

KITADBICT

E t h i c a l k i t e w e a r

> WHO WEARS KITADDICT

We reach out to the dedicated riders for whom kite-boarding plays such an important role in their lives. But our line touches virtually everyone in the growing core of dedicated kite-boarders, including crossover wake-boarders, windsurfers, surfers, skateboarders, motocross riders, snowboarders, and even video gamers looking to merge into the latest, greatest extreme sport. Moreover, the very positive image of Kite-boarding is drawing both young and active middle and upper class customers, who are looking to be up-to-date and engaged in the latest extreme sports. Our "Ethical Kitewear" approach makes our customers feel good about their "green side"—their desire to promote a pure and conservational perspective.

> WHAT WE ARE

In 1999, when Kiteboarding was emerging as an extreme sport, we began practicing kitesurfing, and traveling the world looking for new and unknown spots. As we began to understand that the Kiteboarders community has been realized, we decided to share with our fellow Kiteboarders some creative ideas. We launched KITADDICT brand as an internet based company in 2005. Based on the success of the internet sales and a fine selection of specific sales points, we have decided to increase the exposure of the brand and develop our collection to provide for the Kiteboarders community. We are also addressing the community globally, and knowing that Kiteboarders are from all regions, they do travel and like to be part of their community.

> HOW WE DO IT

Highest-Quality and ethical clothes
 Our goal is simple: to provide by far the finest and hippest kiteboarding clothes. We intend KITADDICT clothes to not only be the riders' favorite clothes, but also their favorite clothes of any type. Through on-target designs, diligent sport trend research and utilizing the best designers and most ethical and technically up-to-date fabrics, KITADDICT provides the most trendy Kiteboarding collection.



01. LIFESTYLE:

Through their exposure in competition or community events, the KITADDICT team members reach the Kiteboarders' community on the field and fuel the brand's recognition. Targeting top Kiteboarders carrying a positive image in the community in different countries is helping to reinforce our presence globally. An image of popular Kiteboarders sporting our line and being adapted to their lifestyle and their sport creates a public interest in the Kiteboarding style. Furthermore, our focus on the ethical dimension of the clothes through a selection of fabrics and factories to produce our models is adapted to our "green" customers.

02. TRAVEL:

The KITADDICT team members are traveling around the globe to look for unknown spots and to promote the brand through stickers and goodies. We already allowed some local shops in these spots to retail our products to Kiteboarders.

03. TECHNICAL CLOTHES:

Using our years of insider connections with top designers and the KITADDICT testing team, we provide the latest equipment trends for Kitewear. We integrate in our designs some adaptive technical features (water suits with specific shapes or features adapted to the sport practice) that are important to advanced Kiteboarders. Being the only supplier of these specific products reinforces the Kiteboarders' community recognition and penetration.

04. FAMILY:

We are developing kids technical beachwear and sportswear. Kiteboarders are mainly in the 20 to 30 year old range, and usually share their passion with their families. We support the families through the mothers' preference in style, allowing the kids to enjoy the beach in a secure (ultraviolet protection, special floatation devices, etc.) and trendy kitemstyle designs. We support the next generation of Kiteboarders.

05. INTERNET:

We have developed a specific marketing approach on internet with a recurring presence of our team on dedicated chats and blogs related to kiteboarding. We are also using push strategies on social networks. Additionally, we use popular search engines such as Google, Yahoo, MSN to increase the visibility of our brand. The development of our website integrates the latest technologies of being properly referenced and easily found. For distributors, we offer a presence on our website when special events or commercial activities are offered. We also provide an individual kitaddict.com email address for distributors who are willing to benefit from our brand recognition in their country.



What ethical means to us

The kiteboarders community is composed of people interested with extreme sports but also interested in preserving their environment. We do to and think that each action count. **Our approach is based on 5 simple principles:**



Minimizing the environmental footprint

Through a "green" Supply chain: we select our suppliers based on their ability to provide innovative solutions regarding environmental footprint mitigation. As an example, we team with fabric and garment suppliers who are able to propose the most up to date "green" fabrics made of fibers such as bamboo, corn. We do apply the same approach on our logistics and shipping methods as we always encourage grouped ground/sea shipments if relevant.

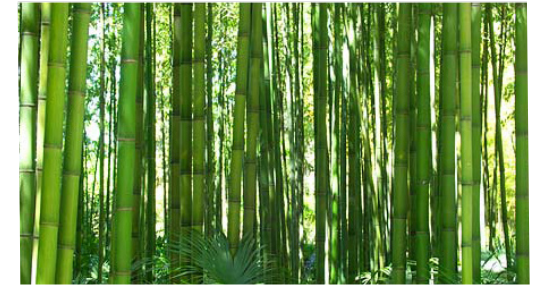
Through a day-to-day "green" mindset: our own internal processes are developed with the mindset keeping that each action counts. For example, we communicate internally and with all our designers to limit printing as much as possible. Most of our documented communications are done through emails and always with the reminder "Print smart". In all, we follow an eco-conception process for our products.

Customer satisfaction

we offer innovative products for our customers. We listen to our customers, anticipate their needs, and increase and measure their satisfaction. For professional customers, we support their growth.

Social responsibility

we make sure that our business is not leading to irresponsible behaviors and comply with laws and regulations. One of our main focus is to make sure that the suppliers are socially responsible. We make sure that they do comply with their local regulations, notably regarding environmental protection and make sure that they do not use child labor. The same questions are discussed with our professional customers. We promote our employees' professional development and provide good working conditions.



Continuous improvement

we commit to serve our customers at the best. To do so, we have in place a continuous improvement method which allows us to learn and progress from initial concepts to the feedback of our customers. As an example, we provide in our website a chat room allowing our existing or future customers to tell us what they think about us. We like to hear from them and be able to progress, thanks to a better understanding of their needs and expectations. We commit to answer all questions and comments and take all suggestions into consideration. Moreover, our product's eco-conception process is integrating a continuous improvement step which allow us to never forget that we can always do better.

Community involvement

We ask our team riders and employees to be our ambassadors. While they promote our products with passion, they also explain what "Ethical Kitewear" means to us. For example, We have helped our good friends from Dakhla (Morocco) to set up a local windmill while we were assisting them set up their kitesurf shop. We are proud and happy to know that we have contributed to the economical development of the region while preserving natural resources whenever we are down there.



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