



On in the cloud

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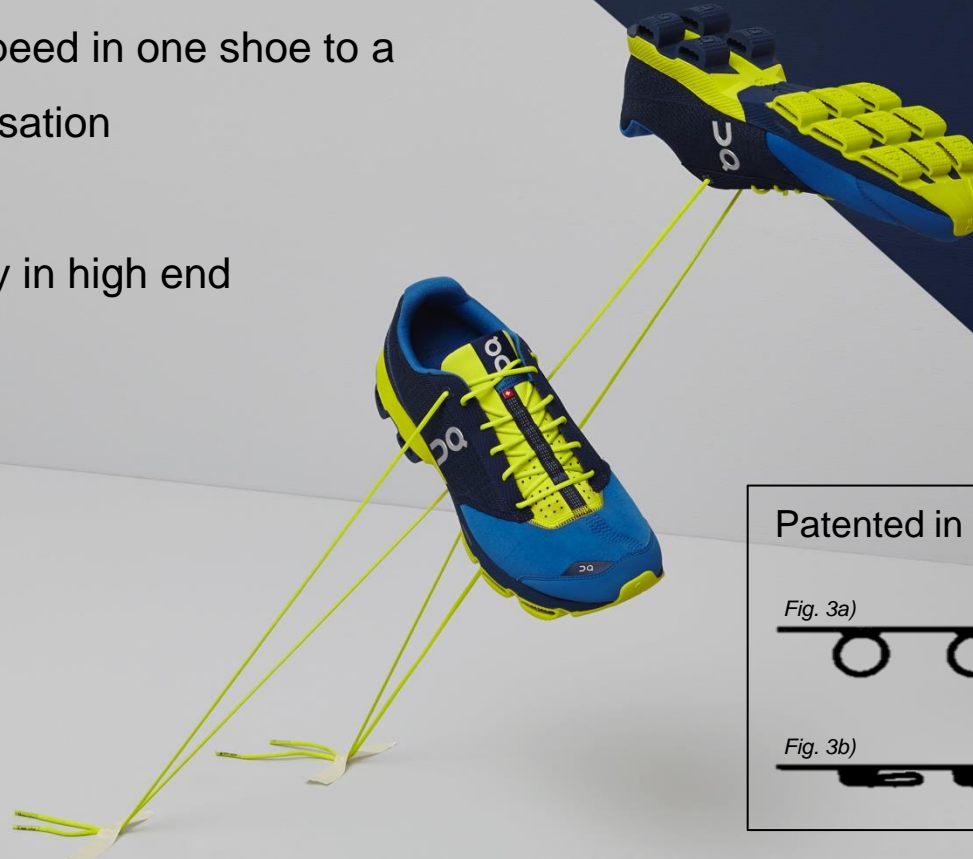


The idea behind it

Cushioned landing, firm take off

Can the running shoe be re-invented?

- Unites training and speed in one shoe to a unique running sensation
- Visible technology
- High end product only in high end channels

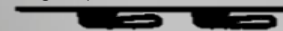


Patented in 19 countries, incl.

Fig. 3a)



Fig. 3b)



- European Union
- Switzerland
- USA
- Canada
- Japan
- China
- South Korea
- Russia

There is an On for
every runner.

Cloudster

Start



Cloudbunner

Support



Cloudsurfer

Performance



Cloudracer

Speed



Cloud

Lightweight Cushioning



Product portfolio
SS 2015

Worldwide distribution

1'400 specialist stores carry On globally



Effective marketing deployment









BEACH-MOUN.



Run On Clouds.

Let the shoe cushion your stride.
Breathe easier. Run smoother.





RUN ON CLOUDS

On

Cushioned landing, firm takeoff.
Swiss Engine ring

Run on clouds.

PR: major media has picked up on the significance of On Not just a new shoe but a unique new running technology



DIE ZEIT

“Doping durch die Sohle.”

Wallpaper*

“Its genius lies in the nubby rubber 'clouds' that are spaced along the sole.”

**THE
WALL STREET
JOURNAL**

“On combines the best of a traditional and minimalist running shoe while staying exceptionally light.”

**THE
INDEPENDENT**

“On CloudTec has patented the sensation of running as if on clouds.”

Forbes

“Running shoes have changed a lot in recent years, but this is much different.”

Neue Zürcher Zeitung

“Der Schweizer Hightech-Laufschuh überrascht mit reduziertem Design und Spitzenresultaten.”

SonntagsZeitung

“Joggingschuhe von On sind Kult.”

**RUNNER'S
WORLD**

“True innovation is hard to find with running shoes: On is offering a real alternative for runners.”



“On shoes also give the athlete a more natural running style, reducing the chances of injury.”

Men'sHealth

“The Cloud's impressive combination of cushioning and pliability made running a joy – even for non race winners like us.”

**Süddeutsche
Zeitung**

“Die neuartigen Laufschuhe ihrer Marke On kommen in der internationalen Sportwelt gut an – und nicht nur dort.”

LE FIGARO

“David Hauss est prêt. Son matériel aussi: une combinaison Mako, le même vélo Specialized que champion olympique Vinokourov et une paire de On, marque de running lancée il y a deux ans par un ancien triathlète.”

Sports Marketing confirms On's performance core

International elite athletes are winning races in the On



Athletes in On's

Frederik Van Lierde (BEL)
Ironman World Champion
Nicola Spirig (SUI)
Olympic Gold Winner
Caroline Steffen (SUI)
ITU World Champion
Ben Allen (AUS)
XTERRA World Champion
Simone Niggli-Luder (SUI)
Orienteering World Champion
Mary Beth Ellis (USA)
North American Champion
Lesley Paterson (UK)
XTERRA World Champion
Petro Mamu (ER)
Mountain Running World Champion
And more than 50 elite athletes

Race wins with On's

Ironman World Championship Hawaii	Victory	Jungfrau Mountain Marathon	Victory
Xterra World Championship Hawaii	2 nd and 3 rd place	Zurich Marathon	3 rd place
Triathlon European Championship	Victory and 2 nd place	Bodensee Marathon	Double Victory and 2 nd and 3 rd place
Ironman North American Championship	Victory	Orienteering World Cup	Double Victory
Ironman France	Double Victory	Post-Cup (Swiss City Runs)	Victory
Abu Dhabi International Triathlon	Victory and 3 rd place	Extreme Man Spain	Victory
Xterra Asian Pacific Championship	Quintuple Victory	Swissman Extreme Mountain Triathlon	Victory
Xterra UK	Double Victory	Alp D'Huez Triathlon	Double Victory
Challenge Roth	Victory	More than 70 times on the winner podium in total.	

Awards

Winning leading sports innovation and design awards



ISPO Brand New
Award 2010



Largest international sports fair ISPO selects On as the overall winner of the ISPO Brand New Award for innovation in sports.

Women's Running
US Award 2012



Cloudbunner wins the Most Innovative Award by US Women's Running Magazine.

ISPO Gold Award
2013



3 years after market entry, ISPO selects the On Cloudbunner as the best performance shoe 2013 against competition from the major footwear brands.

Men's Running
UK
Gold Innovation
Award 2013



Men's Running UK awards the On Cloudbunner with its Gold Innovation Award 2013.

Design Preis
Schweiz 2013



On and designer Thilo Brunner win the Design Preis Schweiz for best product design across all entered products.

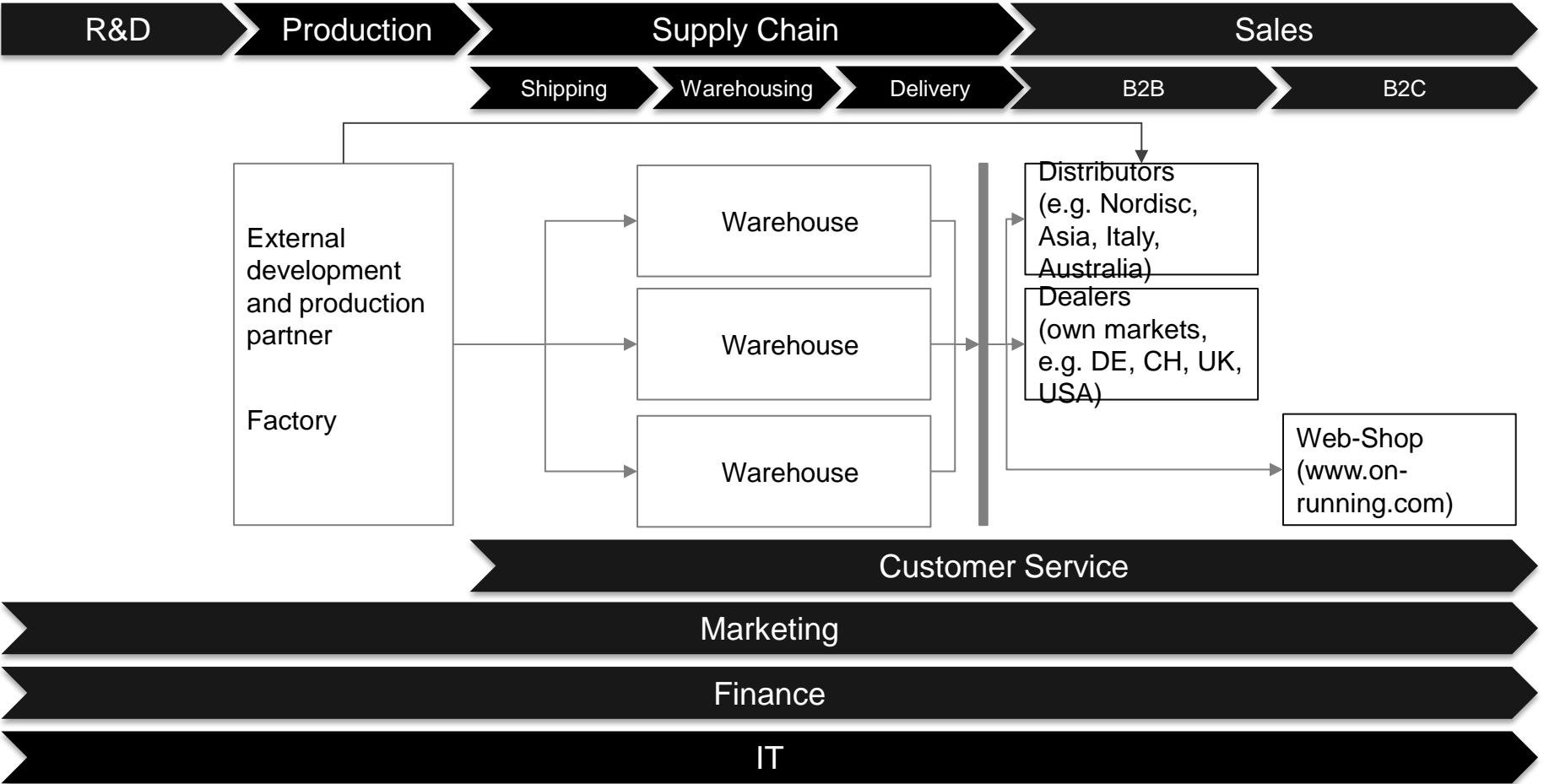
Best Performance
Shoe 2014 by US
Running Network



A few weeks after market entry, the On Cloud with its Zero-Gravity outsole is chosen as the best performance shoe 2014 by US Running Network.

On in the cloud

IT as key element connecting major business areas



Decision for the cloud

Needs:

- Low fix costs (resp. limited upfront investment)
- Scalability



→ IT landscape on the force.com platform

- CRM: Salesforce.com
- ERP: Ascent
- Finance system: Financial Force
- Interface with website and web shop (based on Spree)
- Interface with fulfiller



Improvements because of the cloud

- Limited data accessibility
→ global visibility

- Static data
→ dynamic real time data

- Complex infrastructure / administration
→ slim infrastructure, automation



Introducing the cloud

Learnings:

- Install system in project organization instead of office routine organization
- Search for qualified integration partner
- ERP / Finance systems: Weight experience and expertise even higher



Examples of On in the cloud

- [Customer service team](#)
- [Sales team](#)
- [Management team](#)

