

Press release, 7 January 2009

## When friendship becomes partnership

Globetrotter Ausrüstung takes 25 per cent stake in Swiss outdoor specialist Transa Backpacking AG, based in Zurich.

After many years of respectful collaboration, Globetrotter and Transa are pleased to announce that their friendship has now officially become a partnership.

The aim of Globetrotter's strategic shareholding is to efficiently exploit synergies and apply knowledge existing within the two companies, with a view to further consolidating their position of leadership in the outdoor retail business in Germany and Switzerland.

Within this, particular attention will be paid to the continual professionalisation of promotional activities, more efficient purchasing, implementation in store construction and distance selling (e-commerce). Exchange between employees is also to be promoted, with the aim of making optimum use of knowledge in respect of processes, products and technologies.

On 22 December 2008, Andreas Bartmann and Thomas Lipke, managing partners of Globetrotter Ausrüstung, and Beat Stünzi, chairman of the board and joint founder of Transa Backpacking AG, signed the contract.



Caption: Andreas Bartmann, Beat Stünzi and Thomas Lipke

**Transa Backpacking AG** is the leading provider of travel and outdoor equipment in Switzerland. The company name is derived from the term "trans-Sahara" and has served as a symbol for experience and adventure since 1977. Transa operates six travel and outdoor stores in Switzerland: in Basel, Bern, Luzern, St. Gallen, Winterthur and Zurich, and two bike stores, in Zurich and Basel. A second outlet store was recently opened in Bern, to add to the one in Zurich. Via its subsidiary, Outdoor Trading AG, Transa also manages eight Jack Wolfskin stores in various locations in Switzerland and employs a total of over 210 dedicated employees. Transa currently generates sales of 45 million Swiss francs per year (approximately 30 million euros).

**Globetrotter Ausrüstung Denart & Lechhart GmbH** was founded in 1979 and is now present in Hamburg, Berlin, Dresden, Frankfurt, Bonn and Cologne. Ongoing commitment, innovation and trendsetting retail outlets, plus the contribution of its 1,000 employees drawn from 35 nations, have earned the company its position at the forefront of the European outdoor retail industry. The spirit of adventure of the company's founders has led to the creation of a company serving a broad customer base and achieving annual sales of 200 million euros. 700 manufacturers currently supply Globetrotter with a range of over 25,000 items, while the print run of the company's mail order catalogue has now reached one million copies.