

### Unified Commerce: Sports & Recreation

Sumer Chawla- Retail Partnerships Lead, Shopify Tess Sharma- Manager, Commercial, Shopify

## Agenda

01 State of Sports & Recreation 02 Strategic Priorities 03 Unified by Design 04 Retail and eCommerce

## <sup>01</sup> State of Sports & Recreation



### The sports and recreation market is growing across the globe.

In 2024, Asia dominated the sports equipment market while North America stood out for its rapid sports apparel expansion.

Market Growth

Expected CAGR globally over the next 5 years.<sup>1</sup>

3.8%

Challenger Brand Dominance

180/0

Increase in revenues for challenger brands ( between 2020- 2024 — 14 percentage points above incumbents?

**Regional Makeup** 

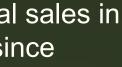
 $\mathbb{S}98B$ 

Of Revenue contributed to Asia, compared to opportunistic North America at \$26B<sup>1</sup>.

**Ecommerce Share** 

30%

Ecommerce sales as a share of total sales in the S&R by 2027, nearly doubling since 2017.1





# Driven by a rise in consumer spend and digital adoption, North America is continuing to dominate in ecommerce

Ecommerce Growth

+ 110 % Expected increase in sports & rec ecommerce sales share from

2017-2027, compared to 80% globally.<sup>1</sup>

Wholesale Distribution

+4.2%

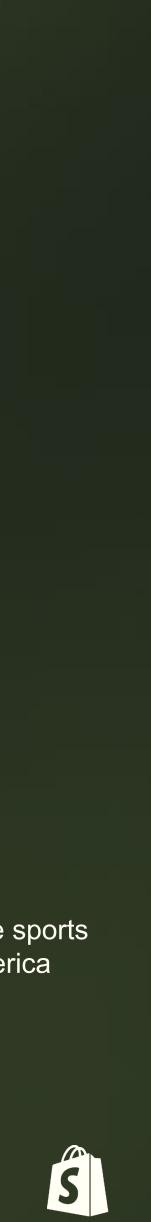
Growth in sports & rec products through wholesale, boosted by high category growth in sports like picklebalf. **Regional Dominance** 

40%

Of athleisure market share held by North American companies, as brands strive to meet growing consumer demand for attire that blends performance with style<sup>3</sup>. Privatization

42%

Of private equity transactions in the sports & rec vertical housed by North America from 2019-2024.<sup>4</sup>



## 02 Strategic Priorities





### Seamless omnichannel is your home run

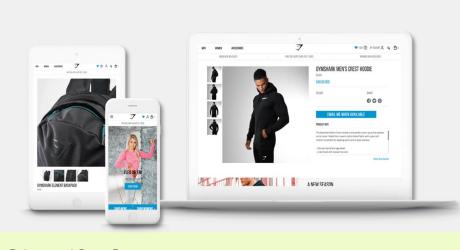
Consumers increasingly blend online and offline channels for discovery and purchases. This makes it critical for merchants to develop frictionless strategies that connect digital and physical touchpoints into one, cohesive story.

A connected tech stack is essential for smooth data flow and integration and enhances decision making and personalization.



Of Sports and Recreation merchants reported omnichannel as a high or top priority for their organization's commerce strategy.<sup>1</sup>

1. Shopify Merchant Survey 2025 2. <u>Shopify Case Study: Gymshark</u> 3. <u>Shopify Case Study: Toby's</u>



Shopify Customer

### Gymshark POS

Gymsharkbridges the gap between its digital and physical experiences and unlocks a new revenue stream by activating Shopify POS at its in-person events so attendees can make purchases in person<sup>2</sup>.

"It bridges the gap between the digital and physical worlds and creates emotional customer experiences that can't be had online alone."Daniel Knight, GS Brand Manager



Shopify Customer

Toby's From Mall to Online

Toby's, the Philippine's firstand largest specialty sports store with 67+ locations created an omnichannel experience to blend its love for mall culture with the convenience of online shopping<sup>3</sup>.

13.5x<sup>Increase</sup>

101 % Improvement profitability

50% Increase in conversions



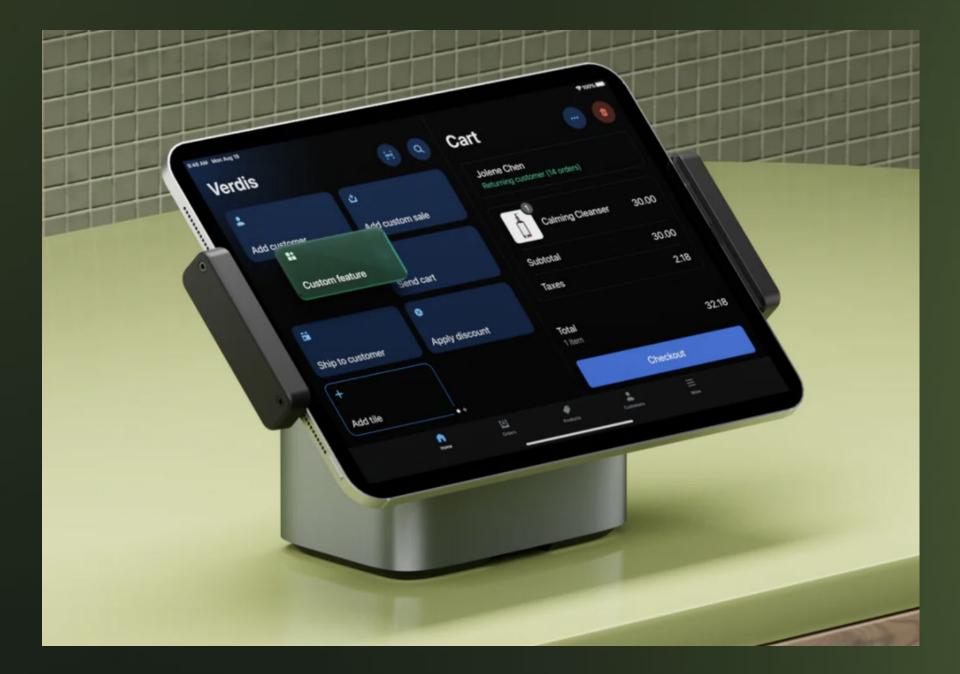
## Lower costs, higher scores

Streamline operations, disparate technology systems, processes, and partnerships to cut costs and make better decisions, helping to drive sustainable growth in a competitive market.

Of Sports and Rec merchants consider improving operational efficiency as a high or top priority for their organization's commerce strategy.<sup>1</sup>

15-25% Cost savings of IT spend (application budget) realized by companies with standardized systems?







## 03 Unified by Design





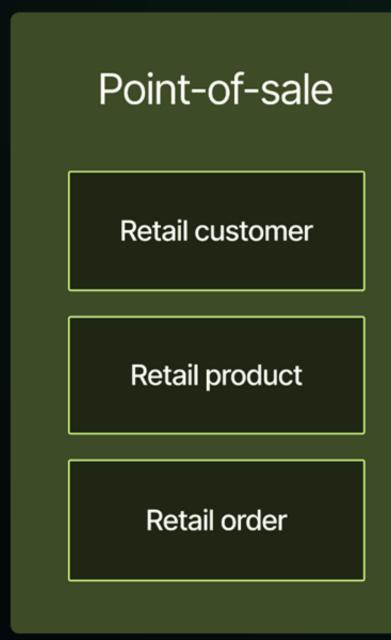
# Commerce is connected

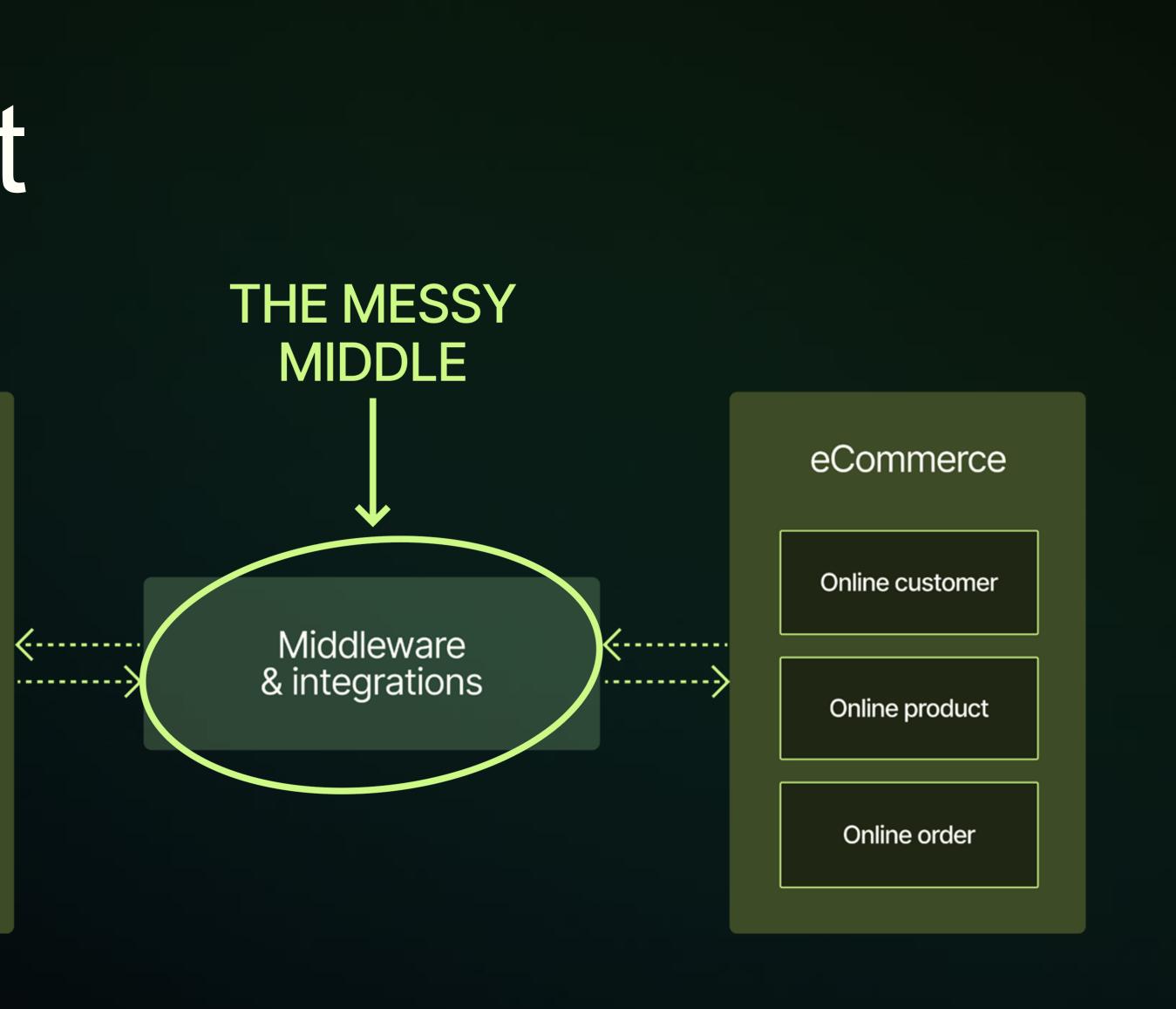
Today's consumers expect a seamless shopping experience that goes from in store, to online, and everywhere in between.



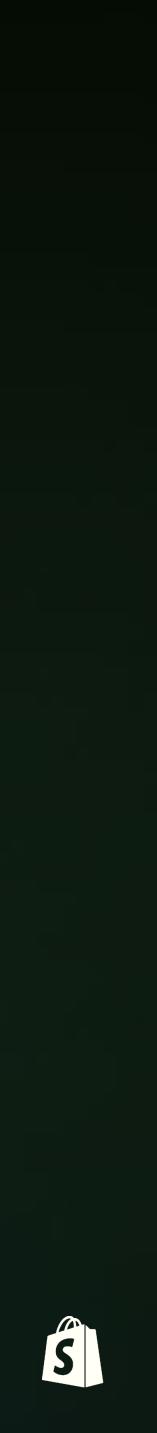
# But getting it right isn't easy

Scaling a unified shopping experience is difficult to achieve when in store and online channels are managed in different systems.





Shopify is the only solution on the market that delivers true and effective unified commerce for inperson retailers



## Shopify is unified by design

22% BETTER POS SYSTEM COSTS

### 20% FASTER POS IMPLEMENTATION

### Cost efficiency

Unify ecommerce and POS channels without middleware, integrations, custom development, and associated costs.

### Implementation speed

Open stores faster with accelerated POS configuration, with fewer costs associated with training and change management.

### 5% EQUIVALENT SALES UPLIFT

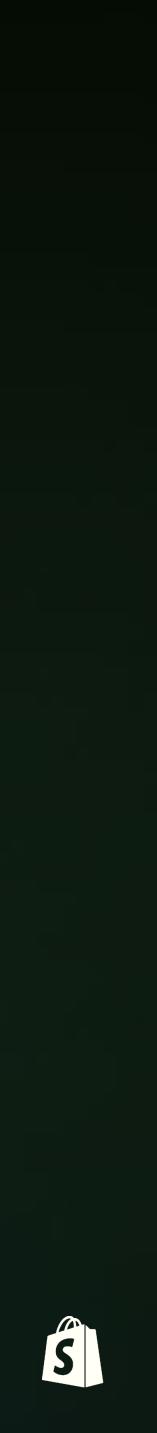
### Operational efficiency

Boost staff productivity by centralizing operations, workflows, and back-end processes for ecommerce and POS.

### 8.9% ANNUAL SALES UPLIFT

### Sales growth

Use native omnichannel fulfillment and customer data capture to accelerate revenue growth across online and physical channels.



### Outcomes



### Customer experience

Craft the seamless, personalized shopping experiences your customers want, both in store and online.



### Data quality

No more discrepancies in reporting or manual reconciliation. Maintain one source of truth for sales data.



### Integration

Shopify is the commerce arm of a best-in-class tech ecosystem, powering third-party platforms with high quality data.

## 04 Retail and ecommerce

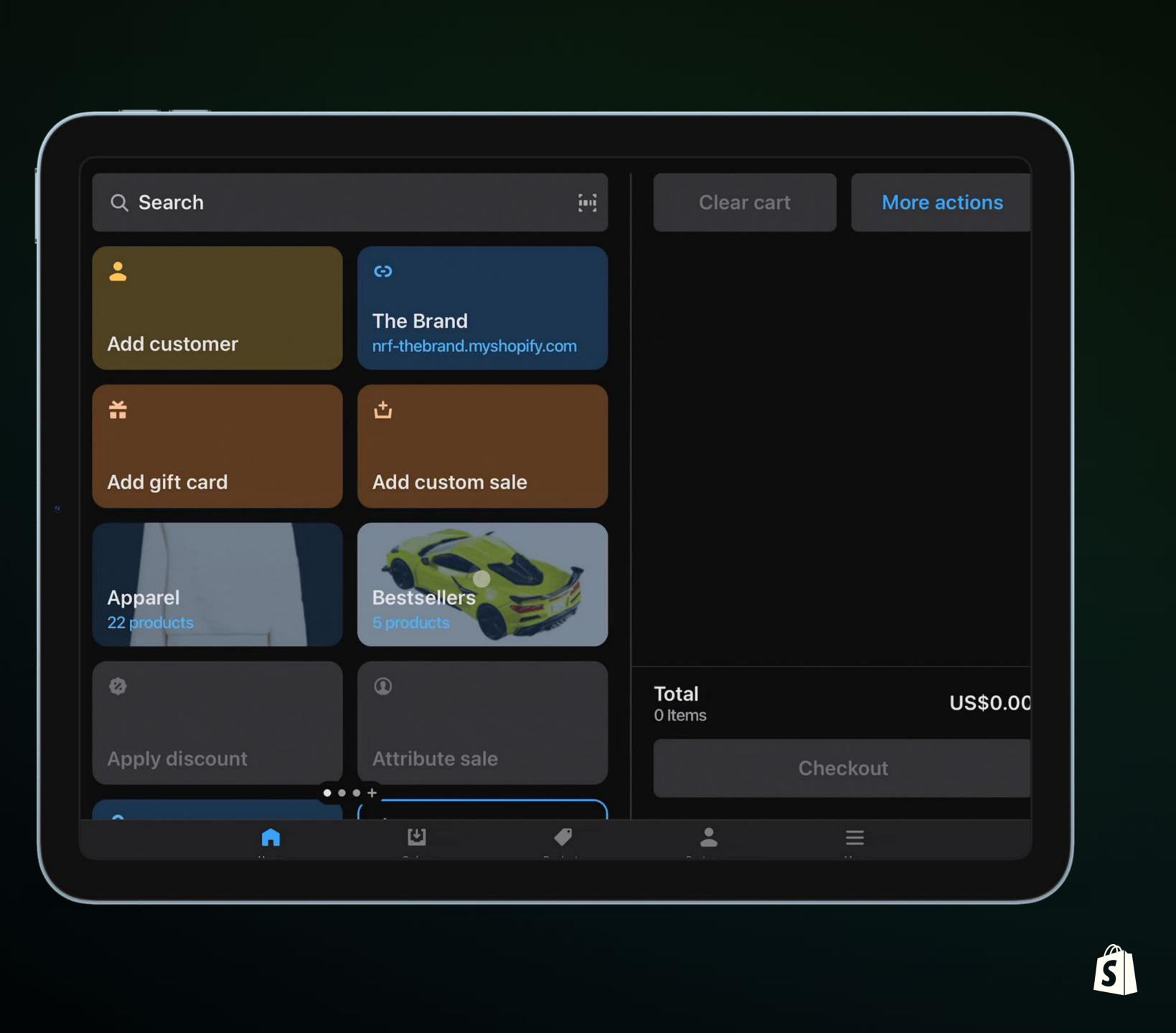






## Real time inventory

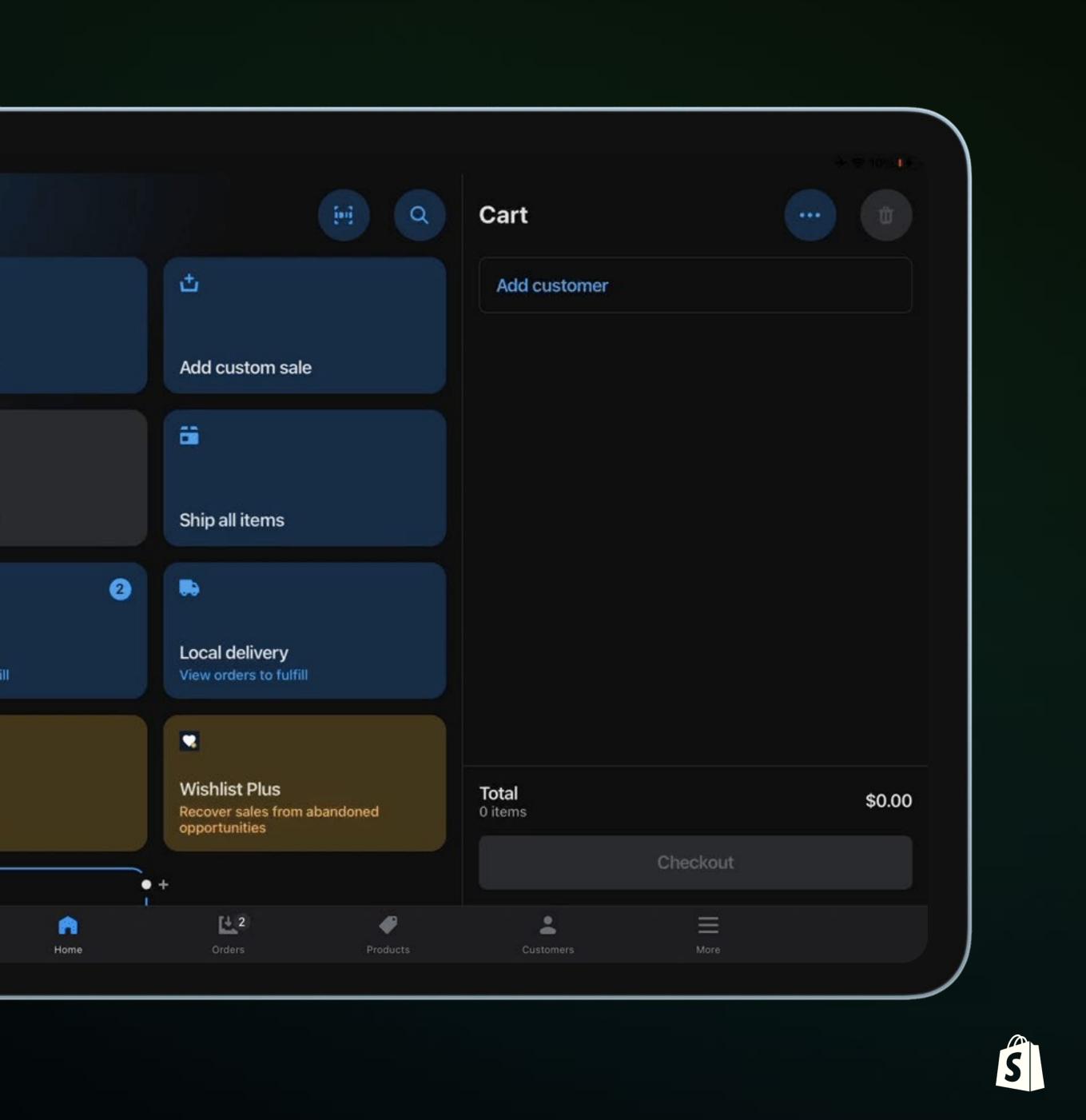
See real time available inventory across channels for a seamless customer experience



## Unified customer profiles

Create customer accounts from any channel that are instantly available across your entire business.

The Brand Add customer Add customer Apply discount Pickup View orders to fulfi Unknown help.shopify.com	0	
Apply discount Pickup View orders to fulfi Unknown		The Brand
Apply discount Pickup View orders to fulfi Unknown		2
Apply discount Count Pickup View orders to fulfi Unknown		Add customer
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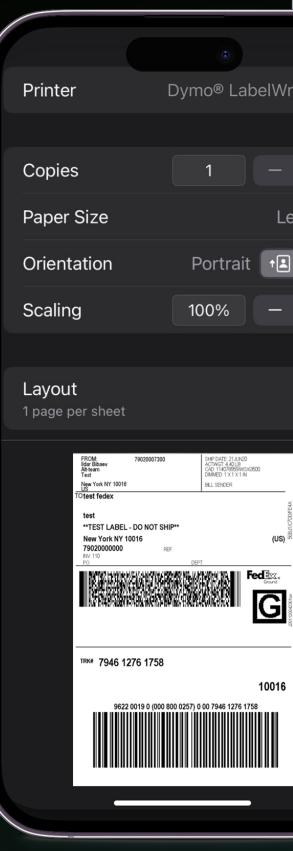
# Flexible shopping

BOPIS, shipto-customer, seamless returns and exchanges, email carts, and more—all out of the box.

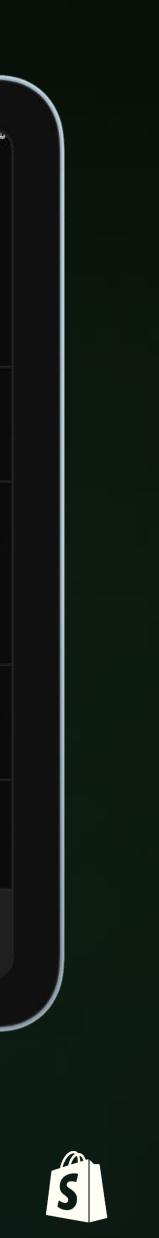


### In-store fulfilment

Reduce shipping time and costs by leveraging your retail stores and staff to fulfill online orders.



ders	All orders
All orders Drafts	Sale type: POS - Sale location: NYC SOHO -
Shipping	#1770 No customer \$45.73
Local pickup Local delivery	5 #1764 Shauna Rivas \$262.59 4 Paid O Unfulfilled
	Yesterday #1762 Ameera Shah \$41.1 Partially paid Fulfilled
	#1759 No customer \$172.10 Paid Fulfilled
Checkout	terrers de la conterners de la conterne



## Aiming for a home run

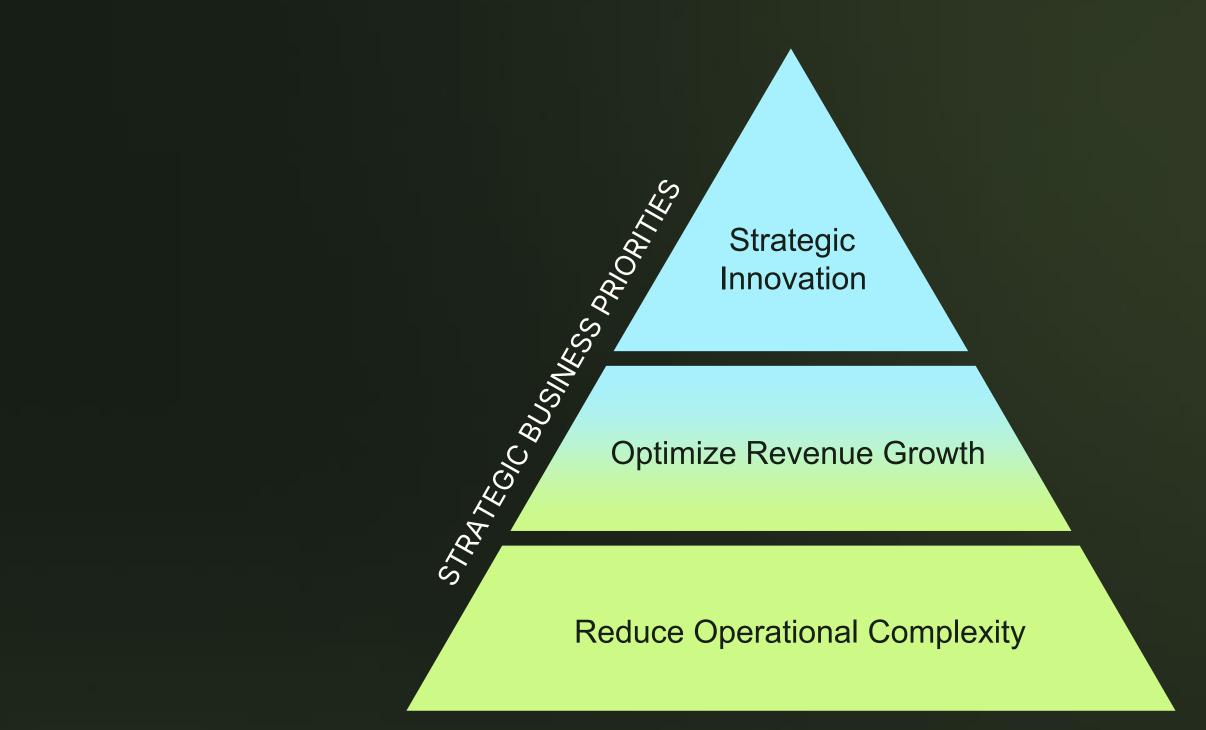
### Key Business Needs to Achieve Priorities

### Strategic Innovation

- Invest in technology and data that enables high levels of scalable customization
- Boost loyalty and engagement with subscriptions, community-based groups, and novel events

### **Optimize Revenue Growth**

- experience
- between channels

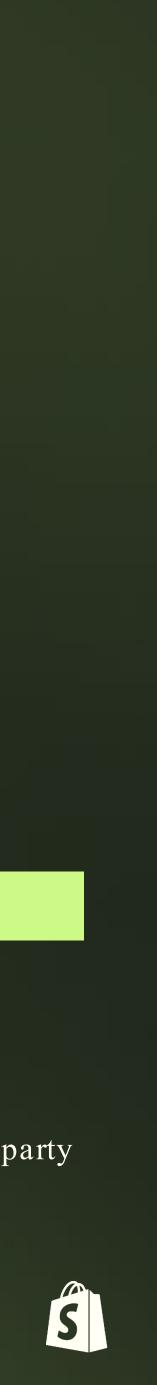


Introduce integrations that address building customer loyalty and a high-quality customer

• Ensure consistency in shopping experiences

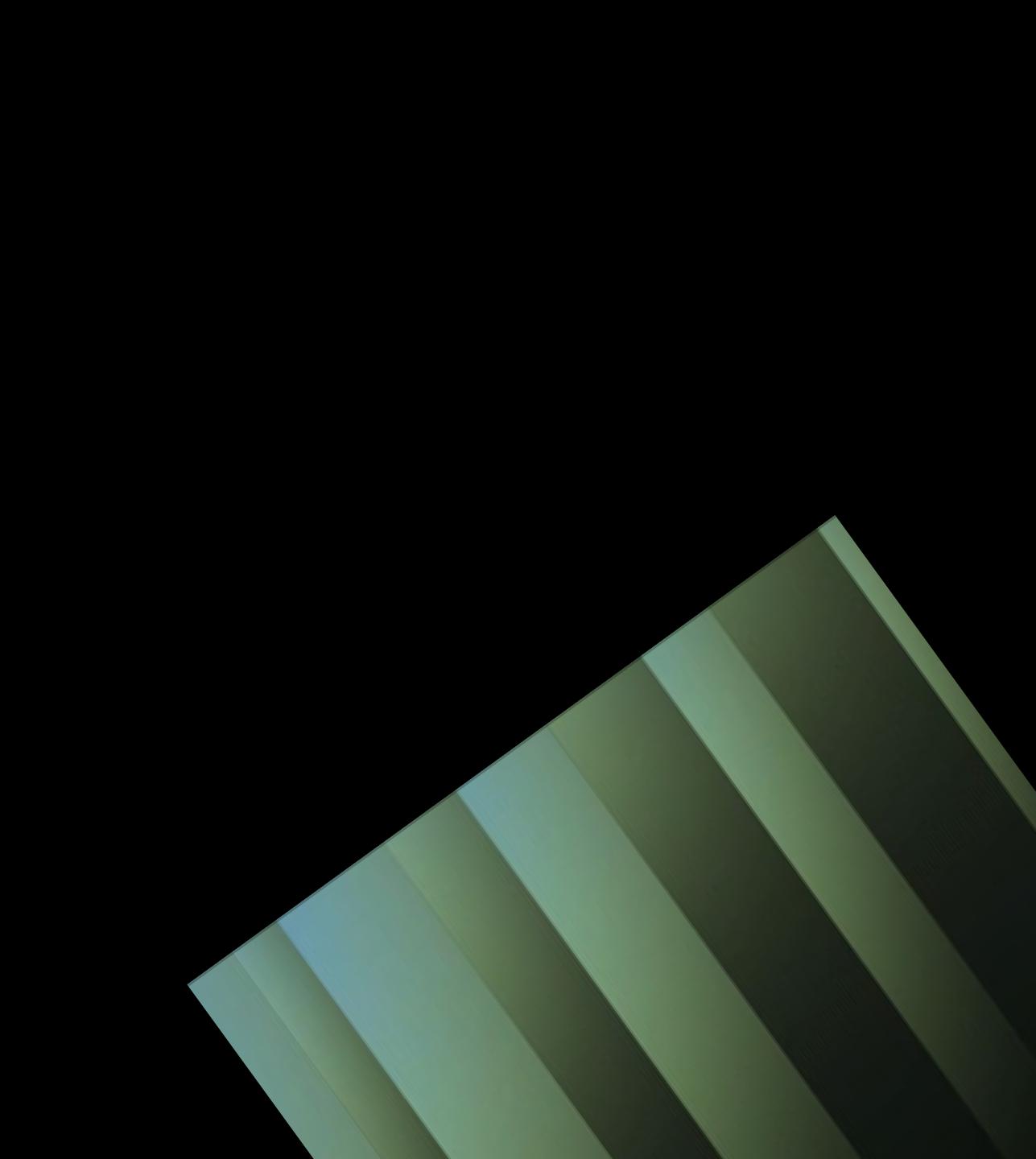
### Reduce Operational Complexity

- Unify data and back-end systems across all channels
- Establish reliable supply chain and inventory management across online, offline, and third-party platforms.





## Thank you





# SOURCE WEFIT FOR SPORTS" YOUR GAME.

## OUR BRAND

What makes us different?

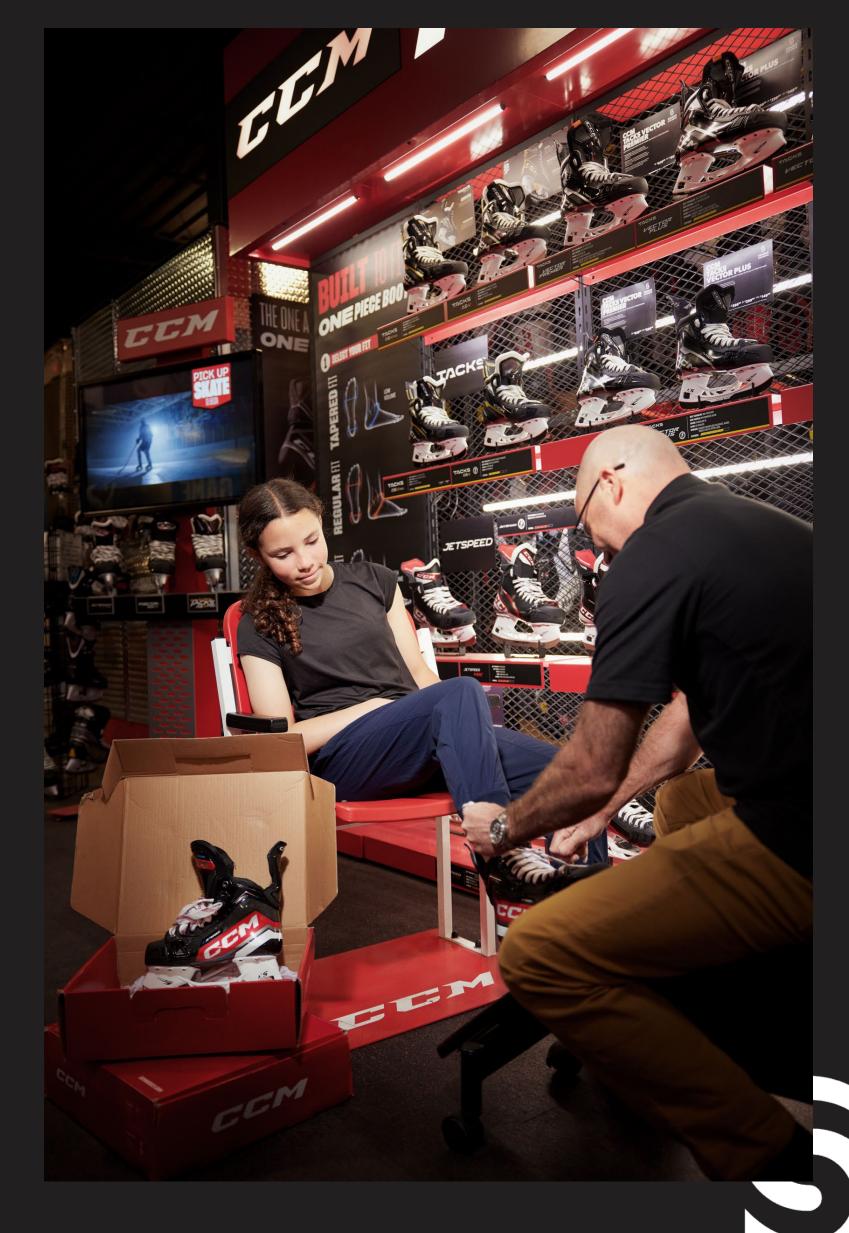


5



# INDEPENDENT OWNERS











## STRONG SENSE OF COMMUNITY

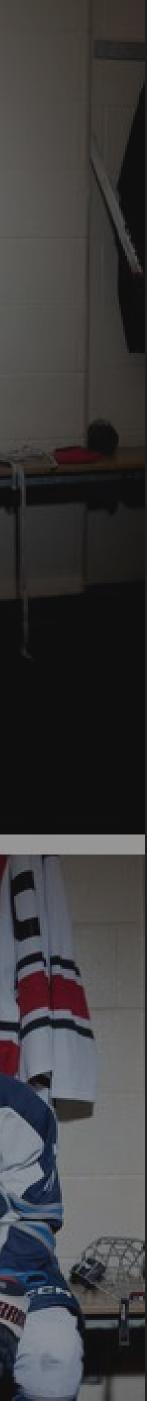






## PERSONALIZED SERVICE & EXPERT ADVICE FROM STAFF





## COMMITMENT TO FIT



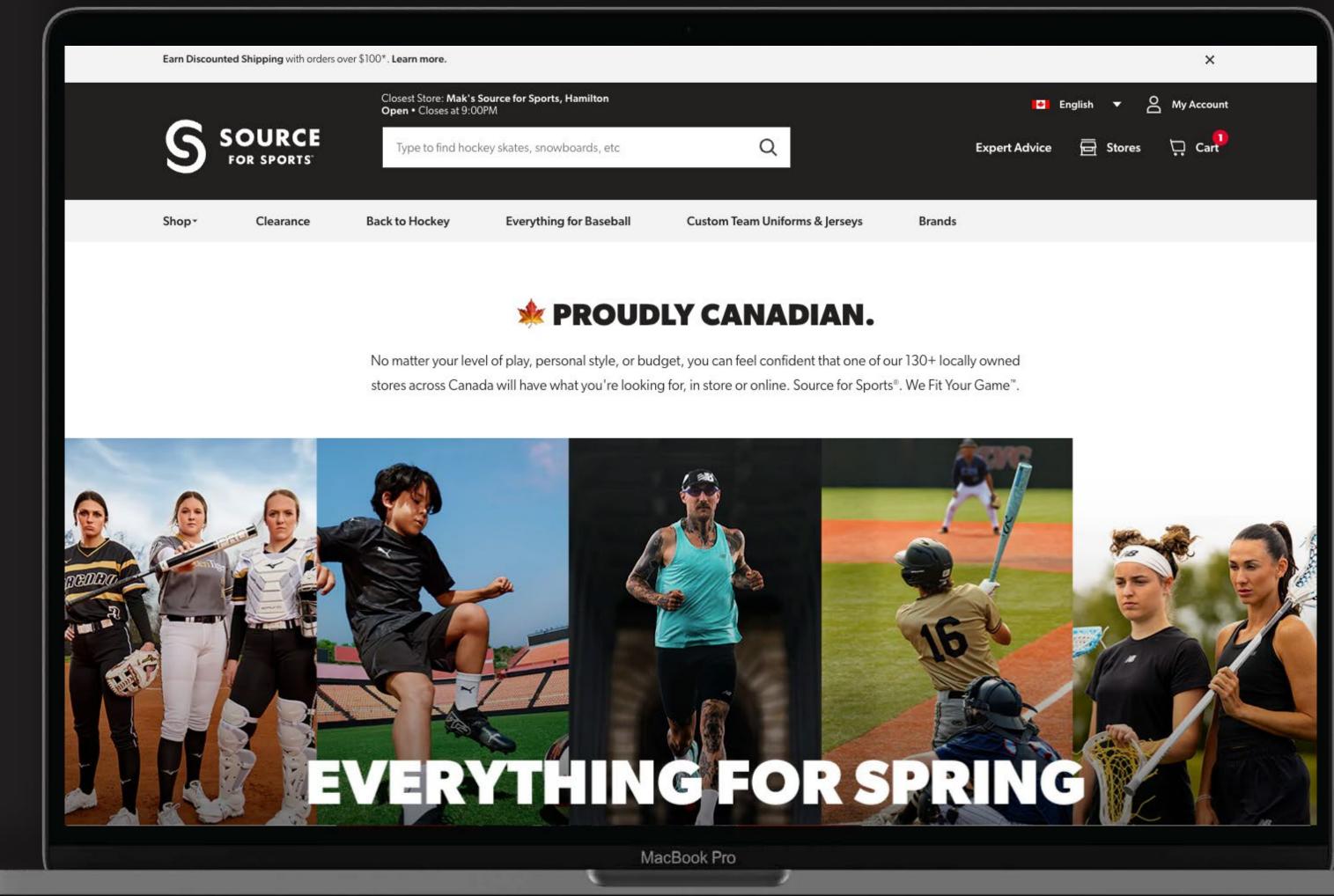




## STRONG RETAIL PRESENCE FROM COAST TO COAST







Filters	Clear All	2186 Products
Brands ~		New
Price ~		New
Sub-collections	; ~	
Colour ~		
Hand 🗸		
Inseam 🗸		Easton The Dub 2 3/4"
Length ~		Barrel (-10) Baseball Bat - USSSA (2025)
201.911		\$529.95
Pattern 🗸		Available To Ship Available In-Store
Size 🗸		****
Weight ~		No Reviews
Width ~		
		New
		Rawlings Gold Glove Club
		- Glove of the Month 11.75" Baseball Glove -
		April 2025
		\$379.95
		Available To Ship Available In-Store
		Available in-Store



Rawlings Gold Glove Club - Glove of the Month RGGC REV1X 11 3/4" Baseball Glove - May 2025 **\$549.95** Available To Ship Available In-Store

No Reviews



Mizuno Pro Select M-Print CANADIAN FURY 11.5" Baseball Glove (2025) \$379.99

Available To Ship Not Available Nearby

MacBook Pro



Mizuno Limited Edition Pro Select Shogun Baseball Glove (2025) **\$749.99** 

Available To Ship Not Available Nearby

\*\*\*\*\*

No Reviews





Mizuno Pro Select M-Print Azalea Baseball Glove (2025) \$399.00

Available To Ship Not Available Nearby

\*\*\*\*

No Reviews



Rawlings R9 Pro Bryce Harper Baseball Glove -12.5"

### \$219.95

Available To Ship Available In-Store



Easton The Dub 2 3/4" Barrel (-8) Baseball Bat -USSSA (2025)

### \$529.95 Available To Ship

Not Available Nearby



### **OVERVIEW**

### RAWLINGS GOLD GLOVE CLUB - GLOVE OF THE MONTH - MAY 2025

Rawlings RGGC REVIX 11 ¼" Infield Baseball Glove The third REVIX to join the exclusive RGGC collection is bringing the heat!

Designed for elite infielders, this glove features an 11 ¾" pattern paired with a Pro I™ we —perfect for securely fielding the ball and making lightning-fast transfers. Its unobstructe fielding surface eliminates traditional top-of-the-web lacing, giving players improved control and a cleaner pocket for maximum performance.

The Adaptive Fit System ensures a custom-like fit for a wide range of wrist sizes, delivering

Rawlings Gold Glove C	lub - Glove
of the Month RGGC RE	
Baseball Glove - May 2	.025
****	
Write a review D reviews	
\$549.95	
ize Guide	
Return Policy	
Add to Cart	
Available To Ship	
ORBETT'S SOURCE FOR SPORTS	Pick Up Here
150 South Service Road West, Oakville, ON	
9 km • (905) 337-9381	
wailable In-Store	
UCKNER'S SOURCE FOR SPORTS	Pick Up Here
45 Niagara Street, Welland, ON	
3 km • (905) 734-6422	
wailable In-Store	
AGLE BEAVER SOURCE FOR SPORTS	Pick Up Here
'80 Birchmount Road, Unit 1, Front of Building, Scarborou	ugh, ON
i6 km • (416) 759-9997	
wailable In-Store	



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Baseball Glove - May 2025	
Size Guide Return Policy	
Add to Cart	
Available To Ship	
CORBETT'S SOURCE FOR SPORTS 450 South Service Road West, Oakville, ON 19 km • (905) 337-9381 Available In-Store	Pick Up Here
BUCKNER'S SOURCE FOR SPORTS 545 Niagara Street, Welland, ON 63 km • (905) 734-6422 Available In-Store	
EAGLE BEAVER SOURCE FOR SPORTS 780 Birchmount Road, Unit 1, Front of Building, Scarborough, ON 66 km • (416) 759-9997 Available In-Store	Pick Up Here
Available at 8 Other Stores	

Earn Discounted Shipping	g with orders over \$100*. Learn mo	re				×
	Closest Store: Al's Source for Sports, Burlington Open • Closes at 8:00PM					
S SOUI	Type to	find hockey skates, snowboards, etc	Q		Expert Advice	🗗 Store
Shop* Clea	rance Back to Hock	ey Everything for Baseball	Custom Team Uniforms & Jerseys	Brands		
MY CAR	т				ORDER SUMMARY Estimated shipping to: L8B 0G6	5 Edit
					Subtotal	\$549.9
<ol> <li>Review Ca</li> </ol>	rt		2 Review Ship	oping	Estimated Shipping	\$10.5
					Shipping Discount	-\$10.5
Items to be shipp	ed from Corbett's Source for	Sports, Oakville, ON		Free	Estimated Total	\$549.9
Estimated arrival	date: May 9 - May 12				Taxes will be calculated at check	kout
	Rawlings Gold Glove Cl Glove - May 2025	ub - Glove of the Month RGGC RE	V1X 11 3/4" Baseball \$54	49.95	Checkout	
	SIZE: 11.75", COLOUR: BLA	CK/ORANGE,			RETURN POLICY	
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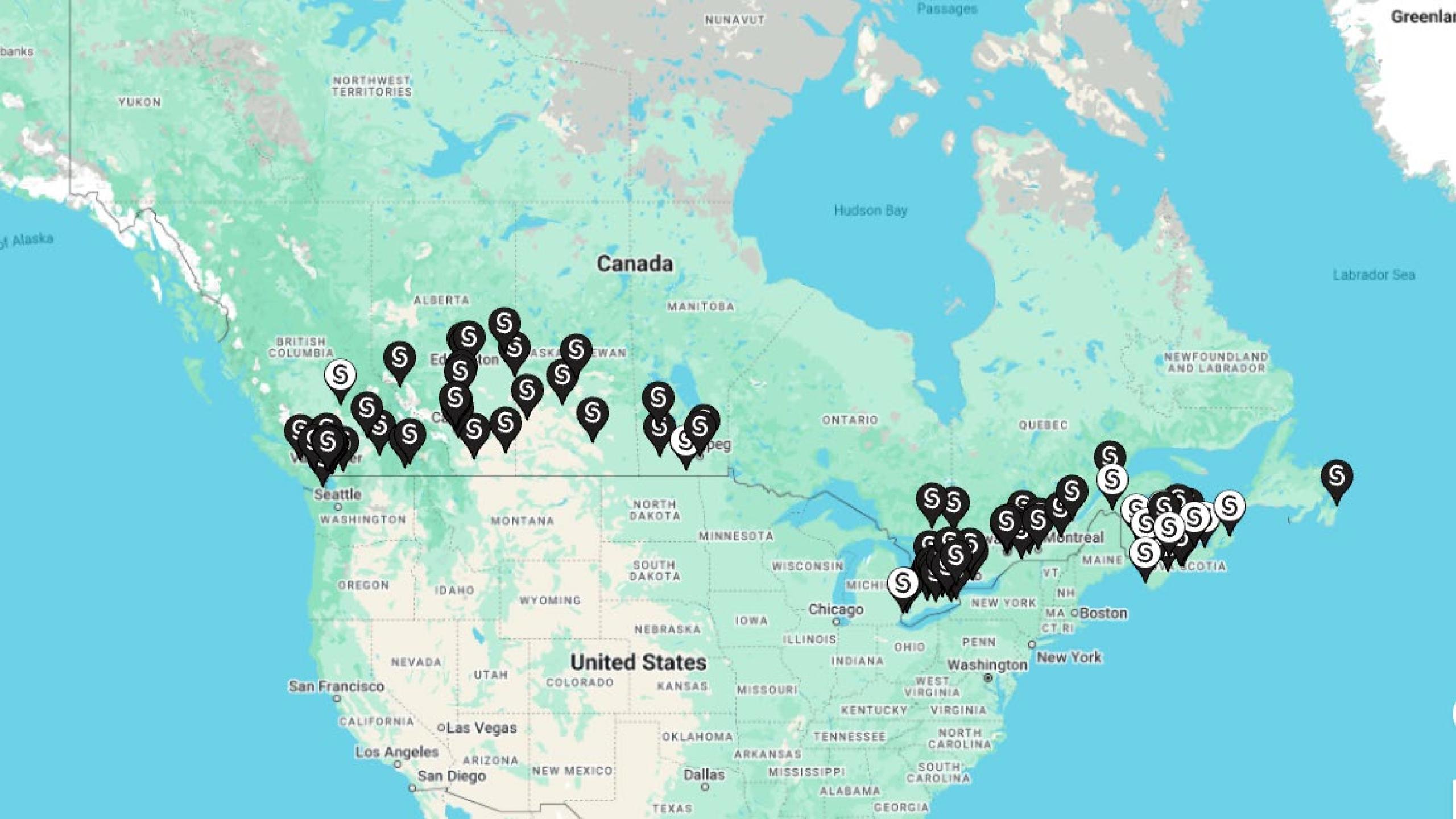
Closest Store: Al's Source for Sports, Burlington						0		
	JRCE PORTS	Closes at 8:00PM  RCE  Type to find hockey skates, snowboards, etc		Q	Q		English ▼ Account Expert Advice	
Shop* Cl	earance I	Back to Hockey	Everything for Baseball	Custom Team Uniforms & Jerse	eys Brands			
MY CAI	RT					ORDER SUMMARY Estimated shipping to: L8B 0G	6 Edit	
Review (	Cart			2 Rev	iew Shipping	Subtotal Estimated Shipping	\$549.9 \$10.5	
	oped from <b>Corbett'</b> : al date: <b>May 9 - Ma</b> y	Source for Sports, 0	Dakville, ON		Free	Shipping Discount Estimated Total Taxes will be calculated at chee	-\$10.53 \$549.99	
	Glove - May 2	2025	ove of the Month RGGC REV	IX 11 3/4" Baseball	\$549.95	Checkout		
	SIZE: 11.75", C	OLOUR: BLACK/OR/	ANGE,		Subtotal (1) <b>\$549.95</b>	<b>RETURN POLICY</b> Qualifying sales are covered day return policy <b>(learn mo</b>		
						PAYMENT & SECURIT            • Pay             • Pay             • Pay	Y VISA	

### NATIONAL WEBSITE KEY FACTS • Website launched with full e-commerce capabilities February 1,

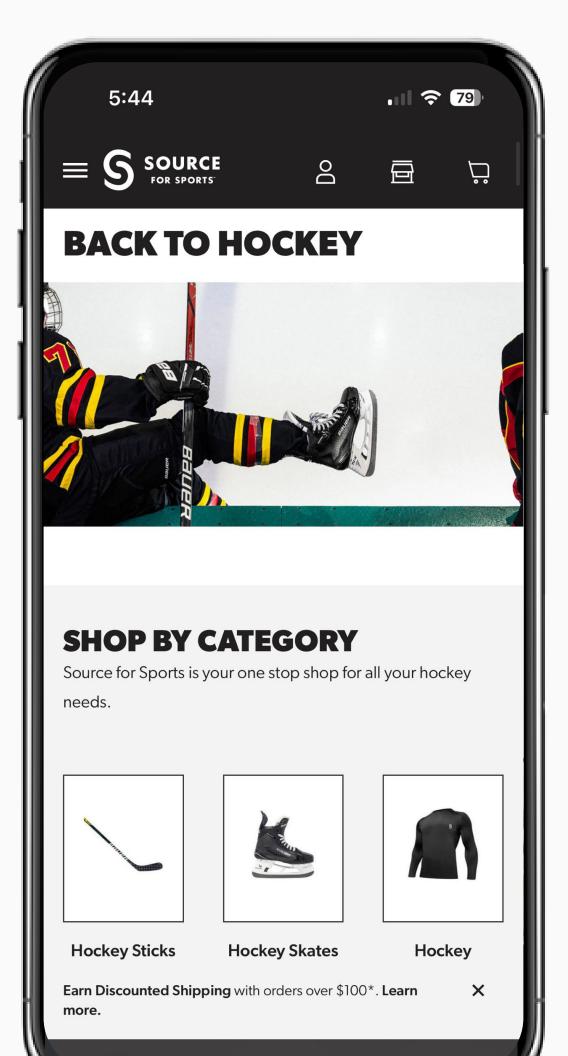
- 2022.
- 101 stores across Canada fulfilling website orders.
- store, and can ship to home or pick up in-store.
- Incredible year over year growth of website traffic and sales.

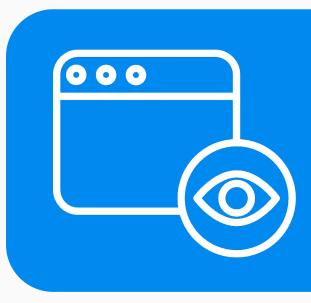
• Customers shop for products online, see inventory at their closest





### 2024 WEBSITEST ATS









🔒 sourceforsports.ca — Private

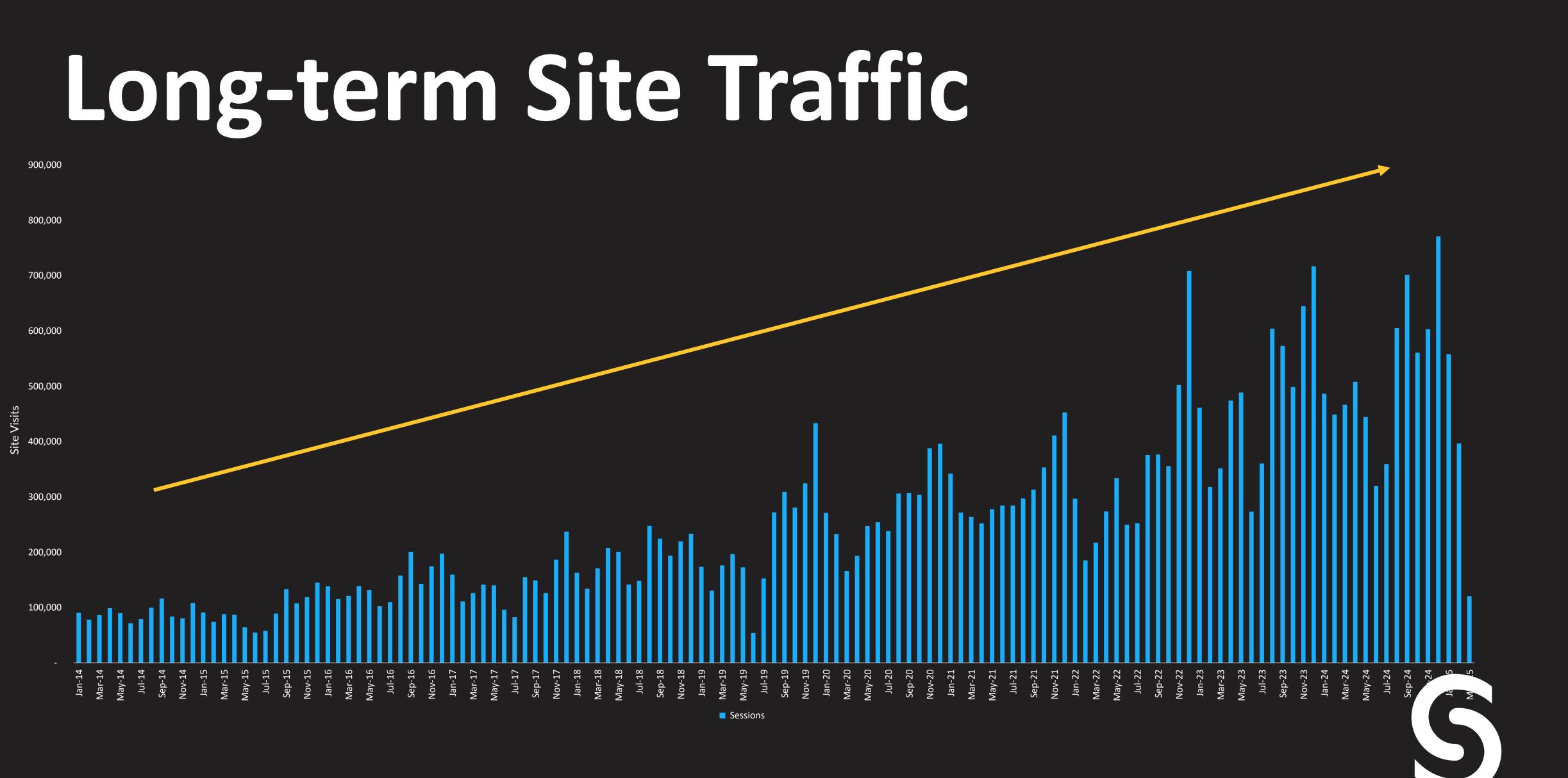
### 6.3M UNIQUE VISITORS +9% YOY



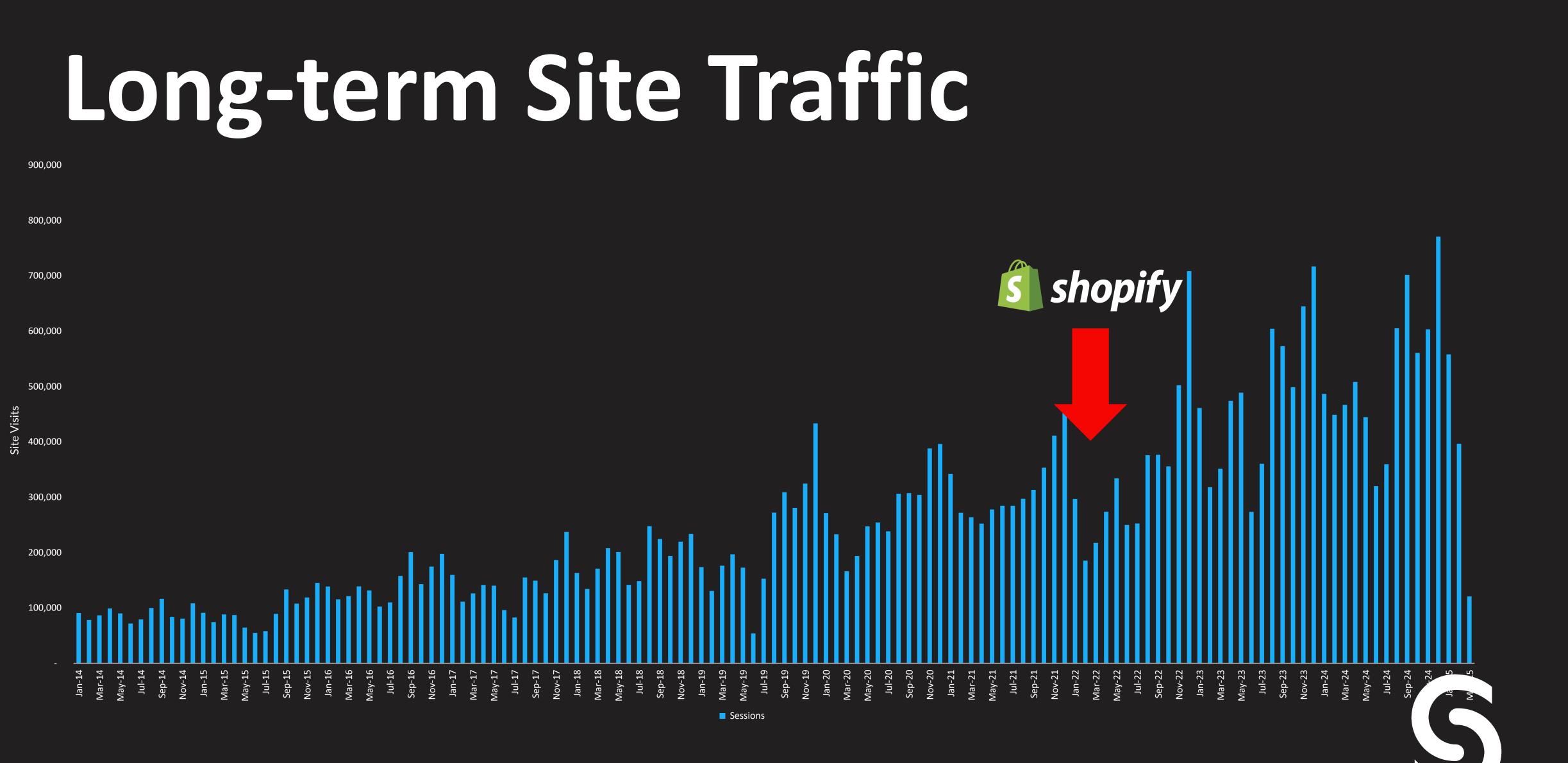
### 45K+ ONLINE ORDERS



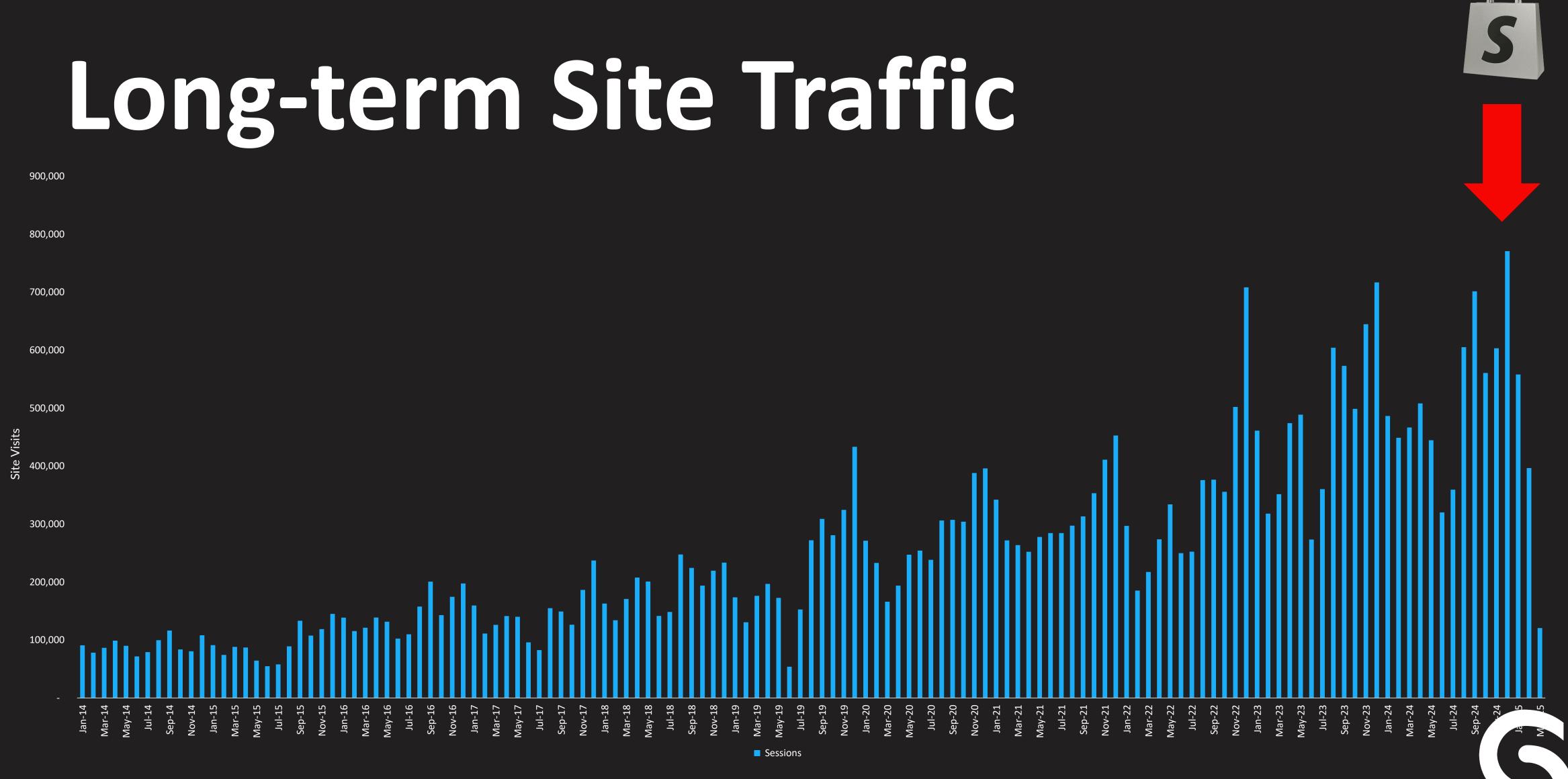




Data collected from Google Analytics.



Data collected from Google Analytics.



Data collected from Google Analytics.

