," says Christoph Engl, CEO of the Oberalp Group, convinced by the choice of location, "and our employees can enjoy the surrounding mountains every day when they are looking for inspiration for the most innovative ideas for mountain athletes."

The laying of the foundation stone was attended not only by the mayor of Kiefersfelden but also by Bavarian State Minister Dr. Florian Herrmann and Wolfram Hatz, President of the Bavarian Industry Association and counterpart of Heiner Oberrauch, who holds the honorary office of President of the Employers' Association of the Province of Bolzano. The new building will be home to a world of experience about speed on the mountain, a brand store, as well as a ski manufactory and a spacious bistro in the style of the "Bivac" restaurant at the Group headquarters in Bolzano.



Foundation stone laying ceremony; f.l.t.r. Bavarian State Minister for Federal Affairs and Media - Dr. Florian Herrmann, Heiner Oberrauch - President Oberalp Group, Hajo Gruber - Mayor Kiefersfelden, Bertram Brossardt - vbw President, Ruth Oberrauch - Executive Board Member and next generation of the Oberalp Group, Benedikt Böhm - General Manager Dynafit.

Around 100 employees will find a new workplace in this brand house: light-flooded offices with innovative shading systems, an infant care center, internal training halls for climbing and physical workout, an in-house restaurant as well as modern creative spaces will help to devise the best products and services for fans

of the DYNAFIT brand. In addition, the Oberalp Group has acquired various residential properties in the vicinity of its new DYNAFIT headquarters, which are on offer to employees at discounted rent. "DYNAFIT and Oberalp AG want to offer an attractive overall solution for working in our companies, especially for families and specialized professionals," says the press release of the performed ground-breaking ceremony. There is great interest in these opportunities from both Austria and Southern Bavaria: The Oberalp Group has already rented a temporary office in the center of Kiefersfelden to enable people to work on site while the new building is still under construction. The laying of the foundation stone was also used to show current employees of DYNAFIT and OBERALP D/A/CH the construction site and the surroundings of Kiefersfelden.



A place of delight, the Mediterranean-inspired Limonaia of the Dynafit Bivac.

"DYNAFIT has always been committed to a minimalist approach to our products," says Benedikt Böhm, general manager at DYNAFIT. "Those who are in the mountains with less weight and effort make themselves faster and more efficient." DYNAFIT's heraldic animal, the rare snow leopard, exemplifies this: Suppleness and elegance of movement unite in the greatest speed and instinctive planning. In the new world of experience, the snow leopard guides through DYNAFIT's product systems and makes every visitor realize - I could also be 20% faster. In order to do this, you have to avoid the superfluous and focus on the essential, as impressively demonstrated by DYNAFIT's ski touring bindings, running shoes and touring skis. In the new building, it will be possible to observe how these products are created: it will be possible to take a look at the binding development department, to build your own individual pair of skis, to have your equipment repaired or to have your sports equipment optimally adapted to your own needs - DYNAFIT in Kiefersfelden will make all this possible exclusively for customers.

The "DYNAFIT BIVAC" will be the second bistro opened by the Oberalp Group in its own company offices, which is open to everyone. Close to the Oberalp and SALEWA headquarters in Bolzano, the Group, which specializes in mountain sports brands, has been running a successful bistro concept with plenty of outdoor space for years. From the in-house garden, which is run

by refugees, the kitchen crew serves regional dishes with high creative standards. In Kiefersfelden, the bistro kitchen will focus on healthy and proper nutrition for mountain athletes. "Mediterranean food will meet light cuisine," promises Heiner Oberrauch, who, in addition to his presidency of the family owned Oberalp Group, has a private passion for winemaking and cheese production. Architects Barozzi Veiga gave the new DYNAFIT BIVAC a design inspired by the lemon grove from Lake Garda, "because athletes need this joie de vivre just as much as they need iron discipline," says Alberto Veiga. He has planned the building with the two triangles also with spectacular internal functionality: the internal restaurant is also an event space, the imposing entrance hall with a generous staircase is suitable for any fashion show, the

building-high interior lets you look 30 meters up into the sky, and the roof of the DYNAFIT BIVAC will make the entire building energy self-sufficient with applied photovoltaic panels and geothermal systems.

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**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 a 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 EVOLV. In 2022, the group launched 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 fifth time in succession, the company was the only enterprise in Italy to be awarded the "Leader Status" of the NGO "Fair Wear Foundation".