

Bit Market Services

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Informazione
Regolamentata

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Diffusione presunta

Oggetto : BasicNet is the new exclusive global
licencee for Briko brand products

Testo del comunicato

Vedi allegato.

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BasicNet

Press release: BasicNet is the new exclusive global licensee for Briko® brand products.

BasicNet S.p.A. and Briko S.p.A. have concluded detailed agreements covering the granting by Briko of an exclusive global distribution license to BasicNet for all Briko® brand products.

Briko, owned by the Boroli family, produces helmets, sunglasses and clothing for skiing and cycling. Since its foundation in 1985, the Briko® brand has been closely associated with a number of athletes, including the skiers Alberto Tomba, Marc Girardelli, Lasse Kjus, Deborah Compagnoni, Kristian Ghedina, Jure Kosir, Bode Miller and Lindsey Vonn, the Nordic skiers Björn Daehlie and Piller Cottler and the cyclists Tony Rominger, Marco Pantani and Mario Cipollini.

BasicNet will bring its business model and specific applications to the brand, which in the past have delivered success for the Kappa®, Robe di Kappa®, Superga® and K-Way® brands.

The Brand, which currently posts annual revenues of approx. Euro 6 million, is distributed 60% in Italy, with the remainder in the United States, Northern Europe and Japan, and going forward can avail of the tried and trusted Basic Group licensee network to reach the major global markets.

The agreements also include a purchase option for BasicNet on the Brand, exercisable until June 30, 2019, at pre-established conditions, which may be exercised in advance based on the Brand's commercial volumes. The investment required, which currently may not be exactly calculated, would be in the order of Euro 3 million.

"The agreement signed with Briko – stated Marco Boglione – enriches the Group's portfolio with a technical and high quality brand which marries design and safety, in line with BasicNet's strategy to create value and integrates well with the functional line of Kappa® brand products - the original Group brand".

"I am delighted with the agreements concluded today with BasicNet – stated Carlo Boroli. We are sure that BasicNet will fully tap into the explosive energy of the brand to create and distribute our iconic products for athletes who demand uncompromising safety and performance, showcasing them on the international stage with the backing of its extensive organisation and level of financial resources."

Turin, March 18, 2016

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