Team 1

Business Presentation
HOW LOYAL ARE MILLENNIALS?

Millennials Market

4 Facts about Millennials need to know

Source: BLS
Number of People At Each Age, July 2013

- Non-Millennial
- Millennial

[Graph showing the distribution of people by age, with two categories: Non-Millennial and Millennial, for the year 2013.]
Exhibit 22: Top athletic brands have experienced robust sales growth as category use occasions and sophistication has increased

Athletic brands 5-year sales CAGR (08-13), US retail sales equivalents

Source: Company data, Goldman Sachs Global Investment Research
Purchasing Power
Current Market

TOP PURCHASE DRIVERS FOR ACTIVWEAR
% who say the following factors are very important in their decision to purchase athletic apparel:

- Comfort: 77%
- Fit: 69%
- Washes Clean: 65%
- Quality: 64%
- Durability: 62%

More than 9 in 10 consumers say they wear their activewear for purposes other than exercise.

Athleisure wear ---- The new Trend
i·de·o·l·o·gy : A manner or the content of thinking characteristic of an individual, group, or culture.
Fun  Trendy  Flirty

Let's keep this party going! 😊
#PINKSpringBreak

ALOHA BEACHES
• Everyday movement
• Versatile
• Sleek
• Serene
• Sophisticated, yet playful