

1. State of the Oniverse

Net Sales

1.08bn

+24% vs LY

Gross Profit

644m

+26% vs LY

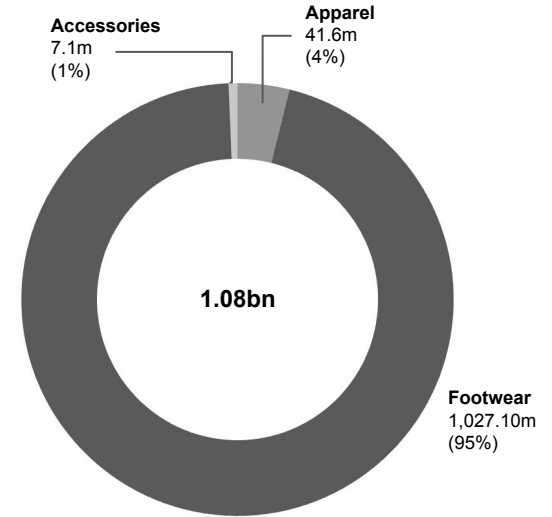
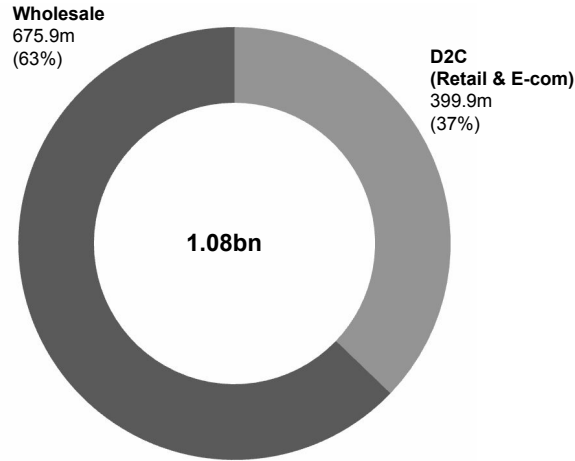
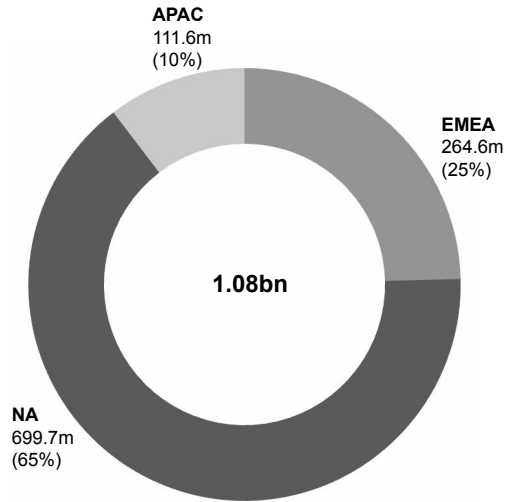
Adjusted EBITDA
Margin

15.6%

Region

Channel

Product Category

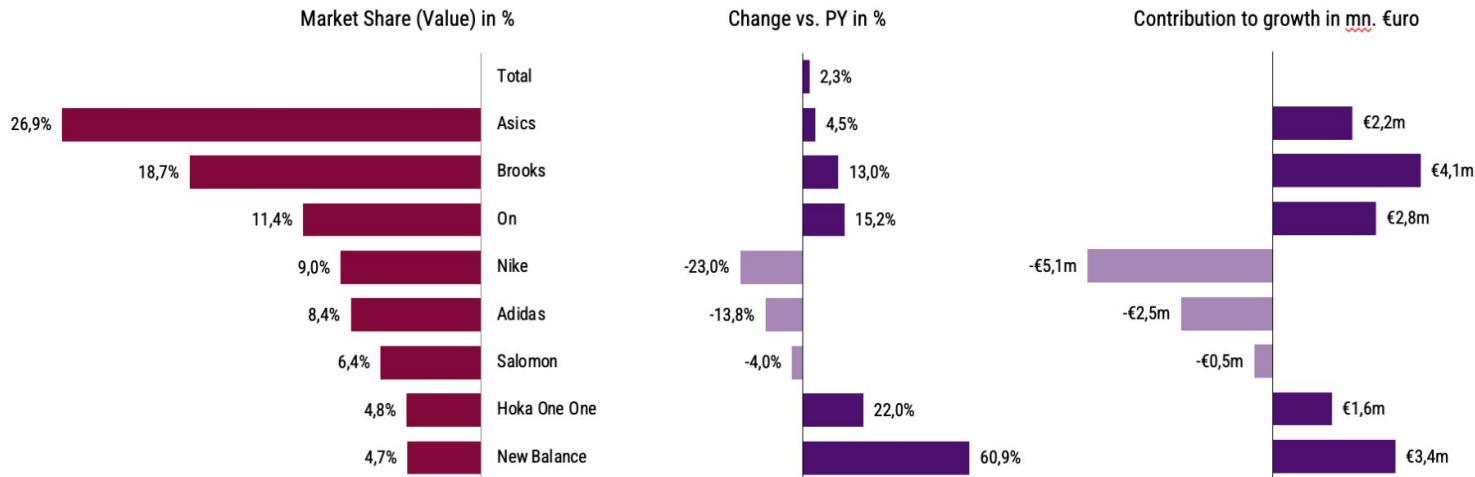


** Covering 6 month period from January 1, 2024, to June 30, 2024



On passes Nike to take 3rd place

Although On has a slightly higher growth rate than Brooks, Brooks is No.1 in €uro gains. Nike and Adidas keep declining while fast growing Hoka and New Balance can reduce the gap to Salomon. Fast growing brands outside the Top8: Altra, Lowa, Scarpa





Now

66 On branded retail stores worldwide*



End 2024
90+ On branded retail stores worldwide

Long-term vision

Immersive commercial experiences built on a custom, integrated channel mix for each operating market.

*Excludes Shop-in-Shops, while 90+ target includes China franchisee-led SiS

A group of runners in motion, with a woman in a red sports top and sunglasses in the foreground. The background is dark, and the runners are wearing various athletic gear. The text "On in 2024" is overlaid in white, and a yellow banner below it contains the text "Olympics . LightSpray™ . Zendaya".

On in 2024

Olympics . LightSpray™ . Zendaya

Olympics



On Labs
33% of social conversation is about On labs

Documentaries
1.8K of post volume is documentary related - Iga's docu's top performer

Athletes
26% of Oly-related social media messages were about our athletes

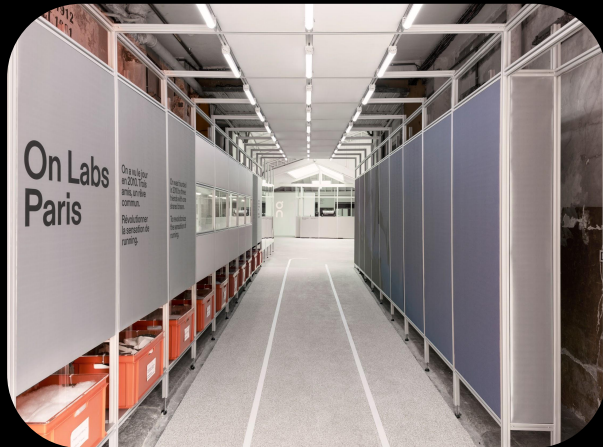
Iga fan sentiment
16% of total social comments were about Iga (60% of athlete posts)

Olympics UGC
UGC featured athlete wall, panel talks, Prism collection & LS robot

Representatives
Zendaya and Rich Roll drove 1K comments, 13% of total posts

Hellen Obiri
1% of Oly-related social media messages were about Hellen Obiri

Overall sentiment
Across 6.2K Oly-related comments, we see 94% positive sentiment



LightSpray™





We showed up in Paris '24 with LightSpray™, leaving our mark as an innovative brand, building awareness and showcasing elite athletes performance.



1.7B

Earned Media Impressions

45h

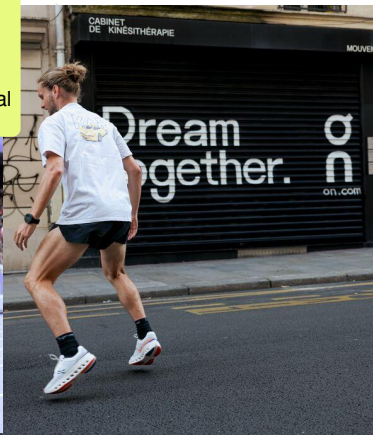
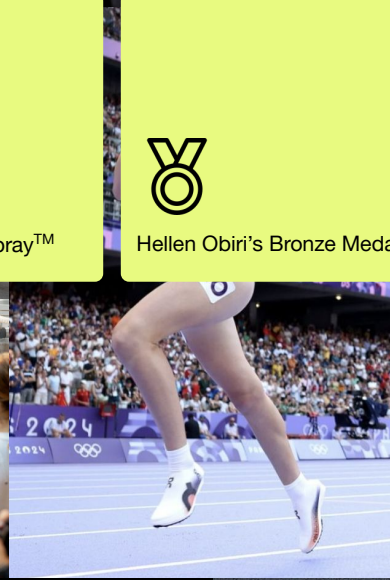
LightSpray Live Demo

19

Athletes in LightSpray™

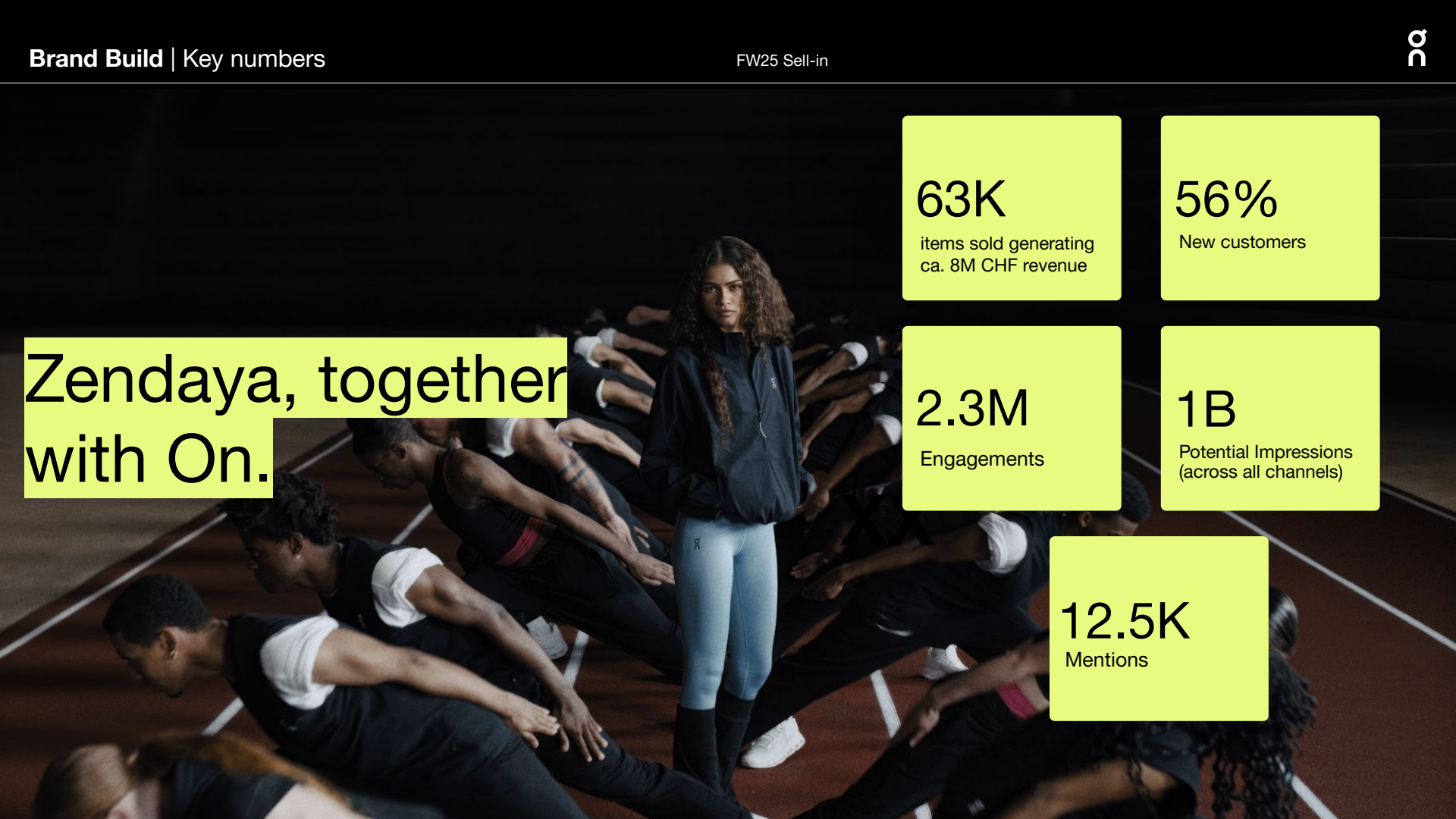


Hellen Obiri's Bronze Medal



Zendaya





Zendaya, together
with On.

63K

items sold generating
ca. 8M CHF revenue

56%

New customers

2.3M

Engagements

1B

Potential Impressions
(across all channels)

12.5K

Mentions

Aided Awareness Climbs

EMEA Brand awareness breaks **24%** (likely) attributed to the far reaching launches of **Zendaya**, **SprayTech** and high impact **regional campaigns**



Paris (FR) Takes Off...!

Paris awareness explodes to **22% (+10pp)**, (likely) due to **Road to Paris** efforts, including **On Labs Paris**, local and **Champs-Élysées** store opening. CE is #1 in apparel sales (+34% vs BG) in Q3.



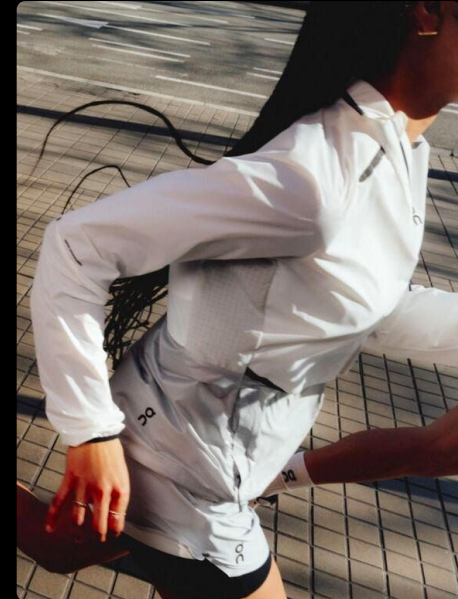
Gains in DACH Credibility

Performance and elite associations have improved, aligned to our focused efforts on performance styles, running flagship events and our Swiss Olympic sponsorship.



Making ground with Runners

We are now the **#3 running brand** for men and women in DE, with a sizable lead over Nike. Similarly, **Runners Count** and **Race Day** figures have hit record highs.





We're on a journey
to be the mission-driven
premium sportswear
brand.

A man in a dark shirt and safety glasses is holding a white sneaker with a colorful logo. He is standing in a factory setting with a large robotic arm in the background. The scene is dimly lit with blue and purple tones.

Our vision:

To be the most premium global
sportswear brand; built on **innovation**,
design, and **impact**

PRIORITY 1

**Run
Culture**



PRIORITY 2

**Innovation ignites
your human spirit**



PRIORITY 3

**Leave our marks
on the tennis court,
in the gym, and on
the trails**



PRIORITY 4

**We are a sportswear
brand**

