



PRESS RELEASE

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VICTOR & FZ FORZA enter into strategic partnership

Two major players in the international badminton market are joining forces and significantly strengthening their position in the badminton industry.

Sports Group Denmark, which has been VICTOR's distributor in Denmark and Norway for several years and which acquired the Danish badminton brand FZ FORZA in March 2019, is entering into a partnership with one of the world's biggest badminton brands, VICTOR, on the future sale, distribution and development of FZ FORZA & VICTOR.

The partnership creates a strong constellation within the badminton industry, not only in Denmark but in Europe and worldwide, too. FZ FORZA is currently Denmark's biggest badminton brand and positioned as number three in Europe, and by partnering with VICTOR, VICTOR and FZ FORZA will jointly strengthen VICTOR's current position as number two in Europe. In addition, VICTOR's top position in the global badminton industry will also be significantly increased.

Sports Group Denmark will handle all sales of both brands in the Scandinavian market, while VICTOR Europe GmbH will handle the sales of both brands south of the Danish border. At the Asian market, FZ FORZA distribution will from July 2020 be handled through VICTOR HQ.

The partnership will have a major strategic impact on all parameters, as the agreement comprises collaboration on everything from design and product development to sales, procurement, logistics, sponsorship and general marketing. The best of both brands will thus be utilised, which will be combined in the brands' existing operation and development of collections, but without them resembling one another. The aim is for VICTOR to continue to be the major, dominant player in Asia and Europe. FZ FORZA, on the other hand, will maintain its success with the more clean-cut Scandinavian design and its pride in being "Innovated in Denmark", which will continue to be used as a basis for maintaining its market position in Denmark and Europe alike.

In addition to profiting from all the general synergies, the goal of the collaboration is to grow both brands in all key markets and increase overall competitiveness.

VICTOR is one of the world's biggest badminton brands founded in Taipei Taiwan in 1968, with a total turnover of around USD 100 million. VICTOR sponsors several of the world's best players and major federations, including Danish player Anders Antonsen, the world's No. 1 women's singles player, Tai Tzu Ying, as well as the Danish and Malaysian national badminton teams and federations. VICTOR Europe GmbH is the European head office of VICTOR, whose office is located near Hamburg/Germany.

Sports Group Denmark (SGD) is a Danish multi-brand sportswear company headquartered in Silkeborg. The company is expected to report a turnover of just over DKK 500 million at the end of 2019. In addition to distributing VICTOR and its ownership and development of the FZ FORZA brand, which among others sponsors Denmark's top women's singles player, Mia Blichfeldt, and the Danish national youth team, SGD manages several other well-known sports brands in a combination of its own and distribution brands.

For further information

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