

e-Liberty and Decathlon join forces « to make life easier for skiers »

Decathlon.ski is set to be launched on 15 November. This platform has been co-devised by e-Liberty and Decathlon, and is designed to simplify the booking process used by winter sports enthusiasts.



Get your holiday booked in a matter of clicks

Reserve your ski pass and equipment at the same time! That's the idea behind the new **decathlon.ski** platform, the fruit of an agreement between Decathlon and e-Liberty « to help skiers organise their holidays by simplifying an otherwise complicated process », as project manager Eric Leblond explains.

The partnership is intrinsically one of locally-based sports enthusiasts: the e-Liberty company based in Neuchâtel (Switzerland) and Savoie Technolac (Le Bourget du Lac), and Wed'ze, Decathlon's ski brand, whose head office lies at the foot of Mont-Blanc in Passy.

« We reached an immediate agreement with Wed'ze » says Christian Mars, the CEO of e-Liberty. « Their teams are just like us: mountain-lovers and keen to shake things up a bit – while respecting those who've gone before us! With Decathlon, our shared ambition is to deliver a better service for skiers, while shaking up the economics rulebook and maintaining the balance within the winter sports market that we understand so well. » Resorts equipped with the e-Liberty solution will now be able to target their services in real time to Decathlon's entire international client base. Equipment hire will be available through **Skimium.com**.



Enable everyone to experience the joys of skiing

The platform will also be open to other service providers in the skiing industry, and for all types of mountain sports. « We hope to be facilitators for all those who love winter sports », adds Eric Leblond.

« Decathlon's aim is to enable everyone to experience the joys of skiing, and take the stress out of it! We're doing this by making it as cheap as possible online - because we're not taking any commission, » explains Dominique Thomas, director of Wed'ze. « By teaming up with e-Liberty, we're making big strides in terms of digitalisation and increasing our omnichannel presence. We've embraced a full partnership mindset where we swap good practices with reputable and keen industry players, allowing us to deliver a better service for our shared customer base, from novices right through to the most experienced. »

For Decathlon, this announcement comes hot on the heels of its tie-up with Alltricks, another major online retailer, in the cycling, running and triathlon field. This time, the partnership with e-Liberty puts France's favourite sports retailer at the heart of skiing - both at home and within Europe.

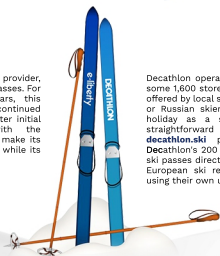


e-liberty

e-Liberty is the world's leading ski pass provider, selling over 350 million euros' worth of ski passes. For the company founded by Christian Mars, this partnership represents a key driver in its continued globalisation strategy launched in 2018. After initial success in German Switzerland with the Adelboden-Lenk group, e-Liberty is set to make its **biggest** breakthrough in Austria this winter, while its arrival in North America is imminent.

DECATHLON

Decathlon operates in 55 countries, and each of its some 1,600 stores worldwide will link to the services offered by local ski resorts. This means that a Chinese or Russian skier will be able to organise their ski holiday as a single "package", making it both straightforward and more cost-effective. The **decathlon.ski** platform is designed to enable Decathlon's 200 million customers to purchase their ski passes directly, for use in most major French and European ski resorts, in an automatic transaction using their own unique customer account.



Good to know...



This operation is a three-way collaboration between Christian Mars (founder of e-Liberty), Decathlon and Genairgy, a company specialising in sports holidays and sports technology. It's a collaboration with plenty of future growth potential.



decathlon.ski, the platform and its technical solutions, will be unveiled on 1 October at the French ski lift conference in Besançon, and on 24-25 October at the Swiss ski lift forum in Thoune.



A development programme has been commissioned, led by Christian Mars, based in Neuchâtel, alongside a drive to strengthen the Technolac software teams.

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