



QR Code for
Questions for Panel
Discussion:



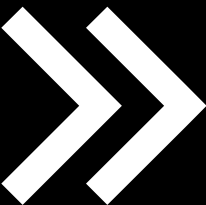
Simon Rowe | Pentland Brands
Values and cause-based partnerships

QR Code for event
feedback:

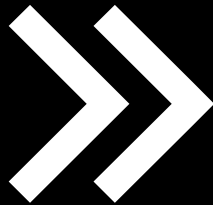


VALUES AND CAUSE BASED PARTNERSHIPS

SIMON ROWE
SVP OF MITRE & GLOBAL SPORTS MARKETING



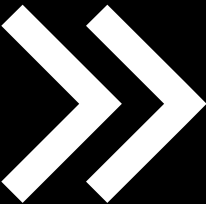
PENTLAND
BRANDS &
ATHLETE
PARTNERSHIPS





IMAGINE A WORLD WHERE EVERY PARTNERSHIP WE FORGE ISN'T JUST ABOUT BOOSTING OUR BRAND'S MEDIA VALUE.

BUT ABOUT MAKING A TANGIBLE DIFFERENCE IN PEOPLE'S LIVES AND PRESERVING OUR PLANET FOR FUTURE GENERATIONS.



P»ENTLAND

100-1-0

STRATEGY



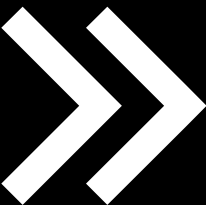
HELP **100 MILLION** CONSUMERS LIVE POSITIVE, ACTIVE, SUSTAINABLE LIFESTYLES



IMPROVE THE LIVES OF **1 MILLION** PEOPLE IN OUR COMMUNITY



BE A **NET 0 BUSINESS** BY 2032



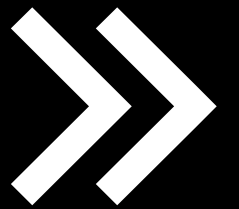
DRIVING A FORCE FOR GOOD.

OUR FAMILY OF BRANDS ARE
COMMITTED TO CREATING MORE
SUSTAINABLE PRODUCTS THAT ENHANCE
WELL-BEING, UNITE COMMUNITIES AND
SUPPORT CAUSES THAT MATTER.



CASE

STUDIES





SPEEDO SWIM UNITED

»» CHALLENGE

1 IN 3 CHILDREN IN THE UK LEAVE PRIMARY SCHOOL UNABLE TO SWIM

CHILDHOOD DROWNING HAS INCREASED AT A RATE OF 43%. WITHOUT INTERVENTION

IT'S PREDICTED THAT 60% OF CHILDREN WILL LEAVE SCHOOL UNABLE TO SWIM IN 2026.

»» ACTION

SPEEDO AMBASSADORS JOINED FORCES & FRONTED CAMPAIGN

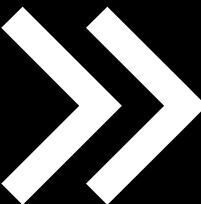
PROVIDING LIFESAVING SWIM SKILLS TO CHILDREN IN UNDERSERVED COMMUNITIES

»» RESULT

IMPROVED SWIMMING SKILLS

POSITIVE IMPACT ON BEHAVIOURS

COMMUNITY ENGAGEMENT & BRAND ADVOCACY



Mitre[®]

**FAMILIES ARE
STRUGGLING WITH
THE RISING COST OF
LIVING AND PE KIT
IS AT THE BOTTOM
OF THE PILE.**



MITRE X TYRONE MINGS – #FAIR GAME



CHALLENGE

INCLUSIVITY AND ACCESSIBILITY IN
GRASSROOTS FOOTBALL AND SCHOOLS.

LIMITED ACCESS TO FOOTBALL EQUIPMENT

FAMILIES ARE STRUGGLING WITH COST OF
LIVING



ACTION

MITRE JOINED THE 'FAIR GAME' INITIATIVE
FRONTED BY ENGLAND FOOTBALLER TYRONE
MINGS.

TO SUPPORT EVERY CHILD IN THE UK A FREE PE
KIT THROUGH DONATIONS.

MITRE HAVE DONATED £100K WORTH OF KIT
AND HELPED 332 SCHOOLS AND CHARITIES



RESULT

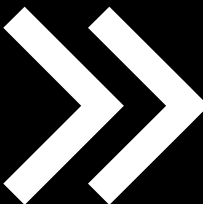
INCREASED PARTICIPATION

REDUCTION OF BARRIERS

ENHANCED INCLUSIVITY

SUPPORT FOR FAMILIES

POSITIVE IMPACT ON EDUCATION





CANTERBURY X IRISH WOMEN'S RUGBY



CHALLENGE

THE DISCOMFORT AND ANXIETY IN FEMALE RUGBY PLAYERS DUE TO WEARING WHITE

CONCERNS ABOUT POTENTIAL VISIBILITY OF BLOODY STAINS CAUSING DISTRACTION AND ANXIETY DURING GAMEPLAY.



ACTION

INTRODUCTION OF NAVY SHORTS AS AN ALTERNATIVE TO TRADITIONAL WHITE SHORTS

ALLEVIATE PERIOD ANXIETIES & REMOVE UNNECESSARY DISTRACTIONS

CANTERBURY OFFERED A TRADING SCHEME OF WHITE TO NAVY SHORTS FOR PREVIOUS PURCHASES



RESULT

IMPROVED COMFORT AND CONFIDENCE

POSITIVE FEEDBACK

CONTRIBUTION TO WOMEN'S RUGBY REVOLUTION



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HELPING 34 MILLION CONSUMERS TO LIVE HEALTHY, ACTIVE, SUSTAINABLE LIVES

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SUPPORTING 298,000 PEOPLE IN COMMUNITIES

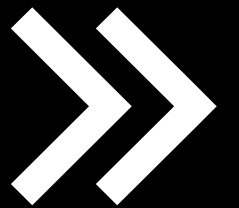
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ENDURA & BERGHAUS WAS AWARDED B CORP STATUS.

OUR

PROGRESS



WHAT'S IN IT FOR ATHLETES?

ADDRESSING A DECREASING INTEREST IN ELITE SPORT

COMBATting ELITE ATHLETES' DISCONNECTION WITH GEN Z

ABILITY TO CREATE AUTHENTIC STORYTELLING



THANK YOU

PENTLAND
BRANDS 