



Duell 

FOUR SEASONS IN ACTION

From the Finnish
countryside
to the world



Duell Corporate 2022

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**We are often asked
what is the secret of
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Foreword by the CEO

Founded in 1983 as a family-driven company in Mustasaari, a little town on the West Coast of Finland, Duell has passed a unique four-decade journey. The small distribution company has grown over years first to the No. 1 distributor for powersports products in Finland and the Nordic countries. Today we are active in most parts of Europe, covering a network of more than 7,500 dealers, and offering one the largest product and brand portfolios in the categories of motorcycle, ATV, snowmobile, marine, and bicycle. Together with the passion of our more than 170 employees, we set in November 2021 the latest remarkable milestone: Duell listed to the Nasdaq Helsinki First North Growth Market as first company of its kind.

With the power of strong and convinced investors in our back who fully trust in Duell's philosophy and business strategy we set out for new shores. Now we are aiming for significant growth with these key strategic goals: acquisitions, developing a modern, customer-friendly distribution platform and new brands. Our clear vision and goal are to become the best partner for dealers and brand owners throughout Europe, and at the same time to further strengthen our leading market position in the Nordics.

All of our European-wide activities are characterized by our commitment to the central spirit of "Think global, act local". We understand that each market and each country have its own habits and commons. We respect the differentiation when it comes to languages and cultural differences. We create country by country powerful teams who have 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 all have only one goal: serve our dealers in the fastest and best possible way!

We are often asked what is the secret of our success story, and the answer is same than in the beginning: 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: 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, no matter if it is a local shop or a multichannel E-commerce business.

Sincerely,

Jarkko Ämmälä, CEO Duell Oy

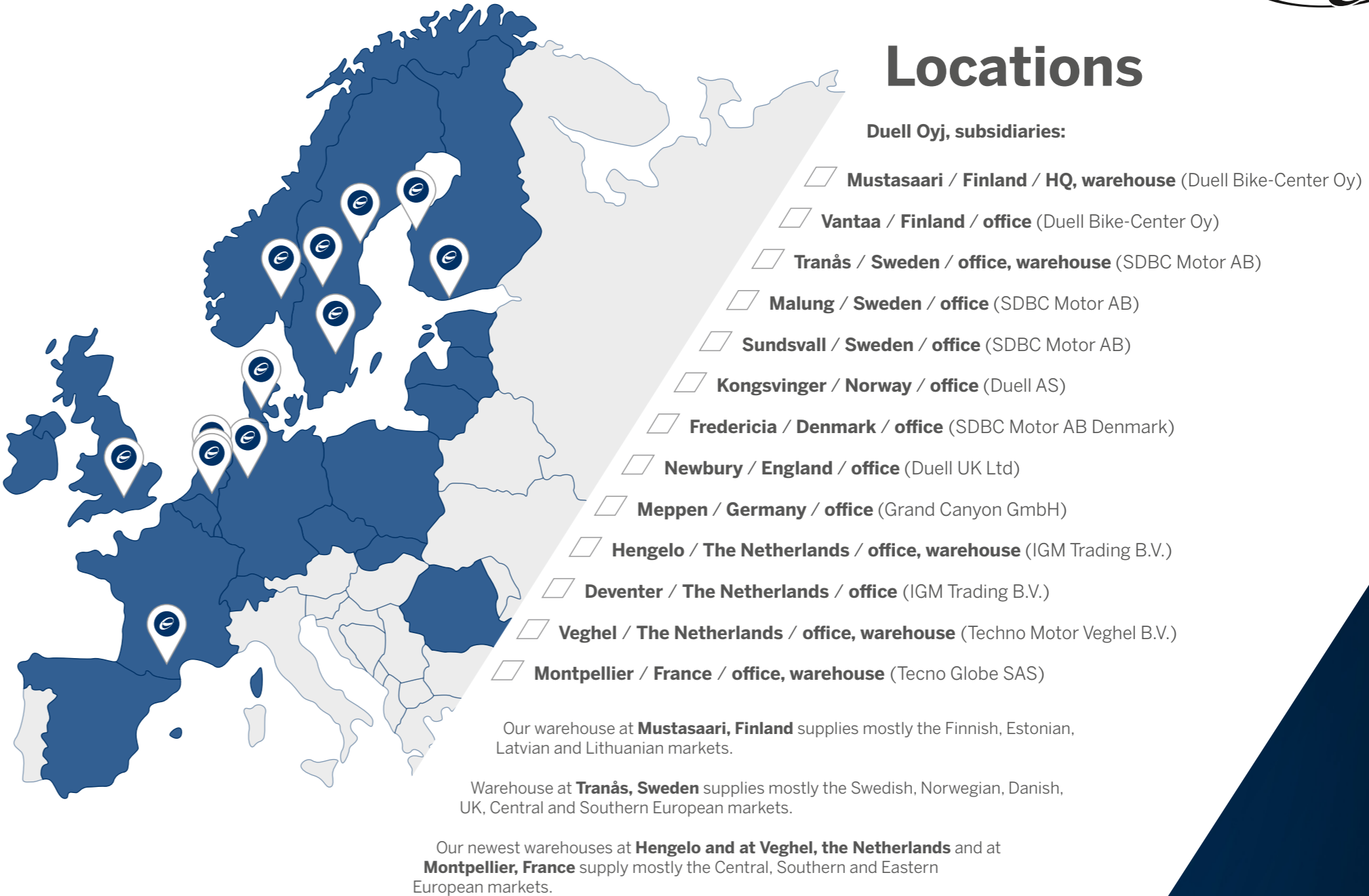
Who we are

Duell is a Finnish group with subsidiaries in six European countries. We are the leading powersports aftermarket distributor in the Nordics with a rapidly growing presence in the Europe. Duell's portfolio covers motorcycle, ATV, snowmobile, bicycle, and marine products, including technical and spare parts as well as personal equipment.

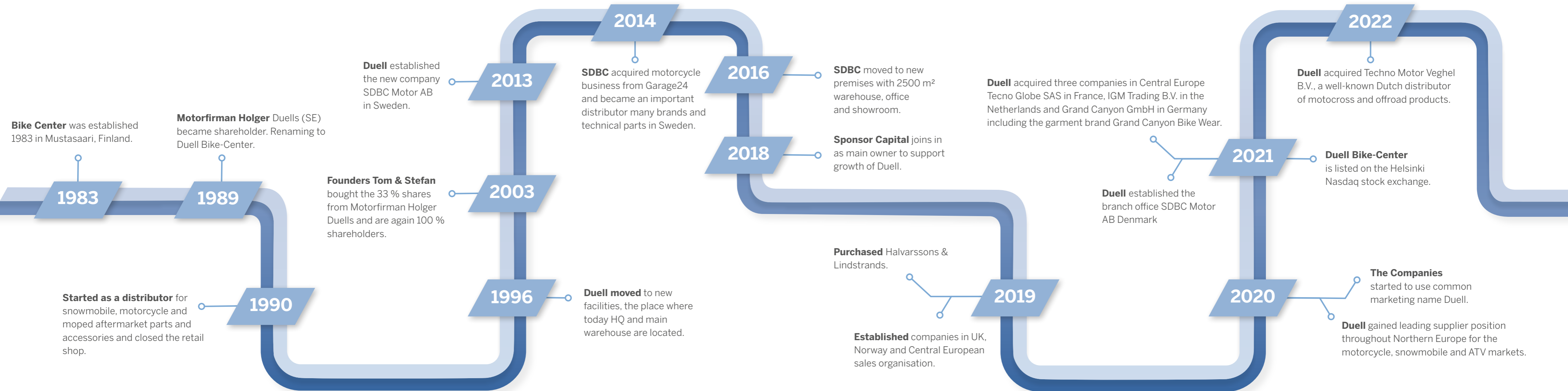
Our history goes way back to 1983 when the parent company was established in Finland. 5th of March brothers Tom and Stefan Nylund founded Bike Center motorcycle shop in Mustasaari, Finland as a Yamaha and Suzuki dealer. Year later they Bike Center started to distribute snowmobile parts and accessories as well and few years later Bike Center moved to bigger facilities in Mustasaari.

Today our group consists of six joined powersports companies, Duell Bike-Center Oy, SDBC Motor AB, IGM Trading B.V., Techno Motor Veghel B.V., Grand Canyon GmbH and Tecno Globe SAS. Duell operates warehouses in Mustasaari (Finland), Tranås (Sweden), Hengelo and Veghel (The Netherlands), and Montpellier (France).

We are the leading powersports aftermarket distributor in the Nordics with rapidly growing presence in the Europe. Our history goes way back to 1983 when the parent company was established in Finland.



Company milestones



Key facts



Leading Northern European powersports aftermarket distributor

FOUNDED

5th of March **1983** two brothers Tom and Stefan Nylund founded Bike Center motorcycle shop in Mustasaari, Finland.



STAFF

200 employees



TOTAL SALES FORCE

60 powersports professionals in
18 countries

CATEGORIES

ATV

parts & accessories

Bicycle

parts & accessories

Marine

parts & accessories
+ watersports

Offroad

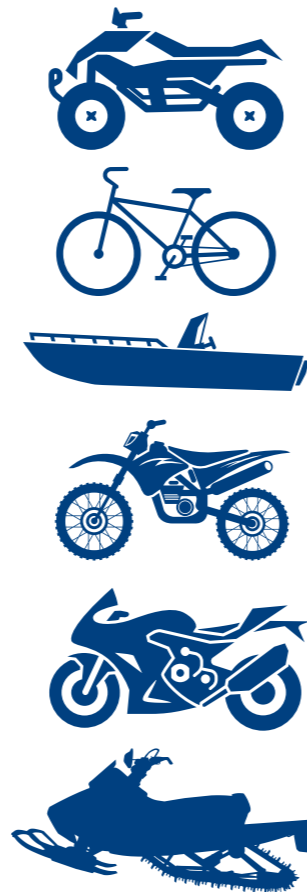
parts & accessories + personal
equipment

Onroad

parts & accessories + personal
equipment

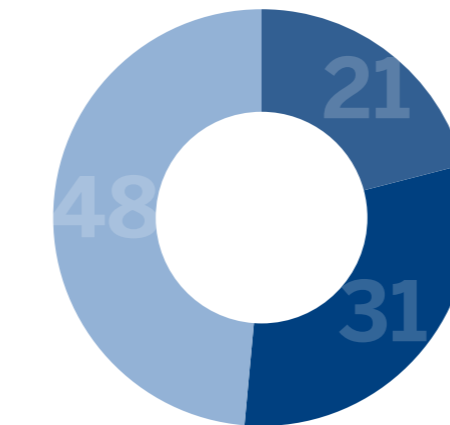
Snowmobile

parts & accessories
+ personal equipment



BRANDS

291 Top brands



48%

Exclusive external brands

31%

External brands

21%

Own brands

DEALERS

> 7 500 Active dealers

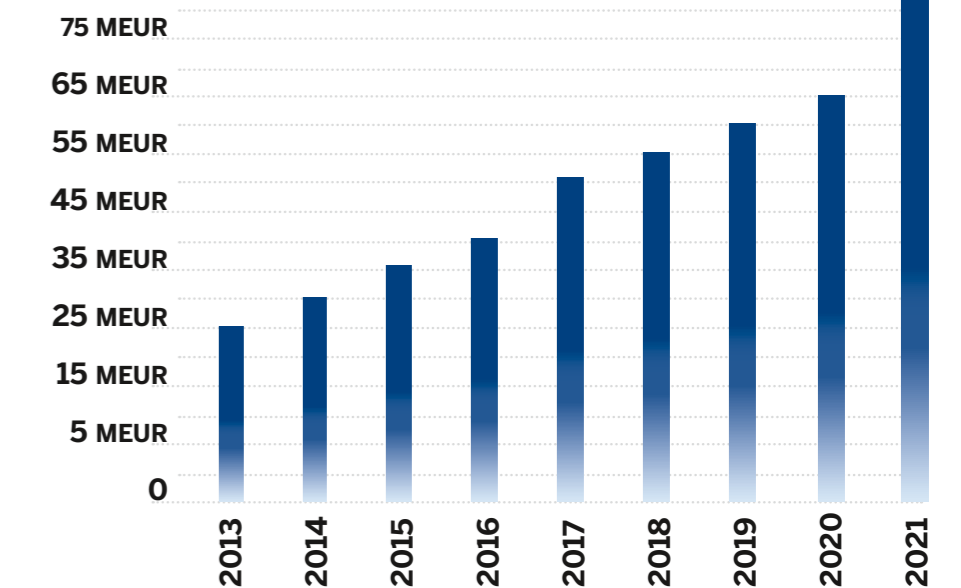


HIGHEST CREDIT RATING



Highest Creditworthiness
®Bisnode 2021

CUMULATIVE GROUP NET SALES



All powersports gear from motorbikes to marine



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

We cover all fields of powersports products: apparel, accessories, and parts of ATV/UTV, bicycle, marine, offroad, and onroad motorcycles as well as snowmobile.



ATV

PARTS & ACCESSORIES



BICYCLE

PARTS & ACCESSORIES



MARINE

PARTS & ACCESSORIES
+ WATERSPORTS



OFFROAD

PARTS & ACCESSORIES
+ PERSONAL EQUIPMENT



ONROAD

PARTS & ACCESSORIES
+ PERSONAL EQUIPMENT



SNOWMOBILE

PARTS & ACCESSORIES
+ PERSONAL EQUIPMENT

More than 290 high-quality brands

Duell's mission has always been to import the world's best known, high quality powersports brands. We have exclusive distribution across several markets for many top brands.



House brands

Tech



We have several high-quality house brands under our own labels, which are available in all of our markets. Our house brands offer a wide range of products for each of our product categories: motorcycle accessories, watersports and marine accessories and snowmobile accessories. And in addition our finest gems, high-quality personal equipment brands.



**Makes your
life easier!**

Hyper offers a wide range of high-quality accessories to all powersport enthusiasts from helmet lights to spare batteries, developed by the best professionals in the powersport industry.



**A part of
your action**

Sixty5 offers a comprehensive range of spare parts for MC and MX bikes. The top quality products, competitive prices and a wide range makes enthusiasts trust to Sixty5 time after time.



**Reliable quality
everyday**

A comprehensive range of accessories and components for mopeds and scooters for all enthusiasts. With years of experience Tec-X will provide the best quality at the best price.

Marine

Snow



Experience the fun of the water

The Black Island collection reflects an active, relaxed and fun lifestyle. Everything that floats: from stylish SUP boards to sporty life jackets – all you need to have fun in the water.



For boating and more

Inspired by the coast of Ostrobothnia where boating is one of the most popular leisure activities, Qvarken offers high-quality marine accessories for everyone's needs.



High-quality spare parts for boats

Sea-X is known for its high-quality spare parts for boats and unique price-quality ratio. All Sea-X products are developed by boat professionals who know the industry thoroughly.



For perfect riding experiences

NEXT takes your snowmobile to the next level when it comes to the riding experience. Don't settle for the ordinary – fine tune and customize your sled just the way you want it to be.



Everything your sled needs

Sno-X provides accessories and components for all snowmobile owners. The wide and versatile range is completed with hundreds of interesting new products every year.



Stay cool but warm

SnowPeople keeps you warm even on the coldest frosty days. The diverse range offers high-quality clothing and accessories for snowmobiling and winter activities for the whole family.



Halvarssons

Safety through comfort since 1946

Halvarssons offers a wide range of motorcycle garments from the modern and functionally designed textile clothing to the classic leather collections for all seasons that represents the finest Scandinavian quality. The Swedish brand was established in the 1940s, since when it has been the leader of classical, top-quality Scandinavian motorcycle garments. Based on a firm foundation of craftsmanship, passion for detail, and the highest level of protection, this tradition continues to live on in Halvarssons garments.

High-quality motorcycle garments made of leather and textile offer safety through comfort according to the highest standards. The more comfortable the garments are, the better rider can focus on what matters. All Halvarssons garments are designed to fit perfectly and developed with latest technological solutions.

[halvarssonsmc.com](https://www.halvarssonsmc.com)

 [halvarssonsmc](https://www.instagram.com/halvarssonsmc)

 [halvarssonsmc](https://www.facebook.com/halvarssonsmc)



For the Extra Mile

Lindstrands offers an extensive range of high-quality protective motorcycling garments and accessories with modern details and a sporty appearance. The design is focused on riders who wish to push the limits without compromising on safety and performance. Lindstrands' modern garment technologies ensure a high level of comfort and protection for the rider.

Established in 1891 in Sweden, Lindstrands began making boots for motorcycle riders back in the 1950s. Through the years Lindstrands has evolved into a strong brand whose collection represents the latest technology, innovative and high-quality textiles. Safety through comfort has always been the most important part of the product development. The more comfortable the clothes feel to wear, the better the rider can focus on the essential - riding! As they say, "If it works in Scandinavia..."

lindstrandsmc.com

facebook.com/lindstrandsmc

[@instagram@lindstrandsmc](https://instagram@lindstrandsmc)

Grand Canyon Bike Wear



Discover your style

Grand Canyon Bike Wear is designed and manufactured with decades of experience. The collection is a blend of classic motorcycle styles, modern sporty and urban looks as well as an authentic retro style. Comfort and durability are key factors in product development and all products are made of quality materials. Leather, technical materials and finest fabrics will guarantee the right experience in all weather conditions.

The unique price-quality ratio and the large size range of the Grand Canyon Bike Wear makes these touring, urban and classic products available for all price-conscious motorcyclists all over the world. Whether you are an enthusiast or a professional, in the Grand Canyon Bike Wear collection you'll find everything you need from suits to accessories. Don't settle for the ordinary, build your individual style and ride it on your way!

grandcanyonbike.eu

[f grandcanyonbikewear](#)

[@ grandcanyon_bikewear](#)



Unlimited Passion

The stunning colours, blackest black and highly finished details combined with 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 mountains, the northern lights and the call of powder snow.

Products combine comfort and style in the best possible way. Whether you're riding a snowmobile, scaling mountains, going skiing, snowboarding or just exploring the city life AMOQ keeps you looking stylish and feeling comfortable in all conditions. High-quality products are equipped with the best technical features which you can rely on in all kinds of weather conditions. Whether you are an enthusiast or a professional, you'll find the most stylish products in the AMOQ collection.

amoqsports.com

 [amoqsports](https://www.instagram.com/amoqsports)



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. In 2021 we started cooperation also in MXGP as official team partner of Kawasaki Team, owned by Finnish F1 legend Kimi Räikkönen.

Sponsorships



DUELL
DAMN GOOD FUN
SINCE 1983

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. We are committed to respect human rights and we work to ensure that human rights are respected throughout our operations. Our operations are conducted in an ethical and honest manner, and we do not accept any form of bribery or corruption in our own operations or in our partners operations.



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.



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 non-professional 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.



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 minimize the use of plastic in our packing line
 - 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.

Why choose Duell



ONE STOP SHOP

We have the biggest range of products for all powersports categories: motorcycles, mopeds, snowmobile, ATV, race and marine including both apparel and technical parts. We are the one stop shop for every dealer who looks for powersports products.



OVER 290 BRANDS

We distribute the world's best known quality powersport brands. Our portfolio consists more than 290 brands. We have exclusive distribution rights across several markets in Europe. In addition we offer several in-house brands in different categories.



EXPERTS AT YOUR SERVICE

Our staff and product teams are made up of experts specialising in different product fields. As eager powersports enthusiast we can offer the best and most up to date, information on every detail. We have the knowledge and answers to all questions and inquiries and can resolve every problem with minimal fuss.



RESPONSIBLY TOWARDS FUTURE

Responsibility is important part of our company values. We strive to find responsible solutions in all our operations, and we work actively with our corporate responsibility program towards more comprehensive direction.



FAST DELIVERIES

More than 95% of our products are available 24/7 and we offer fast and efficient deliveries to a network of more than 20 countries, even overnight deliveries in many countries. This enables our customers to provide a fast and efficient service to their consumers.



COMPETITIVE PRICES

We have always competitive pricing for consumers and good margin for dealers. High-quality service and products with years of experience you can count on every day.



WE ARE RELIABLE PARTNER

With our four-decades 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.



HIGHEST CREDIT RATING

We have the highest possible AAA credit rating that indicates that we are a high-performing, reliable and trustworthy partner to our customers and partners. With a vast background and powerful investors standing behind us, we remain secure in even the most turbulent times.

Board of Executives



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Chairman of the Board



Anu Ora
Member of the Board



Anna Hyvönen
Member of the Board



Sami Heikkilä
Member of the Board



Thomas Sandvall
Member of the Board



Niko Mokkila
Member of the Board



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