



Press release

Compario helps enthusiasts indulge their dreams of adventure at the Le Mans 24 Hours store on MadeinSport.com

Paris, June 13, 2011 – Compario, leading provider of Connected Commerce Solutions, powers browsing and provides advanced search features for Made in Sport's new white label website "Le Mans 24 Hours".

Made in Sport has been managing the official online store for the Le Mans 24 Hours since 2011

As a subsidiary of France Printemps, Made in Sport was originally a network of stores specializing in sports news. The company soon created an online store which today represents 30% of its total turnover. Now a leading multi-channel retailer in the sports news segment, Made in Sport is also a manager of e-commerce services under contract with major clubs and sporting events. Boasting longstanding partnerships with the biggest clubs in soccer, Made in Sport can also claim extensive multisport expertise through partnerships with Tour de France, Dakar and, since 2011, Le Mans 24 Hours.

The official Le Mans 24 Hours online store, managed by Made in Sport, covers all the Le Mans brand's textile and accessories ranges. From "Fan" items right through to the purely "Racing" product ranges, the 2011 edition reveals Lifestyle Collector ranges based on the mythical figure Steve McQueen and is soon to develop Premium ranges targeting in particular travel and luggage ware.

18 million visits per year and 500,000 customers

Made in Sport also represents 18 million visits per year, over 20 million emails handled per year and a database of some 500,000 customers. "*We have become a major player in football, and in sporting events much more broadly,* comments Mickael Soleau, Director for Distance Selling at Made in Sport. *We've recently developed a white label site for the 24 Hours of Le Mans, to offer "branded" products to our motorsport enthusiast customers.*"

With Compario, Made in Sport offers customers a unique browsing experience

Compario brings its expertise in catalogue management, advanced search features and e-merchandising. Because a characteristic of Made in Sport's e-merchandising activity is that it is closely linked to sports news, peaks occur at the time of major events.

"With Compario, the goal for us was to improve our conversion rate, explains Mickael Soleau. And we wanted to create lots of possible browsing channels to offer a unique browsing experience to our customers thanks to a dynamic site, including the ability to query on multiple criteria, to propose a finer segmentation of the offer and customize the pathway for the customer."

It took the Compario teams just 2 days to integrate the Le Mans 24 Hours store into the MadeinSport.com site. The results were very substantial: a 6% increase in the average basket, unanswered requests reduced by 80%, and a 43% increase in queries made by users.

"Compario powers all 11 Made in Sport sites, three of which bear the "Made in Sport" label while 8 are white label, including the new Le Mans 24 Hours site, says Pascal Podvin, CEO of Compario. Browsing is central to the site's e-merchandising strategy today and our solutions have helped Made in Sport offer 100% customizable browsing on every channel, with a dynamic personalization module that supports the tastes and buying habits of each client and transforms his/her browsing pathways into a personalized, ergonomically positive experience."

Towards a strategy of internationalization

Today Made in Sport and the Automobile Club de l'Ouest (organizer of the Le Mans 24 Hours event) wish to develop the Le Mans brand and boost its notoriety in France and abroad. Internationalization lies at the heart of the e-store strategy, with the aim of placing around 40% of its sales outside of France, with English and North American traffic set to represent a large share of the international audience for LeMans.org and the Official Store.

About Made in Sport:

Founded in 1998, Made in Sport is the first multichannel retailer dedicated to sports news and sports champions.

- Online sales: first e-commerce site specializing in the football sector in France. 10 sites administered simultaneously, more than 18 million visits per year.
- 15 catalogues a year with the Made in Sport catalogue (4 issues per year), club catalogues and publications in major sports magazines.
- 19 Made in Sport stores in France offer the most comprehensive football product offering for practitioners and supporters of the biggest teams, as well as a wide range of football boots and sportstyle ware.
- 5 club stores offer a unique service to supporters of Olympique de Marseille (with 3 stores at Stade Velodrome, the Canebière and rue Saint Férréol), AS Saint-Etienne (1 store at Geoffroy-Guichard), and Stade Rennais. Supporters' shops feature decor in team colours and offer all the club's merchandising products.

It is testimony to our know-how that major players in the world of sport have entrusted the management of their official stores to Made in Sport, in order to offer a high quality service to their supporters and spectators. The online shops of the French soccer clubs OM, OL, ASSE and SRFC, and of Tour de France, Dakar and Le Mans 24 Hours are currently managed by Made In Sport.

About Compario:

Compario develops and markets Connected Commerce solutions designed to:

- Optimize online browsing and product search
- Maximize the regardless of channel or the type of hardware device chosen by the consumer (website, smartphone, tablet multi-touch, social networks ...)
- Facilitate the structure and management of the web catalogue

Used in over 12 countries, the Compario solution has been chosen by the biggest names in online commerce, such as 3 Suisses, Avenir Telecom, Boulanger Group, Bouygues Telecom, BUT, ChateauOnline, Cultura Group, Delhaize, Intersport, la Maison de Valérie, Millésima, Milonga Music, Peugeot, Pièces et Pneus, PPR Group, Printemps Group, Quelle, Test Achats, UFC Que Choisir, WebDistrib, Truffaut, Casino Group, Décathlon, Damartex, Surcouf...

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