



**REYDON
SPORTS PLC**

Europe's No.1 Sports, Leisure, Toy & Outdoor Equipment Wholesaler

www.reydonsports.com



Our Mission...

“Adaptability is the powerful difference between adapting to cope and adapting to improve & evolve an industry”

– Richard Branson

Board of Directors



Frank Doherty (FED) & Sarah Doherty

Owners



Justine McGovern

CEO



Peter Brookes

Financial Director



Andy Griffin

Marketing Director



Frank Doherty (FWD)

Chairman

Reydon HQ - Nottingham

From humble beginnings as a toy and games wholesaler in the 1970's, the need for sports equipment was quickly realised and on 24th April 1980 'Reydon Sports' was born.

'Reydon Sports' soon established itself in the 1980's as a leading provider of sports equipment, offering a complete sports range via its own van delivery service from both its Nottingham and Scottish branches.

Sadly, the early 1990's recession hit the sports industry hard, and being part of a larger group 'Reydon Sports' was not out of the firing line.

In 1993 Frank Doherty (senior) saw the potential of the sports wholesale side of the business and came in with a rescue plan offering 'Reydon Sports' a new lease of life.

41 years, 42 catalogues and 5 buildings later, 'Reydon Sports' has kept its core values, to provide sports equipment at the best wholesale prices with market leading service and support.

Based in Nottingham, United Kingdom, our impressive warehouse of 32,000 sq. ft holds a whopping 6500+ SKUs all year round which we are constantly building on by the month. Thanks to the efficiency of our on-site warehousing, processing and dispatching of orders, fulfilling our services to all parts of Europe and beyond isn't a problem.

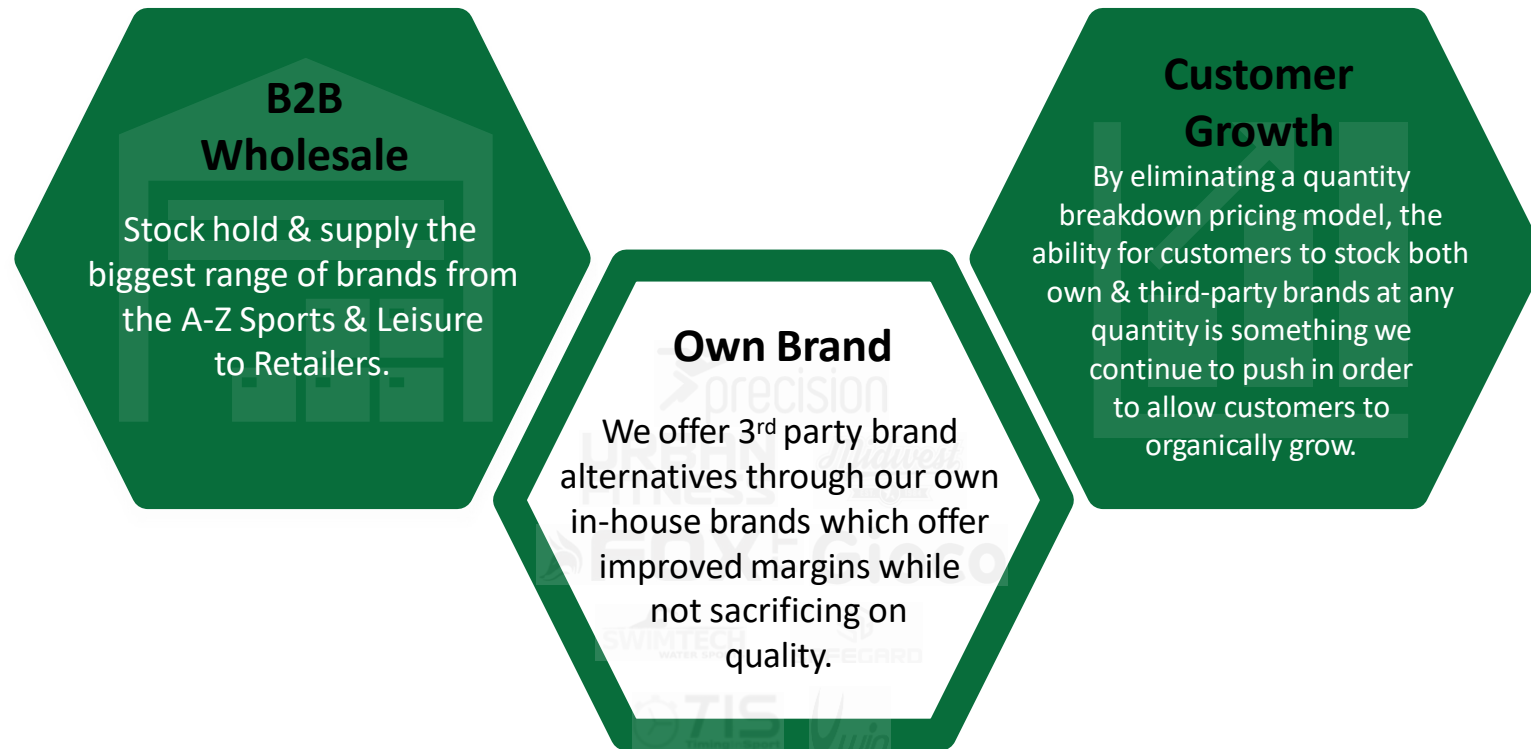
To assist with the projected growth of the business over the next 5 years we have recently acquired a second site just 8 mins away which offers an additional 32,000 sq. ft resulting in 64,000 sq. ft in total.

Sales at Reydon Sports PLC have majorly heightened since our restructure in 2017 and we saw a significant 15% growth between 2021-2022 as we continue our endeavour into supplying more sectors & categories.



Our Objective

To sit as Europe's leading Sports, Leisure, Toy & Outdoor Wholesaler by offering our customers the best leading brands along with business growth support using company resources...



What do we do?



Wholesale

Reydon Sports sits as Europe's Premier Sports trade wholesaler and distributor of industry-leading sports, toy, outdoor & leisure brands to retailers.



B2B

We are a pure B2B company that gives Sports, Leisure, Toy, Outdoor & Online Retailers opportunities to sell some of the world's leading brands.



Distribution

Based in Nottingham, United Kingdom, our impressive distribution warehouse ships globally and holds 6,500+ individual SKUs which we continue to build on by the month.



Website

We have an industry-leading B2B website that allows retailers to explore the world of brands, distribution and trade discounts all via the click of a button.

www.reydonsports.com

Who do we supply?



Physical Retailers

Although not essential for an account with Reydon, the majority of our customers have bricks & mortar premises where we distribute to.



Online Retailers

The world of Online Retail & E-Commerce is a huge growth market and one we help to supply. Many utilise our CSV file offering in order to list bulk products online.



In order to protect our customers & B2B Trade model, we have a strict policy whereby we do not sell direct to the end consumer. We do not sell to local Sports Clubs, Schools, Institutions; opportunities & clientele that our Retailers base their entire sales strategy around. Our job is to provide brand offerings in the simplest way...

Our Retail Partners...



Below are a select few of our customers -



Testimonials

“Associated Independent Stores (AIS) is proud to work with the team at Reydon Sports PLC. Reydon offer a wide range of fantastic products suitable for our retailer members, from small independent high street stores, to garden centres, and large department stores.

Along with holding regular Supplier Review Meetings with Reydon, AIS is more than happy to promote Reydon to members via our online Retailers Hub, and invite them along to exhibit at our annual INDX shows. Feedback from our recent Sports & Leisure Member Review Meetings included the following comments – “Reydon are brilliant to deal with, we get what we want, when we need it. Their B2B is very good, as is their Customer Service”, and “Reydon are so easy to deal with and they deliver quickly too”.

In summary, it is a pleasure to collaborate with Reydon and we look forward to growing our business with them throughout the second half of 2023 and into 2024.”



Nina McNamara

Retail Operations Manager for AIS Independent Stores



Testimonials

"Reydon Sports is a priority wholesale partner across our three active brands – Speedo, Mitre and Canterbury. I have been fortunate enough to work directly with Reydon since 2018 – firstly in my capacity as account manager and now again in my current role as UK Field Sales Manager."

Reydon provides a very professional and dedicated service to independent retailers who want to offer Speedo, Mitre and CCC without the complexity of a wholesale account here at Pentland, and the expectations that comes with. I have always been impressed by their drive and determination to not only sell our brands, but to understand them. Their sales team take the time to come to our office and run through product training sessions with our developers, to get hands on with our product and learn about the key features and benefits. Buyers are always happy to work within our buy calendars, setting up showroom meetings and providing orders on time. It is also important to mention that given the size and scale of these orders, we never have any issue with orders being taken on time, and in full. A rarity in today's independent retailer market, never mind wholesale."

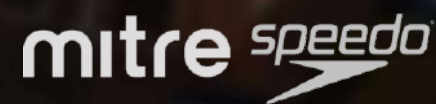
Reydon play a significant part in the growth of all of our active brands amongst independent retailers, which in turn allows us to focus on our key partners and drive that growth from within. Indeed, we've grown our Speedo business with Reydon by 173% in 2022 alone, and this has grown 447% since 2018."

Here at Pentland, we work with several wholesale partners across our active brands, outdoor category, and footwear. Not only would I have no hesitation in recommending Reydon Sports as a wholesale partner, I'd also go further and say I'd hold them up as the textbook example of the positive reward a true partnership like this can bring, when working together to drive growth in the right areas."



Michael Kelly

U.K. Sales Manager



Testimonials

"We started trading back with Reydons in 2019 and during this time we have built a strong relationship with the directors and buyers within the business. Reydons commit to forward buys aswell as regular in season top ups which allows there independent UK & IRL customers to buy and top up easily and efficiently.

Reydon do a great job or looking after the independent retailers which also causes no conflict between ours and there's customers during the season.

Dealing daily with Aron and Ben, we have built a strong relationship which allows us to work together proactively and efficiently."



Louis Freeman

Key Account Manager



Testimonials

“Reydon Sports has been a great find and partner for us in the UK.

Speed to market has been a priority for us and they’ve done a great job in a relatively short time getting us distribution in various retail channels.

Their Team is second to none, extremely professional in all aspects of Sales, Procurement and Marketing.

We’re so pleased to have Reydon in the #Franklin Family!”



Cliff Savage

Vice President of International and Special Markets



Testimonials

It has been a real pleasure working with the Reydon team over the last 4 years.

During this time Reydon have proved to be extremely efficient from a channel management and logistics perspective. Their internal systems are very well streamlined to ensure that we can analyse our relevant sales and track what is driving our success.

The has ensured that Waboba has been available to a vast array of customers across various channels. As a brand we are always well showcased and represented to the relevant trade shows across the region.

It is a pleasure dealing with all the individuals in Reydon they are extremely professional and they always delivery on their promises, never giving up on any potential opportunities.



Jonatan Fällman Olander

Vice President of International and Special Markets



How do we do it?



Stockholding

Our huge UK distribution centre and strong supplier relationships ensure we are rarely out of stock of core lines. Our ability to hold large quantities of stock across full product SKUs is key to our success.



Simplicity

We avoid the complexities of pricing based on quantities purchased and allow customers to buy 1 or 1000 items to obtain competitive discount pricing.

Access to both big & small brands made EASY!



Warehouse Systems

We ship products globally and work closely with the most established couriers to ensure reliability. Orders are dispatched on the same day and our customer satisfaction rate scores highly.



Website

Our industry-leading B2B website allows customers to view our product offering and shows visibility of SRPs, WSPs, Customer Discounted Pricing and LIVE stock availability of every SKU.

Distribution & Logistics



Primary Offices & Logistics Centre HQ

7,000 SKUs held in the facility alone

Global Distribution

Nottingham, UK



Second (purchased) warehouse to facilitate growth

Product Offering

140 Total Brands

17 Own Brands

3,000 Product Lines

9,000 SKUs

2 Distribution Warehouses



Third Party Brands

We make distribution of the biggest brands simple.



mitre



Own Brand

Powered by Reydon Sports

We offer own brand alternatives which provide better margin.



Gioco



Exclusivity for REYDON SPORTS PLC

BAZOOKAGOAL™

UK & Ireland Distributor



UK & Ireland Distributor



European Distributor

Franklin®

European Distributor

Grangers®

Ireland Distributor 

murphy's

Global Distributor 

Partner Brand



Ireland Distributor 

2025



European Distributor

opro®

Ireland Distributor 



UK & Ireland Distributor

Sports Wholesale



UK Distributor 

Why buy from Reydon?



Discounted Trade Pricing

Visual exposure to trade prices, **your** discounted prices, SRPs, Intake Margins **and** stock figures on every product Reydon sells.



Promotions

Get access to promotions and clearance offers that are shared both through marketing campaigns and the B2B website



Industry Leading Stockholding

Full access to exclusive third-party and **own brands** stemming across an array of categories and industries.



Irish Trade

Brexit SOLVED. Minimum order value reached and duties are COVERED, making delivery SEAMLESS.



Account Management

Account management throughout the year and opportunities for visits and interactions at various trade shows



FREE

Access to a FULL array of marketing content from both Third Party & OWN Brands Reydon offer.



Copies of a generic retail **Team Sports** catalogue, designed for YOU to generate more sales... with the ability to customise a PDF for your branding.



Access to our CSV file with the ability to utilise product data for the full SKU count at Reydon; benefitting the E-Commerce side of your business.



Brand Offering



and many more...

Industry leading B2B Website



- Access to 140+ brands and Reydon product offering,
- Easy to navigate website,
- No buying MOQ, wholesale buying made simple,
- See SRP, trade pricing & discontinued prices YOU PAY!
- View LIVE stock availability,
- Optimised to shop on an device, not just Desktop,
- Exclusive additional discounts & promotions added monthly,
- See what's NEW in stock,
- View & plan incoming buys 3 months in advance,
- Access to FULL media marketing content,
- Delivery & Return Information,
- Meet the Reydon Team

How easy is it to order?



Delivery:

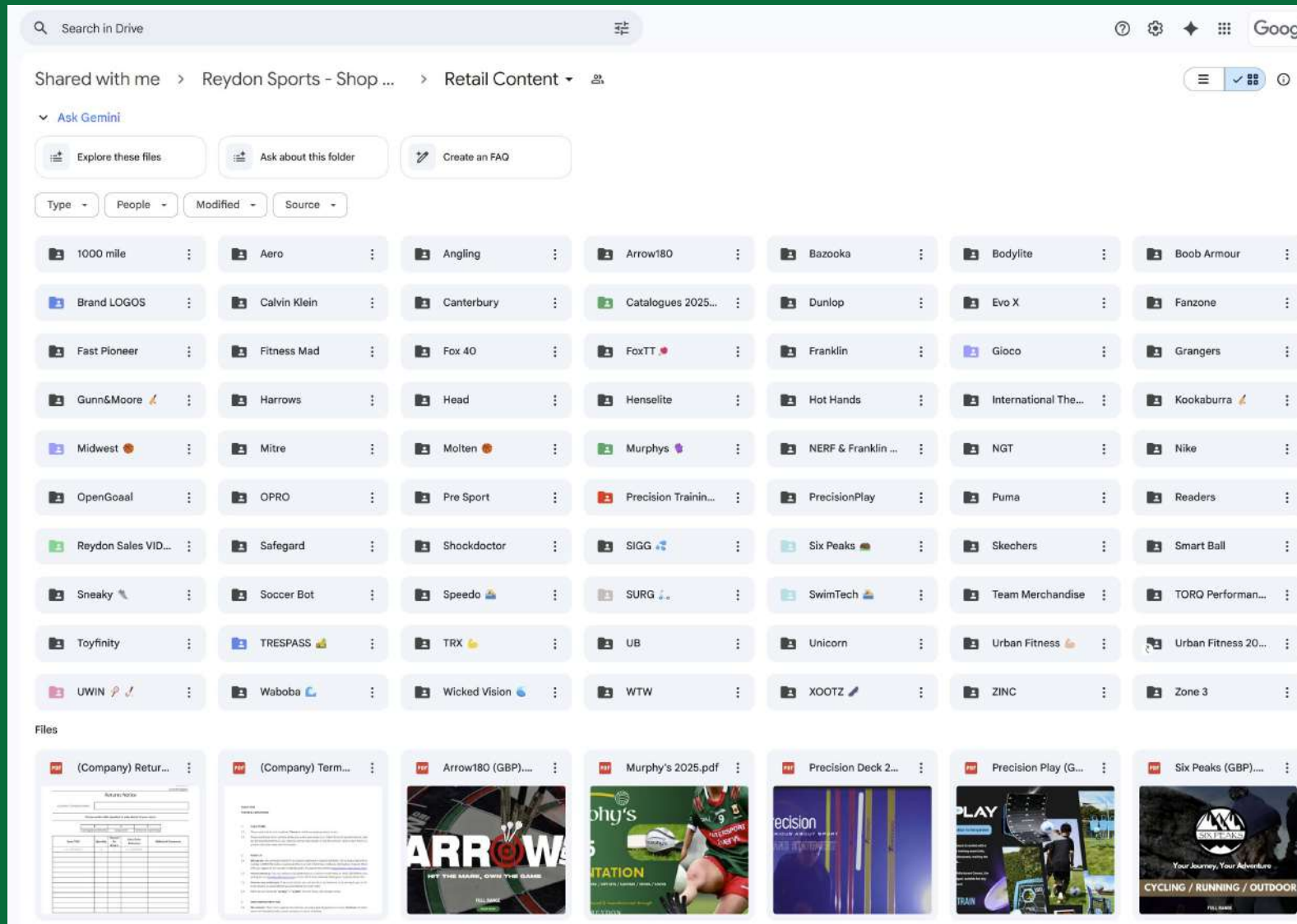


2-3 working days UK & Ireland



Worldwide Distribution

FREE Marketing Content



FOC for Retailers to maximise sales

Videos

Lifestyle imagery

Product imagery

Brand Decks

Over 500+ individual pieces of content

Content for over 50+ brands

The Team



**We have a team of 50+ Buying, Financial, IT, Marketing, Sales & Warehouse professionals
that are here to help make your Reydon journey as smooth (and as simple) as possible!**

Arranging Microsoft Teams calls or physical visits communication is something we are very experienced in. Book your meeting today!



Start your journey with



today...

www.reydonsports.com