



A blend of Culture  
Innovation & Entrepreneurship

**COSMOS**  
SPORT



# Unique 39-year Journey...

## FIRST STEPS (1982 – 1995)

Our **First Store** Established in Hersonissos, Crete, 1982 and in **1991** we **Located** in Heraklion with a 2<sup>nd</sup> Store. Eventually Cosmos Sport transformed into S.A. in 1995.



## ESTABLISHMENT (2000 – 2012)

In **2000** we **launch** **cosmosport.gr** and Cosmos continues expansion with the **1<sup>st</sup> Store Located in Athens, Peristeri** and the **1<sup>st</sup> adidas franchise Store**.





## SCALE 2013 - 2018

In 2013 Cosmossport.gr is growing fast and in 2014 a new Concept Store is launched in N. Erythrea, Athens. In 2016 Cosmos Sport S.A. Launches the 1<sup>st</sup> Sneaker Store in Monastiraki, Athens and becomes Growth Driver of Greek Economy. In 2018 Cosmossport.gr becomes digital leader acquiring 6 e-Evolution awards

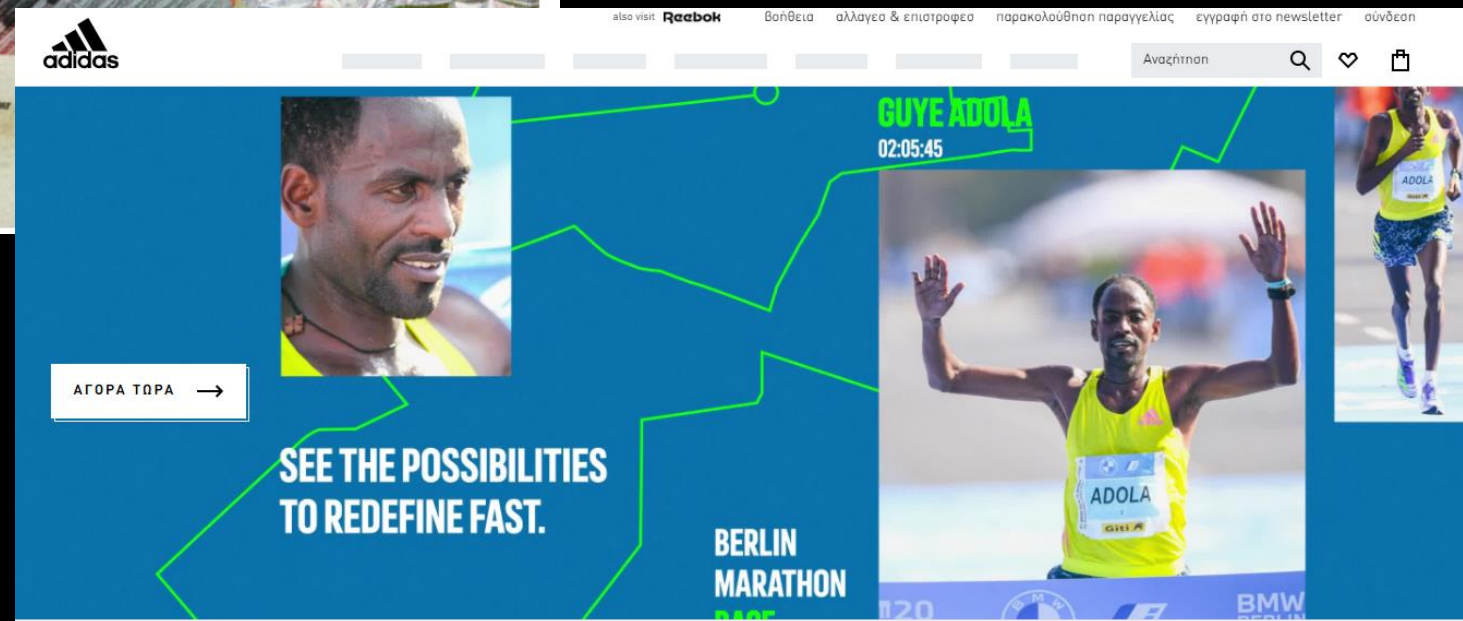
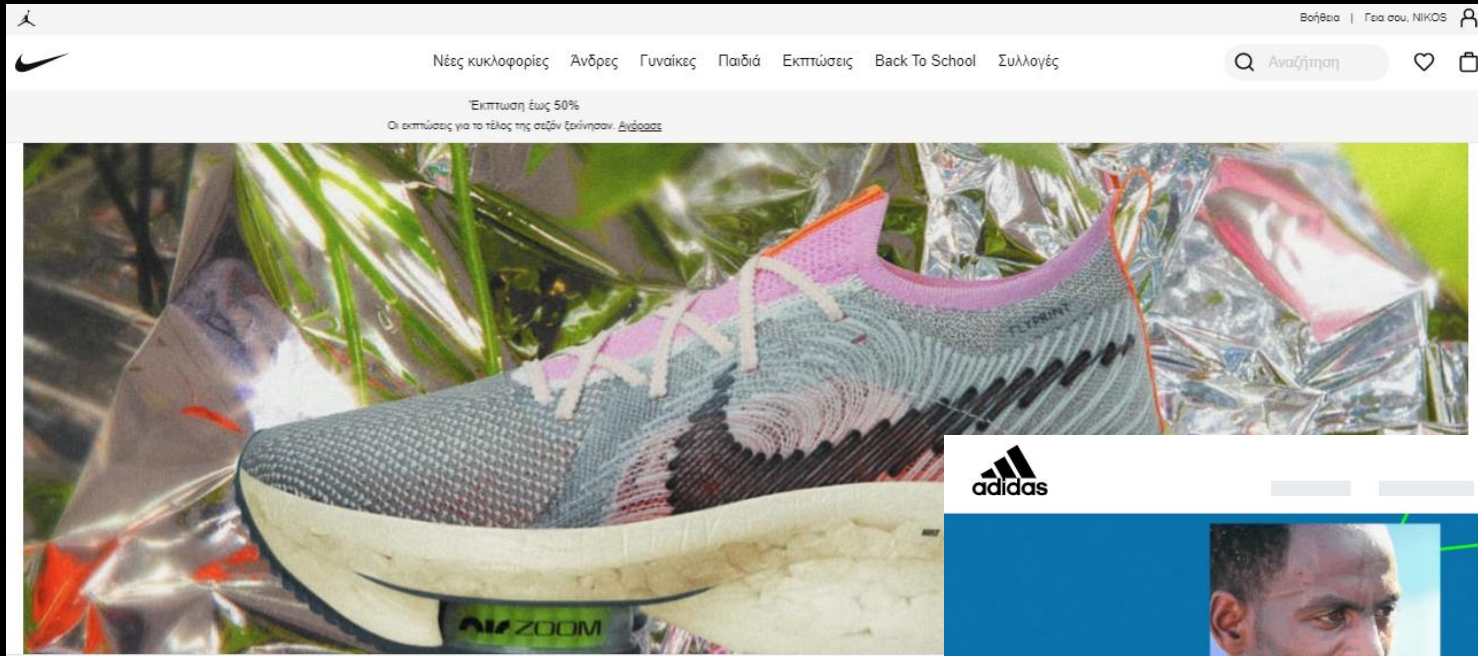


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**SUDDENLY. D2C CAME TO DISRUPT OUR INDUSTRY**



# MAJOR CHANGE . OUR KEY VENDORS STARTED COMPETING US





COSMOS  
SPORT

Cosmos Sport builds on its legacy, by creating a unique "All-Day Athletes Store" inspired by sports and all-day activities. Made for the community that admires global sport brands, chooses a balanced living, cares for healthy nutrition and seeks freedom in lifestyle.

OUR RESPONSE



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**BUILD A UNIQUE HUMAN CENTRIC CULTURE**





**TOGETHER  
WE MAKE  
COSMOS  
A BETTER  
PLACE.**

An innovative-at  
heart  
organization that

develops &  
operates unique  
Omnichannel Retail  
Sporting Good  
Concepts

putting  
1 mission at the  
center

















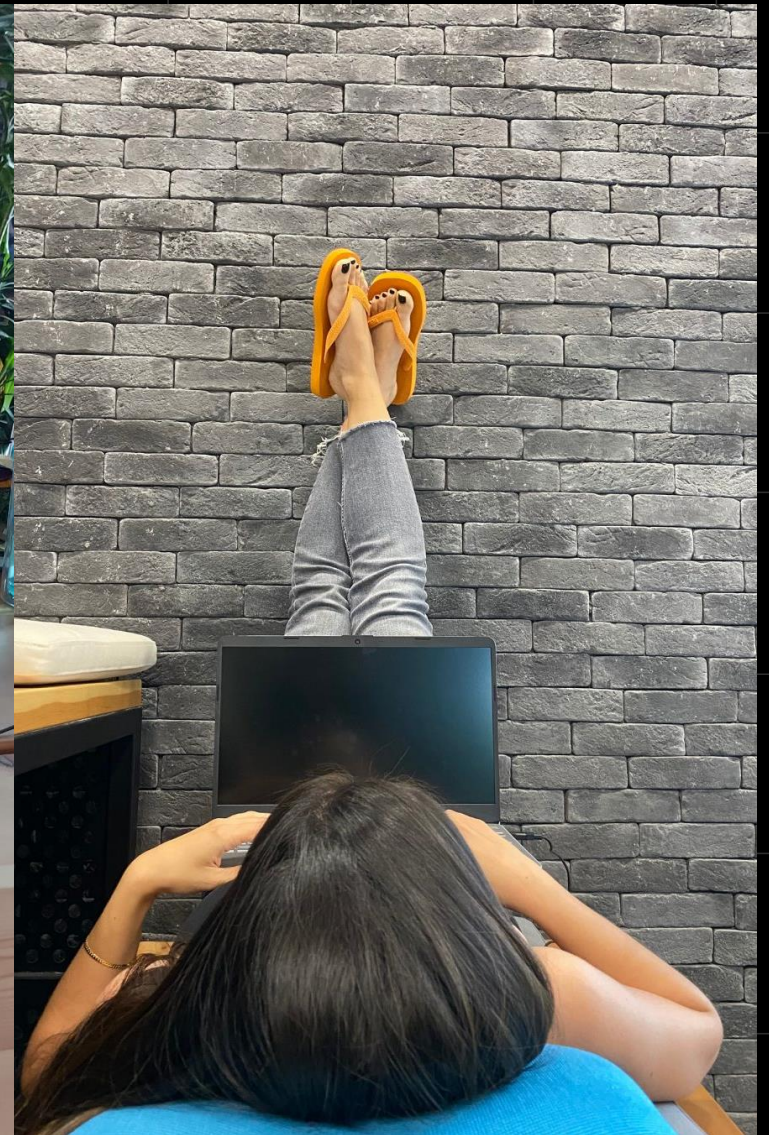
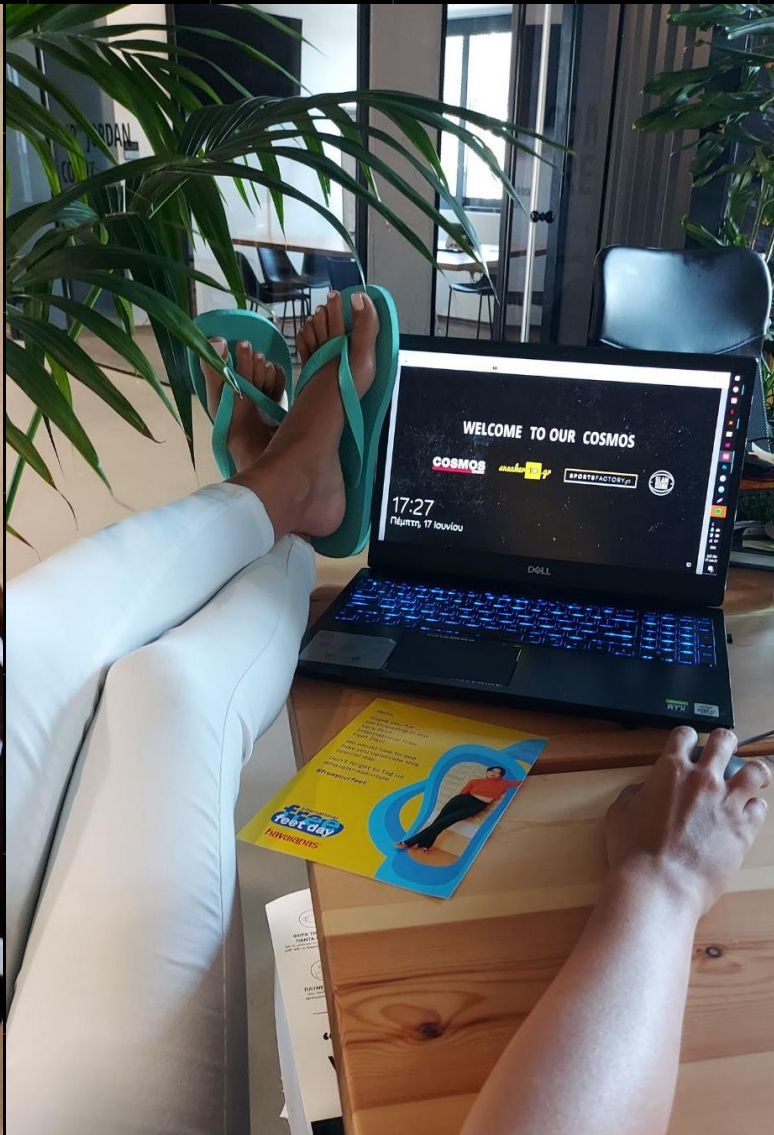








# Office Life





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**EXPAND AGAINST THE ODDS. THINK BIG. BELIEVE.**





SPORTSFACTORY.gr

COSMOS  
SPORT

COSMOS  
#urban



## Product

Mid – Upper  
**Basketball**

50% Shoe – 40% App – 10%Acc

70% Perf – 30% Lifestyle

Low – Mid  
**Commercial  
Sporting Goods**

60% Shoe – 35% App – 5%Acc

Focus on FirstPrice  
Performance

Mid -Upper  
**Brand  
Driven**

50% Shoe – 40% App – 10%Acc

50% Perf – 50% Lifestyle

Mid -Upper  
**Brand  
Driven**

50% Shoe – 40% App –  
10%Acc

20% Perf – 80% Lifestyle

Mid-Upper  
**Brand Driven  
Athletic**

60% Shoe – 30% App – 10%Acc

Focus on Sneakers  
Assortment &  
Premium Releases

## Brands

Jordan, adidas, Puma, UA,  
McDavid

NIKE, adidas Core,  
Champion, PLs

NIKE, Jordan, adidas Perf &  
Originals, UA, Puma,  
Ellesse, The North  
Face, New Balance,  
Asics

NIKE NSW, adidas Originals,  
Vans, Tommy Jeans, Timberland,  
Ralph Lauren, Levi's, Fila  
Heritage, Herschel, Happy  
Socks

NIKE, Jordan, adidas  
Originals, New  
Balance, Vans,  
Champion Rochester,  
Carhartt, Huf, Stance

## Target Personas

### Basketball Lovers

Players and Consumers with  
Basketball inspired lifestyle,  
influenced by NBA &  
Legendary players.

- Omnichannel First

### VFM Seekers

**Price** driven consumer  
30+y.o. that needs to feel  
proud for his/her sporting  
goods purchase from a  
credible retailer

- Digital First
- 800+ sqm

### All day athletes

Consumers 18-45y.o. affiliated  
with branded performance  
products & well being,  
adopting sports fashion also  
in their everyday life

- Omnichannel First
- 400 – 1000 sqm

### Streetwear Hounds

Fashion Consumers 18–  
35y.o. women focus, that  
seek to be in “the game”,  
following Urban brands &  
trends.

- In Store First – focusing on
- 400 - 800 sqm

### Sneakerheads

Highly informed about  
sneakers across leading  
brands. Dressed foot to up,  
hunting latest trends in the  
industry. Fashion influencers!

- Omnichannel First
- 200 - 450 sqm

## GREECE & CYPRUS

-  COSMOSSPORT
-  SNEAKER10
-  SPORTSFACTORY
-  SLAMDUNK
-  ADIDAS
-  OFI FC STORE
-  WAREHOUSE

## UPCOMING

-  COSMOSSPORT
  - PEIRAEUS
  - NEA SMYRNI
  - CORFU
  - THESSALONIKI
  - DRAMA
  - PLAZA CYPRUS
  - NICOSIA CYPRUS
  - CHALKIDA
  - PYRGOS
-  SNEAKER10
  - ERMOU
-  SPORTSFACTORY
  - NEA IONIA
  - CHALKIDA
  - CORFU



# 64 Stores in GR & CY

by end of 2021





#CosmosErmou  
NOW OPEN!



We Visualize  
a Better **COSMOS**.



### **WE THINK and ACT BIG.**

We aim to be recognized as the Indisputable,  
**OMNICHANNEL LEADER** in Retail Sports in SEE.



### **ALL DAY ATHLETES.**

We stand to **EMPOWER** Consumer **JOURNEY**.



### **WE REALLY CARE**

We **give VALUE** back to the Environment and  
Society.

**COSMOS**  
SPORT

# COSMOS

REPORT

Where All Day Athletes Belong



**TRY ME**

Ask for your size



**RUNNING HUB & TRY ON AREA**



**RUNNING**









# RUNNING HUB

## #COSMOSRUNNERS

IT GOES NOWHERE IF YOU RUN, NO  
YOU ARE ALREADY A RUNNER  
MENT GOES NOWHERE IF YOU RUN, NO  
YOU GUY, YOU ARE ALREADY A RUNNER, I  
ENT GOES NOWHERE IF YOU RUN, NO  
GO, YOU ARE ALREADY A RUNNER, I  
ENT GOES NOWHERE IF YOU RUN, NO  
YOU ARE ALREADY A RUNNER, I  
NOWHERE IF YOU RUN, NO  
YOU ARE ALREADY A RUNNER, I  
WHERE IF YOU RUN, NO  
ALREADY A RUNNER, I  
HERE IF YOU RUN, I  
ADY A RUNNER  
YOU RUN, NO  
WITH  
TH

LIFE WITHOUT MOVEMENT  
GOES NOWHERE

RUN  
WITH US.

LET'S  
MOVE TRAIN  
EYES AND CEIVE

RUN  
WITH US.











# 1<sup>st</sup> Sustainable Store in GREECE











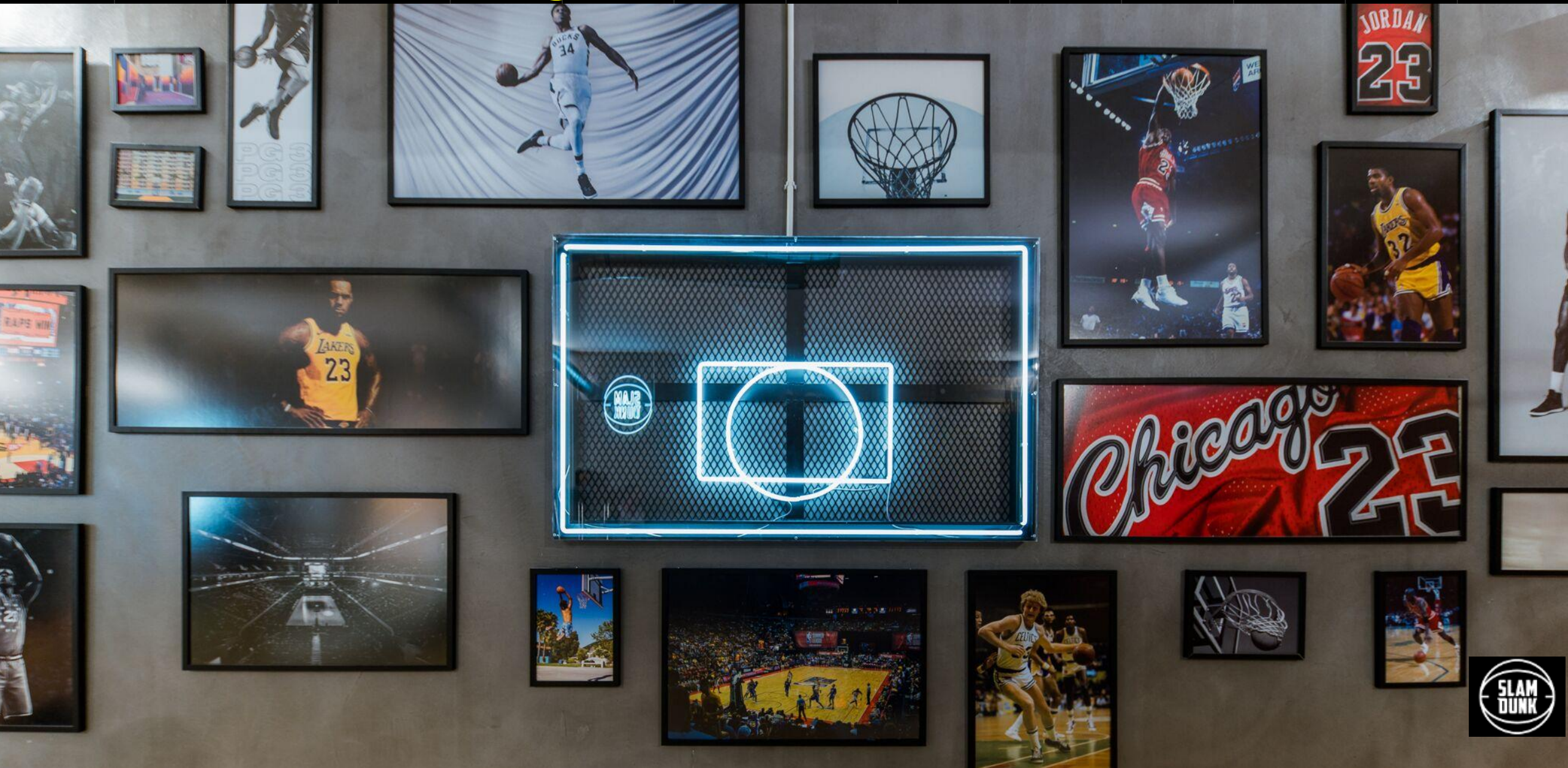


# Category Specialty CONCEPT





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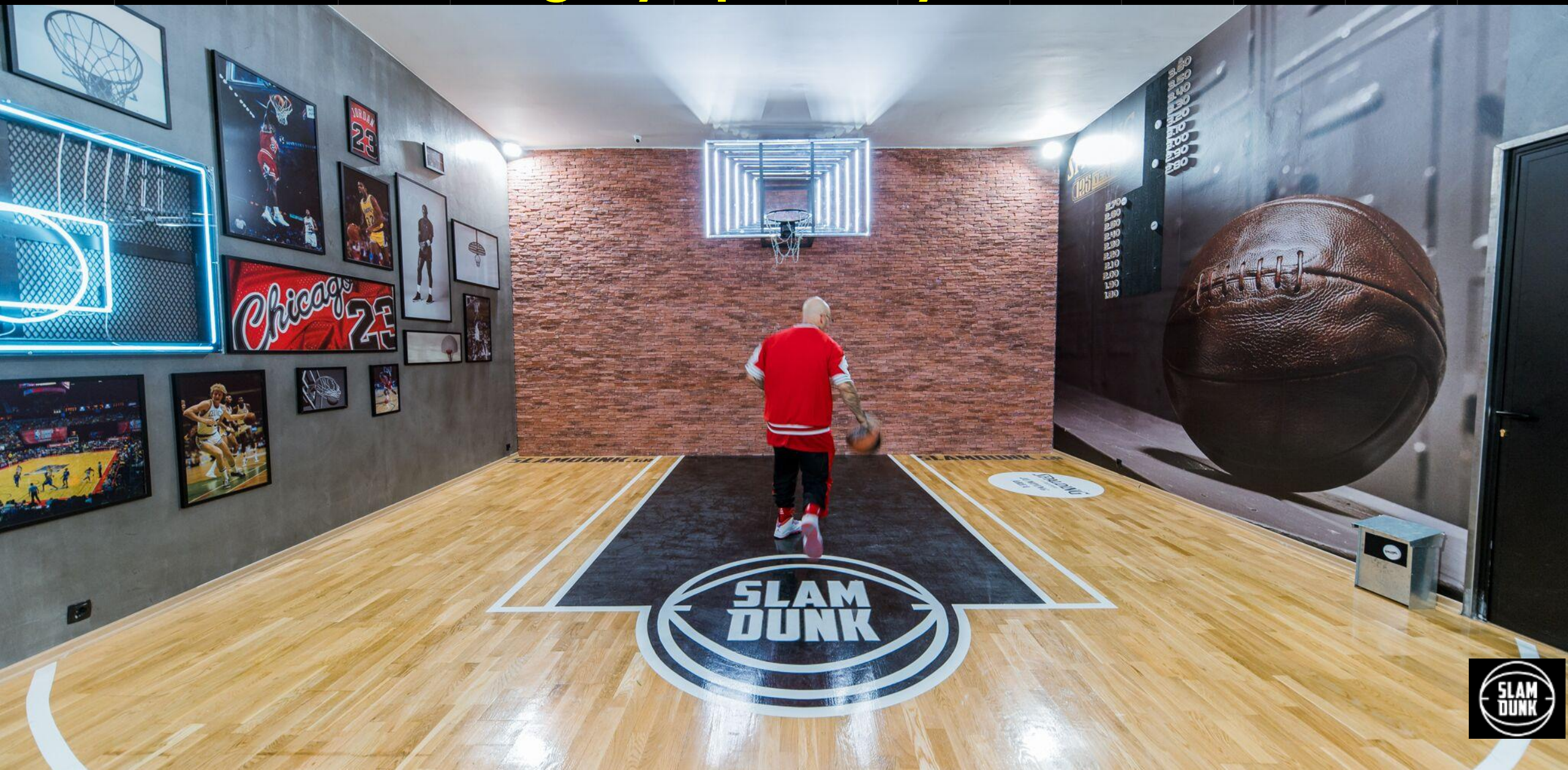


# Category Specialty CONCEPT





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# Category Specialty CONCEPT





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**INVESTED IN CSR & INNOVATION THAT MATTERS**





# OUR NEW PREMISES

Colors for Graffiti = Save 400 Trees









An outdoor basketball court on a rooftop, enclosed by a chain-link fence. A basketball hoop is visible on the left. A large mural of Kobe Bryant in his Lakers jersey is on the backboard. The court floor has a colorful design. A purple basketball is on the floor in the bottom right.

**START-UPS**

**3 x 3**



**KOBE BRYANT ROOF COURT BY**

**COSMOS**  
SPORT



# OMNICHANNEL INNOVATION





# OMNICHANNEL INNOVATION.

EXCLUSIVE LAUNCH OF FIT FINDER in GR/CY

FIT ANALYTICS  
Individual





# WE ACTIVELY SUPPORT DIVERSITY

Σχεδίασε το adidas  
Stan Smith του Athens Pride 21

Εκπρόσωπο τώρα και εσύ μέσα από την πλατφόρμα του Sneaker10!



1#

Κατέβασε το αρχείο με το λευκό adidas Stan Smith.



2#

Σχεδίασε πάνω του τι σφαιρίζει για εμένα το φετινό σύνθημα του Athens Pride "ΑΥΤΟ ΠΟΥ ΜΑΣ ΕΙΧΟΝΕΙ".



3#

Κάνε upload το τελικό αρχείο στην φόρμα που θα βρεις πιο κάτω και το σχέδιό σου μπορεί να είναι ένα από τα 20 συλλεκτικά Stan Smiths που θα λειτουργήσουν για το Athens Pride!

Να είσαι περήφανος για το ποιος είσαι, για το πώς ντύνεσαι & να μπορείς να εκφράζεσαι με πλήρη ελευθερία.  
Έτσι και εμείς, "ντύνουμε" τα χρώματά μας για το Pride Month.  
Be Proud of Who You Are! 🏳️  
We've got your back.

Love,  
SNEAKER10





# MOBILE SNEAKER STORE







# Soles4Hope

Ένα ζευγάρι παπούτσια μπορεί να αλλάξει τη ζωή ενός συνανθρώπου μας.

ΣΤΗΡΙΞΕ ΤΟ ΕΡΓΟ

Δώρισε Παπούτσια. Χάρισε Χαμόγελα.

**Στόχος**  
για το 2021!

...να μαζέψουμε 2000 ζευγάρια παπούτσια για συνανθρώπους μας σε όλη την Ελλάδα.

**Βοηθήσαμε Μέχρι Σήμερα:**

ΣΕΠΤΕΜΒΡΙΟΣ 2021

130/2000 ΖΕΥΓΑΡΙΑ ΠΑΠΟΥΤΣΙΑ

ΣΤΗΡΙΞΕ ΤΟ ΕΡΓΟ

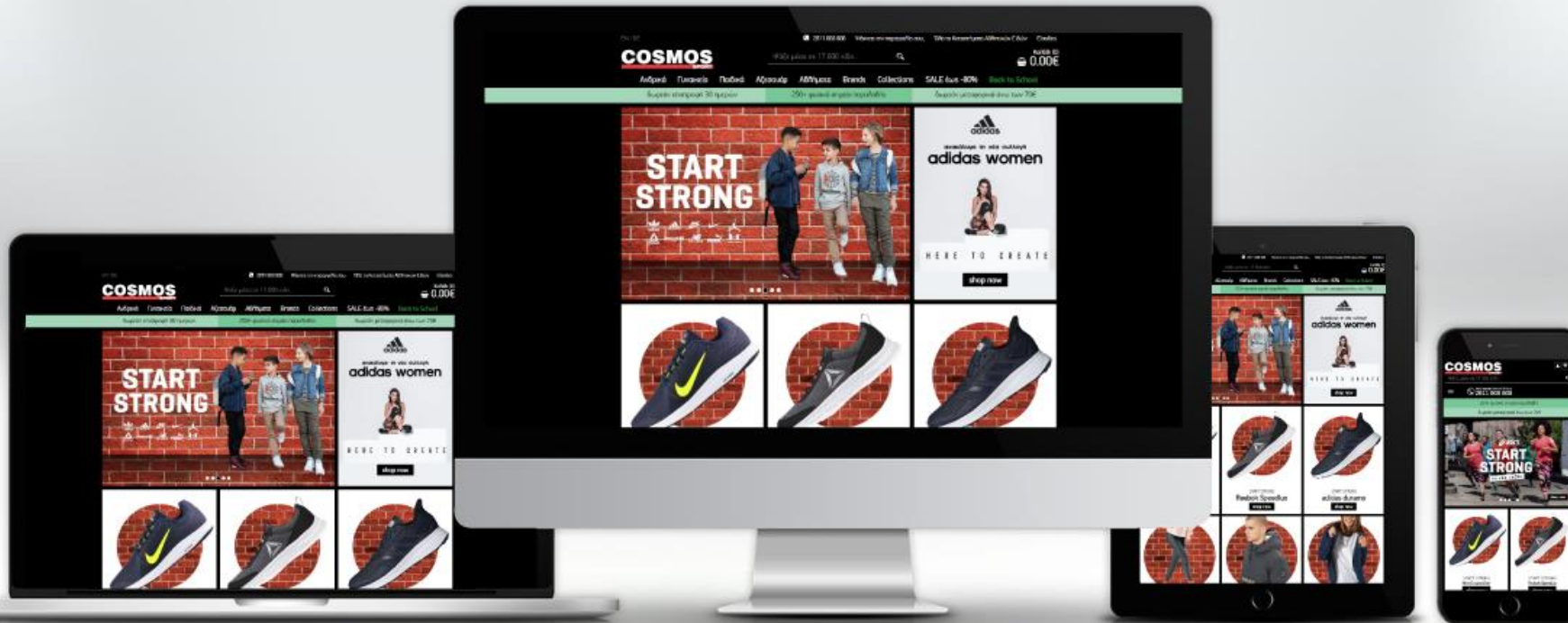


# NEXT DAY PREMIUM DELIVERY & LOCKER 24/7





# No1 in eCom (>45% SoB)



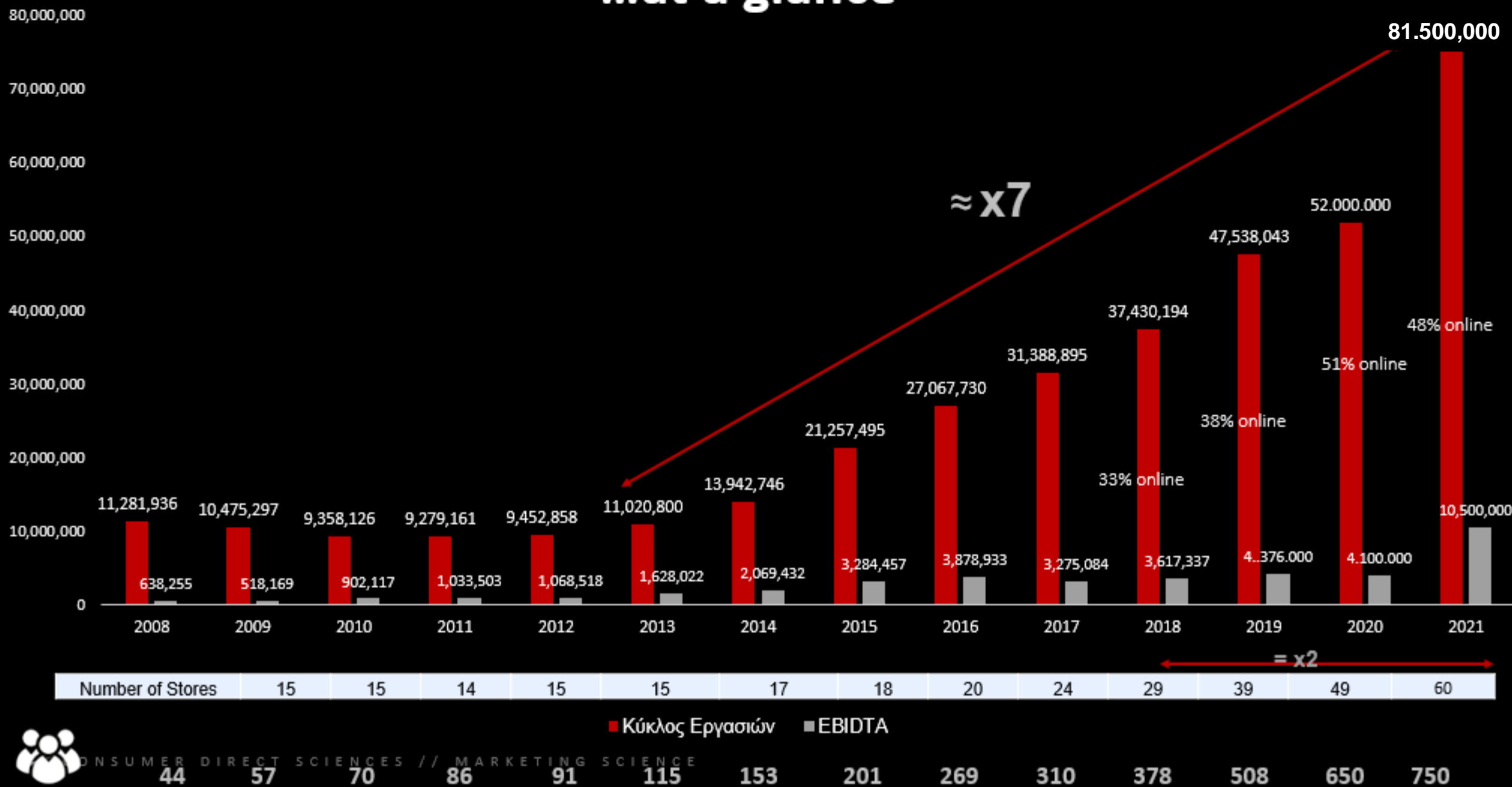
**6 eShops GR & CY**

**40% of eCom  
is Store Pick Up**





# ...at a glance







Thank you  
TOGETHER WE MAKE COSMOS A BETTER PLACE.

**COSMOS**  
SPORT