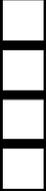




capelli[®]
SPORT

**WE  BUILD MEANINGFUL AND
EXCLUSIVE  PARTNERSHIPS WITH
YOUTH, AMATEUR, AND 
 PROFESSIONAL SOCCER
CLUBS AROUND THE  WORLD
BY PROVIDING CUSTOMIZED 
APPAREL,  CLIENT MANAGEMENT,
AND UNIQUE PLAYER  PATHWAYS.**



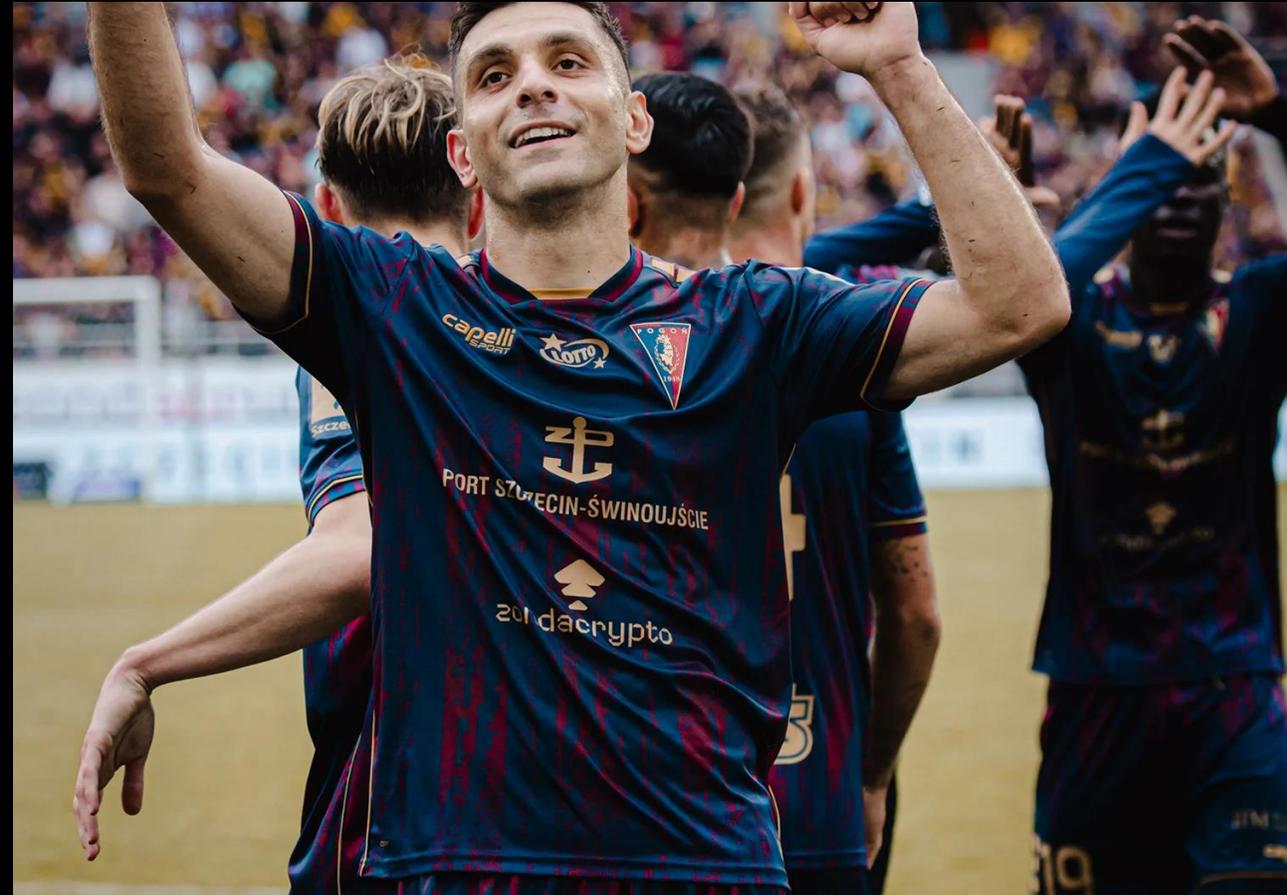
ABOUT CAPELLI SPORT

Capelli Sport is a global multi-sports brand based in New York City, specializing in team sports. With a strong club community reaching all corners of the world, we empower and unite people from amateur, to youth and pro clubs.

Our goal is to build equal and diverse playing fields where everyone can be themselves, live up to their full potential, and enjoy safe experiences. Our passion for creating products from lifestyle apparel to footwear and performance match kits enables athletes and teams to maximize their success on the field and beyond.

Capelli Sport supports all athletes through a unique global sports ecosystem with a focus on service excellence. With years of know-how on our side, we always deliver an exceptional customer experience.

By players, for players, Capelli Sport is deeply rooted in sports culture.





THE GMA GROUP

Founded in 1990 by CEO and President George Altirs, the GMA Accessories Group is a global textile manufacturer and importer of apparel, footwear and accessories. Based in New York, the GMA Group is a successful platform and basis for Capelli Sport's growth and extensive reach.

7,000

Global Employees

8

International Offices

6

Owned Factories

5

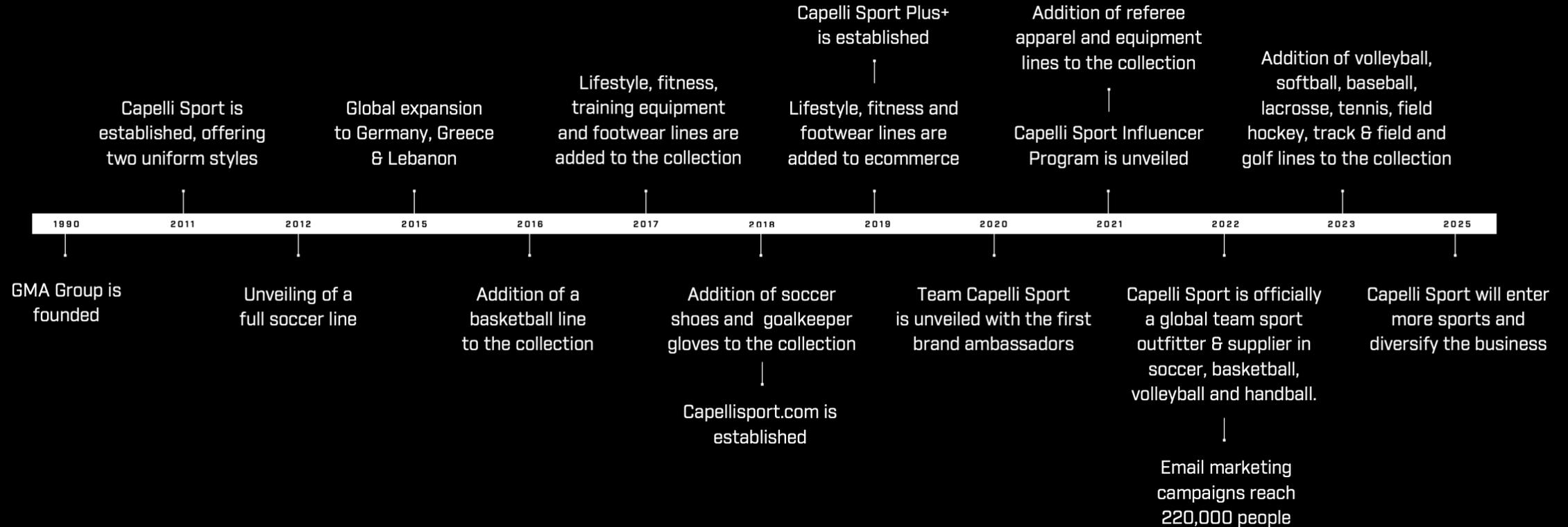
Domestic Distribution Centers

1

Retail Outlet Store USA



CAPELLI SPORT TIMELINE





OUR VALUES

Capelli Sport delivers best-in-class service to elevate the athlete and team.

Capelli Sport enables all athletes and teams to maximize their potential through a unique global sports ecosystem.

Capelli Sport focuses on products, people, playgrounds, and extraordinary experiences.

We want to grow together with your club and to support you as a top-quality supplier.



PEOPLE.

Capelli Sport empowers and unites people and communities – promoting continuous exchange that leads to strong connections.



PRODUCTS.

Capelli Sport creates products that enable athletes and teams to maximize their success on field – and beyond.



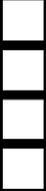
PLAYGROUNDS.

Capelli Sport builds equal and diverse playing fields where everyone can be themselves, live up to their full potential and enjoy safe experiences.



PLUS.

Capelli Sport supports all athletes, offering a global network with a focus on service excellence. Deeply rooted in sports culture. By players for players.



CAPELLI SPORT STRENGTHS

■ EXPERIENCE

Over 30 years of experience in design, sourcing, manufacturing, sales and distribution in the fashion industry.

■ DESIGN & DEVELOPMENT

Our in-house design and development team travels the world to be aware of the latest trends and innovations to enhance the look and performance of our products.

■ SOURCING & MANUFACTURING

In addition to the production in our six privately owned factories in New Jersey, Bangladesh and China, our extensive and highly trained sourcing and production teams in Asia and the United States control and manage the production in 30 contract factories in five countries.

■ PURCHASING POWER

High-volume purchasing power allows us to maintain competitive pricing, while conforming to time-sensitive deliveries.

■ WAREHOUSE & DISTRIBUTION

More than one million square feet of fully owned warehouse and distribution space in seven countries, with our United States.

■ SALES

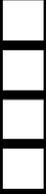
Direct-to-club sales/consumer model. Sales offices in eight countries are covering most of the North and South American, European, African and Asian markets.

■ SUSTAINABILITY

In the effort to achieve and maintain high quality products as well as meet environmental, social compliance and production standards, we have passed and comply with the BSCI, SEDEX, WCA, OEKO-TEX Standard and REACH Standard.

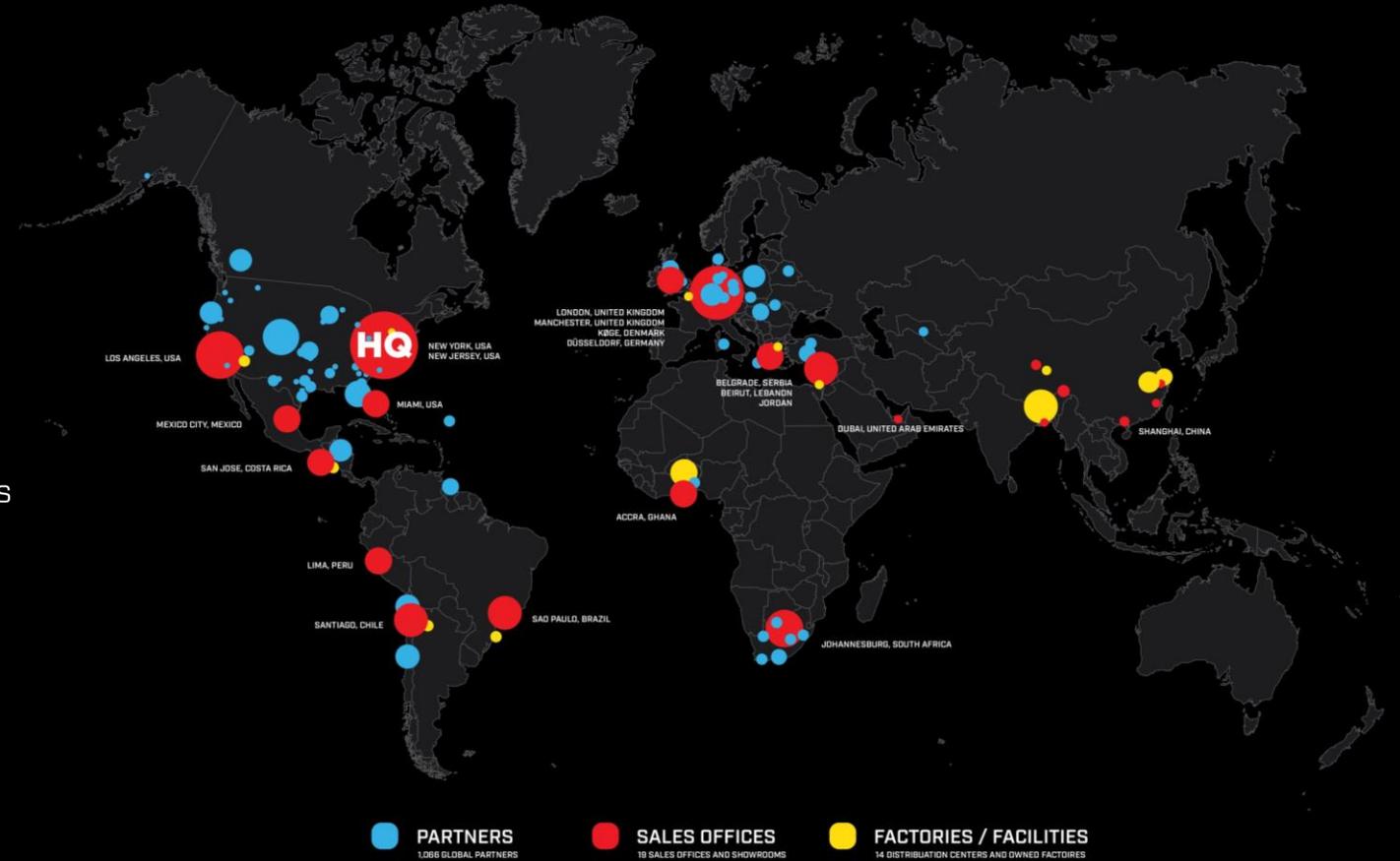
■ PRODUCT

Wide range of products from apparel to accessories and equipment in the following categories: Team Sports, Fitness & Lifestyle.



GLOBAL STRUCTURE & PARTNER NETWORK

Capelli Sport serves a wide range of partners from youth clubs to national federations. In addition, our company has partners, offices, factories, and distribution centers all over the world, on five continents and in 31 countries.





CAPELLI SPORT SUMMARY

PARTNERSHIPS

Capelli Sport serves a wide range of partners
From youth clubs to national associations.



NAT. FEDERATIONS	11
PRO CLUBS	111
SEMI PRO CLUBS	155
YOUTH CLUBS	506
LEAGUES	20
REFEREES	42
ACADEMIES	51
COLLEGES	22
HIGH SCHOOLS	89
OTHER	53

SOCIAL MEDIA

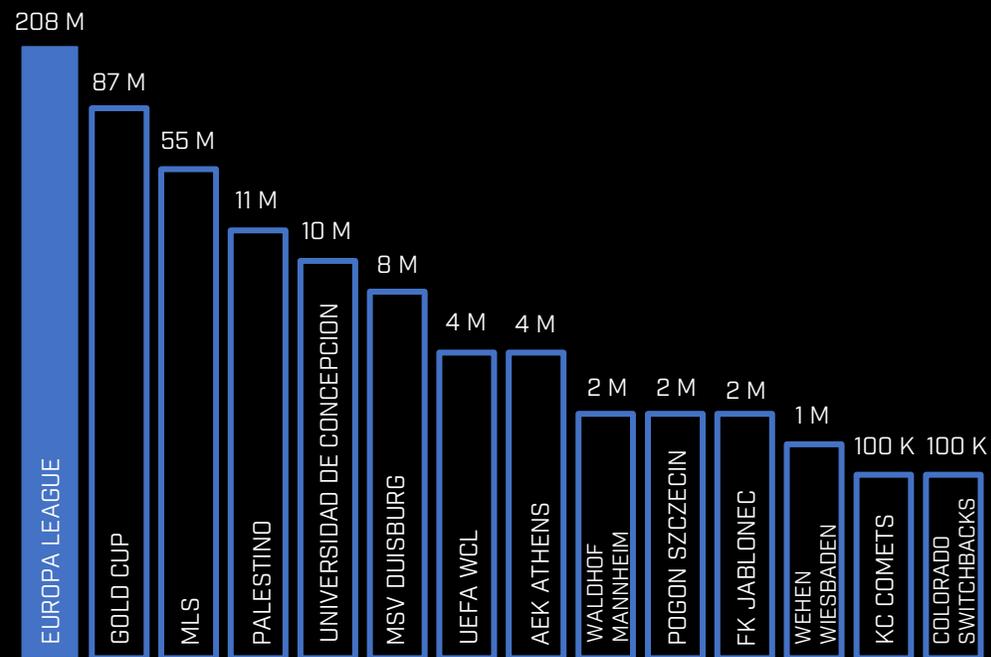
Through our channels and those of our partners, our social media reach has increased to over 7 million followers. Our social media presence has grown to over 7 million followers through our channels and those of our partners.

2.867.216 FACEBOOK
 3.234.691 INSTAGRAM
 911.794 X



SPECTATORS

Over the past seven years, Capelli Sport has been visible to more than 394 million viewers in stadiums or through broadcasts in professional soccer.



TOP PRO-CLUBS AND FEDERATION PARTNER

GRASSHOPPER
CLUB ZÜRICH



SWITZERLAND

VIBORG FF



DENMARK

HB KØGE



DENMARK

1.FC SCHWEINFURT



GERMANY

ALEMANNIA
AACHEN



GERMANY

VFL OSNABRÜCK



GERMANY

ALGECIRAS CF



SPAIN

FUDBALSKI SAVEZ
SRBIJE



SERBIA
NATIONALTEAM &
REFEREE

TSC BACKA
TOPOLA



SERBIA

POGON SZCZECIN



POLAND

GORNIK ZABRZE



POLAND

PAIDE
LINNAMEESKOND



ESTONIA

SK AUSTRIA
KLAGENFURT



AUSTRIA

ÖSTERREICHISCHER
FUßBALL-BUND



AUSTRIA
REFEREE

NEUCHÂTEL
XAMAX



SWITZERLAND

ATROMITOS FC



GREECE

AUSTRIA SALZBURG



AUSTRIA

KSV HESSEN KASSEL



GERMANY

FC DORDRECHT



NETHERLANDS

FK JABLONEC



CZECHIA

VFB LÜBECK



GERMANY



THE CAPELLI SPORT TEAM

Thanks to our network and experience, Capelli Sport offers its partners service, know-how and support in a league of its own.





PERFORMANCE CENTER



OUR SERVICES

As part of your partnership with Capelli Sport, we provide you with all our know-how and services – on and off the field.

PRODUCTS

**DESIGN &
FINISHING**

**MARKETING
SUPPORT**

**CAPELLI
SPORT
PLUS+**

PRODUCT RANGE



MATCH

MATCH JERSEYS
MATCH SHORTS
GOALKEEPER JERSEYS
GOALKEEPER SHORTS
MATCH SOCKS



TRAINING

EMPIRE
MADISON
TRIBECA
UPTOWN
BASICS



BASICS

TOPS
BOTTOMS
OUTERWEAR
THERMA FLEECE
ACTIVWEAR



FAN SHOP

APPAREL
OUTERWEAR
ACCESSORIES



TRAINING & EQUIPMENT

SOCCER BALLS
PINNIES
CONES
HURDLES
POP UP GOALS



LIFESTYLE

GRAPHIC HOODIES
SIGNATURE COLLECTION
MARBLE COLLECTION
TECH II COLLECTION
SELECT COLLECTION



PERFORMANCE

TOPS
BOTTOMS
LEGGINGS
SHORTS
SPORTS BRAS



FITNESS

STRENGTH TRAINING
RESISTANCE
YOGA
REST & RECOVERY
CARDIO



ACCESSORIES

BAGS & BACKPACKS
SOCKS
HAIR ACCESSORIES
CAPS & HATS
COLD WEATHER



FOOTWEAR

CS FLY
CS CLASSICS
PRO GLIDE
NY FLEX
CS ONE



OUR DESIGN- & FINISHING PROCESS



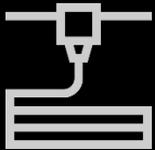
Personal, direct **SERVICE**
via our designated key
account manager



In-house **DESIGN TEAM**
for individual club
designs – from team kits
to corner flags



Our own **FACTORIES**



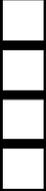
In-House **PRINTING
DEPARTMENT**



Flexible, individual
DELIVERY QUANTITIES



Five **GLOBAL
DISTRIBUTIONS
CENTERS** for speedy
deliveries



OUR MARKETING SUPPORT



Personal, direct **SERVICE** via our designated marketing contact partner



Support for **ANNOUNCEMENTS** via press releases, social media and website



Content for **JERSEY REVEALS** via Video or Photos



BRANDING of Club Assets via LED- & Static Boards, Interview Boards



MARKETING TOOLBOX / Playbook (Brand Assets, Digital and Print Templates, Tutorials, (Co-) Branding Material)



JOINT EVENT SUPPORT via sponsor of the day, partner-events or photoshootings



DIGITAL ACTIVATION & SOCIAL MEDIA like FB & IG raffles, newsletter-articles or content creation



BRAND AMBASSADOR program to present our newest products



BRAND AMBASSADOR PROGRAMM

Individual athletes from the Capelli Sport team network are given the opportunity to represent Capelli Sport as official brand ambassadors. These handpicked athletes work closely with Capelli Sport to authentically position apparel, accessories and equipment across various social-media platforms, as well as to build a community around Capelli Sport.

As brand ambassadors on Team Capelli Sport, these athletes have the opportunity to express their love for soccer and their commitment to the sport.





CAPELLI SPORT PLUS+

capelli+
SPORT



CAPELLI SPORT+ TEAM



JASON ARNOLD

Director, Global



DARIO MLODOCH

Director, Europe



CRIS DA SILVA

Technical Director, USA



SEAN SWEENEY

Events Director, USA



AURI SKARBALIUS

Technical Director, Europe



NICK BOMBARD

Operations Assistant & Scout



EMIL PETERSEN

Operations Coordinator, Europe



GRACE MAIETTA

Marketing Coordinator



JANIS DEEKEN

Events Director, Europe



CAPELLI SPORT+ OVERVIEW

Capelli Sport+ focuses on leveraging our global network and experience to support Capelli Sport partners through elite and exclusive services, experiences and opportunities. Capelli Sport has ownership shares in multiple soccer properties around the world that are utilized as resources to support all efforts on and off the field.

The uniqueness of the Capelli Sport+ business model, network and experience puts the company in a league of its own in the service, expertise and support it gives its partners. Capelli Sport+ is focused on working with like-minded individuals with a goal to push the limits and chart new territories.



HB Køge

Men & Women
Denmark
Danish 1st Div. (M)
Kvindeligaaen (W)



KFUM Roskilde

Men
Denmark
Denmark Series



Barnsley Women's FC

Women
England
FA Women's National League



Inter Allies FC

Men
Ghana
Premier League





FOCUS



+ PRO



+ EVENTS



+ COACHES



+ EXPERIENCE



+ REFEREES



+ MARKETING



+ CONSULTING



+ FACILITIES



+ PRO

+ NETWORK

Our extensive network and Capelli Sport+ USA programs provide access for partner clubs to identify emerging talent and discover new players. We facilitate connections with leading clubs, providing them with access to a diverse pool of skilled athletes who are eager to showcase their abilities and pursue career growth.

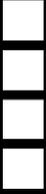
In addition, Capelli Sport provides comprehensive training camp planning and support in the USA and Europe. These camps offer players and teams the chance to train in a professional environment and access high-quality facilities. This is an invaluable opportunity for the preparation of the season development and team building. Furthermore we will host network and meeting events annually, connecting our pro partners in a new and unique setting.

Capelli Sport is dedicated to supporting our partners, and this commitment shapes everything we do. We aim to create a community that fosters growth, excellence, and teamwork. By tapping into our global network and drawing on years of experience, we work to provide every player and team in our network with the resources and support they need to reach their goals.

+ COMBINE

Capelli Sport+ will organize and facilitate combines focused on player exposure for opportunities at the professional level within a fully branded environment. This gives our European partners the chance to scout the best players within the Capelli Sport+ network in the USA, while also providing a platform for players from USA partner clubs to gain exposure to international clubs.





+ EVENTS

+ CAMPS

Every year thousands of youth players from across Europe travel to fully exclusive Capelli Sport+ Camps to learn from professional coaches and compete in a high level and supportive environment. This wellorganized combination of fun, enthusiasm, and elite training creates a truly professional environment for our youth athletes, supporting their development across the board. Our team of experienced coaches and event-organizers take care of all the details to ensure an optimal experience for the players. Our partner clubs also benefit from our camps, gaining professional exposure, free coach training, and a reward system for each partner club. Capelli Sport partner clubs also have the option to host these camps using their own name and brand.





+ EVENTS

+ CUP

The Capelli Sport+ Cup is a global series of elite youth tournaments that are fully exclusive to Capelli Sport brand partners. There are currently Capelli Sport+ Cup events in the United States and in Denmark, with a third event location in Germany coming on board in 2025. These competitions are for our top players, bringing together international Capelli Sport partners for high-level competition and exposure to player opportunities at the next level.





+ COACHES

Capelli Sport+ is committed to providing all coaches, from beginner to advanced, with education tailored to their experience and the needs of their players. +Coaches is implemented to support the coaches of the Capelli Sport network and link them through a series of opportunities, including sharing of best practices, concepts and ideas, developing relationships, educational formats and exchange programs. Creating a bridge between our partners to further support our network coaches is our goal.

Opportunities include:

- + International and Domestic Coaching Exchange
- + International and Domestic Coach Shadowing
- + On-Site and Virtual Coaching Training Sessions
- + On-Site and Virtual Coaching Courses



+ EXPERIENCE

Capelli Sport owned professional clubs and partners, Capelli Sport+ is able to provide an experience for individual teams and coaches.

+Experience is designed to provide all levels of Capelli Sport partners with the opportunity to experience life as a professional at a European or US club. Teams and coaches will be given the opportunity to train and participate in matches within a highly competitive and professional environment, while enjoying the culture and lifestyle of world football in a foreign country. Each +Experience is fully customizable and can include:

- + Team Training and Matches
- + Individual and Positional Training
- + Fitness and Strength Training
- + Mental Training
- + Cultural and Sightseeing Experiences
- + Club Tour and Meet & Greet





BECOME A PART OF CAPELLI SPORT AND JOIN A GLOBAL COMMUNITY OF ATHLETES, TEAMS AND COACHES. TAKE ADVANTAGE OF THE CAPELLI SPORT NETWORK AND ITS SERVICES – AND TAKE YOUR CLUB UP TO THE NEXT LEVEL.

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PLAY FORWARD



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GERMANY
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