

SALMING.

no nonsense.

CHALLENGING THE SPORTING GOODS INDUSTRY

SALMING.
no nonsense.

SALMING X BEST SECRET

WHAT IS SALMING?

Salming is a shoe, equipment and apparel company based in Sweden. But above all, Salming is for people who train hard and don't make excuses. Do you believe that product gimmicks make you a better athlete? Then Salming is not for you.

Salming products, whether it's a floorball stick or a running shoe, don't score goals or run a marathon sub 2 hours by themselves. Our products will help along the way, that is for sure. But we believe that the hard work needs to be done by you in order to reach your goals. You need to train relentlessly day in and day out. Show courage and grit. We don't believe in nonsense.

BRAND IDENTITY.

At Salming we strive to design state-of-the-art products engineered to help athletes push their limits. We embrace challenges and we never quit. Salming is fast in reacting to trends and developing products within the most recent technology. Our Swedish design is always at the cutting edge in function, technology and appearance.



SALMING.
no nonsense.

ABOUT SALMING

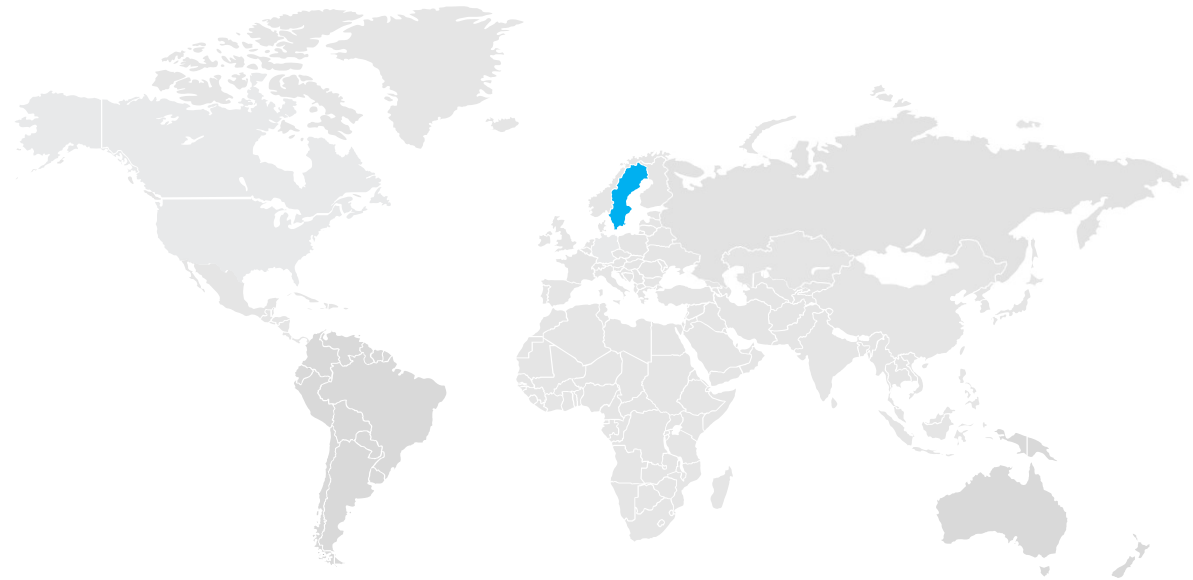
Founded 1991

HQ in Gothenburg, Sweden

Global logistics center in Landvetter, Sweden

Turnover 5.000.000 EUR 2023

25 Distributors global.



SALMING.
no nonsense.

HISTORY



1999 - LAUNCH OF FLOORBALL

1991 - THE BEGINNING

The brand is established



2000 - SALMING SPORTS

Salming Sports is founded

2006 - VIAB ACQUIRES SALMING SPORTS

Launch of Handball, Squash and indoor shoes



2014 - PSA

Salming signs a sponsorship with PSA



2014 - SALMING RUNNING

Launch of Running with the first Natural Running collection



2014 - SUBSIDIARIES

Salming Germany, Salming North America is established

2016 - EHF

Salming signs a sponsorship with EHF



2016 - 100'000 PAIRS OF INDOOR SHOES

100'000 pairs sold on an annual basis

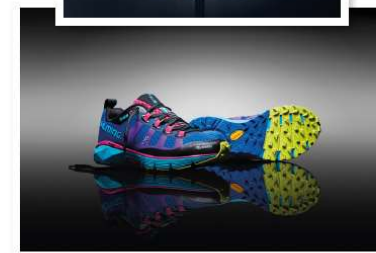
2018 - GOLD WINNER ISPO AWARD

Salming iSpike gold winner at ISPO Award



2018 - 100'000 PAIRS OF RUNNING SHOES

100'000 pairs sold on an annual basis



SALMING.
no nonsense.

Our values - reflects us

**OUR VALUES REFLECT WHAT IS TRULY IMPORTANT TO US AS A
BRAND.
THEY GUIDE THE WAY WE WORK WITH OUR BUSINESS
PARTNERS.
WITHIN OUR COMMUNITIES AND WITH EACH OTHER.**

PASSION

We strive to design state-of-the-art products engineered to help athletes push their limits. We're risk-takers who never quit. The athletes we serve want to take their game to the next level, and at Salming we provide the tools to get you there.

ACCOUNTABILITY

Swedish design which is at the cutting edge in function, technology and appearance. Carefully developed, quality-assured products. And a team with a passion to help you progress and perform.

WILLPOWER

With one of the greatest Ice Hockey players ever lived as founder of the brand with a mantra of "willpower" and "taking one for the team". Our whole structure how we do things is with raw Willpower. Success does not come easy.

COURAGE

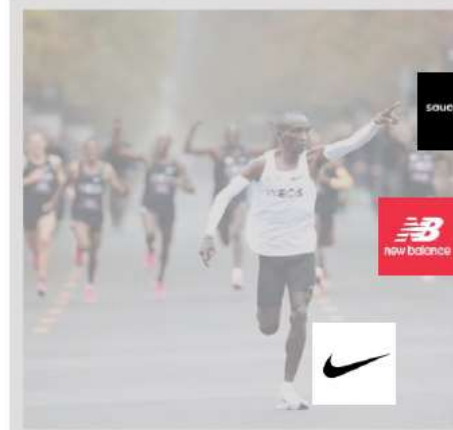
We are the Swedish challenger with a vision to help athletes progress and perform. Taking on the biggest sport brands in the world and making them sweat enough to know that we're here to stay.

SALMING.
no nonsense.

SALMING RUNNING POSITIONING

SWEDISH COMFORT
UPPER TECH. - FIT & COMFORT FIRST
OUTSOLE TECH. - REBOUND & PROPULSION

FAST



MAX CUSHIONING



VERSATILITY



OFF ROAD

SALMING.
no nonsense.

TARGET CONSUMER

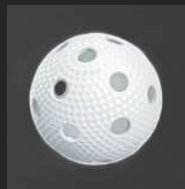


Bianca – 21 years

- Sports enthusiast. Track & field is her passion. Training 4-5 times per week,
- Loves to work out in the gym to feel good and to look good,
- Social media is her world of communication, information and connection,
- Appreciates the outdoors and is conscious of environmental issues,
- Prefers to buy products that hurt the planet as less as possible,
- Likes going out with friends and prefers stylish fashion on those occasions.
- Is self confident and has her opinion on social topics. Prefers brands that think alike.

SALMING.
no nonsense.

FLOORBALL / INDOOR SPORTS / UNDERWEAR / RUNNING



SALMING.
nonsense.



SALMING.

T W E N T Y O N E I C O N S

21 IS OUR LEGACY AND NO
NONSENSE DROPS WILL BE
CONNECTED TO OUR ICONS

SALES SUMMIT AW24



