

TURBO SPORT!

Market

One of Magma's most successful brands is Turbo sport – Croatia's biggest sports goods chain.

Turbo sport stores have had the world's most important clothing and footwear brands on their shelves from the get go. Also on offer is equipment and accessories for a significant number of Olympic, extreme and recreational sports. Turbo sport is the number one by sales of cycling, skiing and sailing equipment.

In cooperation with its partners such as Scott and Giant, Turbo sport has played an important role in increasing popularity of the cycling sport in Croatia, especially among youth, children and recreational cyclists. Marketing efforts and education of retail shop assistants have both contributed to the large market share Turbo sport has achieved in the bicycle and cycling equipment market segments.

Turbo sport stores were the first in Croatia to introduce ski equipment and snow wear, and thanks to the greatest selection of the world's ski brands and merchandise from a variety of price classes, Turbo sport nowadays commands a significant market share of the total ski market in Croatia.

Turbo Sport is also a market leader in sailing equipment. Turbo sport and Helly Hansen are the sponsors of the Croatian Sailing Federation. Together they toast to Croatian yachtsmen's current and future successes.

Achievements

Turbo sport is recognized by the simple design of its retail locations. Achieving and holding on to top spots in sports equipment sales have put the emphasis on quality merchandising, retail staff education, exclusive product campaigns and offering the best prices on key articles.

A Turbo sport store location, too, is selected to best fit the needs of today's shoppers – the stores are found in the most frequented sections of shopping malls and pedestrian shopping streets, respectively.

Today Turbo sport operates 31 retail locations in

the region. In the ten years since its inception the brand has been able to position itself as the leading Croatian sports chain by size, variety of products on offer and quality of service.

History

Founded in 1989 and spurred by the success of its fashion brand and the Turbo limač toy chain, Magma was quick to realize the budding Croatian market's demand for sports equipment, clothing and accessories. Thus in 1998 the company launched the first Croatian sports gear specialty store under the name Turbo sport.

In 2007 Turbo sport opened its first locations in Serbia, Slovenia and Hungary and 2008 saw the opening of the first store in Bosnia and Herzegovina.

In 2005 Magma signed a contract with the Croatian Olympic Committee (HOO), regulating the manufacture and sales of the North Spirit HOO product line.

At the 2008 Beijing Olympics Turbo sport's North Spirit brand was proudly displayed by Croatian Olympians.

Product

The following brands are the most represented in the Turbo sport assortment of sports and leisure equipment, clothing and accessories:

- GIANT – the world's largest bicycle and cycling equipment manufacturer;
- Helly Hansen – a trend setting sports clothing and footwear designer for all types of weather conditions,
- Protest – a manufacturer of high quality clothing for extreme sports (snowboarding and surfing), and urban wear for children and youth
- Salamon – one of the world's most recognized sports brands that specializes primarily in ski equipment, boots and accessories as well as hiking, snow and water sports clothing and footwear
- Scott USA – a market leader in the ski and cycling



segments

Kettler – a leading exercise equipment brand

Prince – tennis equipment

Along with the global brands on offer, Magma has created its own brands for Turbo sport,

characterized by modern design and tested quality:

Coconut – fitness and leisure clothing

North Spirit – sailing and ski clothing

Urban Republic – clothing for youth and those with active pursuits in their leisure time

Tribe – bicycles and cycling gear

X-Kid – children's bicycles and gear, children's roller blades

Fair Play – sports jerseys and soccer, basketball and volleyball equipment

UR Zigga – roller blades and accessories

Bodyfit – fitness equipment

The Adventure – outdoor activity (camping etc.) equipment

Turbo sports stands apart from its competitors in the sports and leisure clothing and footwear market because its diverse array of products covers





all the needs of professional and recreational athletes.

An additional advantage of Turbo sport is the scope of Magma's own brands offered in Turbo sport stores. The Magma brands mentioned above account for a large portion of corporate revenue and allow the company more flexibility, direct quality control and the ability to manoeuvre independently in order to adjust to current market conditions and demand.

Recent Developments

One of Turbo sport's most widely known fashion brands is North Spirit. The first North Spirit line of clothing to meet the eye of the public was the 2003 men's and women's snow wears collection. It came as an answer to the practical needs and demands of modern living, and met with astonishing market success. The winning combination of quality materials and workmanship, interesting design and affordable prices has been rewarded with customers' trust season after season.

The collection's quality, functionality and attractive design were confirmed and endorsed through Magma's cooperation with the Croatian Olympic Committee (HOO). With the committee's backing,

Magma's designer team created a special North Spirit HOO collection worn by the nation's Olympians who represented Croatia at all major sports events between 2005 and 2008.

The North Spirit HOO collection debuted in June-July 2005 in Almeria, Spain at the XV Mediterranean Games where the Croatian athletes were selected as the best-dressed team.

The crowning achievement of Magma's cooperation with the HOO was definitely the Croatian athletes' participation at the Beijing Olympics in August 2008. The Croatian Olympic team represented the country wearing the North Spirit HOO collection throughout the competition – from the opening festivities to events such as medal ceremonies and in their free time. The Olympic collection was applauded for its design, and "granted" an Olympic silver by foreign journalists and commentators.

Promotion

Magma strives to foster ties between its brands and the community within which it operates.

The company's socially responsible business

practices are mostly tied to two of its most recognized brands – Turbo limač and Turbo sport. While Turbo limač is associated with donations and other forms of help to children, families and institutions and groups that care for the well being of the youngest among us, Turbo sport supports the development of the athletic community through sponsorships.

The sponsored projects are mostly found in sports practiced by the general population in its every day pursuits of recreation, such as cycling, skiing and rollerblading. Also represented are the sports that symbolize the team spirit such as sailing.

Brand Values

In the product selection process that leads to the product assortment on store shelves, Turbo sport favours items manufactured with new technologies. They conform to the highest manufacturing and design standards and are made of modern materials that meet the challenges and demands exacted by tough training routines faced by professional and recreational athletes alike.

Turbo sport is nowadays a synonym for quality and a wide array of sports equipment.

www.turbo-sport.com

THINGS YOU DIDN'T KNOW ABOUT...

Turbo sport

- The first Turbo sport store opened in Zagreb in 1998.
- The Turbo sport chain set brand new standards in sports clothing and equipment sales in Croatia.
- Magma's designer team, in cooperation with the Croatian Olympic Committee (HOO), designed a special North Spirit HOO line of sportswear featured by the Croatian Olympic team at the 2008 Beijing Olympics.

