

15.01.21

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FONDO PARITETICO INTERPROFESSIONALE
NAZIONALE PER LA FORMAZIONE CONTINUA

Salone
d'Impresa

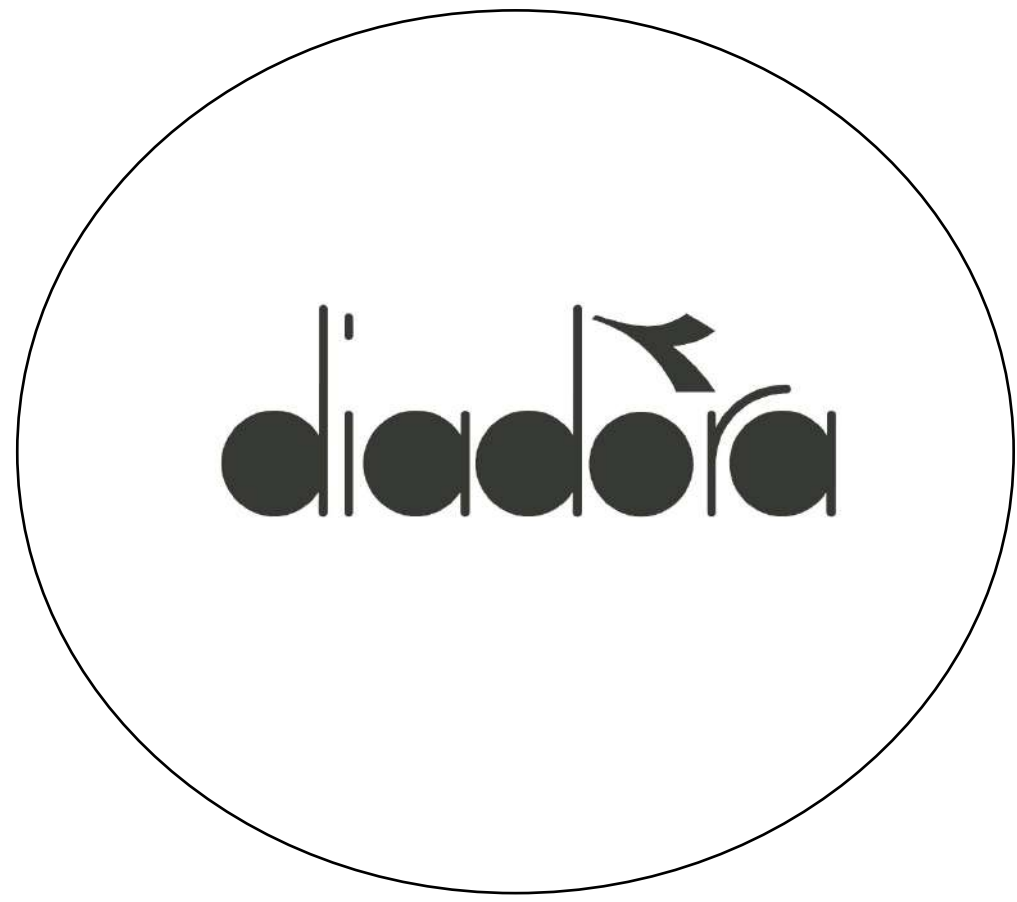
Relazioni di Valore

Presentano

Il CFO del Futuro: La Nuova Gestione di un Ruolo Strategico.

Claudio Crespan
CFO – Diadora SpA

Il mio contesto attuale. Diadora



DIADORA - OUR HISTORY

1948

Diadora was born. Located in Caerano di San Marco, 60 kilometers from Venice, DIADORA means "to share gifts or honour" in Greek.



1966s

The "five balls" logo reflects the 5 Olympic rings, which symbolize DIADORA's sporting intention for the future.

1989

Endorsement with F1 driver Ayrton Senna.



1996

Endorsement deal with football player Roberto Baggio.

START

1950s

Diadora soon gained a reputation for quality boots and became known nationwide.

1960s

Expansion started entering into other areas of footwear.

1981

The Borg Elite was launched.



2009

DIADORA bought by Moretti Polegato's family.

OUR FIGURES (Y2019)

- **Direct Sales: 170,0 mio**
- **Total Sales: +280,0 mio**
- **Sales: Growth Cagr +20%**
- **Profitability: Growth Cagr +16,5%**

OUR 6 CATEGORIES

PERFORMANCE



LIFESTYLE



WORK WEAR



OUR 4 CHANNEL

WHOLE SALE # +8.400 customers



RETAIL # 15 Outlets



LICENCE # +40 partners



E-COMMERCE +52% YoY

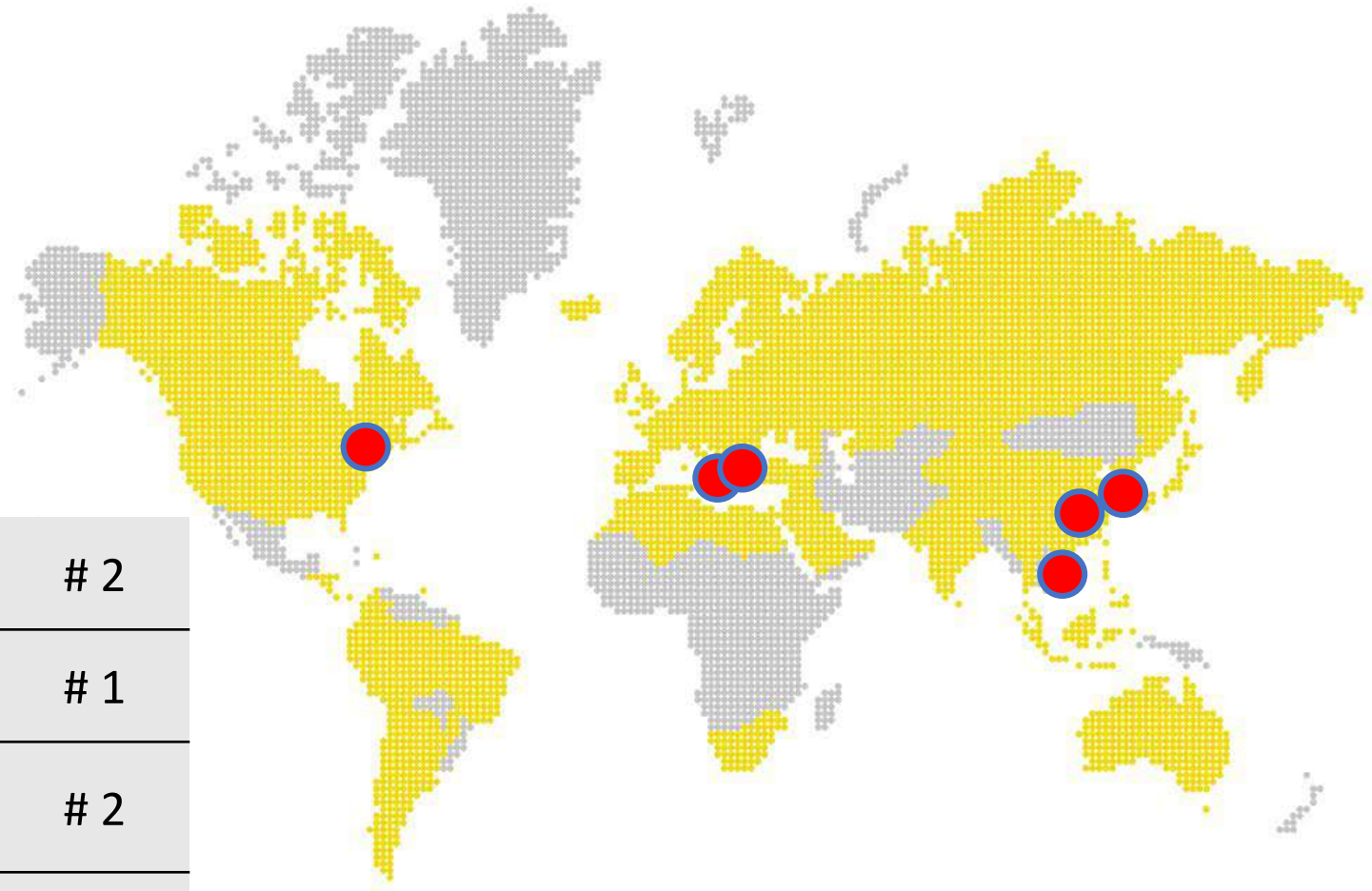


OUR DISTRIBUTION



DIADORA'S DISTRIBUTION NETWORK INCLUDES MORE THAN **60** COUNTRIES IN THE WORLD.

* This variable considers Europe without including Italy



Italy	# 2
US	# 1
China	# 2
Hong Kong	# 1

OUR VISION

BE A GLOBAL
COMPANY



BE CONSUMER
ORIENTED



BE DIGITAL
BASED



La mia esperienza personale.... Key driver



La mia esperienza personale..... Key words



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THANK YOU!

Claudio Crespan
CFO – Diadora SpA