

SelleRoyalGroup

# Press Kit

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## The Group

Founded in the mid-1950s by Riccardo Bigolin, the Selle Royal Group is one of the world's leading operators in the design, production, and marketing of bicycle saddles. Additionally, the Group's global operations have grown to focus on the development and manufacturing of various bicycle accessories, including cycling clothing, footwear, and components such as pedals, pumps, wheels, and other quality products for both riders and their bikes.

A strategy built on technological innovation and product design, a widespread market presence and distribution partner network, as well as substantial investments in production capacity, marketing, and communications has led the Group to important growth, solidifying its position in just a few short years.

The Selle Royal Group represents one of the most dynamic presences in the world global bicycle components scene, with more than 1,400 employees, four production facilities—including locations in Italy, England, China, and Brazil—seven research and development centers worldwide.

On the logistics front, the Group operates six hubs: two in the USA, one in Brazil, one in Taiwan, one in China, and one in the province of Vicenza. Products are marketed in more than 80 countries, mainly in the most relevant markets for the world of cycling, such as Europe, North America, South America, and Asia. As for direct commercial presence, the Group is active in seven countries: Italy, France, Austria, Switzerland, Brazil, Canada, and the United States. Each market can count on its own commercial dis-

tributors to deal directly with retailers, offering a catalogue consisting of proprietary products and those from third parties.

Barbara Bigolin, daughter of SR-founder Riccardo, has been President and CEO since 2014 and heads the Selle Royal Group, owner of five brands: from the original Selle Royal to Fizik, created in 1997, together with leading brands Crankbrothers, Brooks England, and PEDaled, which entered the ecosystem in the 2000s. Through its brands, the Group can respond to the needs and requirements of different communities of users, enabling authentic experiences to be lived through cycling.

A key element in the leadership of the Selle Royal Group is the ability to combine industrial and commercial development with technological know-how to meet the different needs of customers in terms of quality, comfort, and performance, enhancing emerging design and material trends in the cycling world. Today, the activity of Research and Development is entrusted to internal teams consisting of more than 50 professionals and specialists in various product categories, with company investments averaging 1.1% of net revenue over the last three years.

The aim of the Group is to promote positive change, connecting human beings with the outside world through cycling. The Selle Royal Group envisions a future in which an increasing number of environmentally aware and conscious individuals will use the bicycle as their primary means of getting around, keeping fit, and immersing themselves in nature.



## Value chain

Anchored in the values of the founding family while actively working as a “facilitator and promoter of a cycling lifestyle”, the Selle Royal Group is one of the leading operators in the bicycle sector thanks to a multidimensional business model, a well-positioned brand portfolio, and a history dedicated to scientific and technological research.

The company has always stood out for process innovations and cutting-edge products. Thanks to its high level of in-house technical know-how, the Group can develop projects and solutions that anticipate and satisfy customers' expectations. As such, the Selle Royal Group is the owner of around 70 patents and numerous proprietary advancements relating to products and production processes.

The R&D activities, in which the Group's senior figures are involved, are conducted at seven proprietary research centers located in some of the countries where the Selle Royal Group operates: five centers active within the Pozzoleone (Vicenza) headquarters, one located in the United States, and one in Jiangyin, China. The main purpose of the research and development centers is the identification and utilization of raw materials, components, and production techniques capable of improving the quality and technological standards of the Group's products.



An essential aspect is listening to the needs of cyclists, which differ in terms of geography, culture, habits, and lifestyle—needs, which for the Selle Royal Group, are always front and center. Offering beautiful, functional, and reliable solutions is not enough; it is necessary to introduce them to the market and to do so well. The Group has therefore maintained firm control of the entire value chain, from Research and Development to production and marketing—the phase in which selected partners supported by teams of brand and retail specialists promote and develop the positioning of the Selle Royal Group brands.

The Group also stands out for its strategy of managing and promoting its brands through communication actions—press campaigns, digital events, experiential, and unconventional marketing—in the various regions in which it operates as well as through the sponsorship of teams and athletes competing in major cycling competitions, such as the Giro d'Italia and the Tour de France. At the same time, the Selle Royal Group has enhanced events and experiences dedicated to cycling tourism and alternative mobility to support cyclists and increase the number of those who love the two-wheeled world.

## Brands

The five brands owned by the Selle Royal Group produce saddles, footwear and cycling clothing, wheels and pedals, and other accessories and products for riders and their bikes. They are Selle Royal, Fizik, Crankbrothers, Brooks England, and PEdALED. Although characterized by different price positions, all brands are highly iconic within their respective communities and are positioned in the premium/medium-high price range.

### Selle Royal

Selle Royal is a brand for the recreational segment which produces saddles and accessories to improve the comfort of cyclists for urban, touring, and trekking uses.

### Fizik

Fizik is a brand for the performance segment which designs and produces saddles, shoes, handlebar tape, and accessories for the most demanding cyclists.

### Brooks England

Brooks England is an iconic British brand that has produced saddles, bags, and other bike accessories since 1866 characterized by excellent craftsmanship and timeless design.

### Crankbrothers

Crankbrothers is an American brand that develops quality products dedicated to mountain biking, including shoes, pedals, wheels, and other components and iconic design accessories.

### PEdALED

PEdALED is a brand of Japanese origin that designs high quality and stylish clothing for road cycling, gravel riding, bikepacking, and other kinds of cycling adventures.

In the brand portfolio there is also **Pannier**, a platform that offers unique bike-packing content and experiences, including big events and small adventures around the world.

### Selle Royal



Saddle



Accessories

### fi'zi:k



Saddle



Shoes



Accessories

### BROOKS

18 ENGLAND 66



Saddle



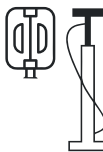
Backpacks and bags



Accessories



### crankbrothers



Pedals & pumps



Wheels



Shoes

### PEdALED



Clothing



Bags



## About Us

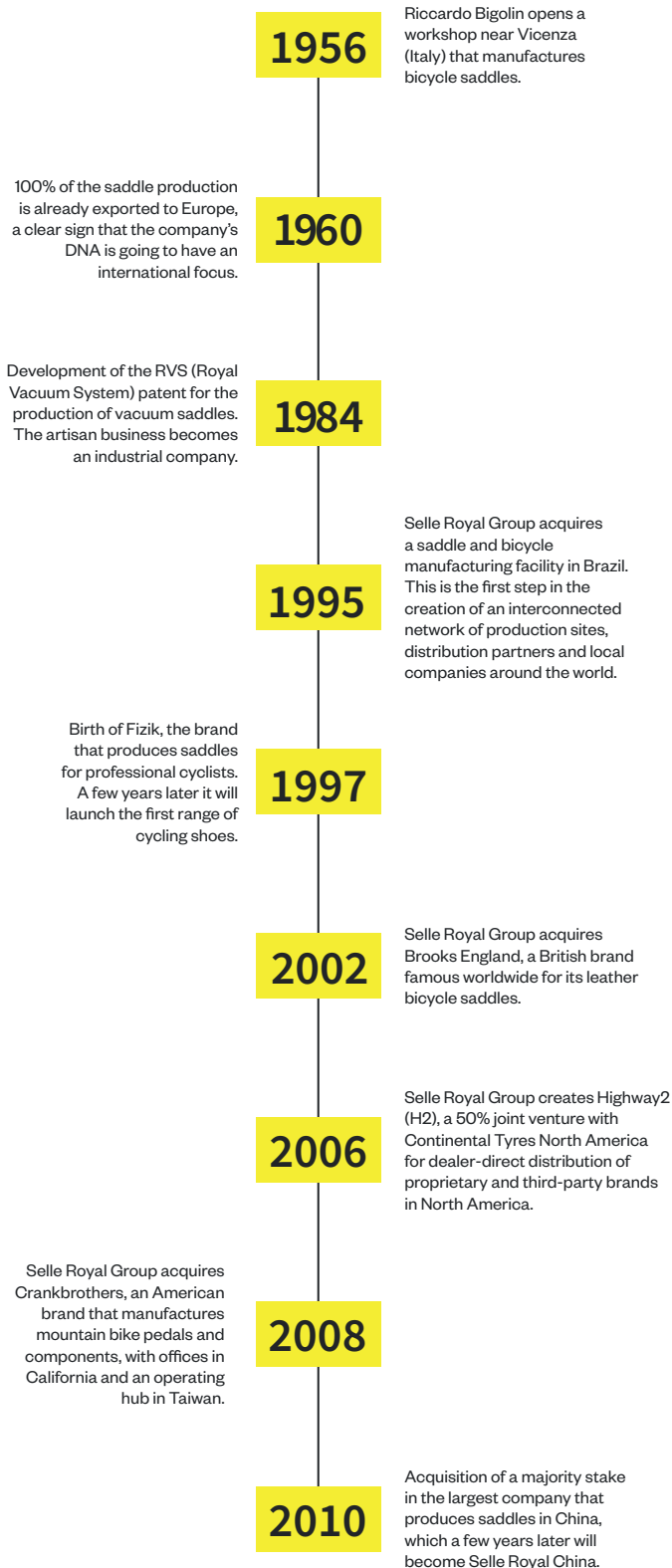
In 1956, Riccardo Bigolin founded the Feltrificio Basanese in the province of Vicenza. Originally a small workshop for bicycle saddles, it officially took the name Selle Royal SpA in 1965 and experienced a phase of expansion beyond national borders, exporting 100% of its production to Europe.

The 1970s and 1980s were characterized by innovations in materials, processes, and products. The solid knowledge of manufacturing methods led to an industrialization of production and the transformation of the traditional saddle into an ergonomic support for riders capable of absorbing shocks thanks to special polyurethane foams. In the middle of the 1980s, the company patented the Royal Vacuum System (RVS) which, using a vacuum, makes the saddle perfectly sealed and subsequently water-resistant (RVL).

Since its origins, Selle Royal has been able to anticipate and satisfy the needs of cyclists who choose to ride for both sport and leisure. When the 2nd generation joined the company in the 1990s, the phase of managerial organization and company diversification also began. The creation of the Fizik brand—which is dedicated to discerning enthusiasts looking for high-performance materials, performance, and design—dates back to this period.

Company diversification was expressed in terms of geography, brands, sales channels, and product categories. It was in the '90s that the Group solidified its presence abroad, first with the opening of a factory in Brazil and then with the start-up of a local subsidiary entirely dedicated to the production and marketing of saddles and pedals for South America. In 2010, Asia entered the company's orbit with the acquisition of a majority stake of the largest saddle manufacturer in the Chinese market, completing the global structure of the company, which despite growth, has not forgotten its solid roots.

In terms of brand and product diversification, several acquisitions were made. To satisfy different rider needs, from the stylish urban cyclist to the more adventurous two-wheeled enthusiast, the company aimed to diversify its offering, doing so by looking to excellence worldwide. In 2002, the Group acquired the company that owned the historic Brooks England brand, known for its fine leather saddles made



# Selle Royal Group

Selle Royal Group acquires PEdALED a brand with Japanese roots, active in the design, development, and production of clothing for urban and professional cyclists.

2011

Creation of A4 Selection, for dealer-direct distribution on the European market of proprietary and third-party brands, now operating in Italy, France, Austria, and Switzerland.

2012

Acquisition of Pannier Ltd, a platform offering travel, products and content to cyclists and bike travelers.

2014

Royal Pro is created for dealer-direct distribution on the Latin American market of the best bike components and accessories from proprietary and third-party brands.

2016

Selle Royal Group opens to third public investors: the Wisequity V fund, managed by Wise Equity, acquires 33% of the parent company.

2021

in the UK; in 2008, the US company Crankbrothers Inc.—one of the world leaders in the design of wheels, pedals, pumps, and mountain bike accessories—joined the Group; in 2011 PEdALED, a cycling clothing brand that combines Japanese design philosophy with Italian manufacturing, joined the Group. And in 2013, noting the growing demand for services related to cycling tourism, the Selle Royal Group acquired Pannier Ltd, a platform offering experiential cycling trips.

In 2021, the 'Wisequity V' fund, managed by Wise Equity SGR S.p.A., acquired 33% of the Group's share capital, recognizing in the Selle Royal Group a market leader with strong growth potential thanks to the excellent performance and expansion of the offer.

