



BABOLAT, “the” brand of tennis lovers

“We are the brand of all tennis lovers all around the world!”: this is how Eric Babolat summarizes in a few words the activity of the eponymous company that he has been managing for more than 15 years.

The tennis gear of the greatest players in the world has been invented, tested and developed behind the walls of the family company in the heart of Gerland—a neighborhood of Lyon, France. For nearly 140 years, Babolat has lived only for tennis. The true DNA of the brand, tennis is present in the genes of the Lyon-based company. A real success story, in the French way: a very unique style, a world-recognized expertise and innovation as a core value.

As much as 90% of its revenue comes from tennis equipment, but Babolat also provides equipment for other racquet sports as well, such as badminton, padel tennis and fronton.

Babolat, in a few key figures (June 2013):

339 employees worldwide (France: 227, USA: 55, Europe: 52. Others: 5)

- Present in 155 countries,
- A two digit sales growth for more than 5 years,
- 15,000 authorized dealers,
- 20,000 tennis clubs in the world using Babolat,
- and products present in tournaments all around the globe thanks to its iconic team of champions.

2013 Global Sales Revenue: 147 M€ (growth +6% vs. 2012)

Breakdown by geography

- European subsidiaries: 61.9 M€
- USA: 34.8 M€
- Other countries: 50.4 M€

Breakdown by products

- Rackets: 48%, 70.6 M€
- Strings: 12%, 17.6 M€
- Balls: 8%, 11.4 M€
- Shoes/Apparel: 20%, 29.6 M€
- Other: 12%, 17.6 M€

Since 1875, and after many years focused on innovation, **Babolat has become the reference brand for tennis equipment:** strings, rackets, shoes, balls, apparel, accessories and bags, for players of all levels.

Since the invention of the tennis string in 1875, Babolat is still the world leader in strings. In less than 20 years, the brand has acquired a real place among the other major **racket** brands. **Selling a racket every 20 seconds** throughout the world, Babolat is today’s leader in numerous countries.

Launched in 2003, Babolat shoes were adapted to tennis and its specific lateral movements. Always striving for the best equipment for players, Babolat collaborates with Michelin and benefits from the brand’s know-how to develop tennis shoe outsoles. The result? Shoes that provide excellent grip and exceptional durability.

Babolat devotes important resources to its **Research and Development Center based in Lyon, France,** and to its R&D collaborators in the USA. **Representing 10% of its workforce,** the R&D and marketing teams place innovation at the heart of the design process. The brand also initiates partnerships with companies, universities and laboratories in order to complement its expertise and to always offer the best products.

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