THE ATHLETE IS EVERYTHING

The IRONMAN® Store is more than a place to buy gear.
It's the digital home of the world's most powerful endurance community — **inspiring** athletes, **fueling** journeys, and helping them **perform** at every mile.

ATHLETE-FIRST | **CONNECTED** | **BUILT TO PERFORM**

IRONMAN

A connected commerce vision for the future of endurance sports.

IRONMAN
ANYTHING IS POSSIBLE

THE OPPORTUNITY IS MASSIVE. THE WINDOW IS NOW.

Endurance athletes are spending more, expecting more, and demanding better.
IRONMAN is uniquely positioned to **lead.**

$1.4B+

TOTAL ADDRESSABLE MARKET

Global endurance apparel, footwear, and nutrition ecommerce market expected to reach **$1.4B+** by 2027.

88%

DEMAND PERSONALIZATION

Athletes expect personalized product recommendations and relevant experiences.

1.7X

AOV UPLIFT OPPORTUNITY

Personalized and relevant experiences drive up to **1.7x** higher average order value.

$100M+

COMPETITIVE REVENUE GAP

Top competitors are outpacing IRONMAN in digital commerce, leaving **$100M+** in potential revenue on the table.

THE TIME TO LEAD IS NOW.

Athletes are ready. The market is accelerating. With the right strategy and experience, IRONMAN can capture the opportunity — and set the standard for endurance commerce.

STRONGER EXPERIENCES.
STRONGER LOYALTY.
STRONGER IRONMAN®

A NEW GENERATION OF ATHLETES. NEW MINDSET. NEW EXPECTATIONS.

Today's athletes are more informed, more connected, and more demanding than ever before.

They expect the brands they trust to understand them, support them, and **evolve with them.**

THE MODERN ATHLETE IS:

DIGITALLY NATIVE
Mobile-first. Always connected. Expecting seamless experiences.

DATA-DRIVEN
Using metrics to train smarter and make decisions.

PERSONALIZED
Expecting content, products, and offers tailored to them.

PURPOSE-LED
Choosing brands that align with their values and goals.

LIFESTYLE-FOCUSED
Seeking performance products that fit their whole life, on and off the course.

IRONMAN
ANYTHING IS POSSIBLE

ATHLETES DON'T JUST WANT TO BUY PRODUCTS.
THEY WANT BRANDS THAT UNDERSTAND THEM.

THE SHIFT IN ATHLETE EXPECTATIONS

THEN TRANSACTIONAL EXPERIENCE	NOW LIFESTYLE EXPERIENCE
One-time purchases Product-first mindset	Ongoing relationships Athlete-first approach
Limited assortments Category-driven	Curated collections Journey and need-based
Desktop experience Static and generic	Mobile-first Dynamic and personalized
Batch communications Periodic and impersonal	Real-time engagement Relevant and timely
Anonymous shopper Unknown and unrecognized	Known athlete Recognized and valued
Manual processes Slow and reactive	Integrated ecosystem Fast and proactive

ATHLETES ARE VOTING WITH THEIR FEET

65%
Say a connected experience influences brand loyalty.

2.3x
More likely to engage with brands that offer personalized experiences.

59%
Have switched brands for a better digital experience.

NO ENDURANCE BRAND OWNS THE JOURNEY LIKE IRONMAN®

From first interest to crossing the finish line and beyond, IRONMAN® touches every defining moment of an athlete's life.

We are more than a race. We are a global ecosystem built on achievement, community, and transformation.

IRONMAN® HAS UNIQUE ADVANTAGES NO OTHER BRAND CAN MATCH

GLOBAL SCALE
The world's largest endurance sports platform with races in 55+ countries.

ICONIC EVENTS
Legendary events like IRONMAN World Championships drive unmatched aspiration.

COMMUNITY POWER
A passionate, lifelong community that supports, inspires, and grows together.

TRUST & HERITAGE
45+ years of credibility, integrity, and athlete-first commitment.

FULL LIFECYCLE
We are with athletes from their first training day to their finish line and beyond.

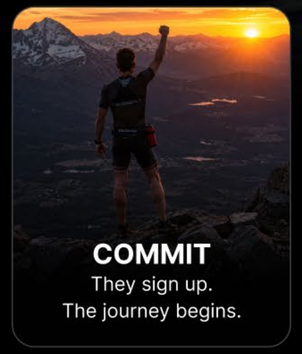
TRAVEL & DESTINATIONS
We drive global travel, create bucket-list experiences, and economic impact.

DATA & TECH
Owned platforms, apps, and data that enable personalization at scale.

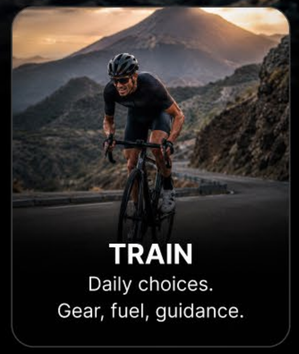
COMMERCE
A massive opportunity to better serve athletes with relevant products, content, and experiences.

WE OWN THE MOMENTS THAT MATTER MOST
THE ATHLETE LIFECYCLE

DISCOVER
Inspiration strikes.
A new goal is born.

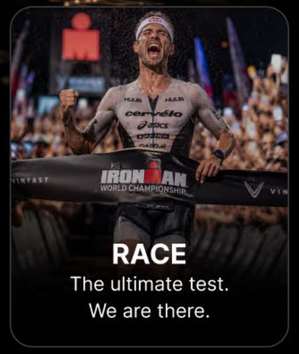


COMMIT
They sign up.
The journey begins.

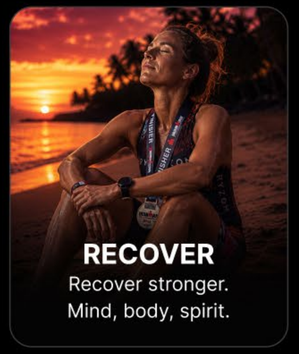


TRAIN
Daily choices.
Gear, fuel, guidance.

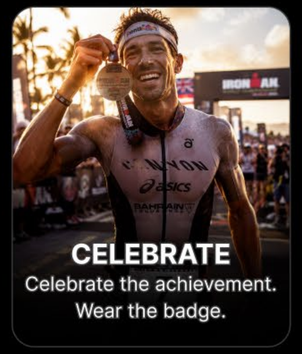
PREPARE
Dial in. Get ready.
Plan, pack, perform.



RACE
The ultimate test.
We are there.



RECOVER
Recover stronger.
Mind, body, spirit.



CELEBRATE
Celebrate the achievement.
Wear the badge.

REPEAT
The next goal. The cycle continues. We're with them.

IRONMAN
ANYTHING IS POSSIBLE

55+ COUNTRIES | **5M+** ATHLETES | **250+** ANNUAL EVENTS | **45+** YEARS OF LEGACY

THIS IS OUR ADVANTAGE. THIS IS OUR OPPORTUNITY.

We are uniquely positioned to build the most athlete-centric commerce ecosystem in endurance sports.

05 - OUR VISION

THE WORLD'S MOST ATHLETE-CENTRIC COMMERCE ECOSYSTEM

We will transform the IRONMAN® Store into a connected ecosystem that inspires, equips, and supports athletes — **every step of their journey.**

A seamless, personalized experience that brings together the power of our brand, our events, our data, and our community.

ATHLETE FIRST
Every decision starts with the athlete. Their journey. Their goals. Their experience.

CONNECTED ECOSYSTEM
Unifying events, digital, data, community, and commerce into one seamless experience.

PERSONALIZED & RELEVANT
Delivering the right products, content, and offers at the right time — designed specifically for each athlete.

BUILT TO PERFORM
Engineered to scale. Designed to drive growth, loyalty, and lifetime value.

IRONMAN
ANYTHING IS POSSIBLE

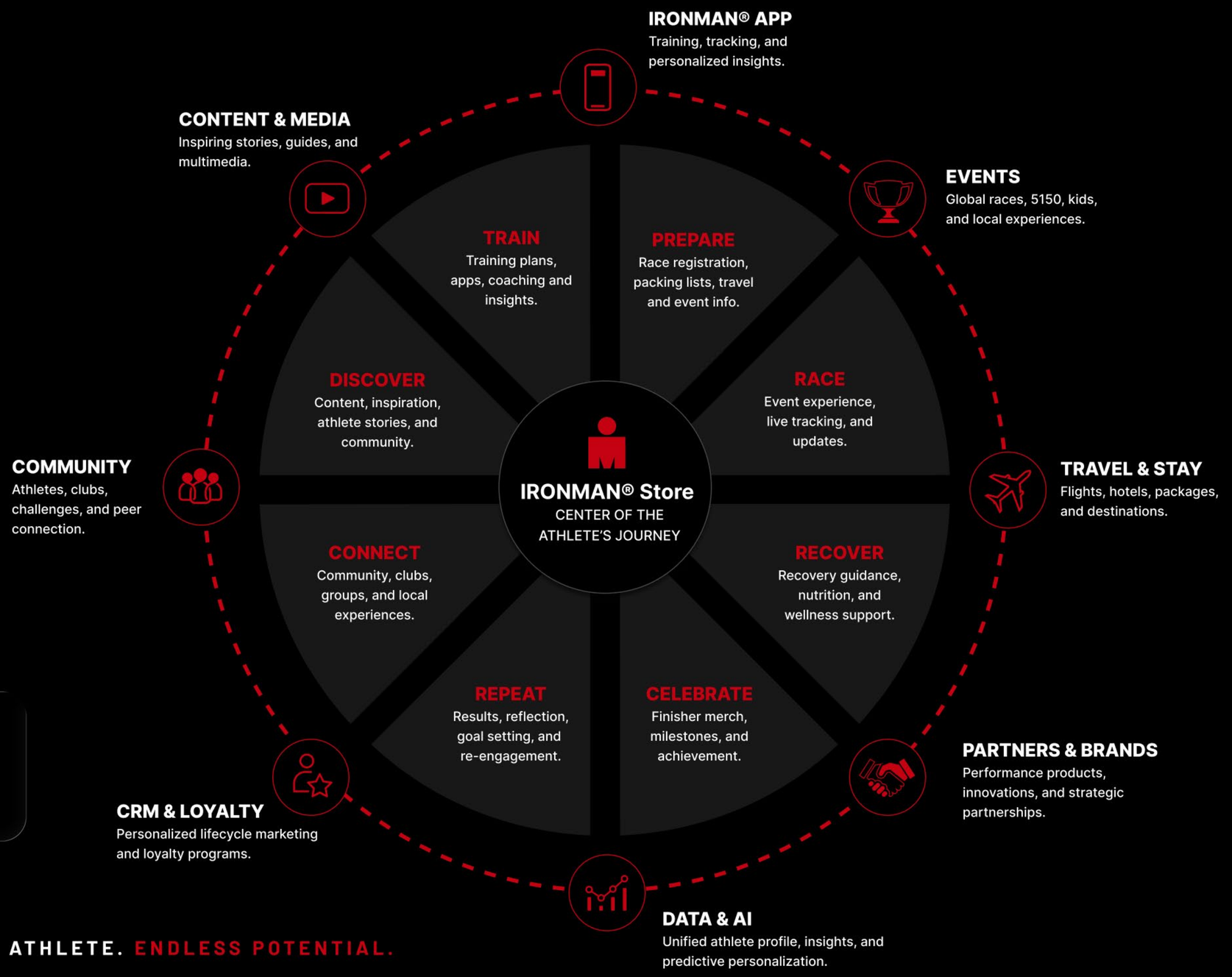
WE ARE BUILDING MORE THAN A STORE.
WE ARE BUILDING THE HOME OF ENDURANCE.

ONE ECOSYSTEM. CONNECTED. BUILT FOR LIFE.

The IRONMAN® store sits at the center of the athlete journey — connected to every touchpoint, every moment, and every motivation.

By unifying our events, digital platforms, data, content, and commerce, we unlock personalized experiences that drive loyalty, grow lifetime value, and fuel the future of endurance.

THE OPPORTUNITY
Create the most connected, athlete-first commerce ecosystem in the world.



IRONMAN
ANYTHING IS POSSIBLE

ONE ECOSYSTEM. ONE ATHLETE. ENDLESS POTENTIAL.

07 - NEW SITEMAP & INFORMATION ARCHITECTURE

BUILT FOR ATHLETES. DESIGNED FOR THE JOURNEY.

Our new site architecture is intuitive, athlete-centered, and journey-aligned. It transforms the IRONMAN® Store into a connected experience that is easier to navigate, deeply relevant, and built to scale.

Every section is designed to inspire, inform, and support athletes — no matter where they are in their journey.

KEY IMPROVEMENTS

- Athlete-first navigation
- Clearer pathways to shop and engage
- Stronger content and community integration
- Powerful product imagery
- Built for personalization and scale

SIMPLIFIED. INTUITIVE. PURPOSE-DRIVEN.

HOME

SHOP
Curated gear & lifestyle products.
- New Arrivals
- Best Sellers
- Men
- Women
- Gear & Equipment
- Accessories
- Sale
- Collections

RACE
Everything race day and beyond.
- Race Destinations
- IRONMAN® World Championships
- 70.3 Series
- 5150 Series
- Kids Races
- Event Info & Updates

TRAIN
Train smarter with IRONMAN®
- Training Plans
- Workouts
- Coaching
- Nutrition & Fuel
- Recovery
- App & Tools
- TRION™ Integration

COMMUNITY
Connect & be part of more.
- Athlete Stories
- Clubs & Groups
- Ambassadors
- Events & Meetups
- Discussion
- Inspiration

TRAVEL & STAY
Travel. Stay. Race. Explore.
- Travel Packages
- Hotel Stays
- Experiences
- Guides
- Partners
- Transport
- Visa & Info

CUSTOMER SUPPORT
We're here to help.
- FAQs
- Shipping & Returns
- Order Support
- Product Care
- Contact Us
- Size Guides

ACCOUNT
Your journey. Your profile.
- Profile Overview
- Orders
- Wishlist
- Addresses
- Rewards
- Preferences
- Subscriptions

CROSS-CUTTING EXPERIENCES

SEARCH | PERSONALIZATION | TRION™ ECOSYSTEM | LOYALTY & REWARDS | NOTIFICATIONS | WISHLIST | CART

TRION™ TRAIN. INSPIRE. RACE.CONNECT.

ARCHITECTURE PRINCIPLES

ATHLETE-CENTERED
Organized around the athlete journey, not internal silos.

INTUITIVE & SIMPLE
Clear categories and labels that are easy to understand.

CONNECTED
Seamless integration across all content, commerce, and community.

MOBILE-FIRST
Designed for fast, fluid experiences on any device.

SCALABLE
Built to grow with new markets, features, and innovations.

INSPIRING
Every step is an opportunity to motivate, inform, and drive direction.

IRONMAN
ANYTHING IS POSSIBLE

A STRUCTURE THAT PUTS ATHLETES FIRST AND PERFORMANCE AT THE CENTER.

Simple to browse. Easy to shop. Built to grow.

THE FUTURE OF ENDURANCE COMMERCE. BUILT AROUND THE ATHLETE.

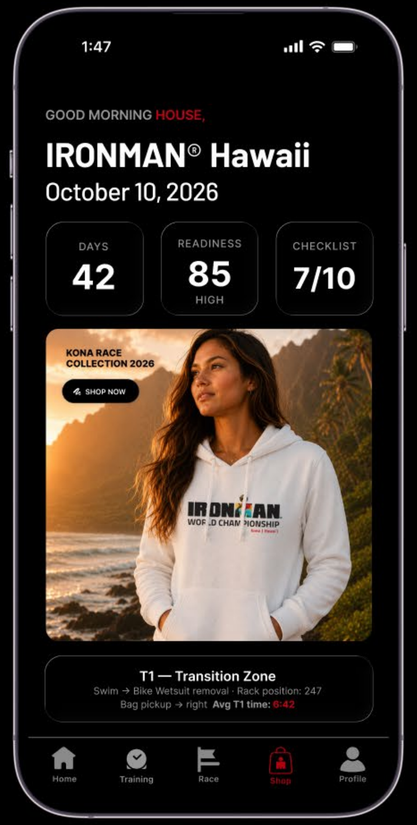
A connected commerce experience designed to inspire performance, simplify discovery, and support athletes through every stage of the journey. From training to race day to recovery.

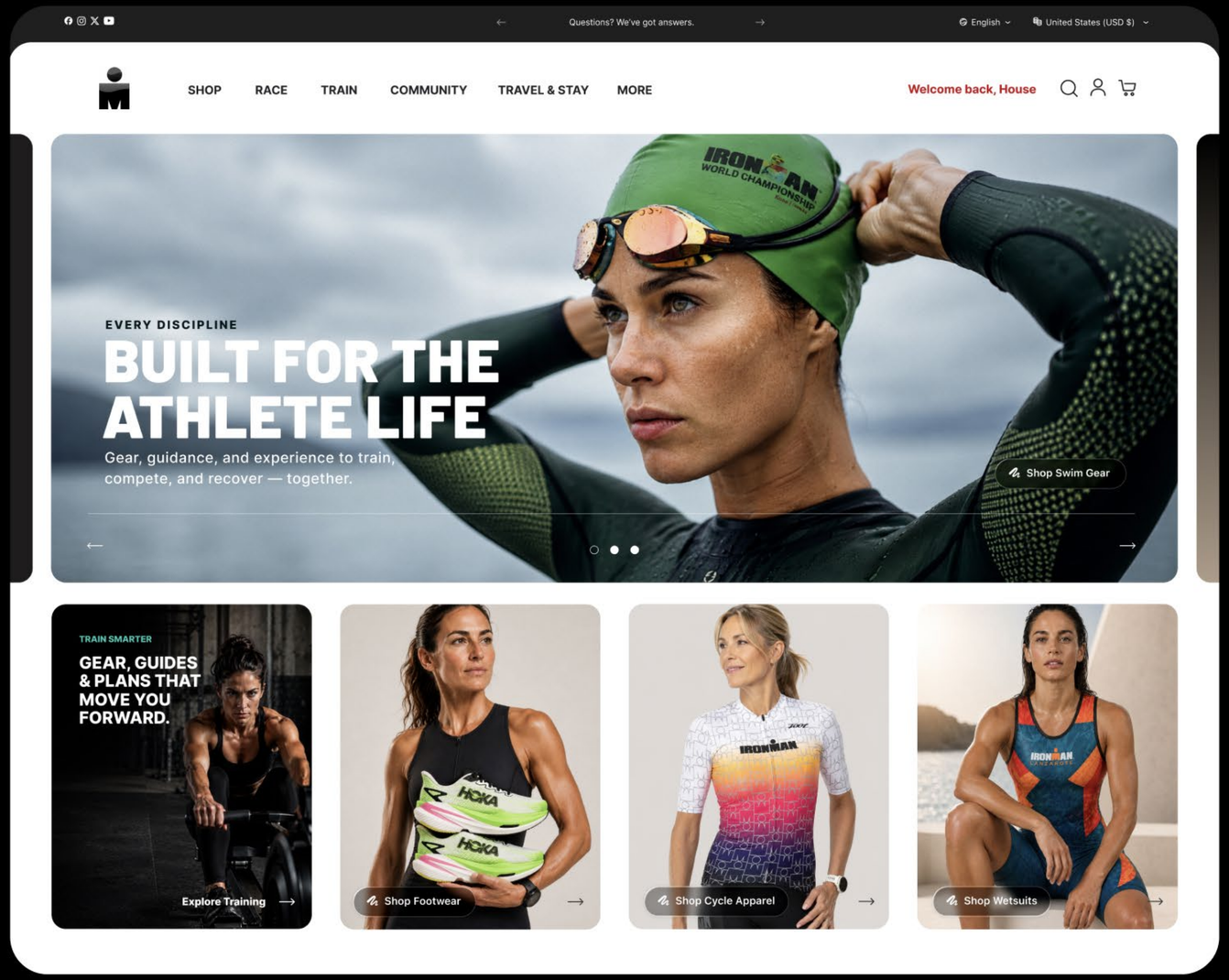
ATHLETE-FIRST EXPERIENCE
Designed around real athlete behavior, goals, and performance needs.

PERSONALIZED DISCOVERY
Relevant products, content, races, and recommendations tailored to every athlete.

CONNECTED ECOSYSTEM
Commerce connected across training, events, recovery, and community.

PREMIUM STORYTELLING
Editorial visuals and immersive experiences that elevate every interaction.





CONNECTED EXPERIENCES

Everything you need. All in one place.

RACE REGISTRATION
Find and register for events worldwide.

TRAINING & GUIDES
Plans, tips, and coaching to help you improve.

RECOVERY TOOLS
Products and guidance to help you recover.

COMMUNITY
Connect, share and, get stronger together.

ATHLETE SUPPORT
Real people. Real support. Whenever you need it.

IRONMAN
ANYTHING IS POSSIBLE

BUILT FOR PERFORMANCE. DESIGNED FOR CONFIDENCE.

Every product is part of the athlete journey.
The new IRONMAN® product experience blends premium storytelling, technical performance, and athlete confidence into a modern commerce system designed to inspire action.

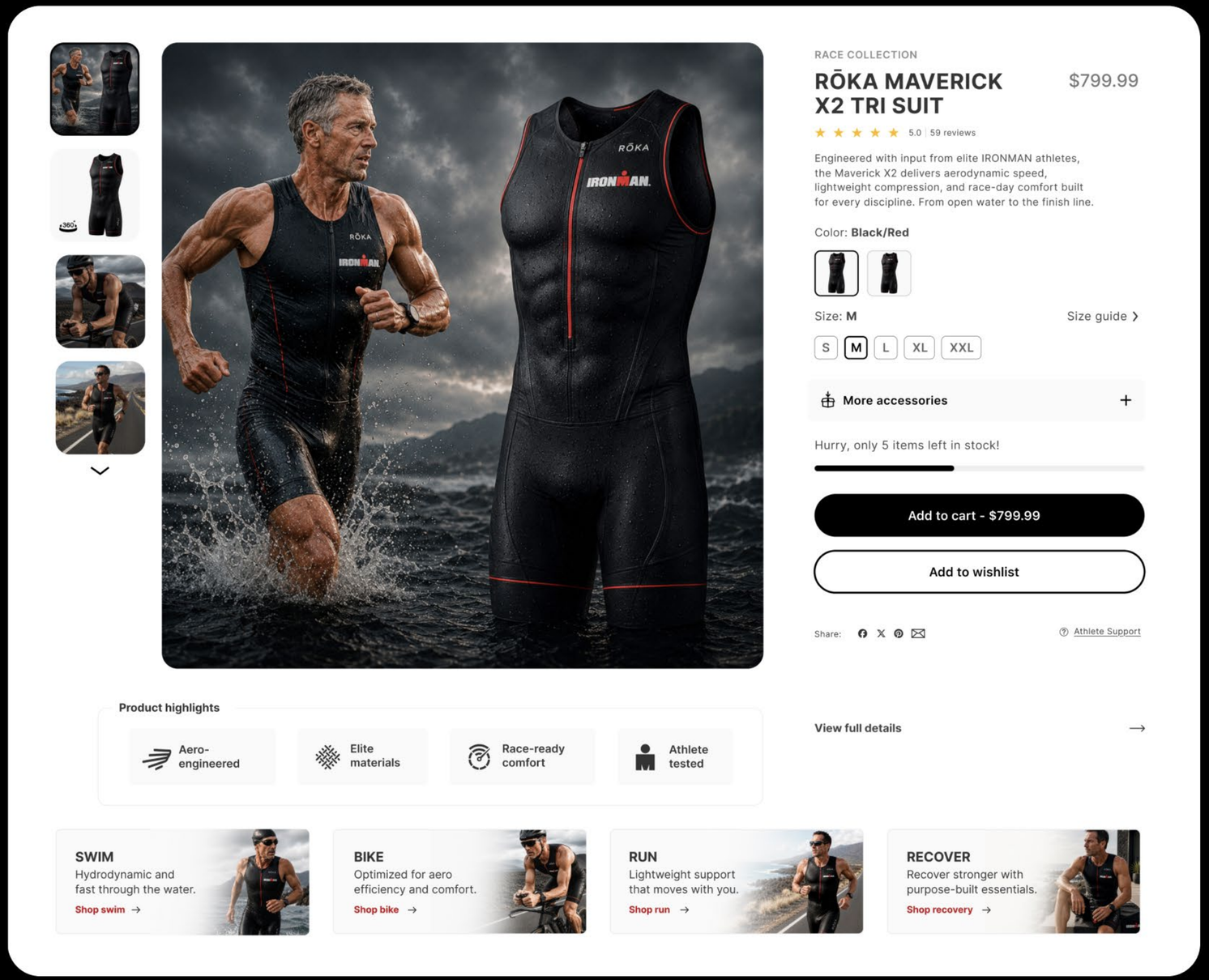
ATHLETE-LED STORYTELLING
Immersive photography and real-world performance moments that connect products to the athlete lifestyle.

PERFORMANCE CLARITY
Technical features, fit guidance, and material innovation presented in a clean, intuitive system.

SMARTER DECISION MAKING
Reviews, sizing intelligence, bundles, and recommendations that reduce friction and increase confidence.

CONNECTED COMMERCE
Products connected to races, training, recovery, and the broader IRONMAN® ecosystem.

FEATURED • PRODUCT •



IRONMAN
ANYTHING IS POSSIBLE

PERFORMANCE WITHOUT FRICTION.

GEAR FOR THE JOURNEY. READY FOR THE FINISH.

Athletes don't just buy products. They buy the mindset, preparation, and identity behind the journey.

SHOPPABLE PERFORMANCE MOMENTS

By integrating products directly into real athlete environments, discovery becomes more natural, immersive and emotionally connected.

HIGHER ENGAGEMENT
Immersive visuals and relevant context drive deeper interaction.

FASTER DISCOVERY
Products are discovered naturally within the athlete's journey.

MORE CONFIDENCE
Athletes feel confident knowing they have the right gear for the journey.

LARGER BASKETS
Contextual discovery leads to more relevant add-to-cart moments.

IRONMAN on the GO

Gear for the Journey. Ready for the Finish.

ZOOT
IRONMAN ZOOT ELITE RUN TRACK JACKET $89.95
S M L XL XXL

+22% AOV potential. Through contextual product discovery.

+35% Engagement. With shoppable touchpoints.

+28% Attach rate. Increase in product attachments.

STRONGER ATHLETE CONNECTION Transforms browsing into belonging.

IRONMAN
ANYTHING IS POSSIBLE

THE RIGHT STORY. THE RIGHT GEAR. THE RIGHT TIME.

Editorial commerce connects expert content with curated product recommendations — creating a more relevant, high-converting experience across the athlete journey.

EXPERT STORYTELLING
Turn content into conversions.

Training guides, recovery education, and real athlete experiences designed to inspire smarter decisions before race day.

CURATED RECOMMENDATIONS
Every product earns its place.

Handpicked performance gear aligned to athlete needs, training goals, and race conditions — integrated naturally into the story.

TIMELY & RELEVANT
Right content. Right moment. Right product.

Dynamic content, and product recommendations that evolve with the athlete journey — from first session to finish line.

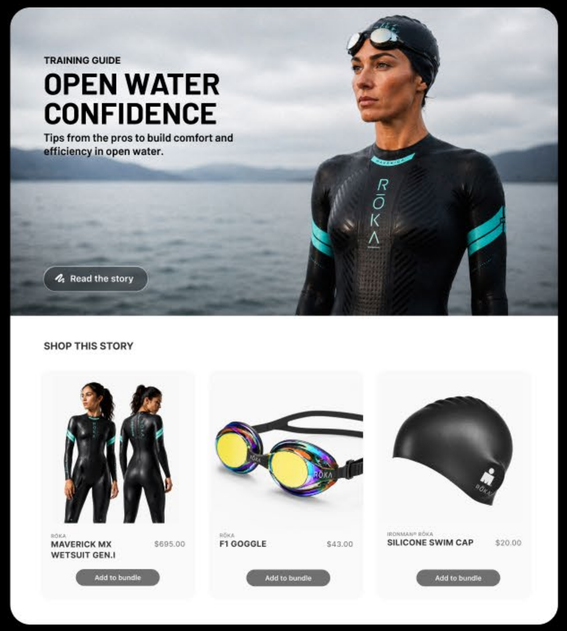
HOW IT WORKS

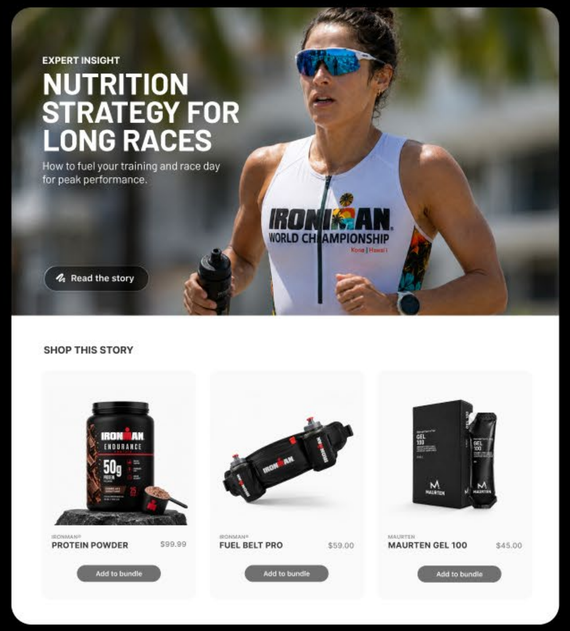
1. INSPIRE
Engaging stories, guides, and athlete insights.

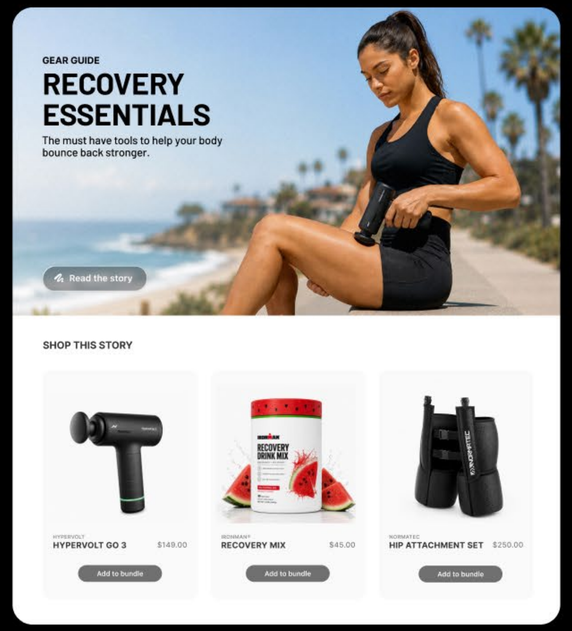
2. CONNECT
Relevant product recommendations within the story.

3. SHOP
Curated products that meet real athlete needs.

4. PERFORM
The right gear, at the right moment, to drive performance and repeat purchase.







WHY IT MATTERS

MORE RELEVANT
Right content and products at the right moment.

HIGHER CONVERSIONS
Context drives confidence and purchase.

STRONGER LOYALTY
Athletes trust guidance that delivers results.

BETTER PERFORMANCE
Better decisions, better outcomes.

IRONMAN
ANYTHING IS POSSIBLE

EVERYTHING THE ATHLETE NEEDS. ALL IN ONE SYSTEM.

Smarter merchandising creates smarter athletes.
By connecting products into complete performance systems, we simplify discovery, increase confidence, and drive higher-value purchases.

PERSONALIZED FOR PERFORMANCE
Smart recommendations based on your goals.

COMPLETE RACE SYSTEM
All the essentials. One powerful system.

SMARTER BUNDLING
Bundle and save automatically.

EVOLVES WITH THE ATHLETE
Easily update your bundle as your journey evolves.

+30%
AOV opportunity.
Bundled experiences increase order value.

2.1x
Units per order.
Athletes buy more when it's easy.

Faster decisions.
Curated kits reduce decision fatigue.

Higher athlete value.
Smarter savings drive more conversions.

IRONMAN
ANYTHING IS POSSIBLE

Build your Bundle

Build your race-day system. Curate the gear, apparel, and performance essentials designed for how you train, travel, and compete.

★ 5.0

EKOI
PERSOEVO4 SUNGLASSES $174.99
Add to bundle

★ 5.0

IRONMAN®
EVOC GEAR BACKPACK 60 $125.00
Add to bundle

★ 5.0

IRONMAN®
PRO RACING LOW CUT SOCK 4.0 $19.00
Add to bundle

★ 5.0

EKOI
AERO 16 HELMET $349.99
Add to bundle

★ 5.0

HOKA
WOMEN'S MACH X 3 $190.00
Add to bundle

★ 5.0

IRONMAN®
WOMEN'S SIM ELITE II BUOYANCY SHORTS $135.00
Add to bundle

Your bundle

Add at least 3 products to proceed and Save 30%

PERSOEVO4 SUNGLASSES
EKOI
$174.99 1 Remove

PRO RACING LOW CUT SOCK 4.0
IRONMAN®
$19.00 1 Remove

EVOC GEAR BACKPACK 60
IRONMAN®
$125.00 1 Remove

TOTAL $318.99

Add to cart

Discounts applied at checkout

RACE READY. DESTINATION DRIVEN. BUILT TO BELONG.

From Kona to Nice and every race in between — our collections celebrate the world's most iconic events, and the athletes who chase them.

Curated gear, local stories, exclusive drops, and destination experiences — designed to inspire, unify, and elevate every step of the journey.

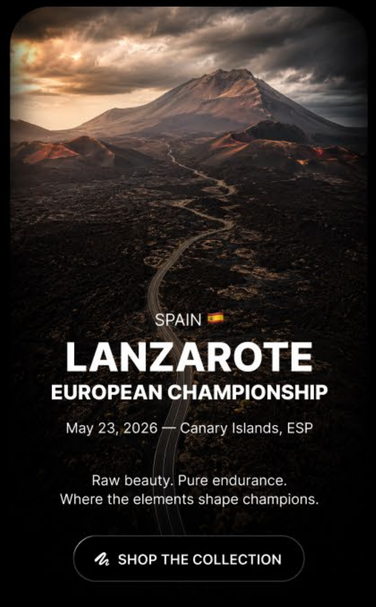
ICONIC RACES
Collections built around the world's most legendary events.

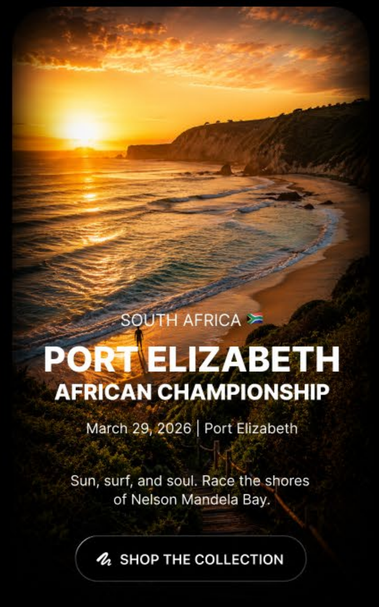
DESTINATION STORIES
Local inspiration, athlete journeys, and insider content.

EXCLUSIVE GEAR
Limited-edition apparel and gear you won't find anywhere else.

ATHLETE COMMUNITY
A sense of belonging that goes beyond race day.

RACE COLLECTIONS | ALL RACES | CHAMPIONSHIP SERIES | 70.3 SERIES | 5150 SERIES | KIDS RACES | VIRTUAL RACES





KONA WORLD CHAMPIONSHIP

PERFORMANCE HAT $45.00

TRI SINGLET $80.00

WATER BOTTLE $28.00

EVENT TEE $45.00

BACKPACK $45.00

WIND JACKET $140.00

MORE THAN MERCH. IT'S PART OF THE ATHLETE'S JOURNEY.

RACE DAY GEAR
Everything you need to perform your best.

LIMITED EDITIONS
Exclusive designs. Limited quantities.

DESTINATION GUIDES
Travel tips, local stories, and course insight.

FINISHER COLLECTIONS
Celebrate your achievement with exclusive drops.

COMMUNITY COLLECTION
Real people. Real support. Whenever you need it.

EARLY ACCESS & PERKS
Members get first access and special benefits

IRONMAN
ANYTHING IS POSSIBLE

EVERY RACE HAS A STORY. EVERY STORY BELONGS HERE.

THE IRONMAN® EXPERIENCE. IN YOUR HAND EVERY DAY.

A fast, immersive, and intuitive mobile experience that keeps athletes connected, informed, and ready — anytime, anywhere.

MOBILE-FIRST DESIGN
Built for speed, simplicity, and, seamless shopping.

PUSH NOTIFICATIONS
Race updates, training reminders, and offers.

REAL-TIME CONNECTION
Live race updates, tracking, and push notifications.

LIVE TRACKING
Track athletes, follow leaders, stay in the know.

PERSONALIZED ON THE GO
Recommendations, offers, and, content tailored to you.

EVENT INTEGRATION
Access schedules, maps, updates, and more.

ONE-TAP COMMERCE
Secure checkout, Apple Pay, saved payment, fast re-order.

EXCLUSIVE ACCESS
First looks, early access, and, member exclusives.

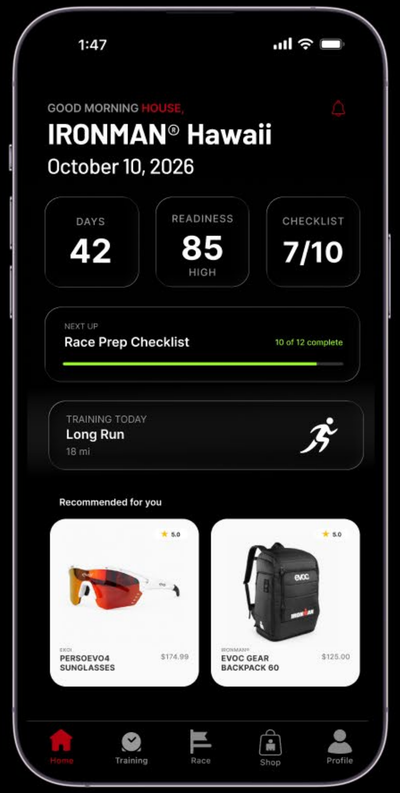
LOYALTY & REWARDS
Earn, track, and redeem rewards anytime.

SECURE & FAST
Encrypted payments, saved preferences, and easy checkout.

IRONMAN®
ANYTHING IS POSSIBLE

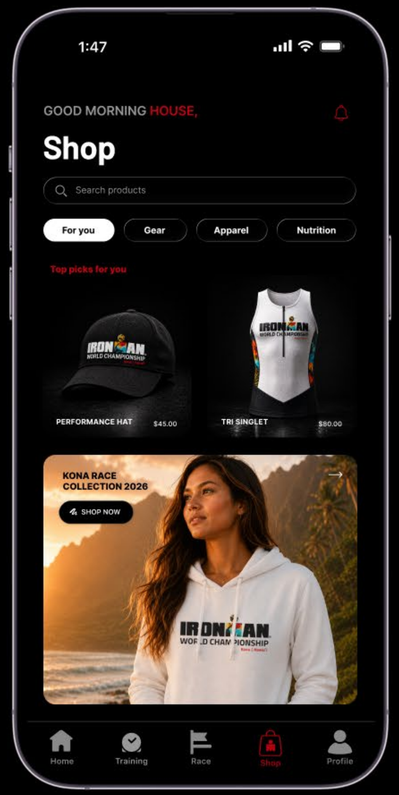
DESIGNED FOR ATHLETES. BUILT FOR PERFORMANCE.

PERSONALIZED HOME
Your hub for training, upcoming events, and recommendations.

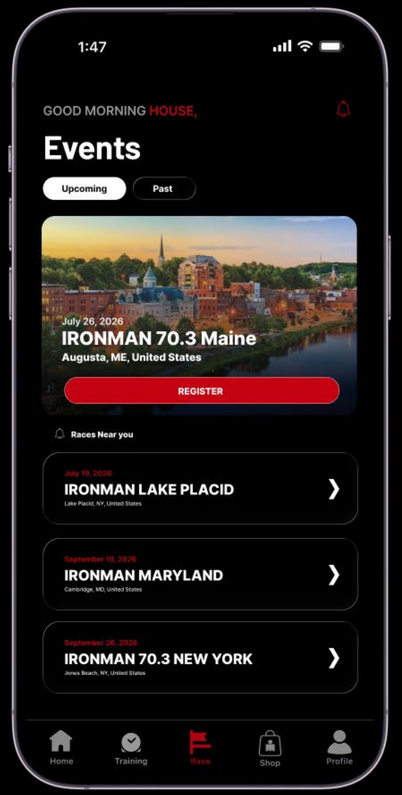


TRAINING & PROGRESS
Track workouts, view progress, and stay on top of your plan.

SHOP ON THE GO
Browse and buy the right gear, anytime, anywhere.



RACE & EVENTS
Find races, get updates, and access everything you need to race.



POWERING ATHLETES. EVERY STEP OF THE WAY.
The IRONMAN® app keeps athletes prepared, connected, and confident.

Download on the App Store

GET IT ON Google Play

MORE THAN A PURCHASE.
A RELATIONSHIP THAT REWARDS EVERY MILE.

IRONMAN® Loyalty Program is built to recognize commitment, celebrate progress, and fuel lifetime engagement — on and off the course.

HOW ATHLETES EARN

SHOP
Earn points for every purchase.

RACE
Earn points for race entries and finishes.

ENGAGE
Complete challenges, quizzes and surveys.

SHARE
Follow, share, and, refer friends.

CELEBRATE
Birthday rewards and, member exclusives.

4 TIERS. GREATER REWARDS. STRONGER CONNECTION.

IRON
0 - 1,999 PTS

- ★ Member - only pricing
- ★ Early access to sales
- ★ Birthday reward
- ★ Points on every order

1X • POINTS MULTIPLER

10% • EXCLUSIVE DISCOUNT

70.3
2,000 - 9,999 PTS

- ★ All Iron benefits, plus
- ★ Free standard shipping
- ★ Exclusive offers
- ★ Race-day perks
- ★ Event pre-sales access

1.25X • POINTS MULTIPLER

15% • EXCLUSIVE DISCOUNT

CHAMPION
10,000 - 24,999 PTS

- ★ All 70.3 benefits, plus
- ★ Priority customer support
- ★ Limited edition gifts
- ★ Athlete events
- ★ Priority race entry

1.5X • POINTS MULTIPLER

20% • EXCLUSIVE DISCOUNT

LEGEND
25,000+ PTS

- ★ All Champion benefits, plus
- ★ Personal shopper access
- ★ Exclusive product access
- ★ VIP entry & benefits
- ★ Lifetime status gifts

2X • POINTS MULTIPLER

25% • EXCLUSIVE DISCOUNT

THE IMPACT

+30% Higher purchase frequency

1.7x Higher average order value

2.3x More likely to engage across touchpoints

+40% Improvement in customer retention

IRONMAN
ANYTHING IS POSSIBLE

THE RIGHT MESSAGE. THE RIGHT TIME. THE RIGHT IMPACT.

We meet athletes at every stage of their journey — with content, recommendations, and offers that evolve as they do.

From training through race day to recovery — we build lasting relationships that keep athletes coming back.

NOTIFICATIONS. DROP ALERTS. NEW COLLECTION PUSHES.

IRONMAN Store
Spring Summer '26 Race Drop.
Available now online & in stores.

IRONMAN Store
IRONMAN x ROKA Collection.
Now available online.

MEETING ATHLETES WHERE THEY ARE

1. SIGN UP
The journey begins

Inspire & onboard.
Welcome athletes and prepare them for what's ahead.

KEY ACTIONS
- Welcome series
- Race guide & training plan
- Gear essentials

RECOMMENDED FOR YOU

SHOP THE COLLECTION

2. TRAIN
Build. Improve. Prepare

Build momentum.
Personalized training support and performance products.

KEY ACTIONS
- Training tips & plans
- Nutrition guidance
- Performance gear

RECOMMENDED FOR YOU

SHOP THE COLLECTION

3. RACE READY
Your moment to shine.

Race ready.
Last minute prep, race day essentials, and performance fuel.

KEY ACTIONS
- Race day checklist
- Hydration & fueling
- Race gear validation

RECOMMENDED FOR YOU

SHOP THE COLLECTION

4. RECOVER
Recover. Rebuild. Reflect.

Recover stronger.
Wellness, recovery, and reflections to help them come back stronger.

KEY ACTIONS
- Recovery products
- Wellness content
- Performance recap

RECOMMENDED FOR YOU

SHOP THE COLLECTION

5. STAY CONNECTED
Next goal. Next adventure.

Stay in the game.
Community, events, exclusive offers, and new challenges to stay connected.

KEY ACTIONS
- Community & events
- Exclusive collections
- Loyalty & rewards

RECOMMENDED FOR YOU

SHOP THE COLLECTION

LIFECYCLE COMMERCE RESULTS

+38%
Increase in repeat purchases.
Driven by relevant, timely engagement.

+24%
Higher average order value.
From personalized product recommendations.

+42%
Stronger customer retention.
Athletes stay connected and engaged longer.

+27%
Increase in customer lifetime value.
Through deeper relationships and lifecycle engagement.

+33%
Growth in engaged database.
More data. Smarter segmentation. Better experiences.

ENABLED BY SMART SYSTEMS AND BETTER DATA

Unified Athlete Profile
One view of every athlete across races, training, purchases and interactions.

Behavior & preference data
Real-time insights drive personalized experiences across every channel.

Automation + AI
Smart journeys, product recommendations, and predictive engagement.

Cross-channel orchestration
Email, push, app, SMS, and site experiences working together seamlessly.

Continuous optimization
Test, learn, and refine to improve engagement and drive long-term growth.

IRONMAN
ANYTHING IS POSSIBLE

STRONGER TOGETHER CURATED FOR EVERY ATHLETE.

Strategic brand partnerships and exclusive collaborations elevate our assortment, drive demand, and deliver premium experiences athletes can't get anywhere else.

PREMIUM PARTNERS
Collaborate with the best-in-class brands that share our purpose and performance mindset.

EXCLUSIVE PRODUCTS
Limited edition collections and athlete-only drops drive excitement, urgency, and loyalty.

ATHLETE - FIRST
Products designed for training, racing, and recovery — fueling performance at every mile.

GLOBAL REACH
Localized assortments and collaborations that resonate with athletes worldwide.

BUSINESS GROWTH
High-demand assortments that increase AOV, conversion, and repeat purchase.

IRONMAN
ANYTHING IS POSSIBLE

POWERFUL PARTNERS. PURPOSEFUL PRODUCTS. UNMATCHED EXPERIENCE.

HOKA FLY HUMAN FLY
Performance footwear built for every mile.

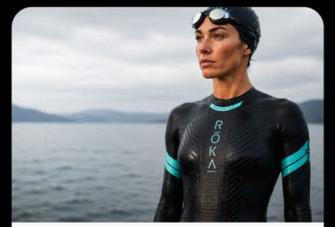
RŌKA ///MULTISPORT
Premium wetsuits and performance apparel.

MAURTEN
Hydration and fueling for peak performance.

GARMIN
Wearables that optimize recovery and readiness.

ACTIVE IRONMAN
Trusted race-day essentials.

IRONMAN HOKA FLY HUMAN FLY
LIMITED EDITION
BRAND COLLAB COLLECTION



IRONMAN RŌKA
EXCLUSIVE
WESUIT COLLECTION

IRONMAN MAURTEN
FUEL. PERFORM. REPEAT.
EXCLUSIVE NUTRITION PACKS.

IRONMAN GARMIN
PERFORMANCE INSIGHTS
FOR EVERY ATHLETE

IRONMAN
RACE ESSENTIALS
GEAR THAT SUPPORTS YOUR JOURNEY

MAKING AN IMPACT

+32%
AOV uplift.
Driven by premium partner assortments and exclusives.

+28%
Conversion rate.
Exclusive collections convert at a higher rate across all channels.

+41%
Repeat purchase.
Athletes return for new drops and trusted brand partnerships.

150+
Countries.
Global reach with localized assortments and partner relevance.

STRONGER TOGETHER
Brand partnerships that elevate the athlete experience and drive long-term loyalty.

Our partnerships go beyond products — they're built on shared purpose, innovation, and the belief that every athlete can achieve more. Together, we deliver gear and experiences that fuel every mile.

EXPERIENCES THAT INSPIRE. COMMERCE THAT CONNECTS.

We extend the IRONMAN® experience beyond race day — creating seamless commerce everywhere athletes engage with our brand.

EVENT-DRIVEN COMMERCE
Curated assortments, and exclusives for every race, region, and moment.

SEAMLESS & CONVENIENT
QR shop, mobile checkout, and click & collect at events.

LOCALIZED. RELEVANT.
Geo-personalized experiences with local currency, language, and product relevance.

DESTINATION COLLECTIONS
Celebrate iconic courses and locations with custom collections athletes love to wear.

CONNECTED TOUCHPOINTS
From expo to finish line and beyond — digital, and physical, fully integrated.

COMMUNITY & BELONGING
Merch that builds identity, sparks conversations, and creates lifelong fans.

GLOBAL EVENTS. LOCAL RELEVANCE. SEAMLESS COMMERCE.

RACE DAY EXCLUSIVES

Limited-edition gear, and memorabilia for every IRONMAN® event.

RACE EXCLUSIVE HEADWEAR

EXPO & POP-UP EXPERIENCES

Immersive retail experiences that bring our brand to life.

EXPO EXCLUSIVE APPAREL

QR COMMERCE ON SITE

Scan, shop, and buy instantly no friction, no missed moments.

MOBILE CHECKOUT & DIGITAL RECEIPTS

GEO-PERSONALIZED EXPERIENCES

Local language, currency, and product recommendations that feel personal.

LOCAL LANGUAGE & CURRENCY

DESTINATION COLLECTIONS

Celebrate iconic courses and cultures with collections athletes are proud to wear.

DESTINATION COLLECTIONS

CONNECTED JOURNEY. ENDLESS IMPACT.

BEFORE THE RACE
Athletes discover event essentials, exclusives online, and in-app.

AT THE EXPO
Engaging retail experiences drive inspiration, and on-site purchases.

RACE DAY
Real-time updates, live tracking, and QR commerce keep athletes connected, and fueled.

AFTER THE FINISH
Celebrate achievements with personalized content and, recovery essentials.

BEYOND THE RACE
Stay connected year-round with relevant products and community.

MAKING AN IMPACT

+25%
Event revenue.
Driven by event exclusives and on-site engagement.

+35%
Higher AOV.
Athletes spend more on curated and exclusive event assortments.

+30%
Expo conversion.
On-site experiences lead to more purchases.

2.5M+
Event touchpoints.
Engaged annually across races, expos, and digital.

150+
Countries.
One global experience, locally relevant.

STRONGER TOGETHER
Brand partnerships that elevate the athlete experience, and drive long-term loyalty.

IRONMAN®
ANYTHING IS POSSIBLE

By uniting physical and digital experiences, we turn every touchpoint into a moment of value — driving revenue, strengthening loyalty, and growing the global IRONMAN® community.

BUILT DIFFERENT. BUILT TO WIN. OUR COMPETITIVE ADVANTAGE.

IRONMAN® sits at the intersection of sport, identity, and lifestyle — uniting world-class events, unrivaled athlete loyalty, and a commerce ecosystem that no competitor can replicate.

Every race strengthens the platform.
Every athlete amplifies the network effect.

PROVEN SCALE. POWERFUL MOMENTUM.

45+ YEARS OF LEGACY	**270+** GLOBAL EVENTS ANNUALLY	**4M+** ATHLETE TOUCHPOINTS
85+ COUNTRIES REACHED	**MULTIPLE** HIGH-MARGIN REVENUE STREAMS	**HIGH** ATHLETE RETENTION

A UNIQUE COMBINATION. A CLEAR ADVANTAGE.

BRAND & HERITAGE
The most iconic name in endurance sports with unparalleled trust.

GLOBAL COMMUNITY
Millions of passionate athletes and fans driving engagement and growth.

EXPERIENCES AT SCALE
Unmatched global event portfolio across every distance.

ECOSYSTEM & COMMERCE
End-to-end platform driving convenience, engagement, and loyalty.

DATA & TECHNOLOGY
Proprietary data and digital capabilities that personalize and perform.

DIVERSIFIED REVENUE
Multiple hight-margin revenue streams with strong growth potential.

KEY DIFFERENTIATORS	IRONMAN	COMPETITOR A (ENDURANCE EVENTS)	COMPETITOR B (FITNESS PLATFORMS)	COMPETITOR C (SPORTS BRANDS)	COMPETITOR D (EVENT ORGANIZERS)
ICONIC BRAND & HERITAGE	STRONG	MODERATE	LOW	MODERATE	LOW
GLOBAL COMMUNITY & LOYALTY	STRONG	MODERATE	MODERATE	LOW	MODERATE
GLOBAL EVENTS & PORTFOLIO	STRONG	STRONG	LOW	LOW	STRONG
END-TO-END ECOSYSTEM	STRONG	MODERATE	STRONG	MODERATE	LOW
DATA & PERSONALIZATION	STRONG	MODERATE	STRONG	MODERATE	LOW
DIVERSIFIED REVENUE STREAMS	STRONG	MODERATE	MODERATE	STRONG	MODERATE
SCALE & GLOBAL REACH	STRONG	STRONG	MODERATE	STRONG	MODERATE

OUR FOCUS

Build the world's most connected endurance ecosystem — where athletes train, race, recover, shop, and belong across every stage of the journey. **ALL IN ONE PLACE.**

DEEPEN ATHLETE LIFETIME VALUE
Increase retention through training, content, membership, and commerce.

EXPAND GLOBAL EVENT REACH
Grow participation across owned, and licensed race experiences.

SCALE DIGITAL & PERSONALIZATION
Use data and AI to deliver smarter, more relevant athlete experiences.

GROW COMMERCE & PARTNERSHIPS
Drive high-margin revenue through products, licensing, and ecosystem partnerships.

IRONMAN
ANYTHING IS POSSIBLE

A CLEAR PLAN. FOCUSED PRIORITIES. MEASURABLE RESULTS.

A phased, athlete-first roadmap designed to modernize the eCommerce experience, drive growth, and build long-term loyalty — at scale.

ATHLETE FIRST
Every decision starts, and ends with the athlete.

DATA DRIVEN
Leverage data, and insights to drive meaningful impact.

BUILT TO SCALE
Build a resilient, secure, and scalable ecosystem.

STRONGER TOGETHER
Partners, community, and brand united to grow the sport.

DELIVERING TODAY. BUILDING TOMORROW. EXECUTE WITH PURPOSE. DELIVER WITH IMPACT.

	PHASE 1 FOUNDATION 0-3 MONTHS Stabilize. Optimize. Align.	PHASE 2 ACCELERATE 4-9 MONTHS Enhance. Personalize. Grow.	PHASE 3 SCALE 10-18 MONTHS Expand. Integrate. Elevate.	PHASE 4 LEAD 18+ MONTHS Innovate. Differentiate. Lead.
PLATFORM & EXPERIENCE	• Site performance & stability • Checkout simplification • Mobile optimization • Core UX & navigation	• Personalized product discovery • Advanced search & filtering • PDP enhancements • Wishlist & save for later	• Headless architecture expansion • AI-powered search & discovery • Bundles & product configurators • Seamless app + web experience	• Next-gen digital experience • Voice & conversational commerce • Immersive & interactive content • Continuous innovation roadmap
MERCHANDISING & CONTENT	• Assortment rationalization • Best seller optimization • Content consistency audit • Product data cleanup	• New arrivals & drops calendar • Collections & storytelling • Brand partner integrations • Rich media & athlete content	• Exclusive drops & collabs • Limited editions & race collections • UGC & community content • Dynamic merchandising	• Co-created athlete lines • Innovation & performance labs • Owned brand expansion • Bespoke athlete experiences
CUSTOMER & GROWTH	• Email & SMS foundational flows • Account experience improvements • Loyalty program enhancement • Basic segmentation	• Lifecycle & behavior automation • Personalization at scale • Predictive recommendations • AOV & conversion optimization	• Loyalty tiers & gamification • Community & referral programs • Retention & re-engagement • Subscription & replenishment	• Lifetime value optimization • Advocacy & ambassador programs • Membership & premium offers • Community monetization
OPERATIONS & ENABLEMENT	• Process & workflow assessment • Vendor & partner alignment • Team structure & capability review • Quick-win automations	• Demand planning & inventory sync • Partner enablement portal • Content production workflow • Merchandising playbooks	• End-to-end fulfillment optimization • Returns experience improvement • Supplier performance program • Sustainability & impact tracking	• Global supply chain optimization • Agile operating model • Scalable automation & AI • Best-in-class cost structure
DATA & TECHNOLOGY	• Data foundation & reporting • Tagging & tracking improvements • Analytics & dashboard setup • Tech stack assessment	• CDP implementation • Advanced segmentation • Attribution modeling • Experimentation framework	• AI/ML for personalization • Real-time data activation • Advanced BI & forecasting • Unified customer profile	• Composable commerce maturity • AI-driven demand & inventory • Real-time personalization engine • Privacy-first data strategy
GLOBAL EXPANSION	• Market prioritization • Localization audit • Currency & language review • Shipping & duty optimization	• Regional site rollouts • Local payments & methods • Regional merchandising • Market-specific campaigns	• Additional market expansion • Localized experiences • Regional fulfillment partners • Event & race commerce	• Global brand moments • One global marketplace • Localized event experiences • Global partnership ecosystem

SUCCESS BY DESIGN

+30%
Revenue growth.
Increase total online value.

+25%
Higher AOV.
Drive more value per transaction.

+40%
Customer retention.
Build stronger relationships that last.

50%
Loyalty members.
Grow our community of loyal athletes.

GLOBAL SCALE
Seamless experiences across 150+ countries and every event.

IRONMAN
ANYTHING IS POSSIBLE

We're building the most athlete-centric endurance ecosystem in the world — delivering today and investing for a **stronger, more connected future.**

WE DON'T JUST SELL GEAR. WE FUEL EXTRAORDINARY.

Together, we will build the world's most inspiring endurance commerce experience — one that connects, motivates, and rewards athletes at every step of their journey.

FOR ATHLETES
We exist to empower every athlete to chase their extraordinary.

FOR OUR COMMUNITY
We build belonging through shared passion and unforgettable experiences.

FOR OUR PARTNERS
We deliver unmatched reach, engagement, and growth together.

FOR OUR STAKEHOLDERS
We drive long-term value through innovation, discipline, and purpose.

FOR OUR WORLD
We lead with responsibility and create a positive impact for generations to come.

INSPIRE MORE
Ignite the next generation of athletes and expand our global community.

INNOVATE CONTINUOUSLY
Deliver best-in-class digital, products and experiences that set the standard.

GROW TOGETHER
Deepen partnerships and create value for athletes, partners, and shareholders.

EXPAND GLOBALLY
Bring the IRONMAN® experience to more markets and athletes.

LEAD RESPONSIBLY
Champion sustainability, diversity, and community impact in everything we do.

OUR VISION IS CLEAR
OUR MISSION IS PERSONAL

We believe in the power of endurance.
We believe in the human spirit.
We believe ANYTHING IS POSSIBLE

IRONMAN®
ANYTHING IS POSSIBLE