

**DECATHLON**

# SPORT FOR ALL!

**A BEGINNER, SPORTS ADDICT, ACCOMPLISHED SPORTS ENTHUSIASTS OR NOT QUITE SURE.**

**OUR GOAL IS TO MAKE  
THE PLEASURE AND BENEFITS  
OF DOING SPORT ACCESSIBLE TO  
AS MANY AS POSSIBLE AND FOR A  
LONG TIME**

At **DECATHLON**, we firmly believe that sport is a source of pleasure and well-being!

**We are passionate sportsmen and sportswomen** at your service. In store or online, with the same belief: **"satisfied or satisfied"**.

*"From the very beginning, Michel Leclercq, the founder, told me: "You advise clients as if they're your best friends. No need to go over the top.*

*And we especially don't say no to a customer."*

**Benoît**, one of the 7 founders of DECATHLON.

**42 YEARS LATER AND NOTHING HAS CHANGED!**



**DID YOU KNOW?**

**56% OF FRENCH PEOPLE**

exercise at least once a week. And what if we challenged ourselves to get that to **80% in 2030? Let's go!!!**

# 1976, THE STARTING LINE

**DECATHLON**, its blue logo, its 2 Seconds tent... In France, it's a bit of an institution. Who doesn't remember spending afternoons as a child having fun in the aisles of the stores...

**SUMMER 1976, ON A SHOPPING CENTRE CAR PARK IN ENGLOS, NEAR LILLE IS WHERE IT ALL STARTED.**

Michel, Benoît, Didier, Stéphane, Hervé, Nicolas and Stanislas are sports buffs and entrepreneurs at heart, even if some don't know it yet. Their plan - never before seen at the time: equip all sportsmen and women, in the same place and at the best price, from beginners to enthusiasts. So they created **DECATHLON**.

**10 SPORTS UNDER ONE ROOF.**  
**AND YES, THAT'S WHERE OUR NAME DECATHLON COMES FROM ;-)**

And since then? Our start-up is now over 40 years old. To be continued...

*First Decathlon store in Englos, near Lille.*



**DID YOU KNOW?**

**DESIGNER?**

The adventure started after a delivery problem with the Peugeot cycles! Our bike dealer at the time refused to deliver to us. That wasn't enough to stop our pioneers:

***"Well, we will create our own bikes"***

This idea is still exclusive to DECATHLON today.  
***"We design and sell our own products."***

**"WELL WE WILL CREATE OUR  
OWN BIKES"**



# US DECATHLONIANS

## SATISFIED SPORTS ENTHUSIASTS, *IS WHAT WE'RE ABOUT!*

It is because we are **sports enthusiasts**, that we live and breathe sport amongst ourselves and with you, that we offer the best products and services.



### **FREE AND RESPONSIBLE**

At **DECATHLON**, we are free to take initiatives to satisfy more and more sports enthusiasts. We can try things out, innovate. But we can also get it wrong. We can make mistakes. It's what gives us the freedom to create.

### **DID YOU KNOW?**

We are **90 000** passionate employees in nearly **50** countries..



**WHAT  
ACTUALLY  
IS DECATHLON?**

**WE ARE  
RETAILER  
AND DESIGNER**

**OF OUR  
SPORT  
PRODUCTS**





# **DECATHLON** **IN 8 KEY POINTS**

**1** WE WATCH YOU,  
WE LISTEN TO YOU!

**2** LET THE IMAGINATION  
RUN WILD

**3** CHECK-UP AND PRODUCT  
TESTING REQUIRED!

**4** MASS  
PRODUCTION

**5** AVAILABLE  
PRODUCTS

**6** SATISFIED OR SATISFIED,  
IT'S UP TO YOU

**7** MULTIPLE LIVES  
FOR A PRODUCT

**8** OUR GOOD TIPS,  
OUR SPORT ADVICE



**1 WE WATCH YOU,  
WE LISTEN TO YOU!**

1

## **SPORTS ENTHUSIASTS ARE OUR MAIN CONCERN.**

It is by listening to them, observing them and asking them questions that everything starts.

**There's a reason why we're all sports enthusiasts!**

Today each design team is focused on a sport because a runner does not have the same needs as a footballer. In start up mode, our product managers, engineers, designers are obsessed with the need of their sports enthusiasts.

### **DID YOU KNOW?**

#### **THE QUECHUA 2SECONDS TENT**

It was born from discussions between our design teams and hikers, who dreamt of being able to quickly get their tent up after a long day walking!



## 2 LET THE IMAGINATION RUN WILD

From the very beginning of product design, we seek to achieve our ideas as quickly as possible in the form of a prototype, a **“monster”** as we like to call it.

This step allows us to validate the usage functions. With new technologies like 3D printing, our ideas are taking shape faster and faster!

And this is the starting point for design, colours, assembly of components ... to ensure the industrial feasibility of the product (price, technicity, quality).

The prototype allows us to establish a technical, complete and reliable design brief and to share it with our industrial partners.

DECATHLON IN 8 KEY POINTS

# 2

THE EASY BREATH

# “MONSTERS”





# OUR THING IS INNOVATION!

OUR DESIGN TEAMS ARE ONLY  
THINKING ABOUT  
ONE THING: DEVELOPING  
CLEVER PRODUCTS FOR YOU

Our job is making it easier to do sport  
and we are always thinking about how best to do that.  
**Innovation is our obsession.** Sometimes super visible,  
sometimes clever but discreet.

**AS MICHEL LECLERCQ, THE FOUNDER, SAID,  
"INNOVATION IS A QUESTION OF VISION:  
YOU HAVE AN IDEA, I HAVE ONE ... WE HAVE THREE!"**

The **Easyreath**, is the first snorkelling facial mask  
enabling you to see and breathe in water as easily  
as on land.

## **DID YOU KNOW?**

### **SOME FIGURES ON THE EASYBREATH**

**30** prototypes, **50** protocol tests and at sea,  
**3000** customer reviews, **1** patent.



# 3 CHECK-UP AND PRODUCT TESTING REQUIRED!

DECATHLON IN 8 KEY POINTS



## IN THE LAB

Testing our products enables us to validate their technical qualities, their durability but also their use in complete safety. For this we have test laboratories in which we torture our products every which way, under the most extreme conditions of use! An essential step to guarantee our B'TWIN bikes for life or to guarantee our QUECHUA rucksacks for 10 years.

## IN REAL CONDITIONS WITH OUR SPORTS ENTHUSIASTS

We regularly invite our sports enthusiasts to participate in "MISSION TESTS" to test our products and take part in their design.



## DID YOU KNOW?

We don't just test the technical qualities of the products. At the **DECATHLON SportsLab**, we also study the interaction of our products with the athlete's body.





Ball folding technique to save space in parcels!

## 4 MASS PRODUCTION

**1000 INDUSTRIAL PARTNERS  
IN OVER 45 COUNTRIES  
TO DESIGN QUALITY PRODUCTS**

Wherever our industrial partners are, we have local teams that monitor production, quality and ensure their integrity.

### DID YOU KNOW?

For some processes we even have **our own factories**, like the B-TWIN Village bike assembly site in Lille, or the manufacture of Simond climbing ropes near Mont Blanc...



# 5 AVAILABLE PRODUCTS

DECATHLON IN 8 KEY POINTS

# 5



Before arriving in stores or to you, our products go through our logistics network.

# 66 WAREHOUSES

all over the world allow us to serve the countries where **DECATHLON** is present.

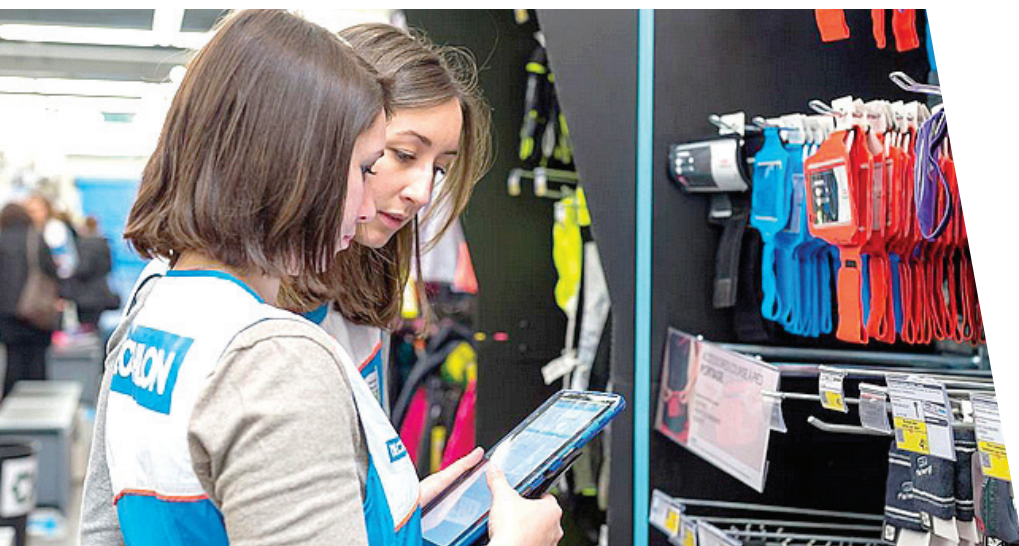
In France, 16 warehouses **play a crucial role !** They deliver to the stores but also provide home delivery to our sports enthusiasts **in less than 48 hours!**

To meet these challenges, warehouses are constantly developing and modernizing.





## 6 SATISFIED OR SATISFIED, IT'S UP TO YOU ;-)



## SATISFACTION IS OUR PRIORITY

With 1,400 stores worldwide, including 315 in France and more than 50 online retail sites around the world, we strive to satisfy you. These are all points of contact to be in as direct contact as possible with our sports enthusiasts.

Reviews posted on our products, our services and experiences in stores are passed on to all the teams concerned: product managers, sports leaders, stores ... who are committed to answering 100% of the negative opinions. This feedback also allows us to continuously improve our products.

DECATHLON IN 8 KEY POINTS



## AND YOUR OPINION COUNTS!

If one of our products has a score below 3/5, the item is removed from sale for improvement.



# 7 MULTIPLE LIVES FOR A PRODUCT

DECATHLON IN 8 KEY POINTS



# 7

## THE PRODUCT'S LIFE DOESN'T END WHEN IT GETS BOUGHT!

With **DECATHLON** Second hand, the products have a new lease of life. After being checked or repaired, they find a second life in stores, online or at events such as Trocathlon, at even more affordable prices!

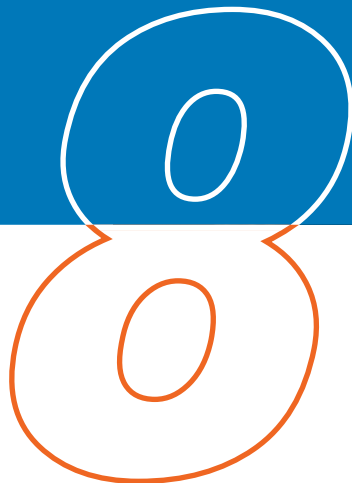
## NOW THAT IS **SUSTAINABLE** SPORT



# GOOD INTENTIONS FOR CYCLING BACK AFTER THE BREAK

What if you went back as a cyclist? Rock-solid thighs, hair in the wind, the feeling of freedom, everything about the bike is great! Not only will you have the impression of making the holidays last longer, but you will also maintain Olympic-level fitness. So for a good start, here are four 100% bike resolutions to adopt urgently.

- Get (back) on the bike,
- See and be seen,
- Protect your bike,
- Adapt your equipment.



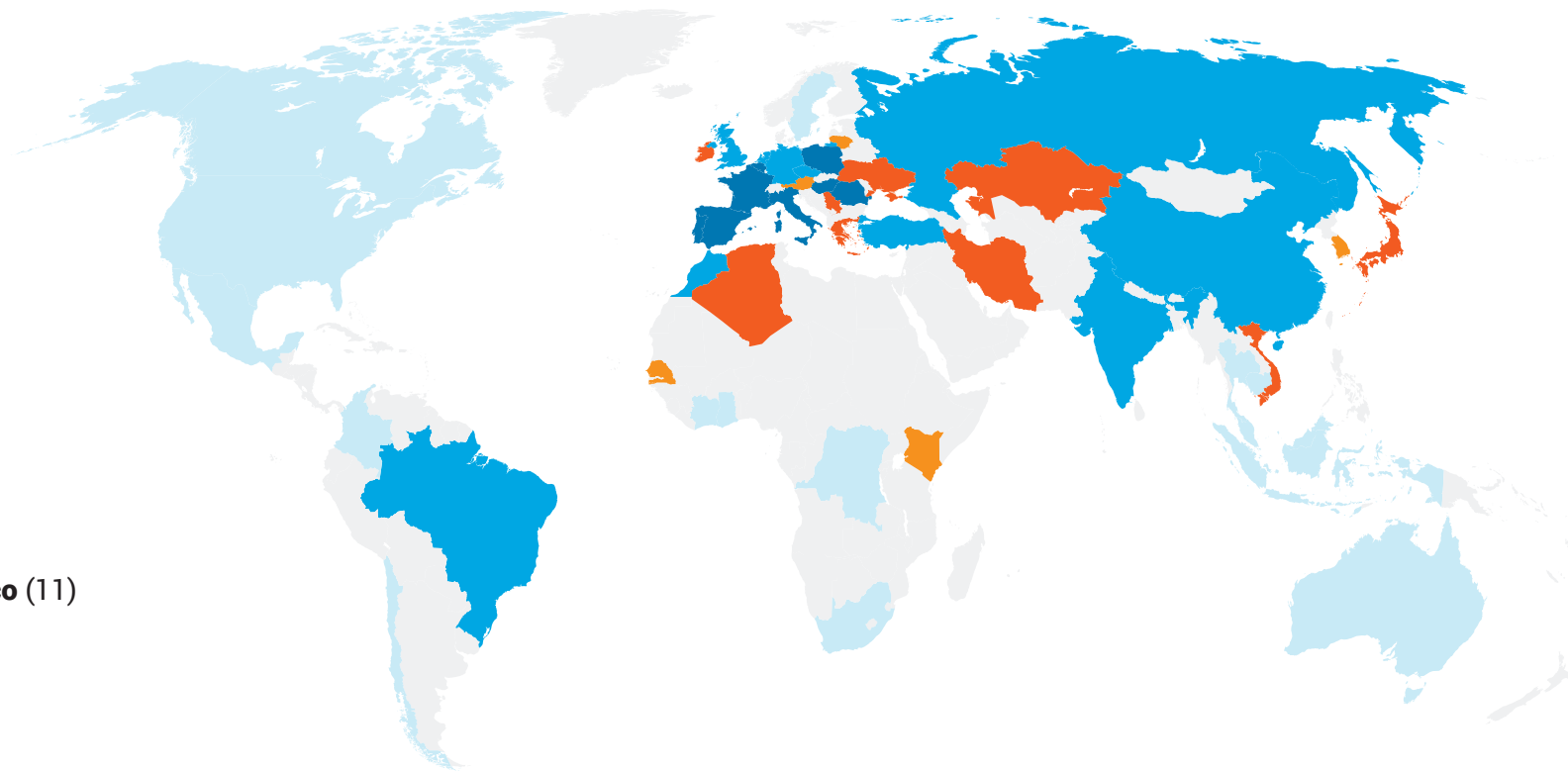
## **8 OUR GOOD TIPS, OUR SPORT ADVICE**

Our pride and joy is also supporting you in your exercise.

# OUR STORES AROUND THE WORLD

Last listed on the 1st of October

1976 : **France** (315)  
1986 : **Germany** (52)  
1992 : **Spain** (166)  
1993 : **Italy** (122)  
1997 : **Belgium** (29)  
1999 : **United Kingdom** (42)  
2000 : **Portugal** (33)  
2001 : **Poland** (50), **Brazil** (25)  
2003 : **Netherlands** (13), **China** (260)  
2005 : **Hungary** (24)  
2006 : **Russia** (56)  
2009 : **Romania** (23), **India** (62), **Morocco** (11)  
2010 : **Turkey** (31), **Czech Republic** (16)  
2011 : **Sweden** (3)  
2012 : **Taiwan** (10)  
2013 : **Bulgaria** (5)  
2014 : **Croatia** (6)  
2015 : **Slovakia** (6), **Thailand** (9)  
2016 : **Singapore** (3), **Slovenia** (3), **Malaysia** (3), **Mexico** (7), **Ivory Coast** (1)  
2017 : **Colombia** (2), **Ghana** (1), **Philippines** (1), **Switzerland** (2), **Israel** (1)  
          **South Africa** (1), **Tunisia** (2), **USA** (1), **Indonesia** (1), **Australia** (1)  
2018 : **Egypt** (2), **Chile** (1), **Canada** (1), **DR Congo** (1), **Senegal** (1)



**1 412 STORES IN OVER 40 COUNTRIES**





**THAT'S**  
**DECATHLON**