

RING

since 1993

since 1993

COMPANY PROFILE

Ring Sport



AGENDA

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A person in a dark suit and a red and white striped tie is holding a large, multi-colored ring-shaped object. The object has a central black core and is surrounded by several concentric rings of different colors, including white, yellow, and red. The person's hands are visible, gripping the object. The background is dark and out of focus.

Ring Sport

Ring Sport is a Serbian company, established in 1993. We are well known for our pioneering work in Balkan and Southeast Europe in the field of import and sales of sports, fitness, martial arts and other sports requisites and equipment.

Ring Sport products have become the best-selling and most sought-after products in the region, sold in over 500 retail stores and over 100 online shops in SEE market.

Our Mission and Vision

Ring Sport purpose is to become a true partner to sporting professionals, fitness enthusiasts and healthy life-oriented people in fulfilling their needs.

MISSION

By delivering top quality sports and fitness equipment, we help people in leading active, healthy and happy lives.

VISION

Be one of the leading multichannel suppliers of sports and fitness equipment in the global market.



Our Road to Success

Key milestones in the Ring Sport history

1993-2000

1993

Started as a family business

1996

RING brand registered

1998

Main vendor for Intersport retail in Serbia

2000-2010

2000

First Online Shop

2007

Production moves to China, Pakistan and Taiwan

2009

Company headquarters built

2011-2019

2011

Factory in China opened

2017

Start of online B2B portal

2019

Production of electric bicycles and scooters started

2020-present

2020

Ring Sport EU Office established in Croatia

2021

Start of sales on Amazon channel

Our Traction

Business growth from 2018 to 2022

2022 Revenue :

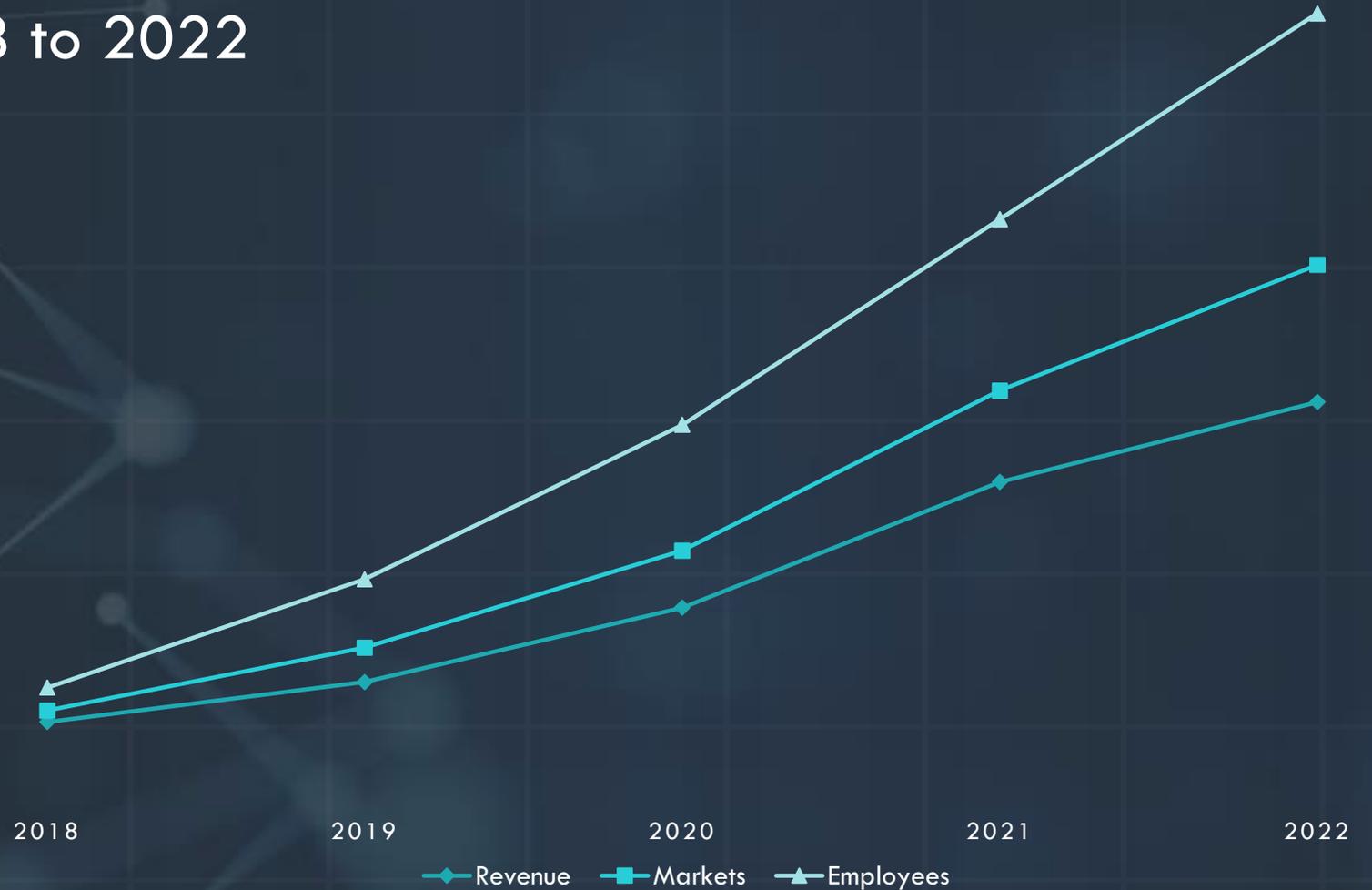
12 Million

Number of markets covered in 2022:

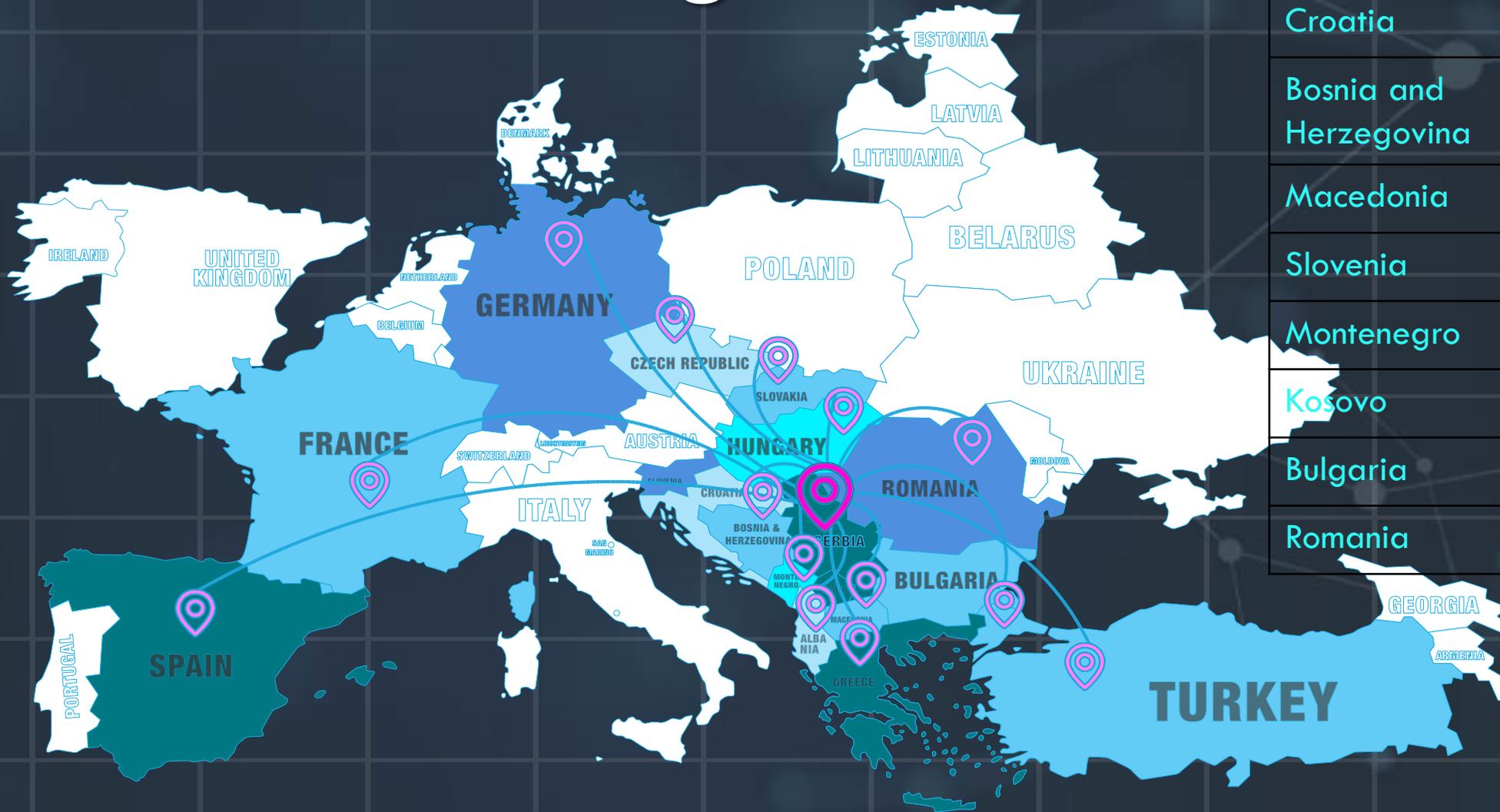
18

Number of employees in 2022:

44



Market Coverage



Serbia	Hungary
Croatia	Slovakia
Bosnia and Herzegovina	Czech Republic
Macedonia	Greece
Slovenia	Germany
Montenegro	Spain
Kosovo	Albania
Bulgaria	France
Romania	Turkey

Our Market

Retail channel –key partners

Sport Vision, Đak, Planeta Sport,
Decathlon, Emezzeta,
Tehnomanija, Gigatron

Online channel

600+ products available online. Among top selling brands on all major e portals in the region

B2B channel - key partners

MSan, Amazon, Links, Hrvatska Posta, Telekom Srbija, A1 Srbija, Mimovrste, Decathlon

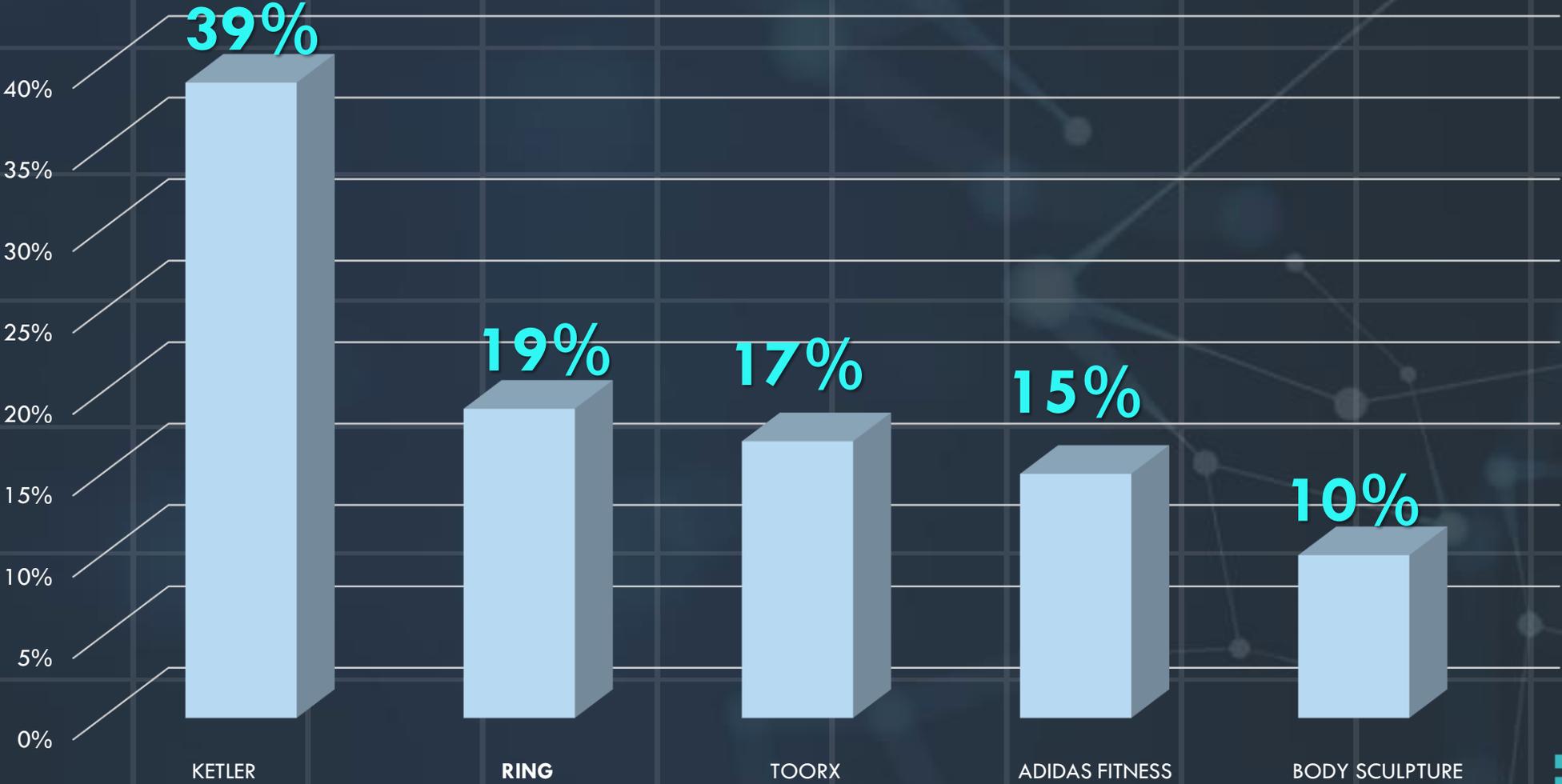
70% of market share - Serbia
40% of market share - Croatia
75% of market share - Bosnia

70,000 fitness machines sold

1,000,000 accessories sold

Brand Awareness

COMPARISON OF BRANDS
PRICE/QUALITY/
SALES RATIO



Our Online success story

We want to be the largest specialized sport shop in the region

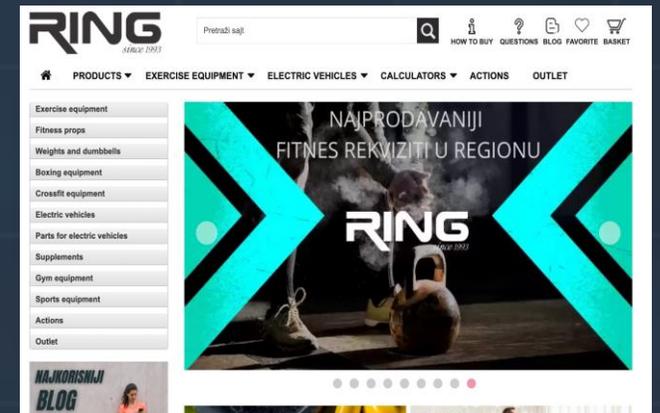
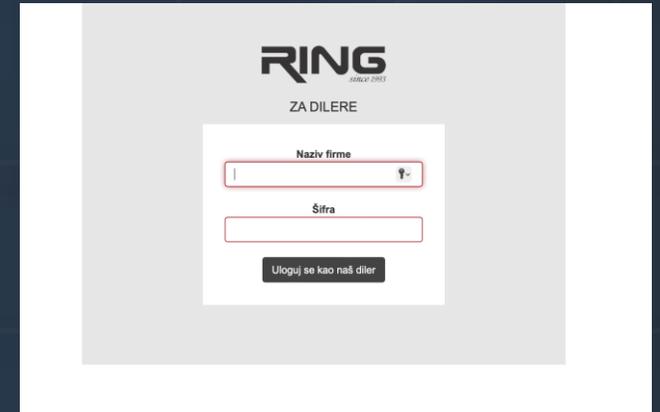
Started as one of the first Web Shops in Serbia, we became the leading Sales Site in sports and fitness equipment category, ranked in top 350 sites in Serbia.

We photo shoot our products in our own specialized photo studio, developed to support online products presentation and to enrich our customer's experience.

We support our clients specialized in Online Sales with the best quality product photos, detailed product descriptions, barcodes and products codes.

Our Logistics Center (with over 5,000 square meters capacities) delivers ordered products to our customers within the 24 hours deadline.

Our B2B portal simplifies the ordering items process through our web portal for the customers.



Our Goals

This is where we want to be in 2025!

We want to be the largest specialized sport shop in the region



EU market coverage

Our goal is to reach 80% of market coverage in EU by 2025!



Middle East expansion

We want to expand our business operations to the Middle East market by 2025!

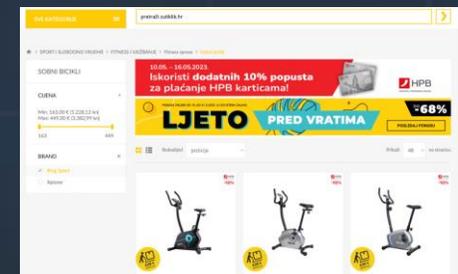
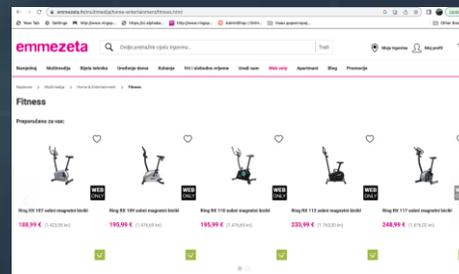
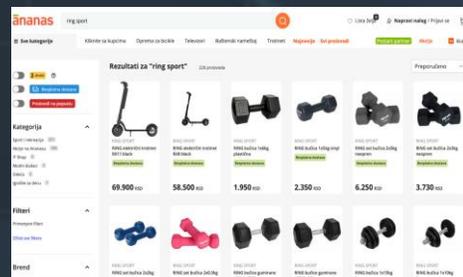
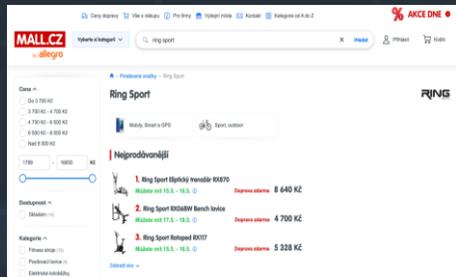
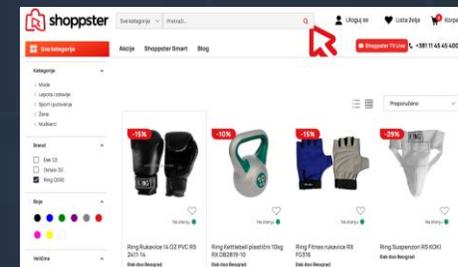
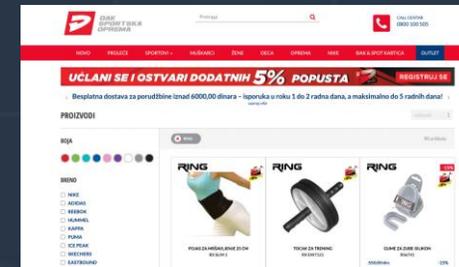
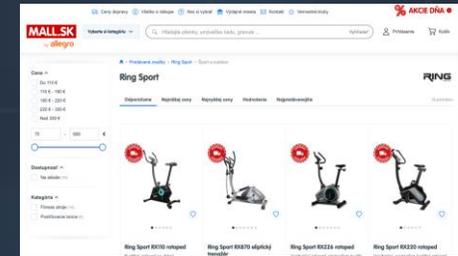
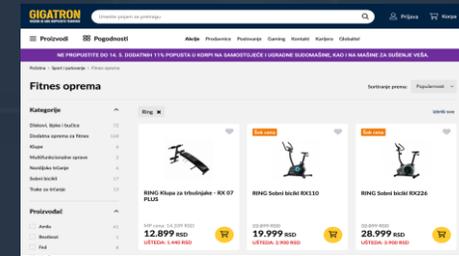
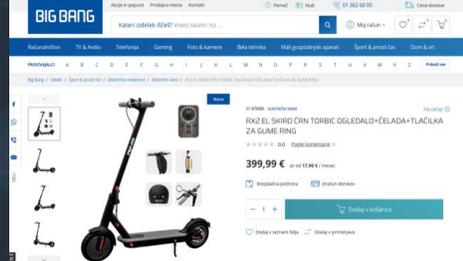
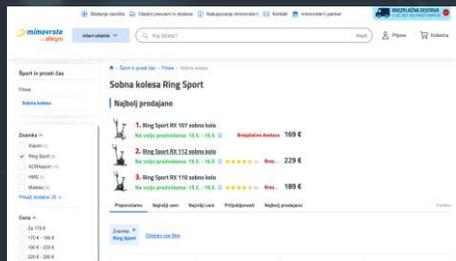
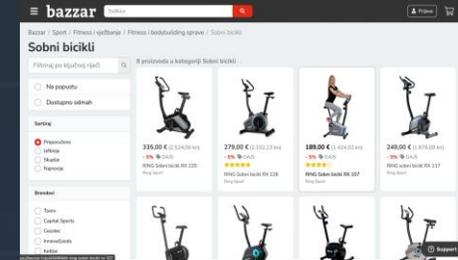
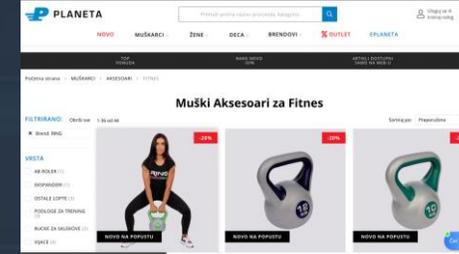
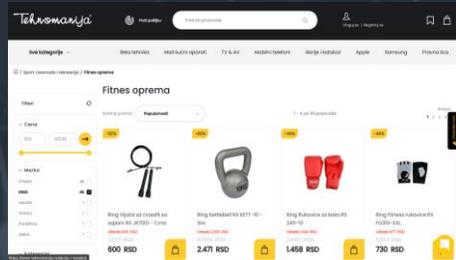


Portfolio development

Further development of new product categories and expansion of supplements business

Online channels

...and much more



Retail



RING

since 1993

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CONNECT WITH US



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