




**AW
SPORTS**

WE WORK WITH
THE BRIGHTEST STARS



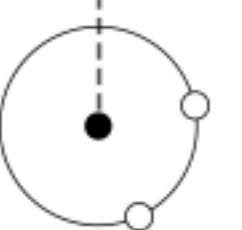
WE KNOW THAT WE ARE NOT THE ONLY ONES. THAT IS WHY WE DECIDED TO BE THE BEST.



ABOUT US.

*WE BELIEVE THAT SPORTS UNITES THE WHOLE
WORLD AND TRANSFORMS IT. OUR PASSION IS TO
BE PART OF IT.*

A Mexican company, **AW Sports** is convinced that one of the paths to health and human wellbeing is conquered through a sports culture, making it a transcendental life habit. That is why we link the best sports brands to the Mexican market, transmitting the benefits of their technologies and the values of their ideologies in an innovative and revolutionary fashion.



The best strategies allow **our stars** to shine even more.

Premium sports
brand boosters.

Strategic points
of sale.

The best business
partners in the country.

Human wellbeing through
sports culture.



BEHIND THE ACHIEVEMENTS OF
AW SPORTS THERE ARE MANY PASSIONATE
MINDS WILLING TO LEARN TOGETHER
WITH OUR PARTNERS.

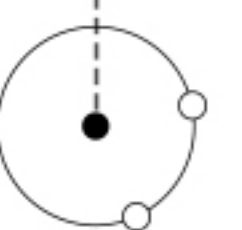




WHAT WE DO

*WE GUIDE, ADVISE AND INSPIRE OUR BUSINESS
PARTNERS AND CLIENTS ABOUT THE ADVANTAGES
OF THE PREMIUM BRANDS WE MARKET.*

Being highly qualified, our team has extensive experience in the product, resulting in an honest and personalized sale. We offer positioning in strategic points of sale, complemented by operational programs focused on concrete analysis of stocks and daily sales on the retail floor, as if it were our own.

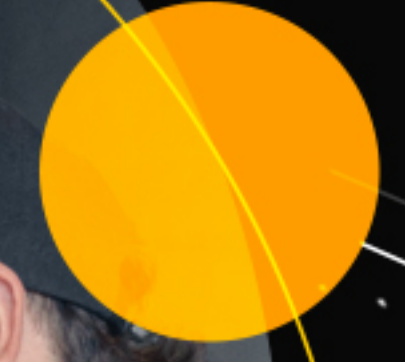




This is how our universe moves.

- We work with athletes
- We do brand exposure at sports events
- We perform activations both in floors and events
- We guide, advise and inspire partners and clients
- We import quality sports products, technology and innovation
- We carry out floor sales analyses
- We safeguard the brand line
- We manage brands hand in hand with business partners
- We lead communication about marketed products
- We set and unify prices between business partners





Running

Cycling

Outdoor

Training


Athleisure

We focus on protecting, understanding and sharing ideologies.



SEEING THE DREAMS WE SHARE COME
TRUE IS THE MOST REWARDING PART
OF THIS BUSINESS.



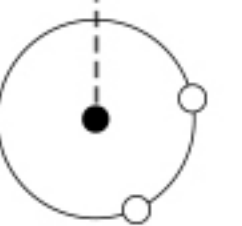


YOUR BEST OPTION

We revolutionize the relationship between brands and retailers with logistical intelligence, we analyze the KPIs that originate at every point of sale and the market itself. We constantly guide, suggest and advise buyers.

*WE TRAIN AND TURN OUR FLOOR CONSULTANTS
INTO TRUE SALESPEOPLE.*

We teach our advisors to work as a team, including managers and supervisors. That is, we take close care of the merchandise that is delivered to our business partners, from their warehouses all the way to the point of sale. We are aware that in order to have a good "sell in", our commercial partner must have an excellent "sell out".



Added value and technologies that differentiate us.

- Dashboard updated daily with sales metrics on the floor, for advice on inventory management and refills through a KAM (Key Account Manager) that is in direct contact with business partners.
- Tech Reps (brand experts in charge of advising the client for a smart purchase).
- Flagship Stores: Points of sale that allow us to master brand communication and set a volume.
- Inventory layer analysis.
- Timely refills.



CONTACT



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