

reima

ReimaGO activity sensor for kids –
underlining Reima brand's message and
opening new markets

30.05.2018
MIKKO LINNALUOMA

**In today's world,
kids are not moving
enough – our mission
is to change this.**



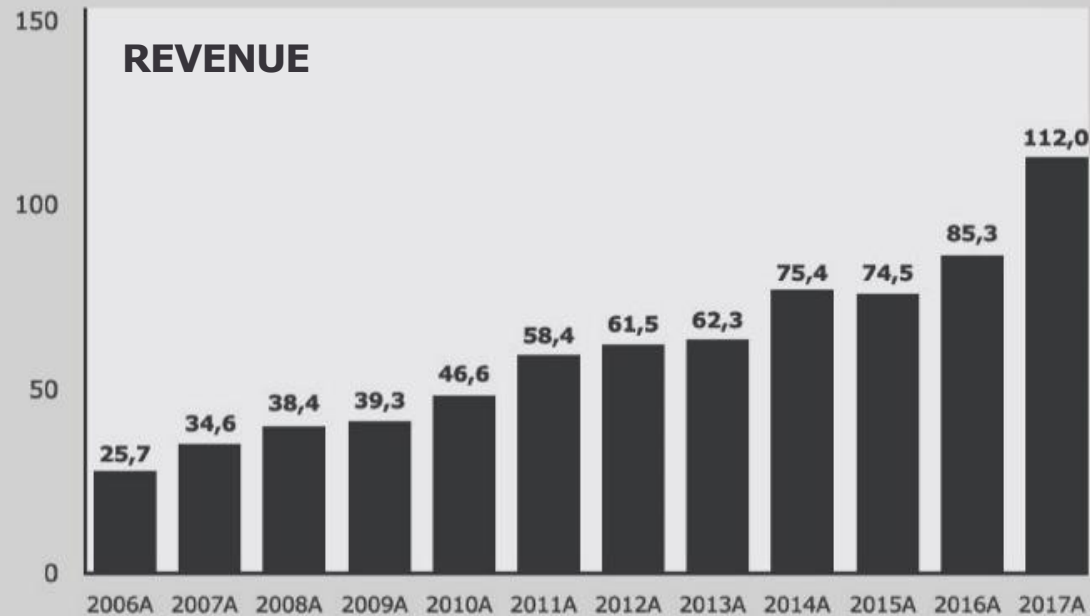


**Reima stands for
Joy of Movement;
for an active childhood
that matters.**

Company overview

THE LEADING SPECIALIST IN PERFORMANCE KIDSWEAR

- Reima sells ca. 7 million products annually
- Reima brand net sales doubled from 2012 to 2017
- Over 80% of sales come from international markets
- Ca. 15% of sales from own e-commerce
- Net sales of ca. 112 MEUR in 2017

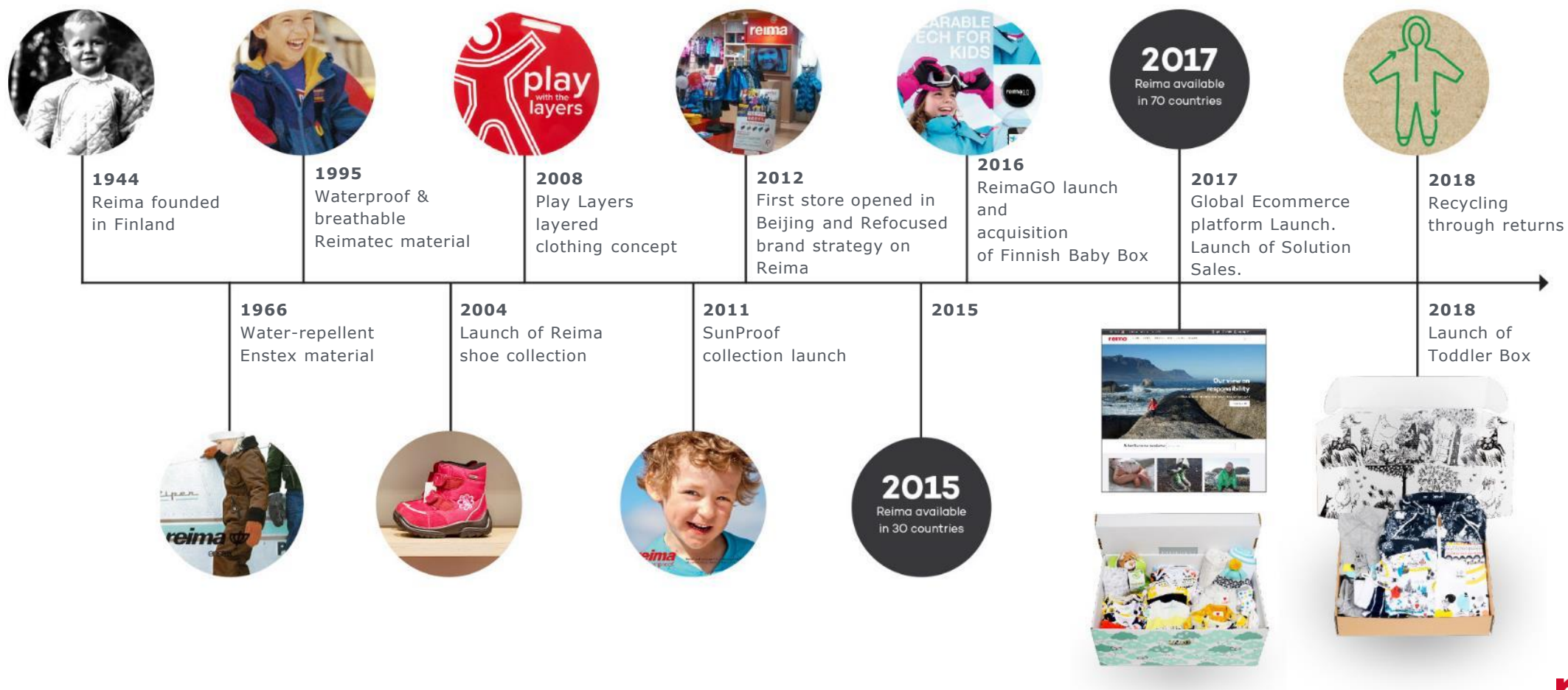


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Reima brand is built on superior functionality and performance



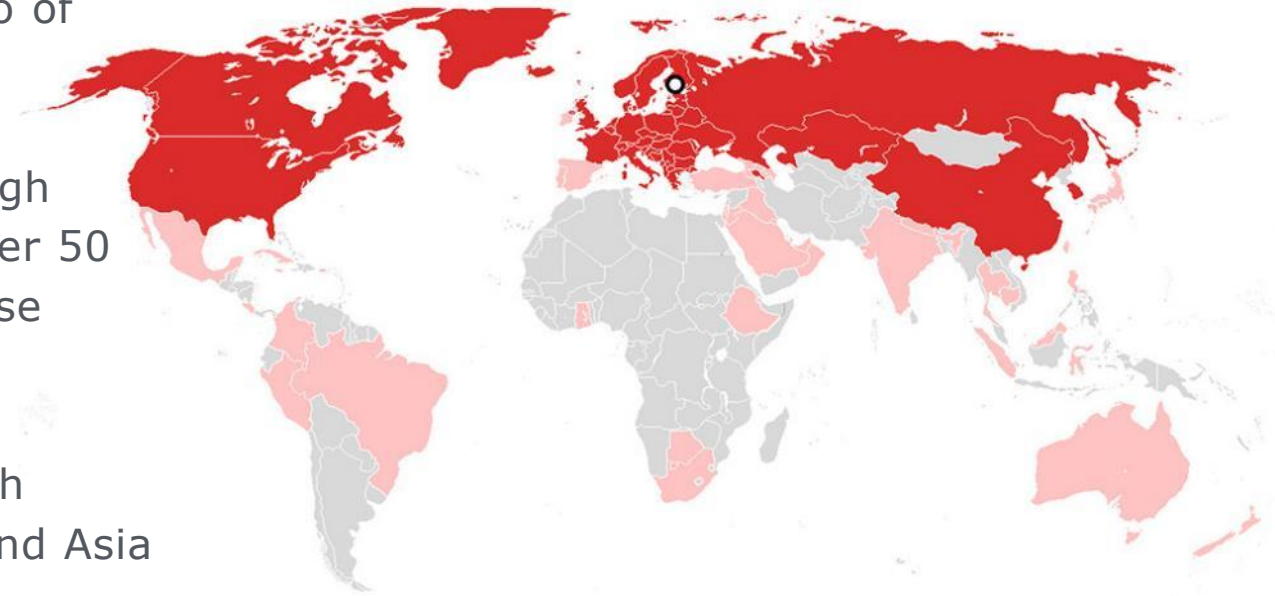
CAPITALIZING ON OVER 70 YEARS OF NORDIC HERITAGE



In over 70 countries

REIMA HAS A GLOBAL CUSTOMER BASE SERVED THROUGH AN OMNI-CHANNEL PLATFORM

- Reima has an extensive and growing portfolio of global blue chip wholesale partners
- The Reima brand collection is available through over 30 branded retail points of sales and over 50 branded company stores, outlets and franchise shops worldwide
- Reima has a global e-commerce platform with direct shipments to Europe, North America and Asia



- Reima Brand Sales & Solution Sales
- Additional Finnish Baby Box Solution Sales
- ★ Headquarters, Finland

Reima offers a year-round, tip-to-toe wardrobe for active kids between 0–12 years



Reima is for the Joy of movement

REIMAGO UNDERLINING THE MESSAGE

Easy, Waterproof, Robust

Activity sensor
+ **free** app



New silicon straps



Joy of Movement

Inspires kids to move

reima^{GO}



ReimaGO is a crucial part of Reima's consumer journey & strategy



Strong message with ReimaGO

- License to talk the important things; how to inspire kids to move more!
- ReimaGO is a differentiating tool, there is not such a product in the market for kids



GRAND ****
ONE—2017



Differentiator in new markets and enabling new partnerships

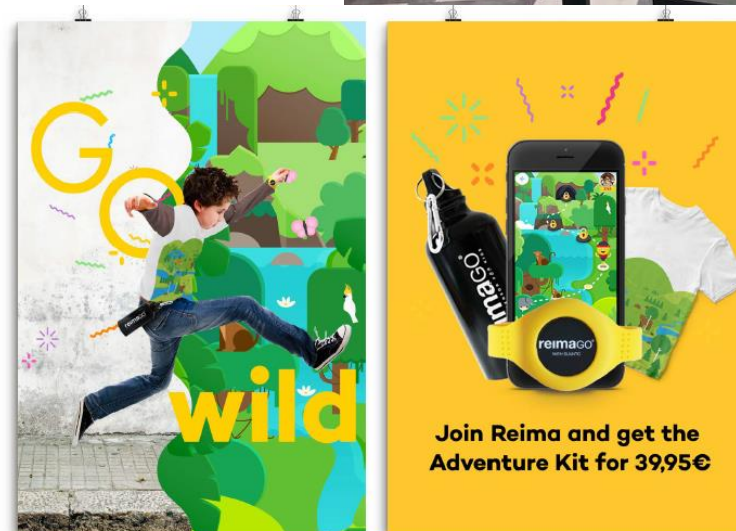
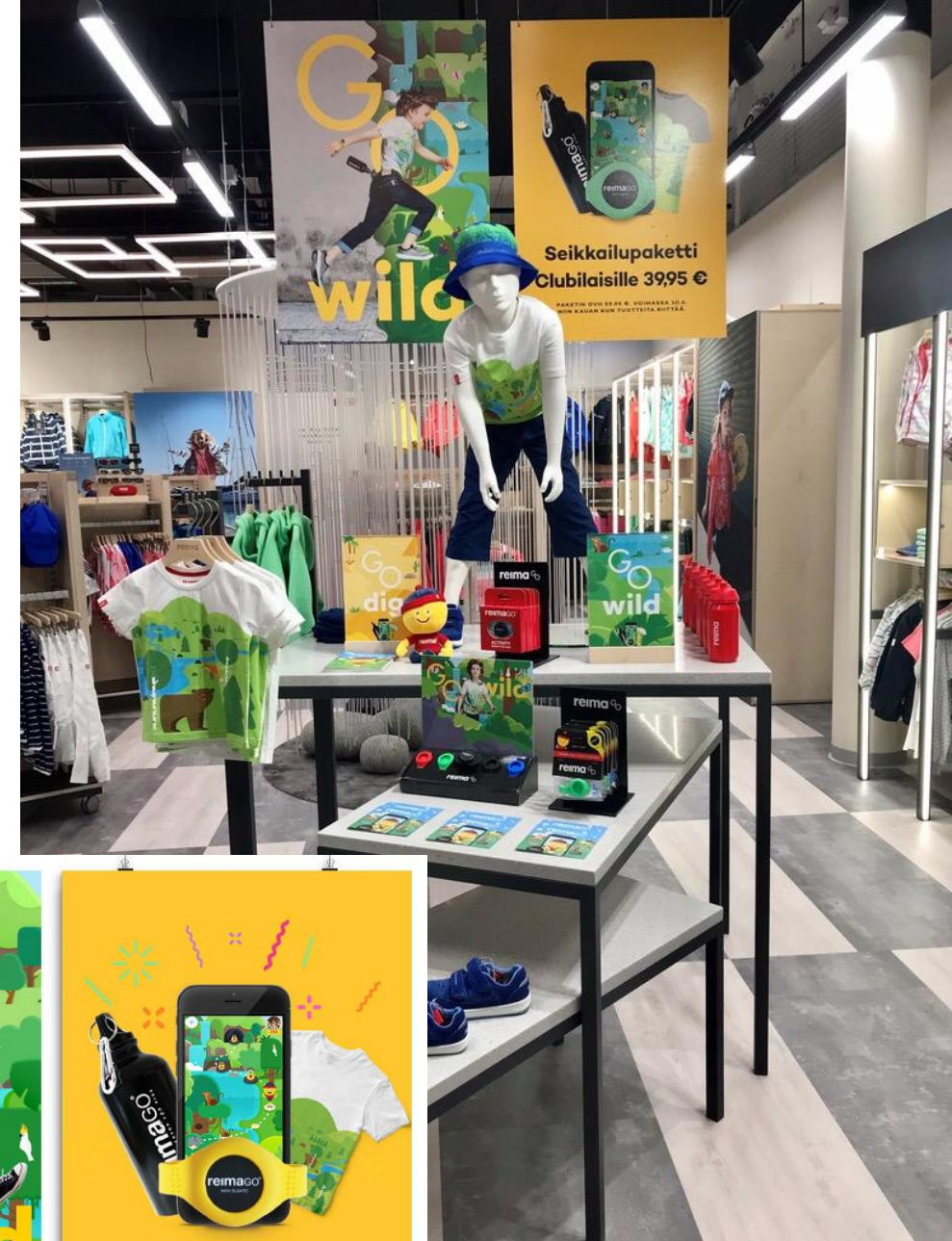
AN INNOVATION WHAT GETS PEOPLE INTERESTED AND ASKING WHAT IS THIS?

- Innovation that stands out and highlights the performance clothing
- Gets the attention and then guides the interest towards the clothing
- Kids are made to move and reima clothes enable that in any weather



ReimaGO and playful marketing

- New retail experiences
- Drives digital transformation and cross-functional team work at Reima
- Great platform for trying out new things retail and online sales



Opening new business models

Activity reporting tools



Reima daycare gear



Easy access to Reima clothing for parents



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**Daycares
Collective Play with
ReimaGO**

ReimaGOes DAYCARES & SCHOOLS

Over **5000** kids using ReimaGO in
daycares & schools in 2018!

Fun way to motivate kids and track
activity

Collective play for groups

reimaGO



Comments from daycares

- "ReimaGO has supported different areas of **kids growth and development**"
- "Helped to support **kids' communality** and they have created their own activities after the morning excercises."
- "Playing the app is done in an individual level. This has developed **one-on-one-time** between the teacher and the kid. This way we learn more about each other. These moments have been really important for the teachers."
- **Teachers are taken into the play** as kids are encouraging them through ReimaGO.
- **"It's a Superman wrist band!"**
- The **"Goey" soft toy** is part of the play!



In the news recently

- https://www.tampere.fi/tampereen-kaupunki/ajankohtaista/tiedotteet/2018/05/22052018_2.html
- <http://www.theoia.co.uk/industry-news/new-itsgreatoutthere-grant-supports-inner-city-school-project/>
- Helsingin Sanomat 1.6.2018
<https://tulevaisuudensuomi.calcus.tech/reima>



TULEVAISUUDEN SUOMI

ReimaGO kulkee mukana taskussa tai pirteässä silikonirannekkeessa.

REIMAGO

KANNUSTAA LAPSIA LIKKUVAAN ELÄMÄNTAPAAN

Nykypäivän maailmassa lapset eivät liiku tarpeeksi. Reima haluaa hidastaa liikkumattomuuden kehitystä kannustamalla ja tukemalla lapsia ja perheitä liik kumaan luontaisilla tavoillaan.

OO
HALUAMME
BRÄNDINÄ OLLA
INSPIRAATIONA
LIKKUMISELLE.

Reima on yhdessä Suunnon kanssa kehittänyt ReimaGO-aktiivisuussensorin. Liikkumissellaan lapsi kerryttää pisteitä, joilla Goey-emojia hahmoa kuljetaan pitkin maailmaa mobiilsovelluksessa. "Sovellus antaa hauskoja suorituspalkintoja lapselle, kun liikkumistavoitteita saavutetaan. Vanhempi voi asettaa lapselleen myös omia tavoitteita ja niihin liittyviä palkitsemista, esim. leffaloppuja tai jotain muuta ki-

"Päiväkodin tai koulun henkilökunta saa tietoa lasten liikkumisesta ja tämän tiedon avulla toimintaa voidaan suunnitella paremmin liikkumisen näkökulmasta. Sama tieto antaa vanhemmille jaettuna paremman ymmärryksen lastensa aktiivisuudesta, kun he eivät itse ole läsnä." Uutena elementtinä sovellukseen tuodaan kesällä 2018 ominaisuus, jossa askel-tiedot saadaan näkyville sovellukseen lapsen ReimaGO-sensorista sekä myös vanhempien

Päiväkodeissa kokeillaan aktiivisuussensoria

JULKAISTU 22.5.2018 8.44

Smart Tampere -ohjelman kokeilulla selvitetään, voidaanko lasten liikkumista lisätä digitaalisten välineiden avulla. Pohjolan päiväkodin lapset kertovat videolla, kuinka aktiivisuussensori ja -sovellus toimivat.



Tampereen kaupunki kokeilee  The Outdoor Industries Association. Kokeilussa on mukana 100 la- **New #itsgreatoutthere grant supports inner city school project - The Outdoor Industries Association**
päiväkotipäivän ajan rantees-
Aktiivisuussensorikokeilun ta-
digitaalisten välineiden avulla
The It's Great Out There Coalition has confirmed that the next #itsgreatoutthere grant will be awarded to a collaboration between Finnish children's outdoor brand Reima and an inner city primary school in London. The grant will help the two partners run a project designed to create a culture of being more active among young people

Yesterday at 6:33 PM (788 kB) ▼



reima GO for groups

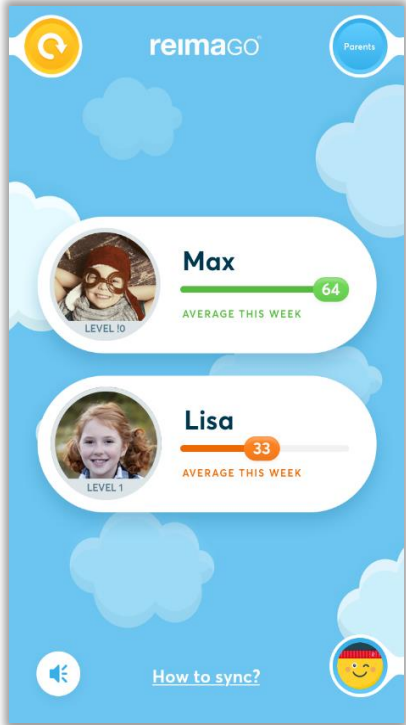


Easy to use - Reporting tools and team management for group usage



ReimaGO for kids

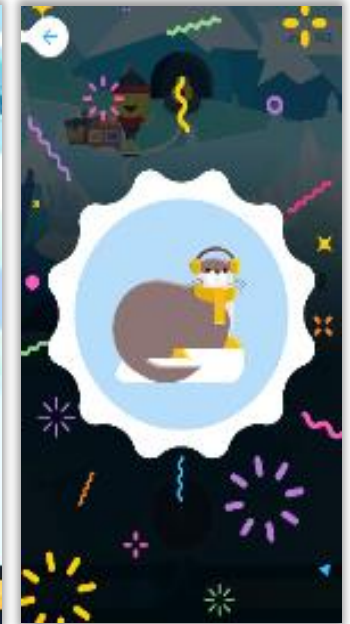
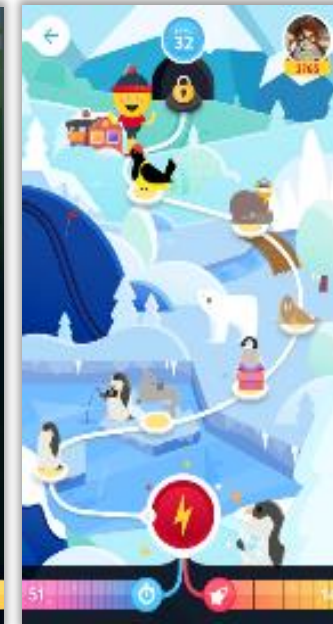
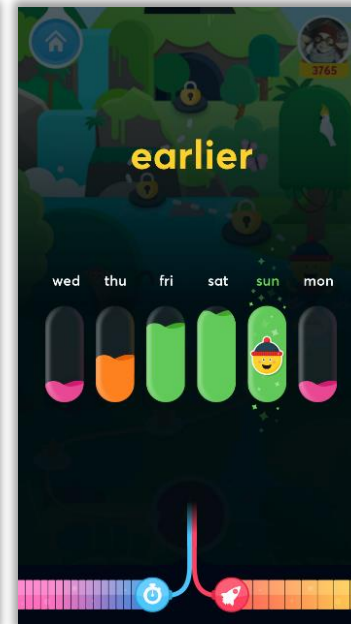
Kids' side



Each child has their **own profile** in the ReimaGO app



Children go on an adventure around the globe with the character **Goey**

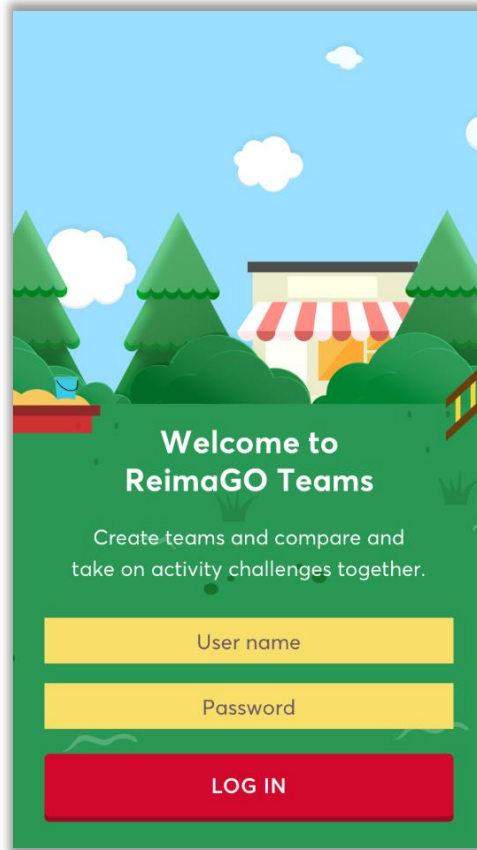


The further the kids get, the more exciting game worlds are revealed. Game worlds are themed by the part of the globe a kid is at. Advancing in the game world depends on the kid's own activity gathered with their sensor. Check out the fun surprises along the journey.

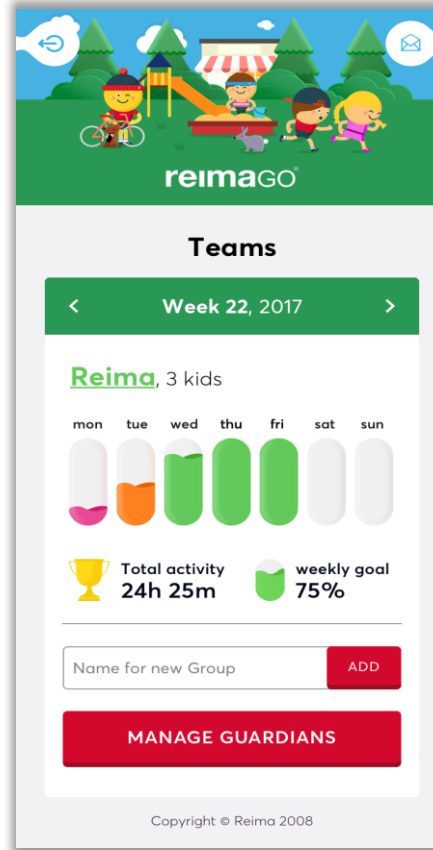
ReimaGO group view



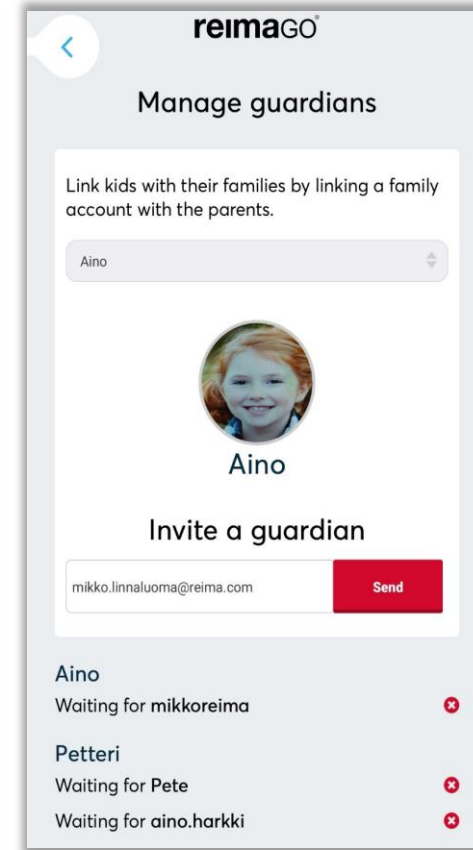
Multisync of sensors and going to the group view can be done in the home screen.



Log in to the service with the ReimaGO credentials



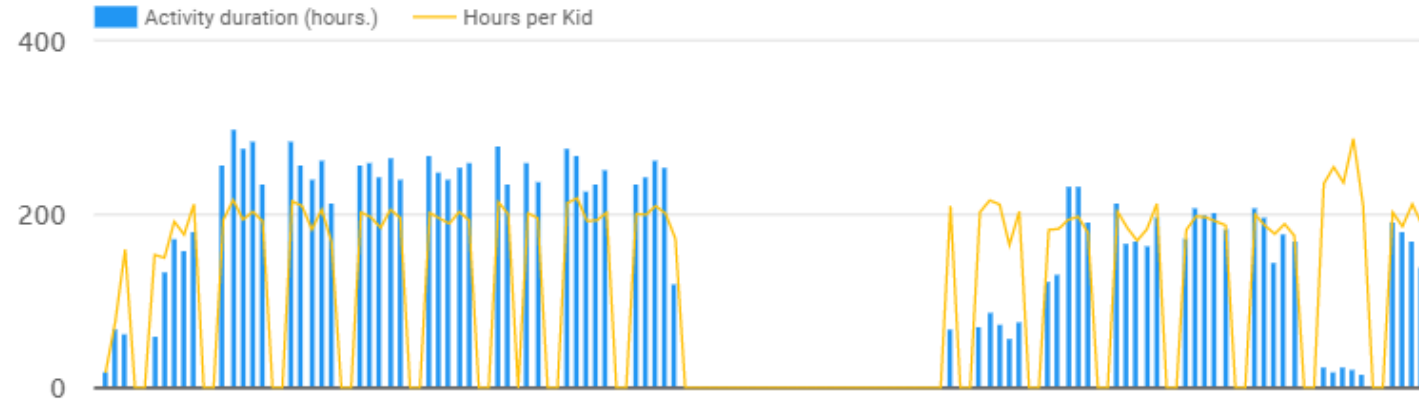
Create groups, follow and compare activity levels between them



The families can download ReimaGO for themselves and see their kid's activity during school

Activity data dashboard

Active hours daily trend



Active hours weekly trend

