
PRESS RELEASE

MAY 2020

VIRTUAL CONVENTION: OBERALP PRESENTS ITS INNOVATIONS LIVE – ON AN INTERNATIONAL, INTERACTIVE STAGE



- Oberalp Group presents its brand highlights for Summer 2021 in a live, international digital presentation with simultaneous translation
- Clients will have direct access to brand and product experts
- Oberalp Convention open to end consumers for first time
- Focus theme: Tomorrow's Mountain Sports Pillars
- Release of Oberalp Sustainability Report 2019

Bolzano, May 7th, 2020: The Oberalp Group with its brands SALEWA, DYNAFIT, WILD COUNTRY, EVOLV and POMOCA is exploring new forms of communication. The international mountain sports company headquartered in South Tyrol is responding to the current restrictions by organising the Oberalp Convention as a digital event, open to all for the first time. The Oberalp Virtual Convention is an ambitious project that goes far beyond talks and presentations. With simultaneous translations, 360° showroom tours and live chats, the family-owned company continues to demonstrate its core traits of reliability and dependability, despite Covid-19 and these challenging times. The [live event](#) starts on 20 May 2020 at 17:00 CET. The main theme of the event is "Tomorrow's Mountain Sports Pillars".

By organising such a major, virtual, interactive convention, the Oberalp Group is confirming its role as a leading pioneer in the mountain sports industry. On 20 May 2020, the virtual gathering kicks off with a one-hour live opening by the brand managers from each individual brand. As the convention is for an international audience, interpreters will be on hand to provide simultaneous translation.

PRESS CONTACT

OBERALP AG

LISA KRÖSS
Executive Assistant CEO & Group
Corporate Communication
T: +39 0471 24 26 61
E: group.pr@oberalp.com

SALEWA INTERNATIONAL

GESCHWISTER ZACK PR
Julia Englhart
T: +49 (0) 8022 704 860
M: +49 (0) 173 592 405 8
E: julia@geschwisterzack-pr.de

DYNAFIT INTERNATIONAL

VERONIKA WASZA
International PR Manager
T: +49 (0) 8022 704 860
E: Veronika.Wasza@dynaft.com

PRESS RELEASE

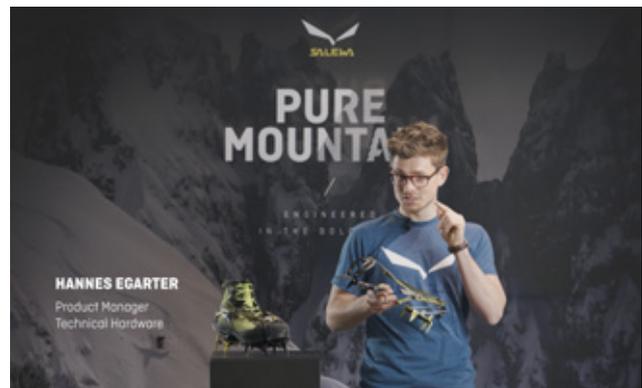
MAY 2020

The group and the brands SALEWA, WILD COUNTRY (Bolzano, Italy), DYNAFIT (Aschheim, Germany) and EVOLV (Los Angeles, USA) will be providing wide-ranging information at the convention, using all available online measures, including live show, live presentations and web chats on the website <http://convention.oberalp.com>. The four specialist brands will be inviting visitors to explore their virtual brand worlds, which are accessed by one simple click. Online participants will have access to 360° tours through the showroom collections and product managers will be presenting new products and innovations for Summer 2021 in on-demand videos. Workbooks and lookbooks will all be available to download, while further product details can be viewed in online product tutorials.

Directly following the grand opening, brand and product experts will be on hand to respond to individuals' questions in chat rooms. Twenty representatives from the Oberalp brands will be available around the clock for 48 hours via virtual contact. This means that partners from all time zones will have their questions answered.



Online participants will have access to 360° tours through the showroom collections. Credit: Storyteller Labs/DYNAFIT



Product managers will be presenting new products and innovations for Summer 2021 in on-demand videos. Credit: SALEWA

Information, ideas and inspiration on the theme "Tomorrow's Mountain Sports Pillars"

The one-hour virtual conference opening will focus on the central theme: "Tomorrow's Mountain Sports Pillars" by drawing on recent social and market analysis. Brand representatives will be discussing the future of mountain sports after Covid-19 and presenting the pillars that will be important for future development. In addition to company information and statements, the brand managers will also be outlining specific measures.

DYNAFIT is presenting, among other things, an initiative to boost retailer sales in the current period. With the campaign "Run for your local dealer", the brand is supporting its most important clientele – the specialist retail trader.

For Summer 21, SALEWA is focussing on its 'Alpine Hemp' collection and making a long-term commitment to a local circular economy aimed at eliminating waste and using natural resources to make sustainable products. To this end, the company is investing ten per cent of turnover from sales of its Alpine Hemp apparel into local cultivation of the natural fibre, and regional production and manufacturing of products.

"We are exploring new paths and pioneering new ways with our virtual convention, as the first mountain sports company to deliver a purely virtual product and collection presentation. This important step demonstrates our continuity and commitment, despite these turbulent times, and also makes our new Summer 2021 collections clear and transparent to end consumers," explains Christoph Engl, CEO Oberalp Group. "We are enabling our partners around the world to look to the future in this challenging economic period and to plan ahead and prepare for business in the coming year, despite the current restrictions. The Oberalp Virtual Convention is one of a number of measures that we

PRESS RELEASE

MAY 2020

were able to organise at short notice. For SALEWA and DYNAFIT, we are extending around 80 per cent of items in the this year's summer collection into the following year. As such, we have decided to offer a very high percentage of carry-over products for 2021. This will protect and increase in value the investment that retailers have made in our Summer 2020 collections for both brands."

Oberalp Group releases new Sustainability Report 2019

The new Oberalp Group Sustainability Report 2019 will also be released on 20 May 2020 at the Virtual Convention. The family-owned company is pursuing a clear course when it comes to sustainability and presents its progress and achievements on a yearly basis in its sustainability report "Contribute". Over its 90 pages, the report documents the group's sustainability strategy and presents all of its efforts in a transparent manner. Members of the CSR Team will also be present at the convention and available by live chat to answer questions relating to social responsibility and environmental protection. This year, in addition to the sustainability report, the group is publishing for the first time a booklet for retailers and consumers, with practical tips showing how they can also make a contribution to sustainability.

By establishing the Oberalp Convention, which was first held in 2017, the company is exploring new ways of communicating and working together with its clientele and partners. The innovative platform organised by the mountain sports company has been held six times in Alpbach in the Tyrolean Alps, Austria with over 500 international visitors attending.

About Oberalp Group

The Oberalp Group is a family owned and management led company with headquarters in Bolzano in South Tyrol. Heiner Oberrauch founded the company in 1981 and today the group employs roughly 700 people and, in addition to the development and production of mountain sports articles, the company also operates in the sports retail trade and the wholesale and distribution 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.

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 "Contribute" sustainability report 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". www.oberalp.com