

2017

EUROPEAN OUTDOOR GROUP ANNUAL REPORT & ACCOUNTS



EUROPEAN
OUTDOOR
GROUP



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EOG PRESIDENT'S INTRODUCTION AND EXECUTIVE SUMMARY



BEFORE PREPARING THIS INTRODUCTION, I HAD A LOOK BACK AT THE LAST FEW ANNUAL REPORTS. AS I SUSPECTED, A QUICK READ OF THOSE DOCUMENTS PROVIDES A GREAT REMINDER OF THE SCALE AND SPEED OF SUSTAINED CHANGE THAT WE HAVE EXPERIENCED IN RECENT YEARS, BOTH HERE IN THE EOG AND THROUGHOUT OUR INDUSTRY. SOME OF THAT HAS BEEN A RESULT OF THE ASSOCIATION'S OWN INITIATIVES, SOME BECAUSE OF DEVELOPMENTS IN THE SECTOR AS A WHOLE, AND OF COURSE SOME IS A REFLECTION OF EXTERNAL FACTORS IN BUSINESS, POLITICS AND SOCIETY.

What is absolutely clear to me is that more than ever, we need an effective trade association: For collaboration on issues of shared concern such as market research, responsibility and sustainability; to promote outdoor participation to the public; and to provide strong representation to all stakeholders and policy makers for brands, retailers, technology brands and the rest of our industry.

Once again, 2017 saw the EOG gain members. By the end of the year, our membership had increased to 96 full members and 10 associate members, with every part of Europe represented, and a growing list of retailers and technology brands. Our decisions in recent years to extend criteria to allow a broader membership has been vindicated, with new members playing a full role in the association's many projects.

As promised in this report last year, we enhanced our retail related activities during 2017. Led by Anny Cardinahl, we have now firmly established a dedicated network for retail members, with regular updates and meetings that address a variety of relevant issues. Crucially, we are also now better integrating retail considerations into other elements of association activity. Of course, there is much more work to be done in this area, but the progress in the last 12 months has been significant.

Looking at our core priorities, the EOG team continued to do an excellent job, enhancing our services and outputs for the benefit of members, and indeed the European outdoor sector in general. We have a very effective team that consistently delivers on subjects such as market research, CSR and sustainability, public affairs, events, and marketing communications. This report includes updates on that work and our thanks go to Pamela Ravasio, Pauline Shepherd, Dr Katy Stevens, Arne Strate, Penny Taylor and Anny for their sustained and significant contributions.

Alongside these key day to day matters, two other major projects dominated much of the year: Vision 2020 and It's Great Out There.

In January, we unveiled Vision 2020, a comprehensive review of OutDoor. From the start, we embarked on a transparent and wide-ranging process, that was led by an external, independent team of Joe McSwiney, Pascal Aymar and David Udberg. With support from the EOG board and executive, Vision 2020 looked at all aspects of what the sector needs from OutDoor, completing exhaustive research and analysis and spending a lot of time with key stakeholders. Two facts were clear from very early in the process: First, that there remains a strong appetite for a dedicated outdoor trade show; second, that the definition of what a trade show does had to be challenged. As I write this,

EOG members will be looking forward to seeing the proposals for OutDoor that potential partners will present to them. Our members will then make the final decision on the future direction of the show.

It is not appropriate for me to speculate here about the final outcome of Vision 2020, but I will thank Joe, Pascal and David for helping to guide us through this complex and vital project. I can state that I am sure that we absolutely made the right decision to launch this review and that we have since undertaken a robust and thorough process. This will allow OutDoor to continue to be a successful trade platform, and become a focus point for thought leadership in our industry in the long term.

While Vision 2020 was very much a trade focused project, It's Great Out There is addressing vital consumer matters. In short, it looks at the life-blood of our sector – the public who use our products and services. In recent years, we have covered the themes at the heart of this project in annual reports, at many EOG meetings, in a wealth of communications material, and in much of our public affairs work. Our sector has recognised the urgent need to promote outdoor participation to citizens across Europe, and the role that can play in addressing the inactivity epidemic sweeping through society. Crucially, we have taken the initiative to do something positive on a sustained Europe-wide basis. The consumer facing #itsgreatoutthere messages first emerged in 2015 and were a core contributor to the European Commission's first European Week of Sport. In 2016, we agreed to take the project to another level, and 2017 saw that start to take shape.

This report includes an update on the progress of the It's Great Out There Coalition, which is now established as a Brussels based International Non-Profit Association with 23 Founding Members. The coalition is led by its own team of Andrew Denton as Secretary General and Arne Strate as Marketing Director (both are on part-time secondment from their other roles), and supported by a voluntary board. The organisation has achieved a lot in a short space of time, but that is only the start, and there are exciting plans in the pipeline for the #itsgreatoutthere campaign.

Throughout 2017, in my role as President of the EOG, I was given excellent support by my Vice President Jean-Marc Pambet and by our fellow Board members. We had to consider very weighty subjects during the year, some of which proved to be controversial and challenging – at all times, the Board operated with great diligence and integrity.

Helping to guide us through the issues at hand was Mark Held, who at OutDoor announced his intention to step down as General Secretary, a role he has held since 2005. Mark co-founded the EOG in 2003 and has played a huge part in its growth and development ever since. I am pleased to clarify that he is not departing quite yet – he is helping to recruit his successor, and will then manage a measured and controlled transition. So, I will save the fulsome tribute for another time, but it is right and proper to thank Mark here once again for his outstanding support, and that of his great team. They all certainly make my job as President much more manageable and enjoyable than it would otherwise be.

Please take the time to read the 2018 EOG Annual Report – it is an illuminating insight into what we do as an association. With your ongoing backing, we will continue to undertake that extensive and important work, for your benefit and that of the entire sector.



JOHN JANSEN
EOG President

MANAGING COMMITTEE, REGISTERED OFFICE & MEMBERSHIP

MANAGING COMMITTEE & REGISTERED OFFICE

The Managing Committee for 2017 was comprised as follows:

John Jansen (NL)	President Elected July 2015
Jean-Marc Pambet (FR)	Vice President Elected January 2016
Eddy Codega (IT)	Treasurer Elected January 2016
Martin Axelhed (SE)	Member Elected January 2016
Richard Leedham (UK)	Member Elected January 2016
Rainer Angstl (DE)	Member Elected July 2015
Antje von Dewitz (DE)	Member Elected July 2015
Stefan Merkt (CH)	Member Elected July 2015

In line with Article 12 of the bylaws, the term of office is two years.

The registered address of the European Outdoor Group remains as follows:

*Gartenstrasse 2, Postfach 7142,
6302 Zug, Switzerland*

The domicile address is provided for the EOG by AFL Treuhand und Revisions AG, and is a registered address only.

MEMBERSHIP

By the end of 2017 the membership of the EOG numbered 96 companies and 10 national associations.

The following companies joined the EOG in 2017:

Company	Headquarters / EU Headquarters
Gregory Europe	Belgium
Naturkompaniet	Sweden
Down Decor / Sustainable Down Source	USA
Klean Kanteen	USA
Icebug	Sweden
The following companies left the EOG in 2017:	
Hudy	Czech Republic
Snow Leader	France
Engelhorn	Germany

MEMBERSHIP FEES

The bylaws state that the annual fees are determined at the Annual General Assembly.

During the January Annual General Assembly, the Board proposed to maintain the membership fees at the following bands:

Turnover	Membership Fee
Up to €15 million	€2,000
€15 – 40 million	€3,750
€40 million plus	€5,000

The proposal was agreed by the meeting.

BUDGET

The budget for 2017 was presented to the membership at the Annual General Assembly and approved.



OUTLINE RESULTS FOR 2017

	2017	2016
	€	€
Income	1,205,114	1,210,837
Total Expenses Represent	1,161,408	1,160,037
Operating Surplus	43,706	50,800
Other Receipts (& Expenses)	0	54
Taxation	1,155	923
Total surplus for the year	42,551	49,931

MARKETING AND DEVELOPMENT COSTS:

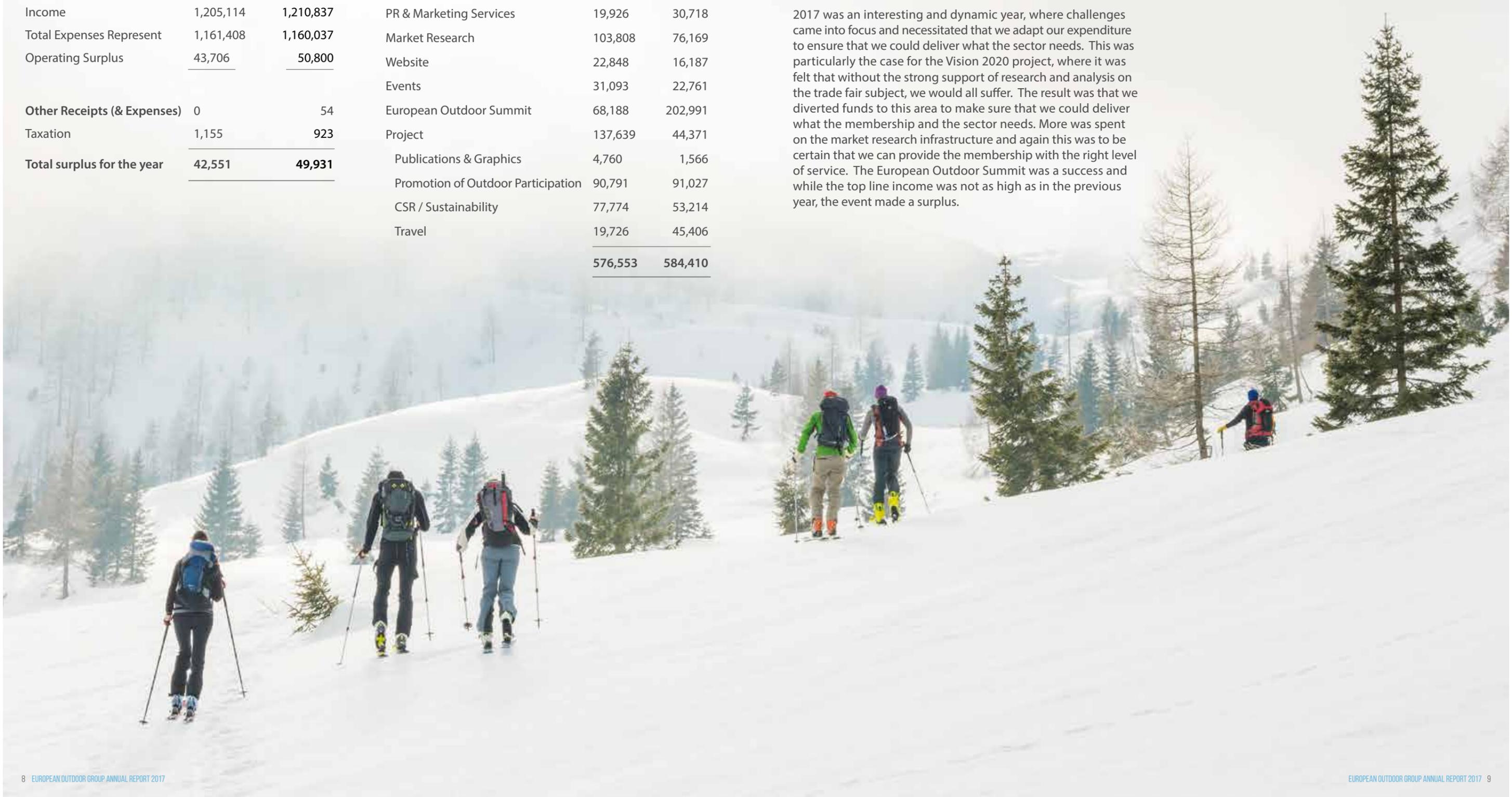
	2017	2016
	€	€
PR & Marketing Services	19,926	30,718
Market Research	103,808	76,169
Website	22,848	16,187
Events	31,093	22,761
European Outdoor Summit	68,188	202,991
Project	137,639	44,371
Publications & Graphics	4,760	1,566
Promotion of Outdoor Participation	90,791	91,027
CSR / Sustainability	77,774	53,214
Travel	19,726	45,406
	576,553	584,410

SUMMARY

The objective of financial management at the EOG is to ensure that our resources work on behalf of both the members and the sector at large, while at the same time securing the longer term stability of the association through a strong balance sheet.

2017 was an interesting and dynamic year, where challenges came into focus and necessitated that we adapt our expenditure to ensure that we could deliver what the sector needs. This was particularly the case for the Vision 2020 project, where it was felt that without the strong support of research and analysis on the trade fair subject, we would all suffer. The result was that we diverted funds to this area to make sure that we could deliver what the membership and the sector needs. More was spent on the market research infrastructure and again this was to be certain that we can provide the membership with the right level of service. The European Outdoor Summit was a success and while the top line income was not as high as in the previous year, the event made a surplus.

Overall, our income was virtually the same as 2016 and the expenditure budget was managed to a point where we ended the year with a slightly higher surplus than originally forecast.



ACTIVITIES IN 2017



CSR AND SUSTAINABILITY

Under the leadership of our Head of CSR & Sustainability Pamela Ravasio, we have continued to focus our resources on some key topics that concern both the outdoor sector directly and our engagement with adjacent industries. The EOG has once again increased its investment in this crucial area of our work, both in our own capacity and in our collaborative efforts with other organisations.

THE RISE OF GOOD GOVERNANCE AND NON-FINANCIAL REPORTING

In early 2017, Larry Fink, CEO of Blackrock – one of the largest investment companies in the world – sent ripples through the financial world when he stated: “Environmental, social, and governance (ESG) factors relevant to a company’s business can provide essential insights into management effectiveness and thus a company’s long-term prospects. We look to see that a company is attuned to the key factors that contribute to long-term growth: sustainability of the business model and its operations, attention to external and environmental factors that could impact the company, and recognition of the company’s role as a member of the communities in which it operates. A global company needs to be local in every single one of its markets.”

Meanwhile, the Natural Capital Coalition has seen an enormous uptake of its Environmental Profit and Loss’ accounting standard. This development goes in-line with the latest requirements by the European Union for non-financial reporting, and in China, the novel use of GEP (Gross Environmental Product) measures in addition to GDP. With ESG criteria already being of key relevance for investment risk assessments, the EOG has been following these developments closely and is in touch with ESG rating agencies and non-financial reporting specialists, in order that we can provide up to date and accurate information to members.

THE GRASS ROOTS: AWARENESS BROADENS

While NGO campaigns are nothing new in our sector, we are seeing the increasingly long-term and broad engagements of civil society players who include the outdoor industry in their outreach efforts as one of several – and sometimes adjacent – sectors. So far, the primary focus has tended to be on the apparel market.

However, in 2017, for the first time, this extended to include both soft goods and hard goods (i.e. metal-based products). Over the year, we saw a still small, but rapidly growing focus here, represented by increasing numbers of ‘clean climbing’ courses, articles in mainstream and specialist media, and general consumer interest.

HARD GOODS: THE NEW FRONTIER

As outlined above, 2017 saw an increasing interest from the grass roots in CSR and sustainability issues relating to hard goods. While in its early stages, there is no doubt that this is only an initial sign of a shift, or broader, interest in outdoor industry products.

So it is pleasing to note that adjacent industries – in this case aluminium and steel – have recognised this and have already picked up the ball. In December 2017, the Aluminium Stewardship Initiative Standard 2.0 was launched with considerable uptake by smelters and processors. Meanwhile, the steel industry has kick started the development of its own best practice standard, with current release plans for version 1.0 in late 2018 or early 2019. The EOG is a member of both the Aluminum Stewardship Initiative and ResponsibleSteel.

CHEMICALS MANAGEMENT, PRODUCT DEVELOPMENT

During 2017 we focused on developing and refining our ‘Chemical Production Guide’, to be launched at ISPO MUNICH 2018. The publication aims to give an overview of the presence and basic functions of chemicals in textile production, consider the fate of chemicals, and suggest how harmful emissions could be minimised. This project is an initiative which aims to help brands ensure that products are safe, workers are protected, and to reduce the impact of chemicals on the environment, though a clear understanding of the basic aspects of the textile and garment production stages, and the use and function of chemicals in these processes.

MICROFIBRE INITIATIVES

A new key pillar of our work was the ‘Outdoor Industry Microfibre Consortium’ which has seen very good uptake, allowing the consortium to invest in R&D in collaboration with Biov8tion and the University of Leeds. Microfibre pollution and its sources, fates, and effects are an ongoing challenge for the textile and garment industries and the consortium represents a collaborative brand approach to facilitate a shared understanding of the complex challenges, and to build knowledge of the factors that will play a role in finding viable solutions for industry to implement.

POLYESTER RECYCLING INITIATIVE

The EOG has become formally involved in a project funded by the European Commission under the Horizon 2020 framework. The project – ‘Modular, Scalable and High-Performance De-polymerization by Microwave Technology’ (DEMETO) – aims to build a full and industrial grade pilot plant and using its innovative technology, develop the first feasible and sustainable (economically, environmentally and socially) industrial application of chemical treatment for reuse of PET/Polyester waste streams. In its role of intermediate between project team and brands, the EOG will be contributing to an advisory board, conveying opinions and brand requirements to help shape the technology and its performance into a viable technology as a step towards a more circular economy for polyester, a fibre widely used in the outdoor industry.



ACTIVITIES IN 2017 (CONTINUED)

ENGAGEMENT WITH THIRD PARTY ORGANISATIONS

The EOG has continued to represent the European outdoor sector, as well as small-and-medium enterprises, as part of its work with several partner organisations:

- Sustainable Apparel Coalition (member)
- Aluminum Stewardship Initiative (member)
- ResponsibleSteel (member)
- Fair Wear Foundation (Mark Held, Executive Board)
- Federation of European Sporting Goods Industry (Pamela Ravasio, Chair of the Sustainability Committee, Co-chair of the Product Safety Committee)
- Social Labour Convergence Project (Pamela Ravasio, Steering Committee Member)
- Textile Exchange (Pamela Ravasio, Advisory Board Member, and MoU in place).

The information outlined above is a snapshot of some of the key work that the EOG has undertaken during 2017 in CSR and sustainability. For information on other ongoing projects, get in touch with Pamela.

MARKET RESEARCH

Led by Pauline Shepherd, Market Research Manager, and with the support of our members, our market research programme continued to grow in scope and scale. We have been able to develop a suite of research services covering market data, consumer research and research tools to support the overall EOG strategy and our various projects.

1. EOG – MARKET DATA STATE OF TRADE – SELL IN

This is the main industry report for Europe, measuring the brands' sales of outdoor products. The report measures wholesale value and units by season for seven product categories, which are split into 48 sub-categories.

We have now reached the fifth year of reporting the 48 product sub-categories.

State of Trade was delivered three weeks earlier than in the past in 2017, to coincide with the new dates of the OutDoor summer show. Thank you to all the participants for supporting the earlier deadline.

The project continues to be well supported by EOG members and we also provide regular market updates to the wider industry and national association members.

RETAIL BAROMETER – SELL OUT

Working with Anny Cardinahl and retail members, we further developed the retail barometer survey in 2017. The retail barometer was originally set up to measure quarterly sales development at retail. During the year, we progressed from a basic survey to a more sophisticated reporting tool through partnering with h+p hachmeister + partner (see the retail update for more details).

2. 2017 – CONSUMER RESEARCH

In 2017, we undertook a study with consumers in France, Germany and the UK to understand more about the drivers and barriers relating to outdoor participation, focusing particularly on the outdoor novice. The key findings were presented by InSites Consulting at the 2017 European Outdoor Summit.

This project also supports the work of the It's Great Out There Coalition and one of the outputs of the research for 2018 is to help members to incorporate the #itsgreatoutthere campaign into their own business (marketing activities / initiatives / events) to reach and inspire their consumers.

3. RESEARCH PARTNERSHIPS

To help support the EOG market research programme, we have partnerships with carefully selected specialists.

We were pleased to continue to work with the Foresight Factory and Textiles Intelligence to bring fresh consumer and industry research to our members on a regular basis, via presentations at events, trade shows, the EOG Research News, and the research library database.

In addition, in 2017 we teamed up with infacta to help improve the State of Trade IT system processes and, as mentioned above, with h+p hachmeister + partner for the retail barometer.

4. RESEARCH NEWS

Research News is a communication that provides information and updates about the EOG's research services and partnerships and a range of publicly available, relevant market research, reports and webinars, as well as important news about data protection and regulation. Published approximately every two months, the report is available to all member companies and can be shared across businesses.

5. MARKET RESEARCH ADVISORY GROUP

The MRAG meets once a month, via conference call. The objective of the group is to provide information to the Board that helps facilitate decisions about the development of the market research services offered by the EOG. We have good country/ regional representation with eight member companies being part of this, along with Board support from Eddy Codega (President / CEO of C.A.M.P).

STATE OF TRADE OUTDOOR MARKET 2016



PUBLIC AFFAIRS

Once again, the EOG was active in various aspects of public affairs work during 2017. To follow is a summary of the main focus this year.

FESI

As in previous years, most of the public affairs issues that the EOG addresses are managed through our active membership of the Federation of the European Sporting Goods Industry (FESI), which is based in Brussels. 2017 saw FESI's General Secretary step down, who was succeeded by Jerome Pero take over for him. Working closely with FESI, we considered a range of issues and projects during the year, and different members of our executive team focus on specific areas:

- The EOG is represented at board level by Mark Held, who is also a Vice President of FESI and a member of the Management Executive Committee
- Arne Strate is member of the Physical Activity Committee and represents the outdoor industry on the Trade and Customs, Digital Single Market, and Intellectual Property Rights Committees
- Pamela Ravasio is Chair of the Sustainability Committee and Co-Chair of the PPE (Product Safety) Committee.

During 2017, the EOG was again present at various FESI meetings that also involved the key Directorate Generals of the European Commission as well as members of the EU parliament.

EUROPEAN COMMISSION

The EOG once again led the outdoor industry's involvement in the European Commission's #BeActive initiative and the European Week of Sport (EWOS). As in the previous year, our sector had a strong representation in the project, especially on the digital

side of it, and we have since renewed our cooperation with the EC for the 2018 EWOS, as one of the commission's five key partners in this initiative.

In another significant development, the EOG became a partner in the DE-polymerization by MicrowavE TechnOLOgy (DEMETO) project, supported by the EU with €8m. This initiative has set out to create at industry level a process that will make it possible to recycle polyester garments. From an EOG perspective, our work is headed up by Dr Katy Stevens, with our marketing and communications team involved in the dissemination of information.

EUROPEAN NETWORK OF OUTDOOR SPORTS

The EOG has continued to be a partner of the European Network of Outdoor Sports on its (Benefits of Outdoor Sports for Society) project which is EU funded and aimed at making the obvious benefits of outdoor sports for society measurable. Through this effort, we hope to be able to talk more convincingly to both authorities and stakeholders in the future, in discussions relating to the support and funding of outdoor activity.

FAIR WEAR FOUNDATION

As the issue of social responsibility is an important one for the EOG, we channel the majority of our efforts in this area through the Fair Wear Foundation (FWF). A Netherlands based, not for profit, multi-stakeholder NGO, FWF is the leading European organisation involved in this topic and many of our members are also members of the foundation, and therefore sign up to the stringent social processes involved and the regular monitoring of performance.

Mark Held is a Board member and Vice Chair of the Fair Wear Foundation and the EOG as an organisation is deeply involved in its work. FWF is currently benefitting from a major boost to its resources in the form of a multi-million Euro, multi-year funding award from the Dutch Government.

#ITSGREATOUTTHERE

The It's Great Out There Coalition was launched early in 2017, with 23 Founding Members who provided essential funding to kick start the project. The coalition appointed Andrew Denton as Secretary General (he also continued in his role as CEO of the UK Outdoor Industries Association) and Arne Strate as Marketing Director (on part-time secondment from his continuing role at the EOG), supported by external communications and administrative teams.

The coalition held its first General Assembly in June, at which the organisation's board was appointed, comprising:

- Kath Smith (The North Face) – President
- Andy Schimeck (Marmot) – Vice President
- Michel Gogniat (Ternua) – Treasurer
- Andrew Denton – Secretary General
- Arne Strate – Marketing Director.

During 2017, the It's Great Out There Coalition made several important steps:

- Formal confirmation as an International Non-Profit Association (INPA)
- Arrangements for office space in the House of Sport, close to the heart of European policy making in Brussels
- High profile partnership and support of the European Commission's European Week of Sport (EWoS), with 'Outdoor' once again being a core theme of the initiative
- Award of the first #itsgreatoutthere grant to support a project designed to take new participants into the outdoors
- Active support from member companies who organised #itsgreatoutthere consumer events

- Proactive PR, social media, digital marketing and #itsgreatoutthere ambassador activity that raised the profile of the project and encouraged more companies to join
- Regular meetings with European Commission officials to promote the campaign and encourage policy focus and investment in outdoor activities
- Early preparation of an application to secure Erasmus+ funding.

In 2017, #itsgreatoutthere reached tens of millions of European citizens with positive messages about participation in outdoor activities. In 2018, the coalition team will work closely with members and use this solid platform to build an even more far reaching programme of activities. At the same time, they will finalise the application for Erasmus+ funding that, if successful, will allow the #itsgreatoutthere campaign to develop significantly in scale and impact.

RETAIL

During 2017, we put significant focus on enhancing the retail aspect of our work, both reflecting our growing and wider membership, and helping to improve the breadth and depth of work that we do elsewhere to support and represent our industry.

Led by Anny Cardinahl, we created the basis for a network for EOG retail members, with key priorities:

- Arrange regular meetings for retail members – at least three a year
- Moderate discussions between EOG brand and retail members, as well as between US and European retailers
- Organise webinars on relevant topics
- Drive development of the Retail Barometer 2.0 market research project.



ACTIVITIES IN 2017 (CONTINUED)

#FOR – FUTURE OF RETAIL MEETINGS

We introduced regular in-person meetings for the EOG's retail members, scheduled for ISPO, OutDoor and EOS. Usually, the meetings include short presentations, and we invite guests to speak, helping us to increase our knowledge and get inspiration from outside the EOG.

#RB 2.0 – RETAIL BAROMETER 2.0

The Retail Barometer 2.0 was set up, and the first report was delivered and appreciated by the members. Of our 16 members, five contributed to the barometer up until Q3 and five more from Q4 onwards. We are still in discussions with others. With the completion of 2017 we will have a report that allows comparisons to 2016, and which involves more retailers and offers more information. Further developments will be discussed from Q2 in 2018.

#RMB – RETAIL MEETS BRAND

Retail meets Brand is the title for a series of meetings where we will invite brands to discuss pre-competitive market challenges with the aim to support each other and enhance the overall strengths of the outdoor industry. The kick-off was being developed towards the end of the year, with the theme #RMB Sustainability. The aspiration is to follow that up with #RMB Digitalisation and #RMB Trainees.

RETAIL ON THE SUSTAINABILITY COUNCIL

The council was adjusting to retail input during 2017. Following OutDoor, the retail members now have a temporary representative on the council who should soon be replaced by a full retail member.

RETAIL ON THE EOG WEBSITE

Work began on developing a dedicated retail section on the website, to inform all EOG members and non-members about our work in this area. This will go live in the first half of 2018 and will include information such as a definition of #FOR Future of Retail, a description of the Retail Barometer 2.0, and introductions to the current retail members.

Alongside the above activities, we encouraged retail members to delegate tasks internally to increase the engagement of each company. Our retail membership grew during 2017 and we will continue to actively seek new members in 2018.

EUROPEAN OUTDOOR SUMMIT

Building on the previous year's success, the 2017 European Outdoor Summit, held in Treviso, proved to be an extremely popular, inspiring and informative event for senior executives within the European outdoor industry.

The two-day programme was packed with very well received keynote speakers, which kicked off with baseball coach and former player Brian Farley and his presentation that looked at the importance of understanding the value and motivation of people. Amy Roberts (executive director of the Outdoor Industry Association in the States) delivered a fascinating overview of the advocacy work that the OIA does in the USA, and how the

nature of that has changed (and continues to change) following the election of a new President. Fast Forward Trending's Haysun Hahn shook up events by exploring the ongoing relationship and crossover between fashion and outdoor, with trend forecasting that challenged delegates to think about the future of the outdoor lifestyle market.

Having led the successful #ThisGirlCan campaign in the UK, communications and brand consultant Kate Bosomworth inspired delegates by using impactful case studies and examples from the influential project to look at how to grow participation among specific consumer groups. Meanwhile, Susan Viscon of North American outdoor retail co-op REI, spoke about the company's #OptOutside programme and Force of Nature initiative to put the outdoors at the centre of American life.

Feedback on the event from speakers, sponsors and delegates alike was overwhelmingly positive, and included comments such as: "The 2017 edition was the best yet. More delegates from a really diverse cross section of the outdoor Industry, enjoying great networking opportunities, while gathering around probably the single most important challenge we face today – the changing consumer. EOS addresses major themes for our business, attracts world class subject matter experts and creates a really positive environment to learn and share."

Dates for the 2018 European Outdoor Summit in Malmö, Sweden have now been confirmed, and the event will run from 19th-20th September, delivered in partnership with the Scandinavian Outdoor Group.

EOCA

The European Outdoor Conservation Association (EOCA) enjoyed another very successful year in 2017. The association beat its targets and broke records in terms of achievements.

Key EOCA facts and figures for 2017 include:

- €360,000 was committed to conservation projects around the world
- 279 applications were received for funding
- 1,845,544 trees were planted, helping us to close in on our towards our '2 Million Tree' target
- Over €37,000 was raised through fundraising activities at OutDoor and ISPO
- Over 60.4 million people were reached during the spring public vote and a further 70 million through a high profile collaboration a short time later
- 92% of members engaged with EOCA in ways that extended beyond paying their membership fees.

The EOCA team continues to be grateful to all of the association's members and also other partners, supporters and friends, who together have made all of the above possible.



APPENDIX 1: ACCOUNTS FOR 2017

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2017

	2017 €	2016 €
Subscriptions	378,750	362,250
Commission from Shows	663,391	646,849
European Outdoor Summit	128,252	201,204
Microfibre seed pot	33,491	0
Misc Income	1,230	534
	1,205,114	1,210,837
Less: Expenditure		
Subscriptions	31,251	31,343
Payroll	71,300	0
Travel and Accommodation	23,485	30,568
Bank Charges	1,795	1,312
Exchange rate differences	0	1,714
White Moss Consultancy	442,666	501,579
Sundry expenses	2,255	2,069
HR expenses	437	806
Legal and Professional Fees	6,519	1,904
Accountancy	5,147	4,332
Marketing and Development	257,332	384,198
CSR	77,774	74,660
Market Research	103,808	81,181
Projects	137,639	44,371
	1,161,408	1,160,037
OPERATING SURPLUS FOR THE YEAR	43,706	50,800
Other Receipts and (Expenses)		
Bank Interest Received	0	54
	0	54
Taxation		
Revise tax provision	1,155	923
	1,155	923
TOTAL SURPLUS FOR THE YEAR	42,551	49,931
BALANCE SHEET AT 31 DECEMBER 2017		
	2017 €	2016 €
CURRENT ASSETS		
Debtors	61,342	0
Prepaid expenses	67,648	73,252
EOCA	14,328	
Cash	0	212
Bank	522,844	561,218
	666,162	634,681
Creditors – amount falling due within one year		
Accrued expenses	1,000	12,071
Other creditors	2,500	2,500
Taxation provision	0	0
	3,500	14,571
NET CURRENT ASSETS	662,662	620,111
TOTAL ASSETS LESS CURRENT LIABILITIES	662,662	620,111
RESERVES		
Surplus brought forward	620,111	570,180
Surplus for the year	42,551	49,931
Cumulative surplus	662,662	620,111

In accordance with instructions given to us we have prepared without carrying out an audit the annexed financial statements from the accounting records of the European Outdoor Group and from information and from information and explanations supplied to us. Marion Green Accountancy Limited, Chartered Certified Accountants, Wolf Howe, Whinfell, Kendal Cumbria LA8 9EL

APPENDIX 2: AUDIT REPORT

BASED ON ARTICLE 17 OF THE BYLAWS OF THE EUROPEAN OUTDOOR GROUP



MINUTES

The Audit meeting for the year end accounts of the European Outdoor Group (EOG) for the year 2017.

Participants:

Karl-Heinz Maurer

Auditor

Mark Held

EOG Secretary General

The audit took place on Jan. 16 and 17th, 2017 in the office accommodation of White Moss Consulting in Kendal UK. The balance sheet and the profit and loss account with the explanatory notes for the year 2017 were submitted with the ACTUAL figures and the budget estimate for the year 2017 as well as the bank and accounting records for the audit year.

The explanatory notes to the annual financial statement 2017 included the profit and loss account in an accounting form, i.e. the operating costs and the taxes in addition to the determination of earnings. The BUDGET figures were compared to the ACTUAL figures.

The accounting company Marion Green Accountancy Ltd in Kendal, UK prepared the accounts. The budget overview was prepared in the form of a profit and loss account, which is produced directly from the accounting records.

As has been the case since 2010, all the services for the EOG members in 2017 were fulfilled by White Moss Consultancy Ltd (WMC) and therefore all the administration expenses fall to WMC and WMC invoices its service fee and corresponding expenses to the EOG.

The following audits were carried out with the result shown below:

The bank balances as of 31.12.2017 were checked with the reported positions of the bank credits in the explanatory notes to the annual financial statement. They match the account balances shown there.

An audit of the cash in hand as of 31.12.2017 was superfluous, as no cash is kept, but cash expenditure is initially disbursed privately by the general manager / WMC and then charged to EOG.

The expenses were retraced at random by means of the original documents and payment records and the correct accounting treatment was checked at random. The audit resulted in no exceptions at all.

Payment dues were audited and comprised of 95 members (15 of them retailers), whereof five joined and three left in 2017. All invoiced membership fees have been paid. The income from the fairs was also audited and both ISPO and OutDoor payments comply with the contracts.

Finally, the budget 2017 was compared with the actual expenditure according to the 2017 accounting and explained in an extra Budget Variance Report.

The differences were accounted for on the revenue and expenditure side.

The income was T€ 15 ahead budget due to higher income and lower expenses.

Higher membership fees and commissions earned from fair partners plus additional income from a chargeable sustainability project increased income by T€ 74 over budget.

The second self organised EOS in Italy resulted with a profit of T€ 22 better than budgeted.

On the expenditure side the costs for WMC, whose service is invoiced in GBP, were T€ 20 lower as the average exchange rate during the year was at 1.15, but calculated with 1.25.

Marketing and CSR costs were also far below budget, only market research was more expensive, caused by payings for data and research, especially for retail.

The higher income and less costs were necessary, as the Vision 2020 project, which was started in late 2016, was not included in the original budget and caused an extra expenses of T€ 138 in 2017. The Board believe that the importance of this issue means the extra expenditure was necessary.

So overall it should be stated that the budget estimate was adhered to in the main due to consciously thrifty financial management with the various items, and results in a total profit of T€ 43 for the year 2017.

On the basis of the result of my audit, I find that the accounts give a true and fair view, in accordance with general accounting practice, of the state of the organisation's finances as at 31st December 2017. Furthermore I declare that General Manager, the Treasurer and the Managing Committee of the EOG have managed the financial affairs of the organisation in accordance with the relevant bylaws and with financial prudence.

Munich, 17.01.2018

Karl-Heinz Maurer
Auditor



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