



DECATHLON: Dublin's best kept secret about sports

Don't tell anyone... the new store opening June 13th is a gem. The (so far) unknown shop is truly one of a kind, thanks to its amazing products and services and thanks also to its amazing local team and its great way of recruiting and managing its employees. So rush to the store, and please... keep it a secret!

In Ireland, 43% of the population play sports regularly. It is the very reason why a small store with a great ambition opens up in Dublin : to make sport more technical, smart, innovative, fun, and to make sure sport is affordable to most people in Dublin and later on in Ireland.

As we know you practise and enjoy sports, we settle down to help with all kind of fitness. This percentage is encouraging, but we still have to connect together with the 57% of the population that doesn't practise sport regularly.

The store you will soon discover, with its experience zones and its products as innovative as affordable, will strengthen and celebrate sport's practise for all Dubliners. To achieve our goal, we have chosen a team of passionate and interesting co-workers. We have hired local sportswomen and sportsmen with only one diploma : passion for Sport and passion for other People.

Decathlon, as it is the brand we are talking about, considers each co-worker as a partner who takes care of its customers, treating them like his own friends, offering them suitable and innovative products and services.

IRELAND, the natural land of sport :

With 5 millions inhabitants and a very developed culture for sport (speaking of infrastructures as well as green spaces), this country could only be the favourite destination of a brand, like Decathlon, who puts sportswomen and sportsmen in the center of everything. Ireland is the image of our values and mission : to make sports affordable in the long term, for each one to express itself entirely.

DUBLIN, a vibrant and open city :

The capital city of Ireland is a booming place : The “great Dublin” has 1.3 millions inhabitants and keeps on growing. It is in this very place that sportswomen and sportsmen need Decathlon the most. Its cultural diversity and wealth make it very attractive. Nearly 30% of the Dublin inhabitants come from another country. It is good news as Decathlon is also open to the world, and established in 69 countries and 5 continents.

Baile Munna, a selected district/ area : Situated north of Dublin, Baile Munna offers the proximity assets Decathlon was looking for. In fact, the access to our stand alone store is easy. Another Decathlon's singularity : offering a sport's hub where sportswomen and sportsmen can meet and organise private events. A place where practising sport is the norm : with the huge field of Ballymun and its 17000 square meters we are able to offer a 4000 square meters store and its incredible experience zones (1500 m2) ! This space dedicated to practising sports is simply the biggest in Ireland.

And directly linked to Ikea, we will develop the community and sports's ecosystem in the heart of this family oriented area of Dublin. We will be happy to initiate long terms local partnerships with the other actors of this area, clubs, schools, companies...



Because 60 000 irish sports lovers are already connected to our website (<https://www.decathlon.ie/>) and 89% of those users are recommending Decathlon, our customers service is already listening to your suggestions and thoughts.

It is only the start of our common aventure. Baile Munna's project which started on October 2017, is taking place nowadays. The store's gates will open June 13th, but please keep this secret well hidden as it is going to be a hit.



PRESS KIT

A 1500 square meters free-access playground, (free booking for members) will be build at the store's exit in order to practise sport as soon as you leave the store, as every sportswoman and sportsman will be able to test Decathlon's products for free, during 72 hours.

A “green” store, a long term vision :

With **BREEAM certification**, our store is labelled ecological business, as our goal is to protect the environment.

Solar panels on the roof representing 20% of our total energy consumption.

- ☐ 10 e-charging parking lots
- ☐ Vegetal wall
- ☐ 0 water plastic bottles

A “phygital”storeand more !

Our conceptual phygital omni-channels platform gives a digital offer with an online platform and a physical deal with a flagship store, for a personalised follow-up.

Sports events will be organised on this very playground around the climbing wall, cycling lanes, football and basketball fields, a studio to practise yoga, gym, boxing or table tennis, and many more playgrounds to discover. All those events will be free for everyone.

A smartphone app (<https://www.decathloncoach.com/fr/home/>) 100% free to practise sport easily, at home or outdoor, whatever the time we can allow to sport, thanks to the great variety of sessions. Already 1,6 million users in the whole world !

Bear market will be our partner for food and drink in the store. We decided to choose an Irish company with similar values to us and they are here to commit and serve the best coffee and healthy food options.

A team of co-workers who are your friends, human first !

Co-workers are hired for their generosity and social skills. All of them are athletes : their main asset is to take good care of their customers. They are passionate co-workers dedicating their time to share what they like the most : Practising sports to allow most of the people to be close to nature, compete or practise physical activities with great human beings. Our hundred co-workers are full of energy and are very responsible.





David : City Sport Leader for Team Sports

I am David Heavy, 26, I am from Dublin and I have been working for Decathlon for 18 months, so I am part of the pioneer team. My role is City Sport Leader for Team sports, I look after rugby, basketball, football and all of that...

How did you start with the company and why ?

Well, I applied initially for an internship, I had discovered Decathlon was coming in Ireland and knew them a bit from France. I didn't realise how big the company was until I did a bit more research. And from my first interview, I knew it was the right place for me, I wanted to join and be part of the project. So initially, I applied for an intern position but after a few meetings they saw a potential in me and then offer me a full time job and not an internship so I got the chance to see that they valued me straight away.

What is your sport and do you belong to a club in Dublin ?

So my sport is football, soccer, I have played my whole life, I have coached and I still play today in the same club which is Mount Merrion Youths FC inside Dublin. I have played with them for 13 years now so most of my life, I used to coach my team and it is my favorite sport.

Do you support one team ?

Yes, I support Arsenal, and in Ireland I support Cabinteely because well it is my local team.

What about the working atmosphere and the team spirit ?

Very good, we all get on very well, we like to say that we are part of a family, because it is a family company. We try to bring that into the workplace whether we are in the office -where we used to work before the store- or at the store. Everyone is friendly, everyone gets on well together, because you have a lot of freedom, you don't have someone standing over your shoulder telling you

what to do everyday, so you can try new things. And finally, you interact with different people from different countries, different backgrounds and places and that is really exciting, it is really nice.

One tricky question, if Decathlon was an animal, which one would it be ?

Well, it is just going to sound a bit strange but I think that Decathlon would be a cat... Because we are very independent, we like to do things our own way and we have a certain way that we like to do things, which is sometimes a bit different from other people. But once you get to know us and you let us in and be a part of your family then we stay with you forever and we are faithful. We are independent and we like our own little bit of freedom but if you let us in and you give us a chance then we can show you what we are really about.

Decathlon in one word ?

POSITIVE.





Katie : Watersports city leader

My name is Katie Tingle and I am from Cork, in the south part of Ireland. I joined Decathlon five weeks ago. My background is teaching at primary school, and sailing a 49er FX for 2 years trying to qualify for the Olympics. I finished in september and was looking for a job in sports so i've ended up here.

Why have you chosen decathlon ?

Well, it is my favorite shop... I am sure everybody says that. I spent many years in foreign countries travelling around trying to find Decathlon to buy things for sports, sailing and everything. I was so excited to hear about the opening in Ireland, i met someone from the staff here on a recruiting day, we kept in touch and I ended up here.

I've been sailing my whole life, I've done lots of coaching and racing over the last few years and then 2 years ago a friend of mine ask me if i'd like to give up my job and try to qualify for the olympics so i stopped teaching and we started to travel around the world, training, sailing and it was very very intense and difficult but it was a brilliant time and really interesting. We finished the campaign in september hen I was looking for a new job.

What can you say about the atmosphere and the spirit here at Decathlon ?

Well a lot of my friends always describe me as very positive and very excited all the time and i have never felt like the least positive person in the room until I worked for Decathlon : everybody is so happy all the time and really enthusiastic and positive even when things are very difficult... It is such a nice atmosphere when everybody has the same state of mind. It is such a nice team because i am the most recent person who joined the team and they work so hard to help me and try to get me up to speed, that it is just really lovely.

If I say Decathlon, what will be your answer in just one word ?

PASSION.



Courtney : Workshop and Service Leader

I grew up very close to where the store is in Glasnevin.

I joined Decathlon at the beginning of December 2019, so I've been here for a couple months.

Why have you joined the company ?

I've joined because it is a really exciting project, it is basically a big start up with lots of staff, we are becoming a really good team.

What about the working atmosphere and team spirit ?

There is a lot of things that we often do together like team sports and all, I am, at the moment, standing close to the yoga studio, we also have a football playground, or a badminton one, which is one of my favourite sports, so I am looking forward to play it, we practise a lot of team sports together as well.

Decathlon in one word ?

PASSION.



Kieran : City Business Leader

I am Kieran, working here in Dublin as Store Opening Leader, as our first new flagship store is opening in the Republic of Ireland, Decathlon Baile Munna, in the North of Dublin City. And my sport is running.

What about Ireland, what are your feelings regarding this culture ?

I have Irish roots, my grandfather is originally from Ireland from Tipperary, down in the south. He has not been in Ireland for many many years, but he still has a very strong Irish accent. Ireland is deep in his heart, and of course in mine, I wear my roots with pride.

You are the manager here, how many people do you manage and how many in total ?

Today, there are 65 people in the staff involved in Decathlon's project, here in the retail area and 10 people working on the e-commerce website so we are 75 people totally, as a global store.

How would you describe Decathlon's atmosphere, the culture..?

Great atmosphere, we live every day in a vibrant environment, which is vital. This is part of the recruitment days to recruit the right people and if you recruit the right people the atmosphere is natural, it is not forced upon. You can see that the relationships between people today are very strong, even if they have known each other for a few days or a few weeks, this is vital from day one at recruitment stage.

A bit more questions about your sport : is Decathlon still innovating in running and how ?

Yes, I guess for a sport like running, innovation is not as easy as it is for other sports. Our goal is the technical nature of a shoe and to make sure that we can compete on a sporting level to make our products very attractive.

Do you love a product in particular ?

I would say classically, the run light from Kalenji as it is visible in front of your body as well as in your back.

You wear it on your chest. It was something I was running around London multiple times when it came out. People were thinking I was some sort of a superhero with the light on my chest. That was something that really shook the market but still not very much used by many people today.

Decathlon in one word ?

Family !



Simon : Fishing City Leader

I am Simon, the city sport leader for Fishing, Hunting & precision sports. I started fishing when I was 5 or 6 years old. My dad got me into it, I have been doing it and loving it ever since, you know, Nature !

How and why did you choose Decathlon Ireland ?

I discovered that Decathlon was coming to Ireland. I thought it was a great change for me because I come from a completely different background : business. When I finished my degree in sports management, I wanted to get straight into something related to sports and all, so when I discovered Decathlon was hiring, I said : « Yes, this is it and I will go for that ! »

What do you think about our teammates :

Our teammates are great, literally since day one since I arrived at Decathlon, they have been supporting me. It is such a great atmosphere, fun, we get on really really well but the other thing is everyone is helpful, always there. You always have your teammates behind you, if you need anything they help.

Decathlon in one word :

SPORT.

**A very special offer,
technical, unique
and affordable :**

- ▶ More than 70 sports under the same store.
- ▶ Mainly Decathlon's brands.
- ▶ Unbeatable value for money



Innovations to highlight :

Field Hockey : the **hockey stick Korok** : Korok is Decathlon's brand made by hockey players for hockey players.

https://www.decathlon.ie/ie_en/ih-500-adult-hockey-stick-en-s186895.html

Golf : **Putting set inesis** : If you feel like transforming your house in a putting green, this set is made for you!

https://www.decathlon.ie/ie_en/putting-set-en-s170706.html

Darts : **Cible ED310** : a target that fits your interior design and enable you to easily put away your darts.

https://www.decathlon.ie/ie_en/ed310-electronic-dartboard-en-s12794.html

Rugby : **Mini rugby posts Easy drop 100** : Bring the rugby field in your garden and learn how to play and kick!

https://www.decathlon.ie/ie_en/r100-easydrop-mini-rugby-goal-posts-en-s143786.html

Fishing : **Caperlan Ballast** : Our fishermen creators have developed this system which offers the possibility to lay a fishing rig on the sea bed with discretion. The Ballast Link will hide, the same way, the bottom line to catch carps or for surf casting.

https://www.decathlon.ie/ie_en/ballast-link-versatile-fishing-sinker-en-s7825.html

Horse riding : **Safy vest** : made by and for horsewomen and horsemen, this jacket offers you the possibility to wear a safety vest with great comfort !

https://www.decathlon.ie/ie_en/safy-women-s-horse-riding-bi-material-jacket-black-en-s144351.html

Hiking : **2 seconds tent** : improvised Week-end ? The 2 seconds tent is made for you ! Set it up or take it down very quickly !

https://www.decathlon.ie/ie_en/2-seconds-2-person-camping-tent-blue-en-s3346.html

DECATHLON



<https://www.decathlon.ie/>

**SO, ARE YOU READY ? READY TO START A NEW EXPERIENCE, TO DISCOVER SOMETHING
BREATH TAKING, TO LEARN AND TRAIN IN THE BEST CONDITIONS EVER ?**

DECATHLON