

22nd August 2016

Born Global Limited signs long-term license agreement with HEAD Sport GmbH covering HEAD branded products.

Born Global, part of The Repco Group of Companies, is proud to announce the signing of a license agreement with HEAD Sport covering the use of the HEAD brand on Audio-, Telecom- and Lighting products.

The agreement allows Born Global to develop and market HEAD branded products in North America through the US division, Born Global, LLC. The start in the North American continent will set the parameter for a further role out in other territories.

Born Global will supply major retailers with these HEAD branded products. *“In close cooperation with HEAD Sport and retailers our goal is to continuously grow the product categories and the HEAD brand-awareness in the region”,* says Repco Group CEO Carsten Bo Skoett. He continues: *“Most people will recognize the HEAD brand as a high quality sports brand throughout the world. We will develop and offer products that will appeal to the active consumer and the pro sports enthusiast which will complement their active/sport experience.”*

Giuseppe Faranna, Vice President and Division Manager for Licensing in HEAD Sport GmbH adds:

We are very proud and excited to work with Born Global on these product categories. We know that the combination of sports & outdoor products with listening to music and mobile phones is not only a trend but a fact by now. Therefore with the help of a great partner like Born Global we will try to play a significant role there and when we succeed on the North American continent, we can see this category growing also into e.g. Europe or Asia – therefore we have chosen a partner which can growth with us.

So look out for more news in the coming months about the new HEAD product lines from Born Global. The first wave of products will be launched in Q1 2017.

About Born Global / Repco Group of Companies:

The Repco Group of companies was founded in 2001 by Carsten Bo Skoett with Headquarter in Hong Kong and is a product and service provider. The company is handling a wide range of product categories with focus on consumer goods. Through the group’s companies they offer various branded products and supply chain management services to customers worldwide.

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About HEAD:

HEAD BV is a leading global manufacturer and marketer of premium sports equipment and apparel.

The business is organized into five divisions: Winter Sports, Racquet Sports, Diving, Sportswear and Licensing. Products are sold under the HEAD (alpine skis, ski bindings, ski boots, snowboard and protection products, tennis, racquetball, paddle and squash racquets, tennis balls and tennis footwear, sportswear and swimming products), Penn (tennis balls and racquetball balls), Tyrolia (ski bindings) and Mares (diving equipment) brands.

The Company's key products have attained leading market positions based on sales and reputation and have gained high visibility through their use by many of today's top athletes.