

# Perspective

## Acquisition of Sioux Germany

In 2004, EganaGoldpfeil acquired Sioux, a German shoemaker with 50 years of outstanding tradition, specializing in soft moccasin shoes for men, women and children. With this acquisition, the Group took another significant step towards achieving its planned growth in the leather segment. Post-acquisition, Sioux was the proud official shoe supplier for the German Olympic team in Athens 2004.



## Acquisition of EganaGoldpfeil Benelux

EganaGoldpfeil consolidated its Benelux distribution with the establishment of EganaGoldpfeil Benelux covering the Netherlands, Belgium and Luxemburg. The new headquarters is housed in a modern office building in Va Leek, the Netherlands.

This move will ensure delivery of improved distribution services to the Group's regional customers.



## First China Fair - Shanghai Watch Fair

EganaGoldpfeil participated in the first Chinese Watch Fair held in Shanghai in 2003. A spacious booth showcasing Cerruti 1881 and Esprit brands attracted wide interest. In step with increased Chinese spending power, EganaGoldpfeil Group is well equipped and uniquely positioned to gain potential market share in Mainland China.





### Inauguration of Bartelli's New Leather Goods Manufacturing Facilities

Bartelli Leather Factory was relocated to a custom-designed new building in Nan Ao in

early 2004 to cater for increased production volume and higher productivity requirements. Employees and guests celebrated the opening with traditional lion dances and the culmination of the Grand Opening was a fireworks display of 1,000,000 firecrackers.



### Goldpfeil and Comtesse — Merger of Japanese Operations

During the year, Goldpfeil Japan and Comtesse Japan were merged into one to gain operational and cost synergy. The new merged unit is expected to deliver the highest standards of customer service that both Goldpfeil and Comtesse brands have come to represent in Japan. This occasion was marked with a private celebration by the new entity staff and selected guests.



### First In-House Fair in January 2004 at the New Exhibition Hall, Offenbach, Germany

The first and highly successful in-house fair held in EganaGoldpfeil's new European Headquarters in Offenbach, Germany, brought together a number of existing and new customers in the impressive historical building. The new Offenbach European Headquarters consolidates two previously separate offices to deliver unmatched customer service.



## Sioux Equipped German Olympic Team

Sioux is a name synonymous with comfortable high-quality footwear for the past five decades. This legacy was honoured by its selection as the official shoe supplier to the German Olympic Team - an enduring relationship since 1972.

"Feet are the most important asset of a sports person. A pair of shoes with perfect fit is indispensable." commented Christian Keller, ex-world swimming champion and triple Olympian, on Sioux's contribution to the German Team.

The design of the Olympic shoes was developed in close cooperation with the NOK-Clothing Committee with special



Sioux, official shoe supplier to the German Olympic Team at Athens 2004

efforts to integrate them with the official German Team dress code.

The 220 male participants of the Paralympics 2004 in Athens were also fitted with Sioux shoes. In addition, the 140 contestants in the Deaflympics to be held in Melbourne, Australia, in January 2005 will also wear Sioux shoes.



Ex-world swimming champion, Christian Keller and long jumper, Heike Drechsler



Klaus Schinle, General Manager, Sioux, in an interview with ex-athlete and presenter Rudi Cerne



*Dr. R. Dorn, Mr. & Mrs. K. Schinle and Mr. H.-J. Seeberger at Athens*



*Members of the German Olympic team in Sioux shoes*

