

Duelli 

FOUR SEASONS IN ACTION

A photograph of three motorcyclists riding on a paved road through a forest. The lead motorcyclist is in the foreground, wearing a white helmet with 'SIMPSON' written on it, a black leather jacket, and blue jeans. The motorcycle's headlight is on. Two other motorcyclists are visible in the background, also on the road. The scene is set in a lush green forest with sunlight filtering through the trees. A large tree trunk is on the left side of the frame. The overall mood is adventurous and scenic.

From the Finnish countryside to the world

Duell Bike-Center Group 2021

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Foreword
by the CEO
From local
to global

Our history goes back to 1983 when Tom and Stefan Nylund founded the company in a little town on the West Coast of Finland where they began with the sales and later, the distribution of motorcycle parts. From the beginning our aim was to supply the best possible products, at a competitive price in the shortest possible time. Still today this remains our philosophy and a key part of our company's success.

Since then we have grown strong from a two-man company to a multinational group with nearly 200 employees. To help achieve this our portfolio further expanded to include ATV, snowmobile and marine products quickly establishing ourselves as the leading distributor across the Northern Europe in terms of product range, brands and business volume.

We could only become successful thanks to our teams in product management, purchasing, accountancy, marketing and last, but not least, in logistics. Our core and firm knowledge of distribution is a key factor to our success combined with our performance operation systems and talented hands-on staff, each having an unrivalled knowledge and passion for the powersports industry. They are real professionals. From customer support, sales, marketing and other vital divisions of our company, they have only one goal: serve our dealers in the fastest and best possible way!

Our Scandinavian spirit reflects also in the way we work, with respect for people and the environment. We look for long term and stable relations with our partners and suppliers. Also with our investors, a Finnish private equity company called Sponsor Capital, who backs us and enables us to grow in every direction in the future. As "vikings" we always wanted to conquer the world, so our new focus is on the rest of Europe where we have developed an ambitious plan with new teams and further subsidiaries in several countries to open new relationships and drive further expansion. In 2021 we took over new distribution companies in the Netherlands, in Germany and in France.

Our aim is still the same as 38 years ago: we are a distributor at heart and we continue to look for a sustainable business in all senses and become a trustworthy, reliable partner and supplier for our customers, which is for them, the most important factor for their business, no matter if it is a local shop or a multichannel E-commerce business. We try to supply the best possible quality product, at a competitive price in the shortest possible time. This was and still is our target and the company's mission for the upcoming decade!

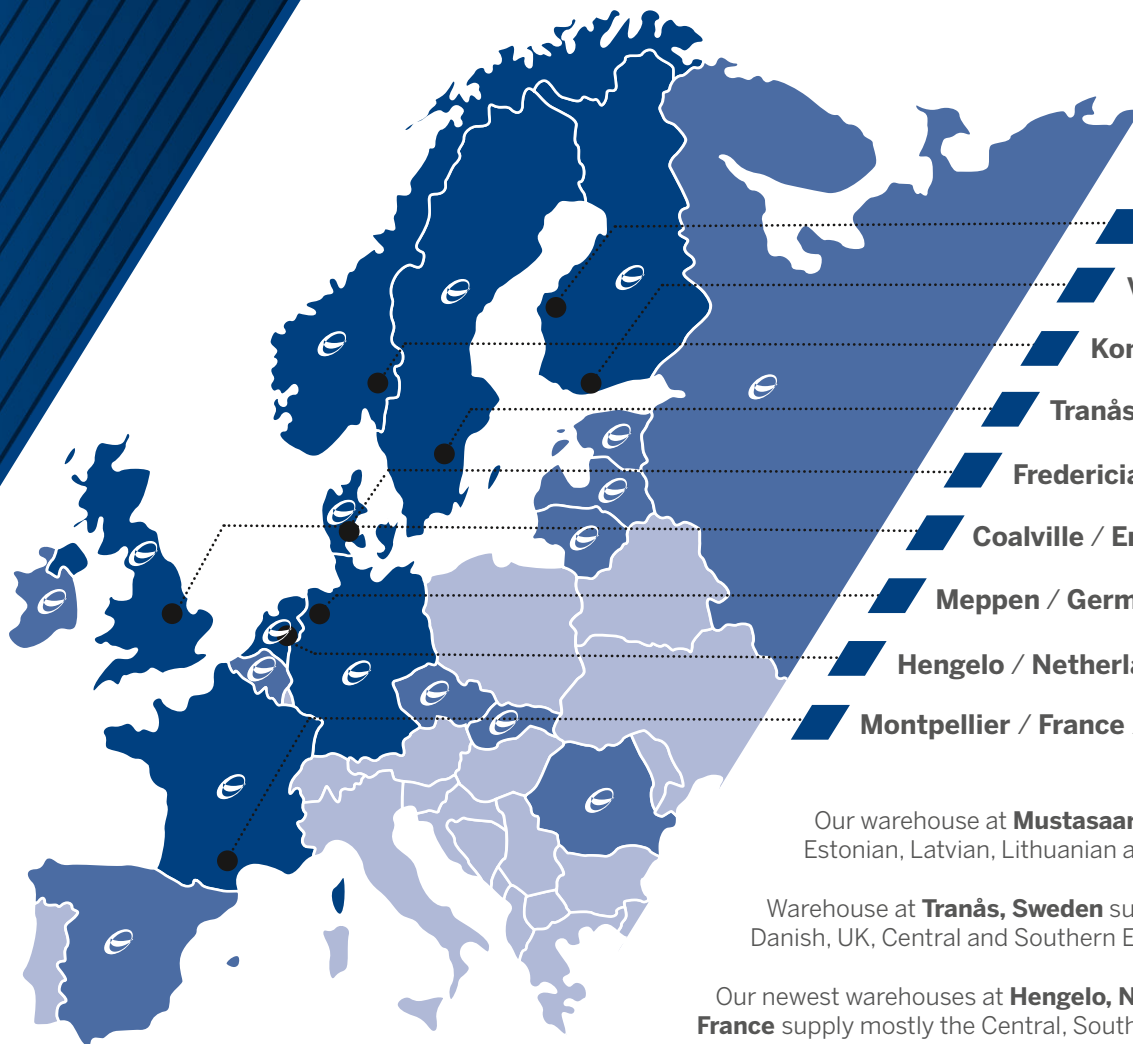
Sincerely

CEO of Duell Bike-Center Group

A handwritten signature in black ink, appearing to read "Jarkko Ämmälä".

Jarkko Ämmälä

Locations



- **Mustasaari / Finland / HQ, warehouse** (Duell Bike-Center Oy)
- **Vantaa / Finland / office** (Duell Bike-Center Oy)
- **Kongsvinger / Norway / office** (Duell AS)
- **Tranås / Sweden / office, warehouse** (SDBC Motor AB)
- **Fredericia / Denmark / office** (SDBC Motor AB Denmark)
- **Coalville / England / office** (Duell UK Ltd)
- **Meppen / Germany / office** (Grand Canyon GmbH)
- **Hengelo / Netherlands / office, warehouse** (IGM Trading B.V.)
- **Montpellier / France / office, warehouse** (Tecno Globe SAS)

Our warehouse at **Mustasaari, Finland** supplies mostly the Finnish, Estonian, Latvian, Lithuanian and Russian markets.

Warehouse at **Tranås, Sweden** supplies mostly the Swedish, Norwegian, Danish, UK, Central and Southern European markets.

Our newest warehouses at **Hengelo, Netherlands** and at **Montpellier, France** supply mostly the Central, Southern and Eastern European markets.

Map status: September/2021

Who are we

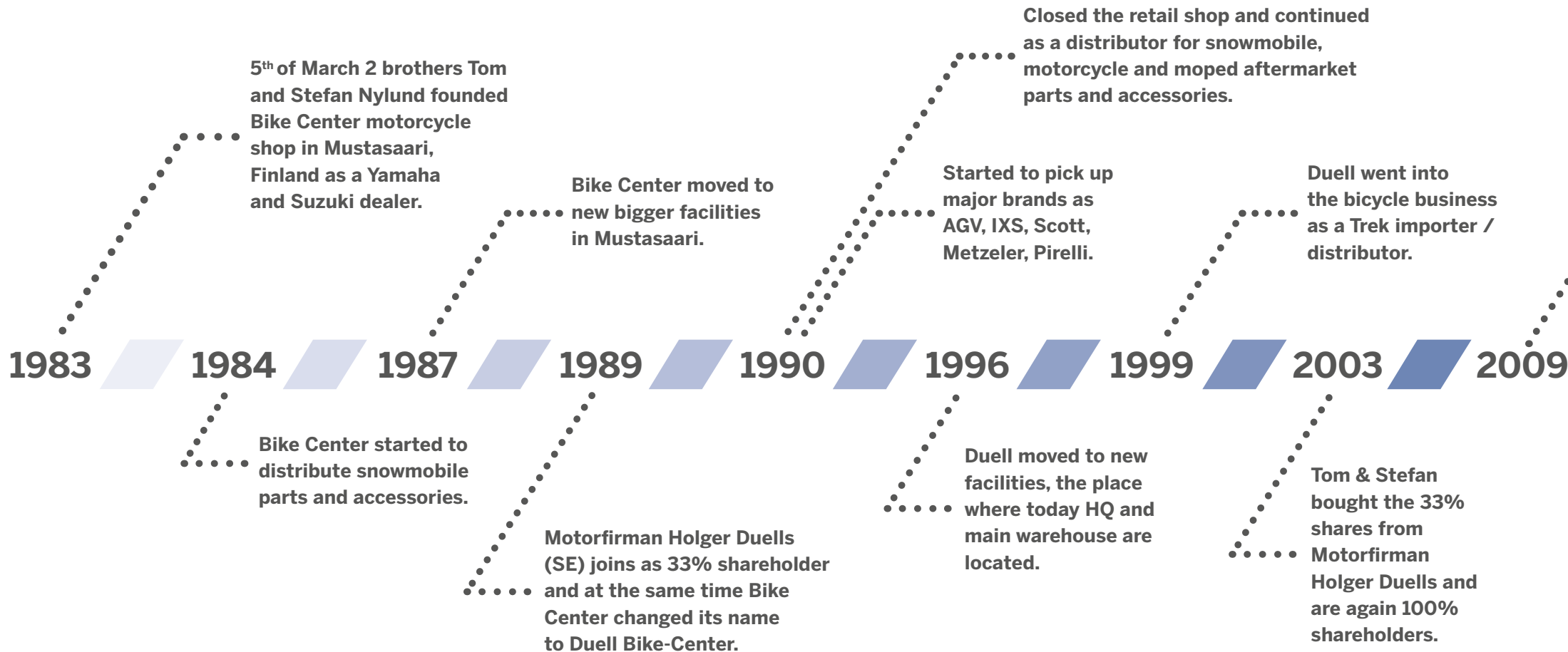
We are the leading distribution group in Northern Europe for all kind of powersports, marine and ATV/UTV products. Our history goes way back to 1983 when the parent company was established in Finland. Today our group consists of five joined powersports companies, Duell Bike-Center Oy, SDBC Motor AB, IGM Trading B.V., Grand Canyon GmbH and Tecno Globe SAS.

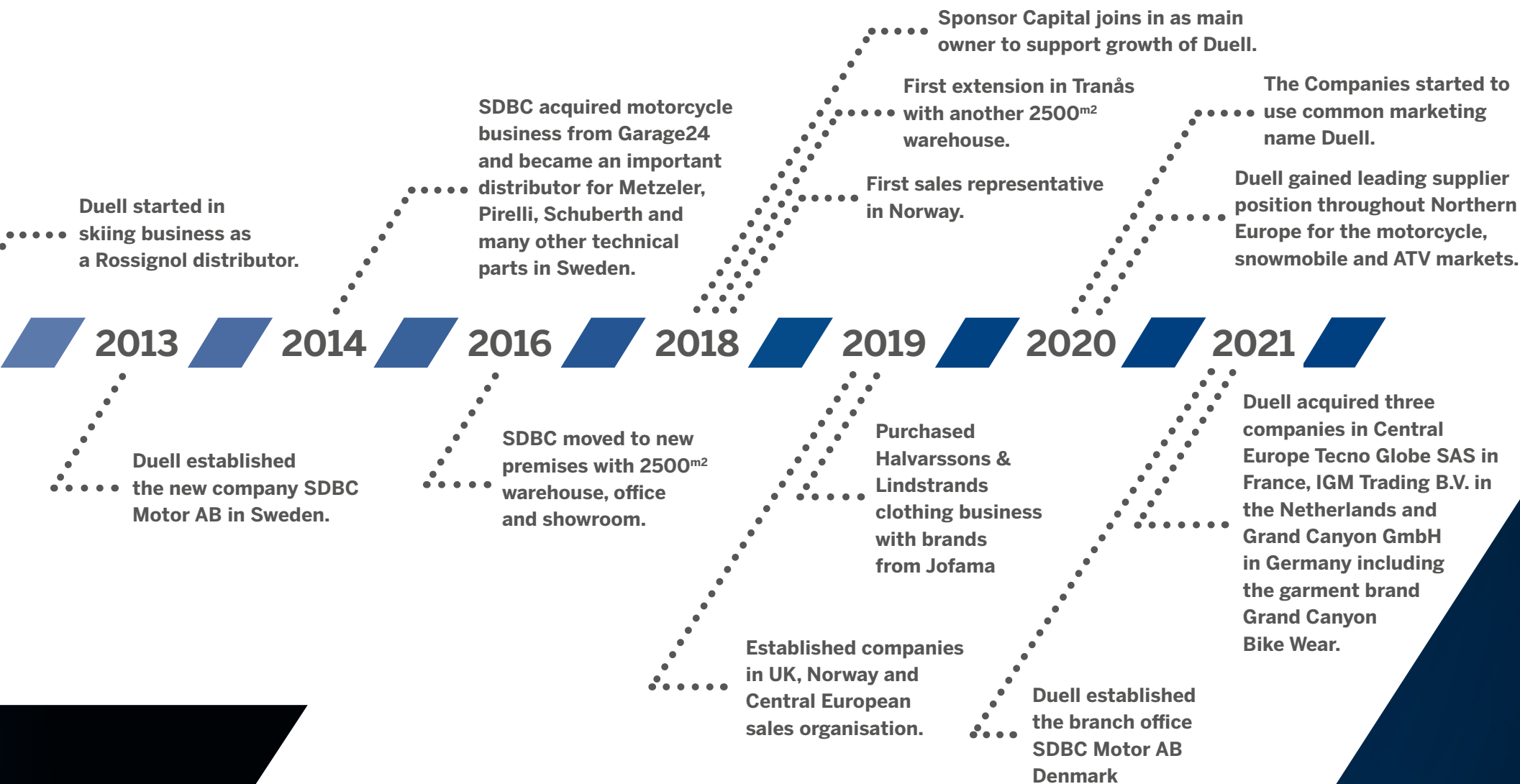
Our teams are made of motorsports experts in different fields and every department has its specialization. As our professionals are also eager powersports enthusiasts, we can offer you the best and most up-to-date feedback about all our products.

With a market leading position, comes also great responsibility. We stand behind every product we distribute. With our humble roots, we have built our vast distributor network of top dealers, which we continue to expand in many countries across Europe. We offer the most competitive prices, profitable margins and interesting terms. Partnerships and close cooperation with our clients are key elements for our success.

Availability is another key factor: more than 95% of our products are available 24/7. We offer fast and efficient deliveries, even overnight in many countries, to a network of more than 10 countries, so in turn they too can provide a fast and efficient service to their consumers. We thank our success to the high level of efficiency, speed and customer satisfaction provided by Duell.

Company milestones





Figures

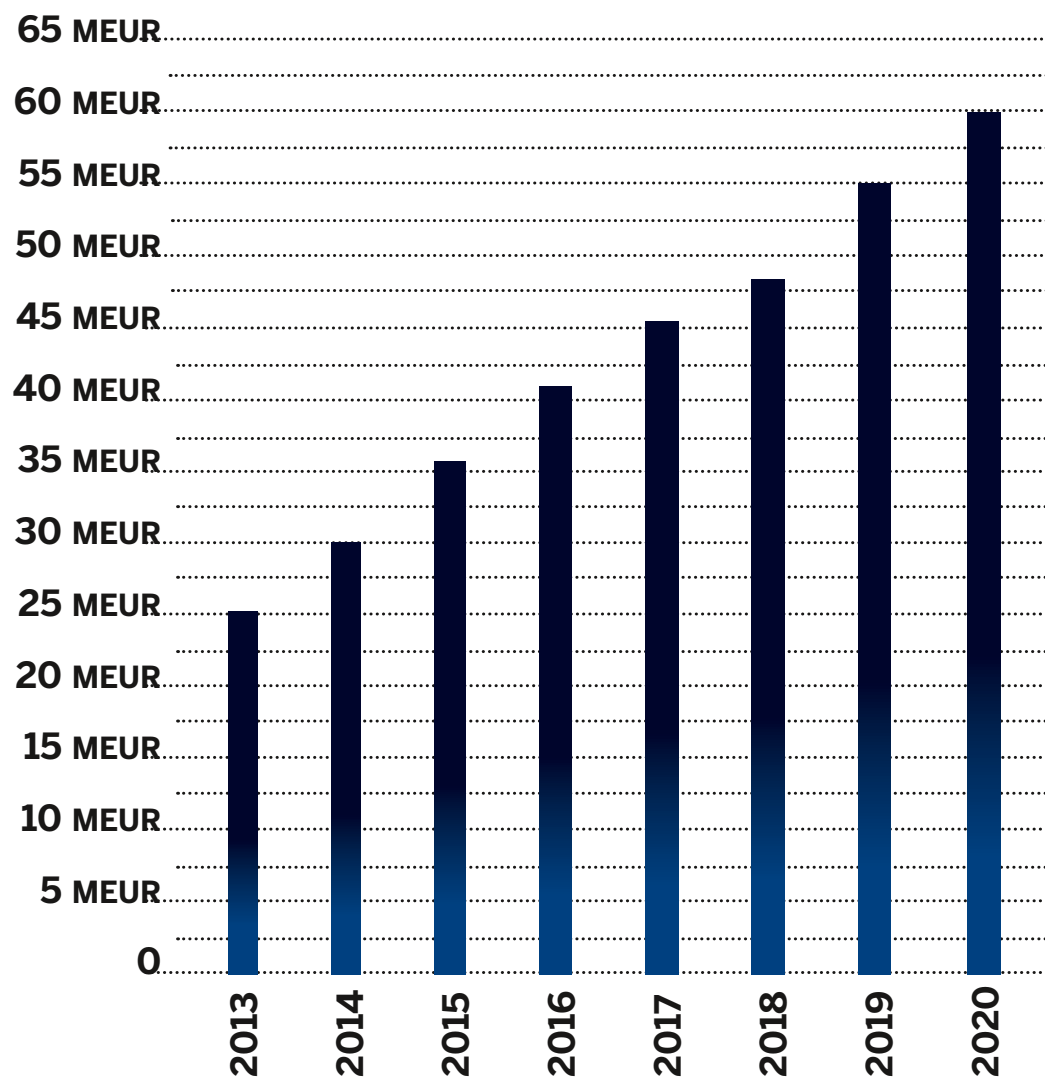


AAA[®]

Highest Creditworthiness
©Bisnode 2021

Duell Bike-Center Oy has once again achieved the highest possible AAA credit rating from Bisnode Oy. The rating indicates that we are a high-performing, reliable and trustworthy partner to our customers and partners.

Cumulative group turnover in euros

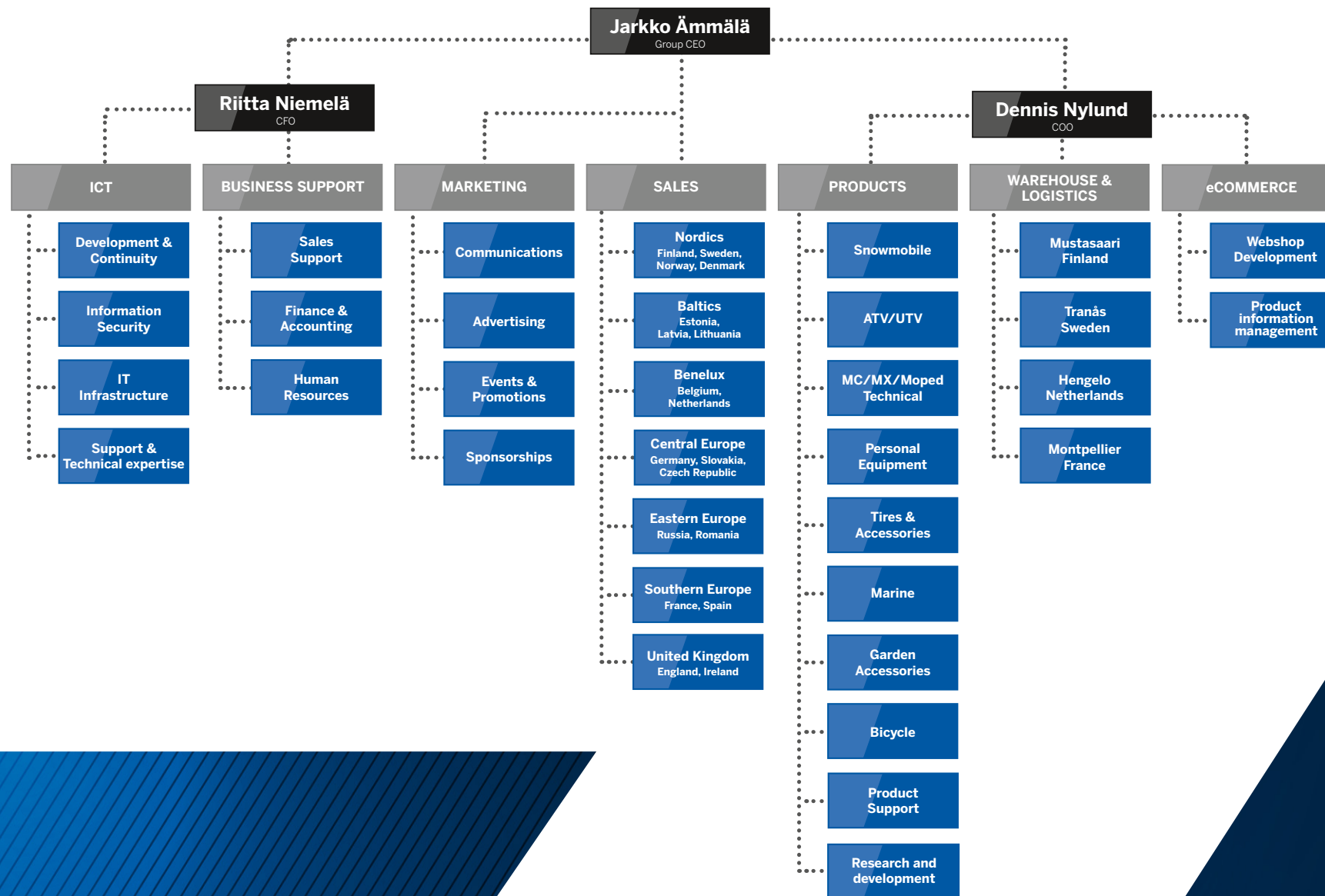


Employees are the main assets of the company



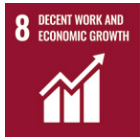
DUELL
DAMN GOOD FUN
SINCE 1983

Organisation



Responsibility is an important part of Duell

Responsibility has always been an important part of our company values, and as the market leader in the industry, we want to act responsibly. Our corporate social responsibility program is based on the United Nations Agenda for Sustainable Development (Agenda 2030), from which we have selected the most important goals for our operations and partners.



Employees are our company's most important asset

- We want to take care of the health and well-being of our employees and guarantee a safe working environment for all personnel.
 - The stable foundation and long history of our company enables long-term working relationships.
 - We actively offer our staff development opportunities and diverse benefits. Comprehensive occupational health services (in Finland), a competitive bonus system and exercise benefit are valued in our work community.
 - We maintain an open and positive work culture where the employee is valued and listened to.
- As a growing and internationalizing company, we will increase employment both in Finland and in the international labor market.
- Equality means equal treatment and opportunities for us regardless of gender, background or any other personal reason. We adhere to equality in our work community and want to promote equality at the societal level as well.



Towards more responsible solutions

- We actively develop our customer service process so that we can serve our customers as well and efficiently as possible. With the help of innovative solutions, we aim to strengthen and optimize the customer service process to even more smoothly.
- Our goal is to establish the longest possible relationships with both our suppliers and our customers.
- Product safety and product information are an integral part of our operations. The employees, responsible for our products, are professionals in their field and always have up-to-date information regarding products and product safety.



AGENDA 2030 for sustainable development

The United Nations Program of Action for Sustainable Development includes 17 global goals that countries should achieve together by 2030. Agenda 2030 aims to eradicate extreme poverty and sustainable development, taking into account the environment, the economy and people on an equal footing. The underlying principle of the program is that no one is left behind in development.



We promote safer ways to ride

- We make sustainable choices when developing our product range.
- We promote safer ways to ride for all powersport enthusiasts by providing the industry with top quality safety products.
- We handle warranty issues very carefully and take immediate action with possible product recalls.
- We focus on sustainability when it comes to packaging:
 - We only use boxes of ideal size.
 - We use only necessary amount of packaging material.
 - We avoid the use of plastic in all our packaging materials.
 - We reuse boxes and packaging material whenever possible.



Optimization supports sustainable development

- To reduce our carbon footprint, we only use logistics partners who follow climate-friendly practices, both in terms of transport and other activities.
- We send post-deliveries with daily orders.
- We combine intercontinental deliveries and always deliver only a full container.
- Our warehouses are local and distributed close to the customer.
- The Promosoft SOLO optimization and purchasing system helps us to act more responsibly in terms of orders and product deliveries as well as warehousing by optimizing the quantity and storage of products in the right place and at the right time.
- We avoid extra travel and prefer the distance meeting policy.
- We offer our dealers a dropship solution, which means we deliver products directly to end customers. This enables us to avoid unnecessary packaging and transportation.

All powersports gear from motorbikes to marine



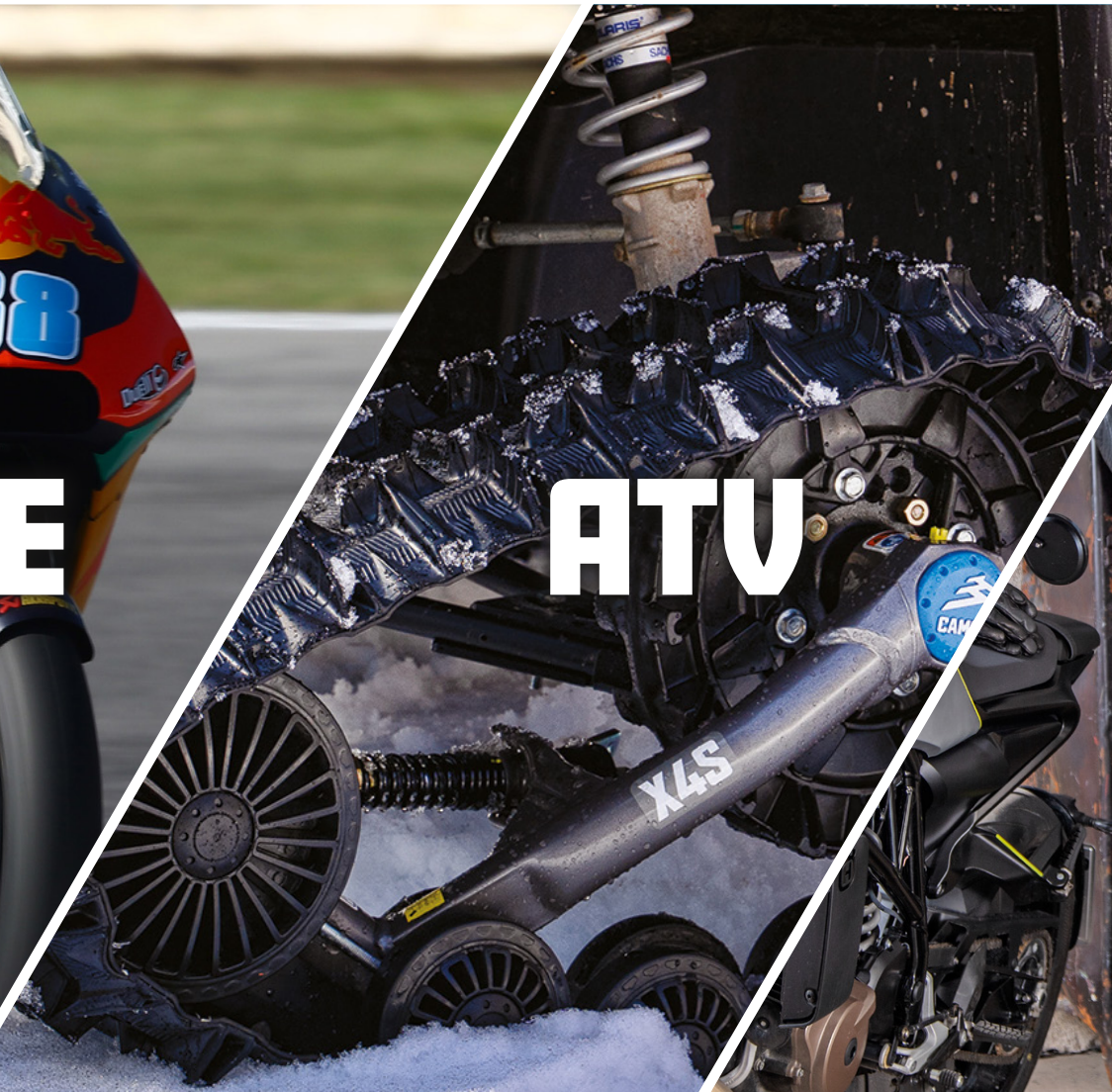
BIKE

SNOW

MARINE

Four seasons in action - have damn good fun with our products!

We cover all fields of powersports products: apparel, accessories, and parts of motorcycle, snowmobile, moped, ATV, and marine.



More than 200 high-quality brands

Duell's mission has always been to import the world's best known, high quality powersports brands. Therefore, we have exclusive distribution rights across several markets for top brands like Cardo, Alpinestars, Scott, Schuberth, Pirelli, Dunlop, Airoh, Oakley, Jobe, Brembo, Fox, Leatt, Simpson, Motorex, Castrol, Yuasa, and many other premium brands.

We also offer a wide range of products from hundreds of manufacturers. We cover the complete market, from top to bottom, from high end to more economical, but always with the best price-quality ratio! We offer for each budget the right solution, whatever bike you ride. In addition to the brands imported from all over the world, we also have several inhouse brands under our own labels: Bronco, Qvarken, Hyper, Black Island, Snowpeople, Sixty5, NEXT, Sea-X, Sno-X, Tec-X.

One of our biggest steps was the acquisition of the two legendary Swedish brands Halvarssons and Lindstrands which will take a lot of our attention for the coming years. We have transformed and modernized these iconic brands to meet and exceed the expectations of quality conscious modern motorcyclists, while respecting the brand's heritage and DNA.

The unique price-quality ratio of the collection makes quality and fashionable products available for all. Whether you are an enthusiast or a professional, you'll find the most stylish products in the AMOQ and Grand Canyon Bike Wear collections, which are always in line with the hottest trends of the season.





Halvarsson



Our brands



Halvarssons

Scandinavian Premium Since 1946

Halvarssons has built its 70 year history on tradition and craftsmanship. Established in the small Swedish back country town of Malung in the 1940's the brand has continuously developed the finest Scandinavian motorcycle garments with an eye for detail and more than just a little injection of passion.

This philosophy can still be seen today but now we also find cutting edge technologies. Each garment has unique properties satisfying the needs of even the most demanding professional riders who put safety first.

But with Halvarssons, safety does not have to come at the expense of comfort and functionality. In fact, for years we have followed the philosophy "a comfortable rider is a safe rider". And that means keeping you dry and at just the right temperature by using technologies such as Outlast, TFL and Dryway membranes. Combine this with some of the best materials on the market and you understand why Halvarssons has so many loyal followers. Timeless style and quality that never goes out of fashion.

Our brands



Lindstrands - For the Extra Mile

Lindstrands is the brand for more daring and adventurous. With modern details and sporty appearance, the design is focused on riders who wish to push the limits without compromising on safety and performance.

First producing motorcycle boots in the 1950's, the knowledge amassed during these years coupled with modern technology has led to a range of clothing with the highest standards of comfort, performance and safety.

Whether riding desert highways, forest trails or the city streets, Lindstrands has a garment that will satisfy your needs. As they say, "If it works in Scandinavia..."

Classic and urban motorcycling gear that combines quality and safety in a unique way. Comprehensive collection offers everything from accessories to touring jackets for the price-conscious motorcyclist all over the world.



Our brands

The AMOQ logo, consisting of a stylized orange triangle shape above the text "AMOQ".

AMOQ

UNLIMITED
PASSION

The stunning colours, blackest black and highly finished details combined with great technical materials take your adventure to a completely new level! Founded in 2021 AMOQ is active, fast and full of excitement. The brand is inspired by a passion for snow and snow activities. Sunny frosty days in the Rocky Mountains, the northern lights and the call of powder snow.





Our drive for quality products and top brands reflects also in our engagement in racing. We are proud to be an official team partner of Red Bull KTM Ajo Motorsport for already more than 20 years in Moto2 and Moto3 classes at MotoGP. We have recently started a cooperation also in MXGP with ICEONE Racing, owned by Finnish F1 legend Kimi Räikkönen.

Partners



Red Bull
KTM
FACTORY RACING

Duell

OFFICIAL TEAM PARTNER SINCE 2001



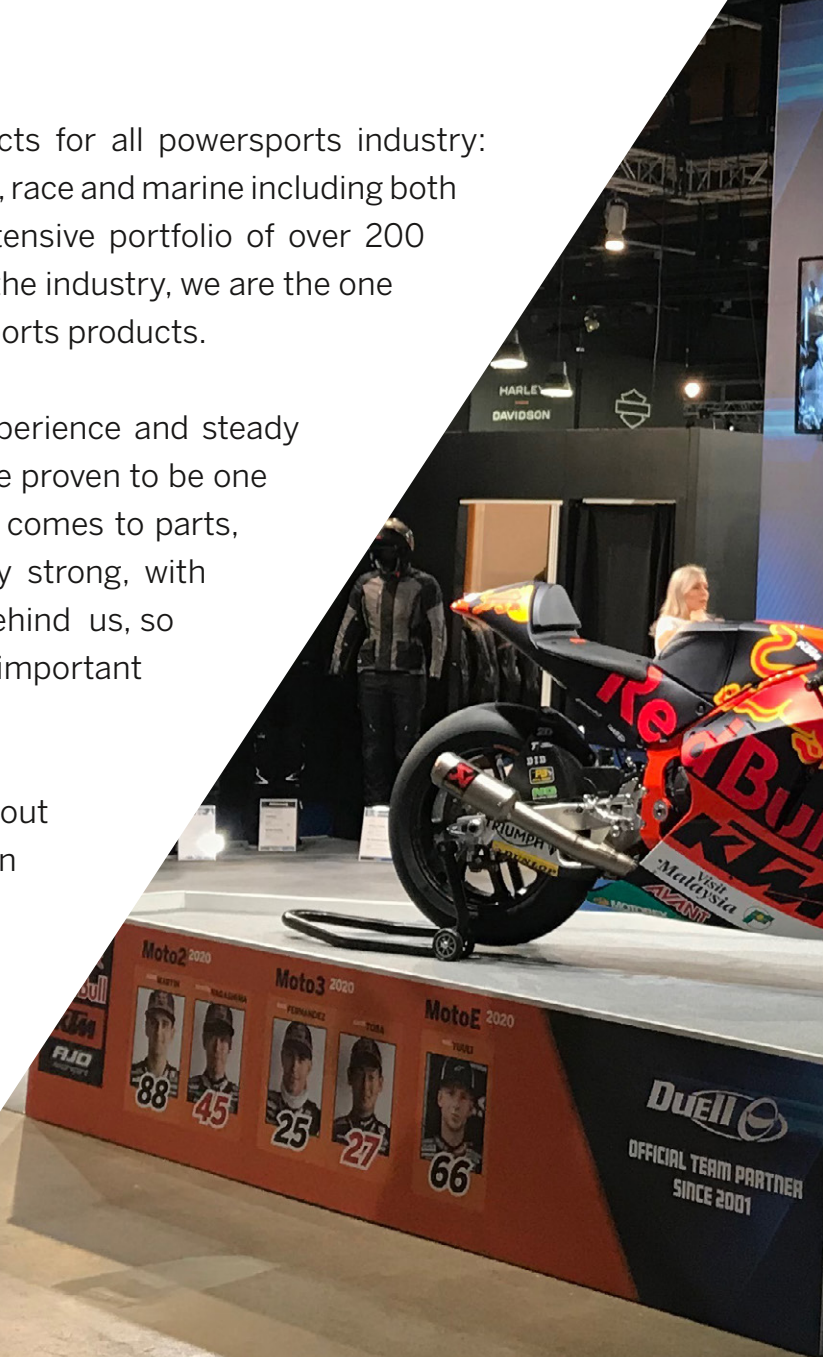
DUELL:
DAMN GOOD FUN
SINCE 1983

Why choose Duell

We have the biggest range of products for all powersports industry: motorcycles, mopeds, snowmobile, ATV, race and marine including both apparel and technical parts. With an extensive portfolio of over 200 brands from some of the biggest names in the industry, we are the one stop shop for all dealers who look for powersports products.

We are reliable partner. With our 38 years of experience and steady growth since our company was established, we have proven to be one of the best and surely the biggest distributor when it comes to parts, accessories, garments and helmets. We are financially strong, with a vast background and private equity investor standing behind us, so we remain secure in even the most turbulent times, which is important for our dealers.

We know and we stand behind every single product we sell without exception. Our product teams are made up of experts specialising in different product fields and as eager powersports enthusiast they can offer the best, most up to date, information on every detail. They have the knowledge and answers to all questions or problems and can resolve them with minimal fuss.





We are fast and easy going. Through our B2B web shop, ordering and delivery process are fully automatic. In 24 hours, we supply 95 % of our products, to all dealers in the Scandinavian countries and some of European countries.

We offer fair and reliable terms and conditions, which makes our dealers competitive. By working closely with our dealers and building strong relationships, we understand the needs of the different markets and individual dealerships. The focus on quality and service does not stop with our products. This can include help with displays, ongoing product and technical training, responsible approach to stock levels or simply help choosing the right products. And finally, the right marketing and communication strategy to drive consumer sales, something as important as the product and price itself.

We believe our efforts should be spent on building great relations and strong support for our dealers, because their success is our success.

Our commitment

The right **PRODUCT**

Exclusive importer and supplier of top brands in all powersports segments.

The right **PRICE**

Competitive pricing for consumers and good margin for dealers.

The right **TIME**

Reliability deliveries
95% on over night
deliveries.



Management:

Chief Executive Officer / **Jarkko Ämmälä** / jarkko.ammala@duell.eu

Chief Operating Officer / **Dennis Nylund** / dennis.nylund@duell.eu

Chief Financial Officer / **Riitta Niemelä** / riitta.niemela@duell.eu

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IGM Trading B.V. | Toermalijnstraat 18 | 7554 TX Hengelo | **Netherlands**


Grand Canyon GmbH | Meppener Straße 22 | 49716 Meppen-Versen | **Germany**


Tecno Globe SAS | ZA, La Méridienne CS 10044, 34700 Le Bosc | **France**

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