

Athletic DIRECT CONNECT

THE FUTURE OF FITNESS SUPPLY:
FROM FACTORY TO FACILITY FLOOR.

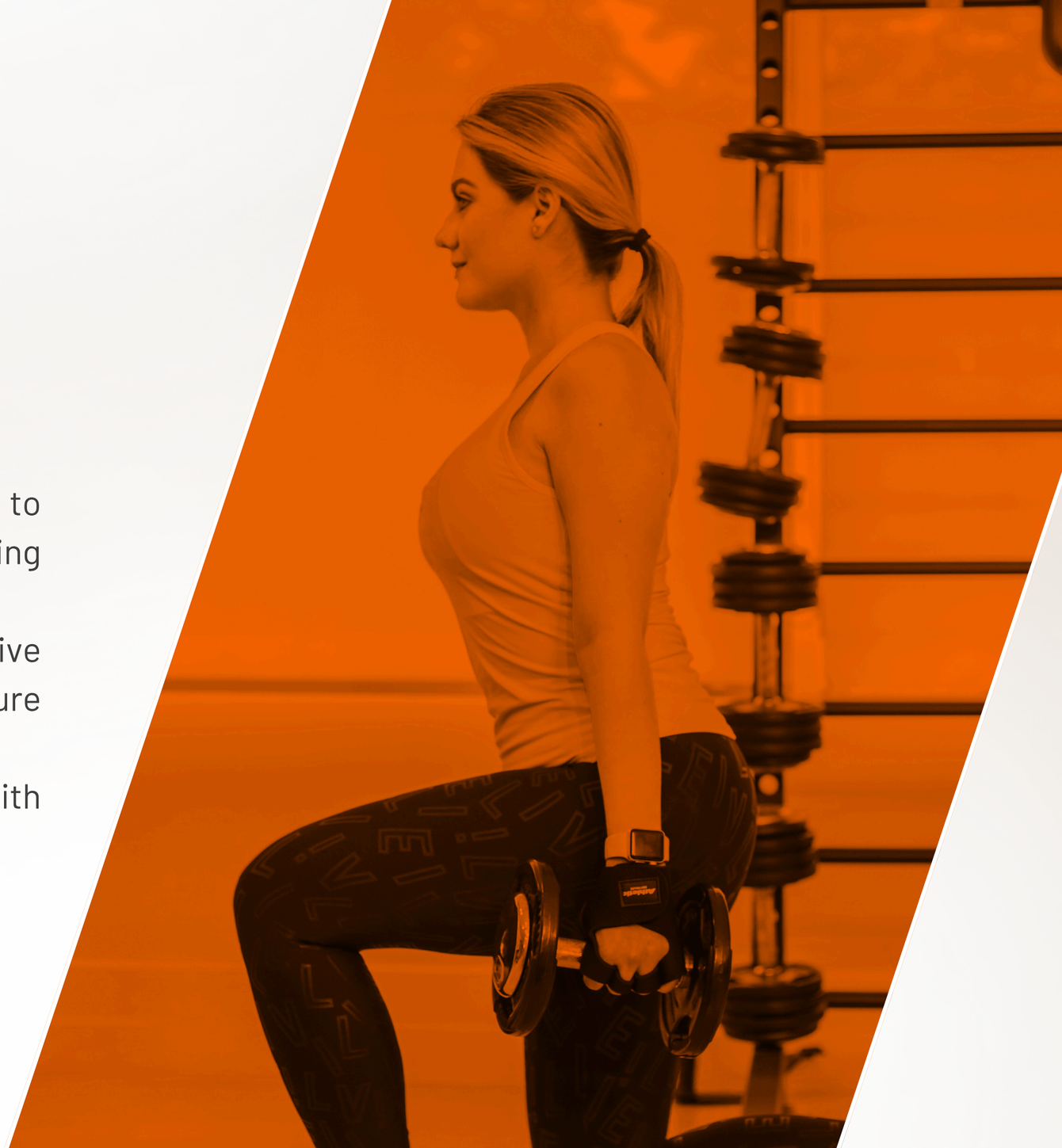
1. THE CURRENT CHALLENGE: THE MIDDLEMAN MARKUP

- **Inefficient Chain:** Traditional sourcing involves Factory → Exporter → Importer → Distributor → Retailer → End Customer.
- **Stacked Margins:** Each layer adds 15% to 30% in costs, plus warehousing overhead and double taxation.
- **The Pain Point:** Gym owners pay premium prices for value that is lost in logistics, not invested in the equipment itself.
- **Communication/burocracy:** Communication and negotiation with multiple suppliers: losing efficiency and gaining bureaucracy.



2. THE SOLUTION: ATHLETIC DIRECT SOURCING

- **Direct Link:** We bypass traditional intermediaries to connect the facility directly with our manufacturing power.
- **Brand Integrity:** This isn't "blind" importing. You receive Athletic-engineered products with our signature biomechanics, warranty, and technical support.
- **The Best of Both Worlds:** Factory-direct pricing with the security of a global household brand.



40 Athletic

3. VALUE PROPOSITION FOR OUR CLIENTS

- **Unmatched Margins:** Achieve cost savings of up to 40% compared to local retail stock.
- **Upgraded Tech:** Allocate your budget toward higher-tier equipment lines rather than paying for someone else's warehouse rent.
- **Customization:** Access to "Made-to-Order" features, colors, and branding directly from the production line.
- **Local Peace of Mind:** Full access to Athletic’s established technical service network and spare parts inventory.



4. THE DISTRIBUTOR OPPORTUNITY: "ASSET-LIGHT" GROWTH

- **Zero Inventory Risk:** Scale your business without tying up capital in physical stock or expensive warehousing.
- **High-Yield Commissions:** Earn attractive performance bonuses for every facility order you facilitate.
- **Strategic Advisory:** Move from being a "vendor" to a "strategic consultant." Help your clients optimize their ROI while Athletic handles the heavy lifting of production and logistics issues.
- **Competitive Edge:** Offer pricing that no "stock-heavy" competitor can match, securing your position in the market.



STAGES OF AN USUAL IMPORT PROCESS

1. Define your demand (Product)
2. Choose the Suppliers
3. Check for consolidation with multiple suppliers
4. Negotiation & Proforma Invoice Signature
5. Start of Production
6. Onboarding & Follow up
7. Purchase spare parts
8. Pre-Shipment Inspection
9. Shipment Organization
10. Shipping
11. Follow-up of the Cargo until its Destination
12. Nationalization of the Cargo
13. Internal Logistics
14. Products Arrive at Distributor Warehouse
15. Logistic to deliver at the gym
16. Assembly

- Distributor
- Factory
- Freight forwarder
- Inspection agency
- Local freight
- Customs broker

STAGES OF THE IMPORT PROCESS

with Athletic

1. **Choosing Athletic**
   - You already start with the support of a 40 years worldwide brand
2. **Define your demand (Product)**
   - Consolidation
3. **Negotiation Proforma Invoice Signature**
   - Selection of free spare parts & Start of production
4. **Onboarding & Follow up with Athletic Team**
   - Pre-shipment inspection
5. **Freight Arrangement & Shipping**
   - Follow up of the cargo until its destination
6. **Nationalization of the cargo & Internal logistics**
   - Sell out support from Athletic marketing team
7. **Products arrive at their destination**

Faster, smoother, Athletic!



WHY PARTNER WITH ATHLETIC?

- **Proven Heritage:** 40 years of engineering excellence ensuring durability and safety.
- **Technical Backbone:** While the price is "import-direct," the support is "local-immediate."
- **Financial Safety:** Secure legal and operational framework for all international transactions.

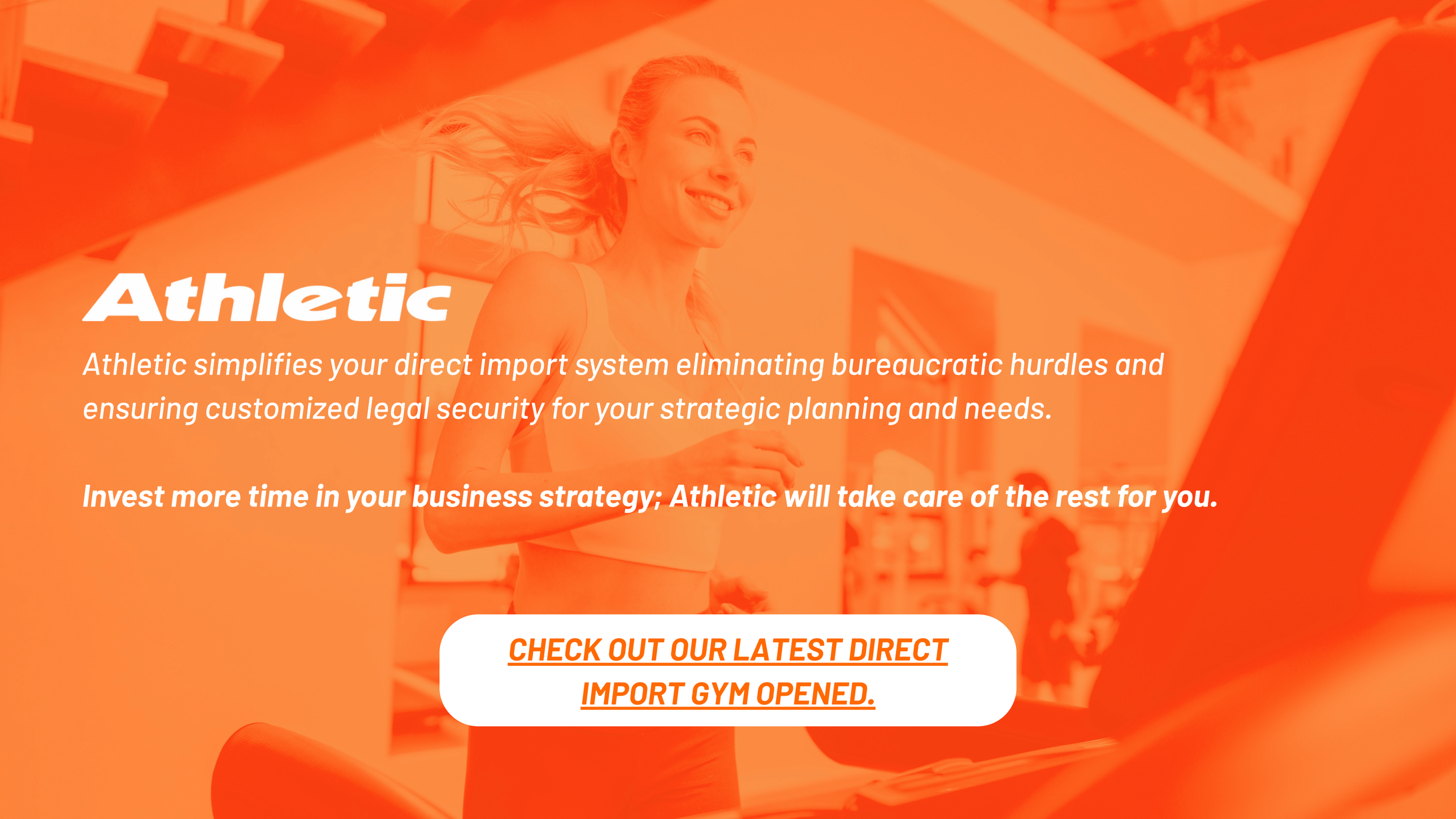
24/7
support

6
present on all continents

150
fitness equipment distributors around the world

1.700
equipment in our portfolio





Athletic

Athletic simplifies your direct import system eliminating bureaucratic hurdles and ensuring customized legal security for your strategic planning and needs.

Invest more time in your business strategy; Athletic will take care of the rest for you.

CHECK OUT OUR LATEST DIRECT IMPORT GYM OPENED.

Athletic

athletic vision fitness

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