

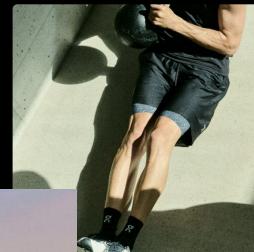
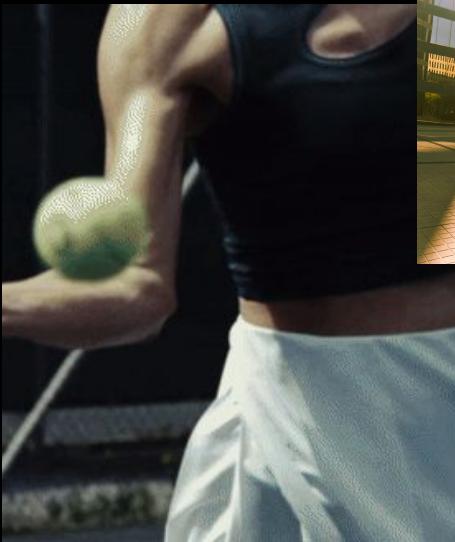


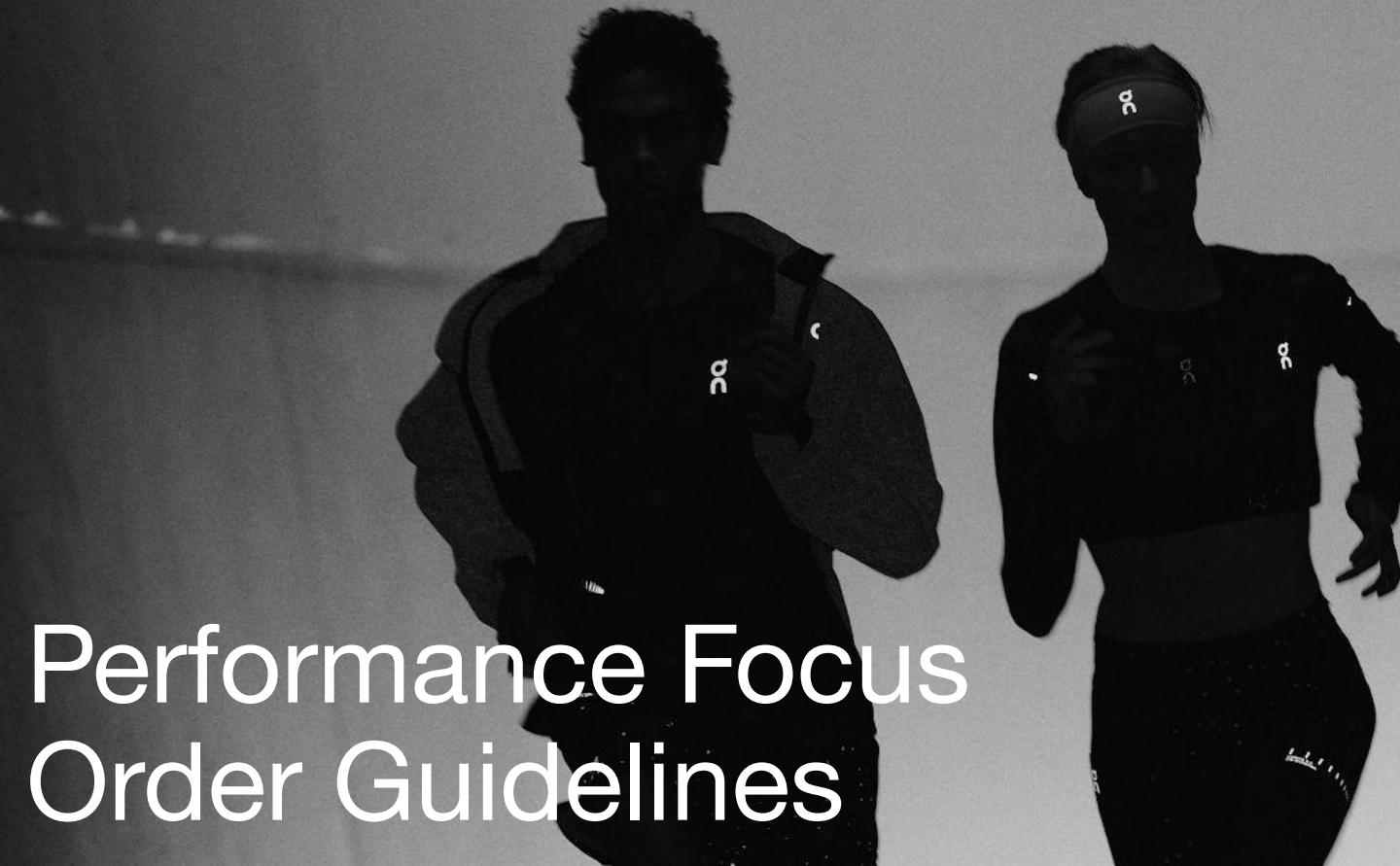
**PERFORMANCE FOCUS STRATEGY  
OUTDOOR  
Order Guideline FW26**

# Why ?



To reach your target communities with the right On products.





# Performance Focus Order Guidelines

QUALITY

## FOCUS SKU SELECTION

VISIBILITY

## ASSORTMENT & PRESENTATION PRINCIPLES

QUANTITY

## MORE FLEXIBILITY

**OUR TARGET: Right Product. Right Place. Right Amount.**

Goal is to create further visibility & credibility as performance brand.

**1. RIGHT PRODUCT:**

At least 70% of selected SKUs must come from the Performance vertical - up to 30% may be from Performance All Day (PAD)

A predefined focus selection has to be considered (see next slides).\*\*

**2. RIGHT PLACE:**

All On products must be positioned in the respective Vertical (Category):

Running shoes in the Running wall, Outdoor in the Outdoor wall etc. - no vertical mix.

**3. RIGHT AMOUNT:**

If point 1 & 2 are met (starting from SS26), up to a max. 40% of the total quantity (units) may be covered by Performance All Day (PAD) products.\*\*

**# of SKUs:**

**PERFORMANCE SKUs**

**MIN.  
70%**

**PERFORMANCE ALL DAY SKUs**

**MAX.  
30%**

**Volume (Units):**

**PERFORMANCE UNITS**

**MIN.  
60%**

**PERFORMANCE ALL DAY UNITS**

**MAX.  
40%**

## 1. Key Focus Vertical Outdoor

Start with our focus vertical Outdoor and **choose your main-focus: Hiking or Trail Running**



## 2. Choose key styles within focus area

**Choose two key styles** within your selected focus area - hiking or trail running



## 3. Go for additional performance style

Choose minimum one additional **performance style** either out of **hiking or trail running**



## 4. Build up the performance verticals

**Choose your styles** out of additional verticals (running) if needed  
→ optional



## 5. Finish with your PAD assortment

**Finalize** your order with our PAD assortment



**MIN. 70% PERFORMANCE SKUs &  
MIN. 60% PERFORMANCE UNITS**

**MAX. 30% PAD SKUs &  
MAX. 40% PAD UNITS**

# Overview Outdoor

**Minimum Order of 3 Performance Outdoor Shoes W+M à 10 Lot**

**All possible shoe options outside of the following standard outdoor range must be individually defined with your Sales Representative**

**Outdoor:** Within the Outdoor Vertical you can choose from the **Hiking** and/or **Trail Running** category, to be able to serve your community in the best way possible.

## HIKING

= **OPTION 1 / Hiking**



## TRAIL RUNNING

= **OPTION 2 / Trail Running**



# Overview Outdoor

## Option 1: Focus Hiking



FOCUS STYLES Outdoor/Hiking

Choose 2 out of our focus styles



Cloudhorizon 2



Cloudhorizon 2 WP



Cloudhorizon Mid WP



Cloudrock Low



Cloudrock Mid

SELECT STYLES Outdoor/Hiking

2. Step: Choose out of our selected outdoor styles



Cloudvista 3



Cloudvista 3 WP



Cloudultra \*



Cloudultra Peak \*

\*selektive Distribution

LOT MINIMUM PER STYLE: 10M/10W

EXEMPLARY COLOR SELECTION



Cloudsurfer Trail



Cloudsurfer Trail WP

# Overview Outdoor

## Option 2: Trail Running



FOCUS STYLES Outdoor/Trail Running

Choose 2 out of the focus styles



Cloudvista 3



Cloudvista 3 WP



Cloudsurfer Trail WP



Cloudsurfer Trail



Cloudultra\*



Cloudultra Peak\*

\*selektive Distribution

LOT MINIMUM PER STYLE: 10M/10W

EXEMPLARY COLOR SELECTION

SELECT STYLES Outdoor/Trail Running

2. Step: Choose out of our selected outdoor styles



Cloudhorizon 2



Cloudhorizon 2 WP



Cloudhorizon Mid WP



Cloudrock Low



Cloudrock Mid

## Carryover items

Sales Order Lines with non-launch items can't have a RRD in the first 15 days of the season.



Earliest Requested Date

**15/06/2026**

## ORDER DEADLINE

05/12/2025 - Q3 delivery  
23/1/2025 - Q4 delivery

## Sales order Structure

Sales orders should not mix launch and carryover items.



Don't mix in the same order

**Launch & Carryovers**



Don't mix in the same order

**Categories**

## Size quantity

Sales order lines for **Footwear** need to be ordered ideally in batches of 10 within the same SKU (Same item, gender & size).



If possible order multiples of

**10 units per size**

## Doubled order lines

Sales order lines should be done at a SKU level. If an order has several lines with the same SKU (Item, Size & Gender) and RRD, it creates issues in the warehouse.



Group items in  
**1 line per SKU**

# Thank you.

If you have questions your responsible Sales Representative will be happy to help you.