

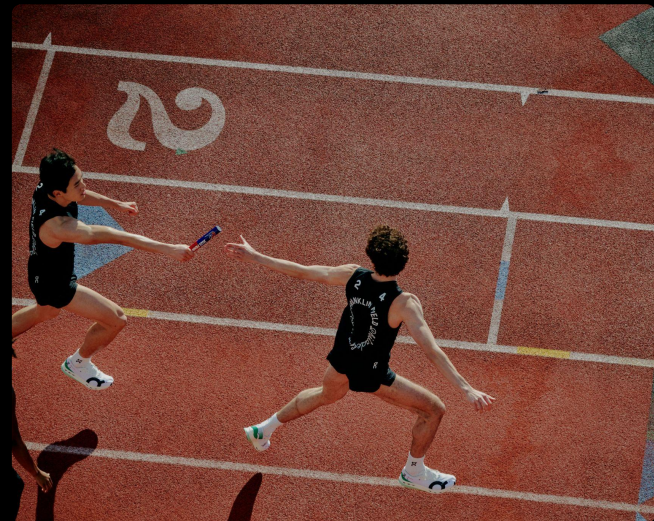
# Athlete Compass



## Offers overview

## Mission

Our mission with On Athlete Compass is to challenge the traditional model of athlete partnerships by delivering personalized and expert guidance for On athletes to champion their potential - not only in sport, but in all aspects of life.



## Vision

We envision a future where athletes thrive in all aspects of life, with personal development valued alongside athletic success. Through our innovative approach, we aim to provide holistic support to unlock their full potential.





Holistic Support can make the difference to unlock athletes' full potential.

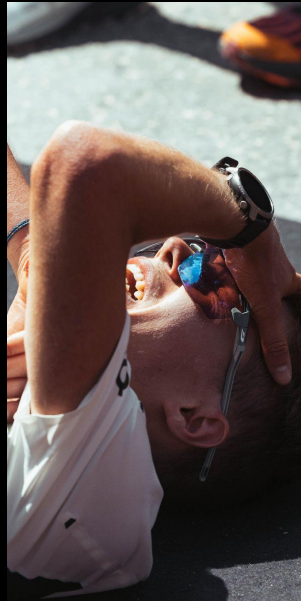
**Fitness**

(Physical & mental preparation)



**Health**

(Health & recovery)



**Finance**



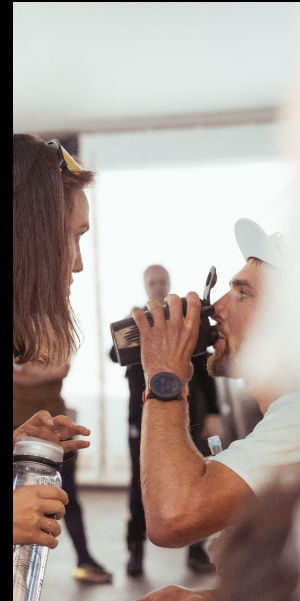
**Media**

(Branding & media)

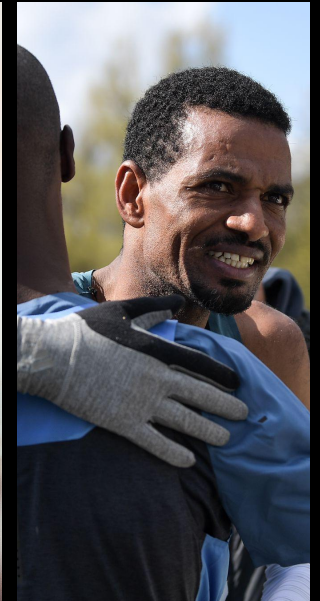


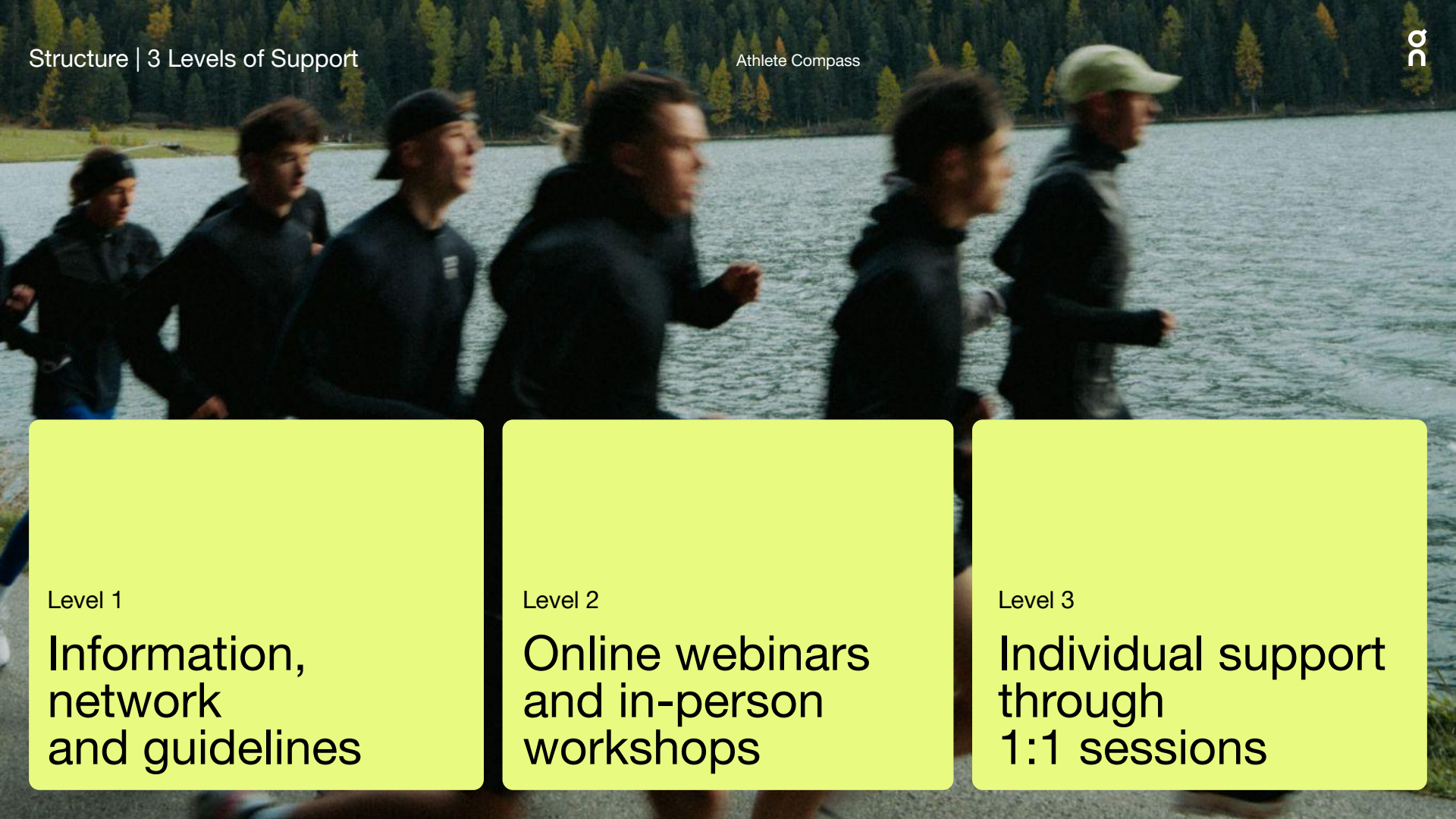
**Growth**

(Personal & career development)



**Community**





Level 1

Information,  
network  
and guidelines

Level 2

Online webinars  
and in-person  
workshops

Level 3

Individual support  
through  
1:1 sessions

## Mental preparation:

Pool of 4 sports psychologist experts (based in Europe, US, Australia) for 1:1 coaching

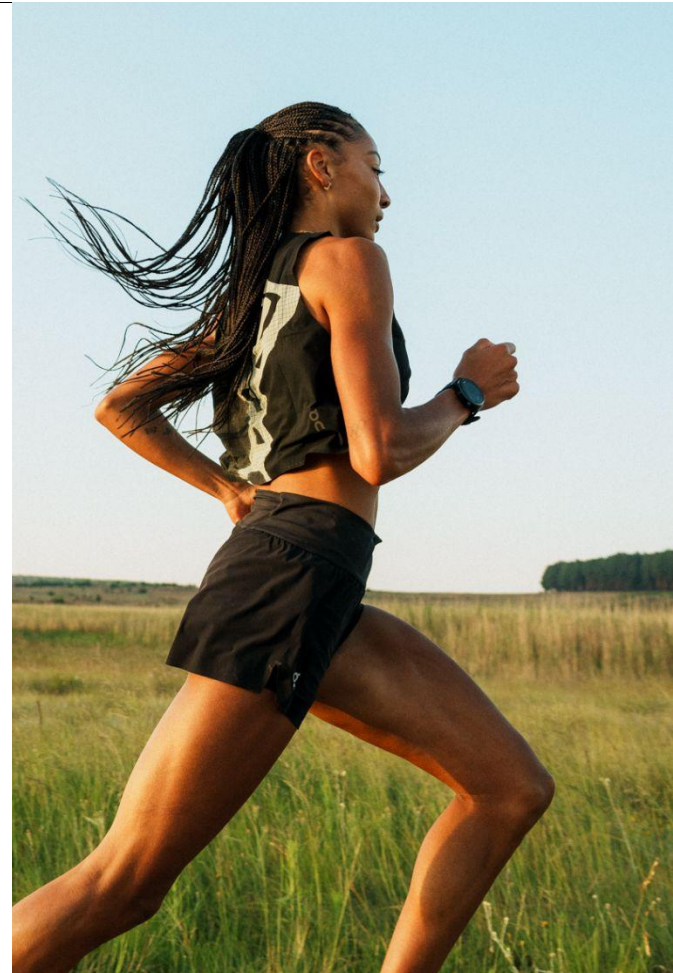
- **Henning Thrien or Luz Locatelli**
  - 6 sessions (1 session = 60min) covered 100% by On (1x = **EUR 85**)
  - 9 following sessions covered 70% by On (**EUR 59.50** by On, **EUR 25.50** by athlete)  
Language: English, German (native) / English, Spanish (native)
- **Jeff Troesch**
  - 3 sessions (1 = 60min) covered 100% by On (1x = **USD 200**)
  - 5 following sessions covered 70% by On (**USD 140** by On, **USD 60** by the athlete)
  - Language: English (Native)
- **Krystin Mottram** - as of January 2025

## Kyan Health app

access code: ONCARES4YOU - more details [here](#).

- 12 sessions per year included with a coach/counselor of your choice
- different languages available

Webinars by Kyan Health coaches throughout the year - dates will be shared shortly.





## Medical:

- A network of doctors primarily in Switzerland (ZH, SG and St. Moritz), to support the athletes with fast appointments with experts world wide and second opinions in case of injury and access to gynecology care.. In 2025 we will expand this network to several regions step by step to ensure global support.
  - Do you have an injury and/or need an expert or any urgent support within short time? Please reach out to your On Athlete Manager and add in CC [lightning-team@on-running.com](mailto:lightning-team@on-running.com). After a first anamnesis, our experts, Patrik Noack, Georg Ahlbäumer or Johannes Scherr will get in touch with you.
- Past Webinars: jet lag and sleep, women in sports. Recording and summary are available - please reach out to [lightning-team@on-running.com](mailto:lightning-team@on-running.com).



## Nutrition:

Pool of 2 sports nutritionists (based in Europe, US) for 1:1 coaching

- **Joëlle Flück** (based in Switzerland).
  - 3 sessions (1 = 60min) covered 100% by On (1 x = **CHF** 144)
  - 3 following sessions covered 70% by On (**CHF** 100.80 by On, **CHF** 43.20 by athlete)  
Reach out to Joëlle to make an appointment by email at [Joelle.Flueck@oym.ch](mailto:Joelle.Flueck@oym.ch) or by phone: +41 41 269 69 98.
  - Webinar recording of Joelle F. about nutrition available - reach out to [lightning-team@on-running.com](mailto:lightning-team@on-running.com).
- **Maddie Alm** (Based in Boulder, CO, US)
  - 3 sessions (1 = 30min) covered 100% by On (1 x = **USD** 170)
  - 3 following sessions covered 70% by On (**USD** 119 by On, **USD** 51 by athlete)  
Reach out to Maddie to make an appointment by email at [fuelingforwardnutrition@gmail.com](mailto:fuelingforwardnutrition@gmail.com).
- Several deals with sports nutrition suppliers (Sponser, Maurten, etc.). Find all our company deals for our athletes [here](#).



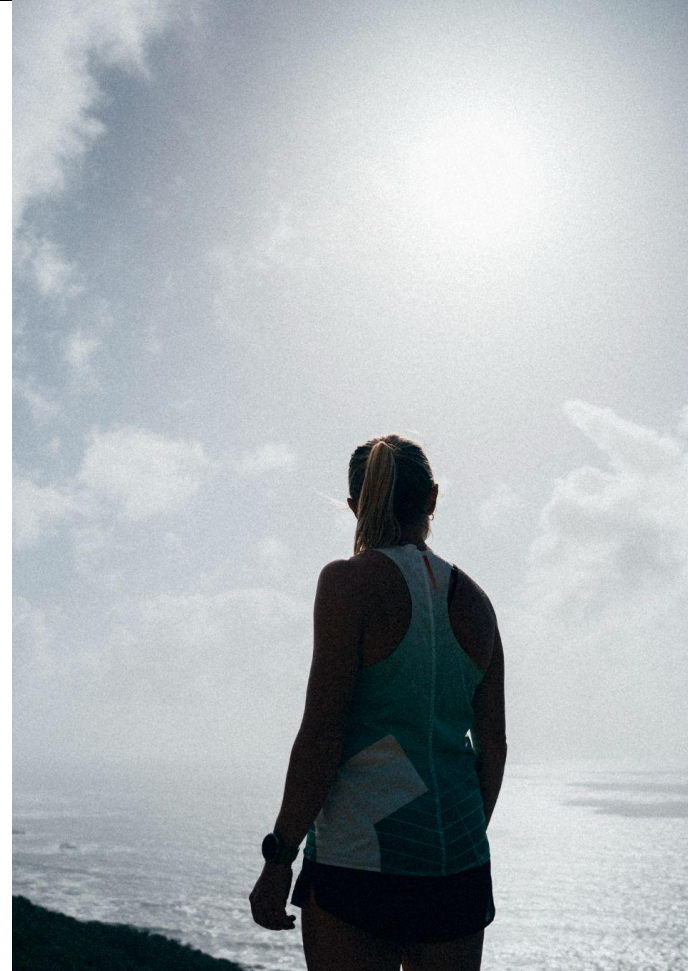


## Insurance

- Public liability insurance **provided for free** for all athletes. More details in the appendix.

## Finance

- Past Webinars: budgeting and insurance. Recording and summary are available - please reach out to [lightning-team@on-running.com](mailto:lightning-team@on-running.com).
- 2025: We are looking into creating a network of experts to support our athletes in different financial areas such as taxes, legal, insurance, and others. In the near future, we will host webinars and provide support with 1:1 consultations.



## Personal Branding

- Personal Branding workshop will continue in 2025. Dates will be communicated shortly.
  - Kick-off (1h) + Webinar (1h)
  - Cohort (1h) (optional)

## Media

- Media training workshop will continue in 2025. Dates will be communicated shortly.
- Social media guidelines [here](#)
- Media guidelines are available [here](#)
- Help desk for crisis management [here](#).
  - **Media inquiries.** If a journalist contacts you regarding any aspect of your partnership with On, you can direct them to On's communications team at [press@on.com](mailto:press@on.com).
- Workshops 2025: Social media (date TBC)



## Career and personal development:

- 1:1 Career and development coaching sessions with our expert Jörg Blunder.
- Workshops around: CV creation, LinkedIn, Interview preparation.

New dates for both offerings for 2025 will be shared shortly.

## English Course

- 12 sessions (1 = 60min) covered 100% by On (1x = **EUR 228**).  
If you continue with 12 additional sessions at EUR 228 we will cover the third wave (session 26 to 38). Reach out to [lightning-team@on-running.com](mailto:lightning-team@on-running.com).

## At On

- Meet our experts: if you would like to do some shadowing or are interested in an internship, please reach out to your On Athlete Manager or [lightning-team@on-running.com](mailto:lightning-team@on-running.com).
- Every first week of the month, our On Athletes are invited to join our Core Onboarding. This gives you a great insight into the different teams at On, On's Mission and Vision, and much more. Interested? Reach out to [lightning-team@on-running.com](mailto:lightning-team@on-running.com) and we will be sharing the upcoming agenda with you.





## Events

- Get ready to connect, celebrate, and collaborate at our exciting events - from summits, and celebrations to exclusive athlete evenings. Build your network, share feedback with the On team, and cheer on your achievements together. Invites and details will be sent through email.

## Athlete Deals

- Athlete Benefits [here](#).
  - Call to action: please share your preferred supplier recommendations that would benefit all On Athletes.



# Athlete Feedback

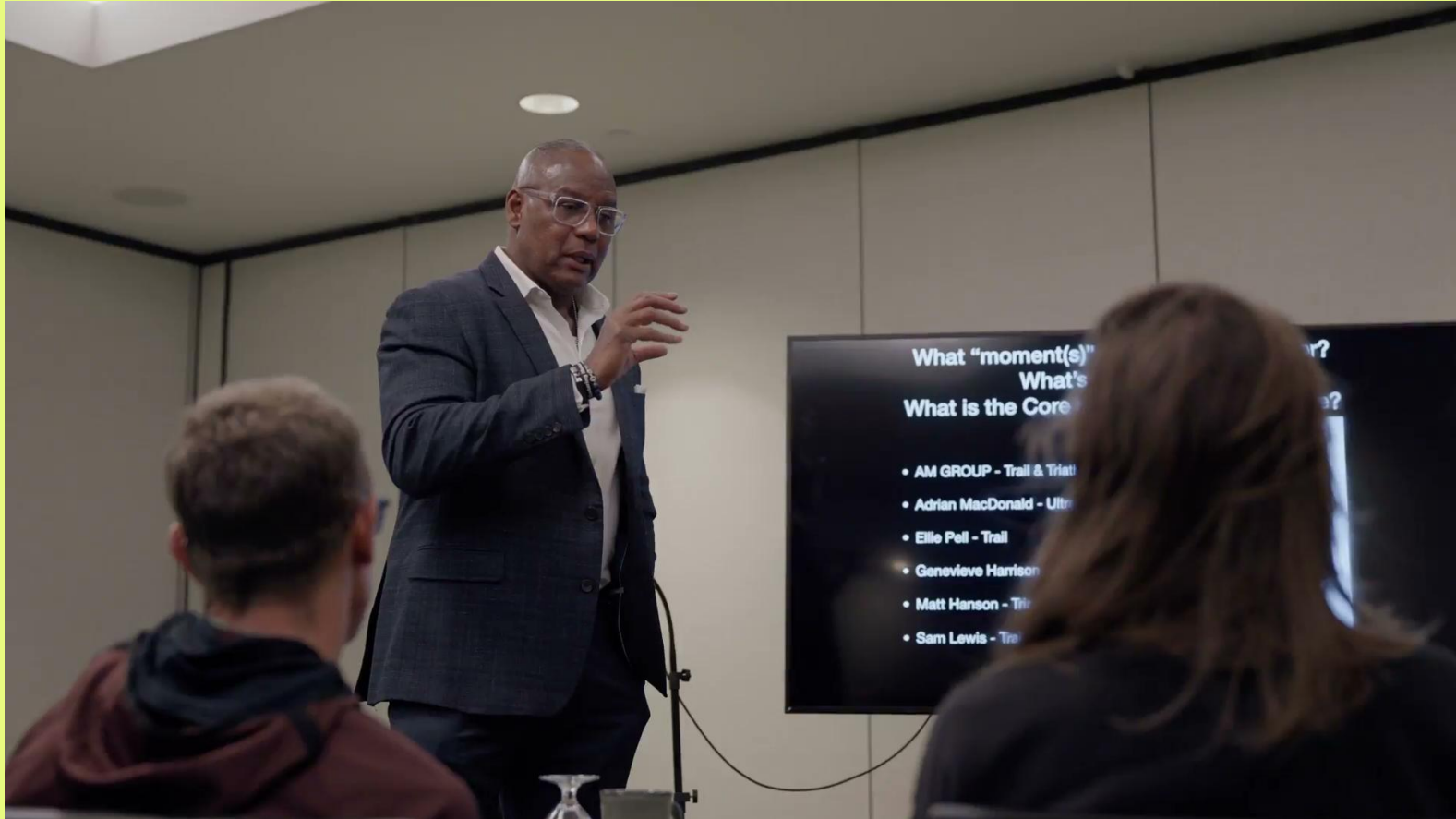


Click on the image to see the video

# Athlete Feedback



Click on the image to see the video



# Let's connect



Do you need support in a particular area? Do you have feedback to share? Please reach out to us anytime at [lightning-team@on-running.com](mailto:lightning-team@on-running.com). We are here for you.

# Appendix



# Liability insurance



## CERTIFICATE OF INSURANCE

Liberty Mutual Insurance Europe SE herewith confirms that insurance has been arranged within the framework of the liability policy of On Holding AG (Policy no. ZUACW38B002) as follows:

<b>Type of Insurance:</b>	Public Liability Insurance
<b>Policyholder:</b>	On Holding AG Fährbuckstrasse 190 CH-8005 Zürich
<b>Insured Persons:</b>	All athletes and coaches who are under contract with the policyholder or its subsidiaries
<b>Coverage:</b>	According to the terms of this policy and within the limit of their provisions, Liberty Mutual Insurance Europe SE shall pay on behalf of the insured all sums which the insured persons become legally obligated to pay as damages, because of <ul style="list-style-type: none"> <li>- Bodily injury (death, bodily injury or other health impairment of persons;</li> <li>- Property damage (destruction, damages or losses or property)</li> </ul>
<b>Limits of Liability:</b>	CHF 5'000'000 per occurrence and in the annual aggregate for Bodily injury and property damages combined.
<b>Insurance period:</b>	01.11.2024 – 31.10.2025

This certificate is issued as a matter of information only and confers no rights upon the certificate holder. This certificate does not amend, extend or alter the coverage afforded by the policies listed above.

**Liberty Mutual Insurance Europe SE**

Markus Hefel  
General Manager Switzerland  
LSM Insurance

Goncalo Pequeto  
Senior Casualty Underwriter

# Liability Insurance

Definition: **When you cause damage or loss to another person**, you have an obligation to remedy it. You can take out personal (civil) liability insurance that will cover the cost. You can claim on your liability insurance for example if you break a friend's glasses, or knock a passer-by over on your bike.

## There is a private liability and a general liability.

You should take care and it's highly recommended to have a **private liability** insurance in place.

However, if you as an athlete do not follow a profession but nevertheless earning a salary from your sporting activities, most of the insurances will refuse cover. They do claim that you are doing a professional activity (working while training) being an athlete.

Unfortunately, it is difficult to have a **professional liability** insurance as a private individual, which covers liability claims. Which is why On has decided to set up a **global professional liability** for all its sponsored athletes.

Any type of **injuries to you as an athlete is primarily covered by your own accident insurance**. Hence, it is highly recommended to have an accident insurance. If a property damage is caused by a third party and you as an athlete are responsible for it (e.g. by mistakenly breaking a camera during a photo shooting), the cover can be checked via the liability insurance that On has in place for the On sponsored athletes.

In general, it is recommended to have an international health insurance plan where you are based (coverage for medical costs, accident, **travel** and sickness).

## Other insurance recommendations for independent professional athletes

The below stated insurances are cheaper and easier when having a own company (further you will be able to deduct the costs from the taxes).

- Short term or temporary disability insurance:  
Since temporary injuries are common at the professional level, they can buy temporary disability insurance. This is usually geared for professional athletes who get paid for entering and winning competition. For them, missing out on a few months when they usually have their earnings by playing is a huge loss.
- Permanent disability insurance:  
Provides financial security for athletes who can no longer Compete due to their permanent disability.
- Loss of value insurance:  
This insurance protects the athlete who has injury or illness but is not entirely disabled from competing.  
This type of insurance protects the athlete's potential future contract value from decreasing below a set limit.

## Other insurance recommendations for independent professional athletes

- **Contractual Bonus Insurance:**  
This is relevant to Athletes partnered with companies who pay out a contractual bonus based on performance. If due to injury an athlete misses out on the opportunity to be paid a performance bonus. This policy can provide coverage for that missed bonus.
- **Life Insurance**  
Sudden and unexpected death can be a burden for a young family. Life insurance can protect your loved one or children from the financial burden experienced when a Primary Earner should pass away.
- **Health Insurance**  
The financial burden of hospitalization due to illness and injury can be financially devastating. Having Health coverage in place will offset the financial burden of Hospitalization or other serious treatment.



In case of an accident and if you know that a claim will be raised against you, please inform your On Athlete Manager or reach out to [lightning-team@on-running.com](mailto:lightning-team@on-running.com) about the exact happening.

If possible, please share

- Contact information of the person that has been hurt or to whom you have damaged something (name, address, telephone number, email, birth date etc.)
- Where it happened
- When it happened (date and time)
- What happened

The more information and details the better.

Also, if you have any further questions or need advise or support, please do not hesitate to contact your On Athlete Manager or [lightning-team@on-running.com](mailto:lightning-team@on-running.com).

Thank you.

