

IDEOLOGY STATEMENT

Agenda

Opening statement

About us

Output 2022

Our philosophy

Where we are now

Fiorano Modenese HQ

Innovation driven

Service culture

Where we are heading

Set goals

Our approach

Retrieve, Restore, Recycle.

A network of values

4 kilometres



Excel in lightness

ATK's entire philosophy revolves around the **pursuit of lightness** in its products, enabling all ski mountaineers to unlock their best performances. But would it make sense to conceive and create such bindings if we were to ask you to bear the burden of the environmental impact caused by their production?

We at ATK think not. That's why **we also approach sustainability with the aim of excelling in lightness**. We feel a responsibility to help all ski mountaineers enjoy every step and turn, knowing that they carry only the weight of their backpacks on their shoulders.



01 About us



Output 2022

100,000 pairs of bindings, all conceived, produced, and boxed in our unique Fiorano Modenese headquarters.



8 million components, with batches of up to **500,000 units**, designed and produced thanks to 99 employees, 40% of whom are under 30 years old.



Our philosophy:

Performing Through Lightness

Our philosophy

Performing Through Lightness

Since its inception in 2007, ATK has positioned itself as a pioneering company, pushing the known boundaries of ski mountaineering bindings further ahead.

The path we embarked on then - and continue to tread - is that of lightness, which is sometimes extreme but never without purpose. Our motto, "**Performing Through Lightness**" embodies this philosophy. It's our way of showing support for the ski mountaineering community, accompanying them lightly during the ascent so that they can truly express themselves during the descent.

**If there's no snow,
there's no ski mountaineering**



In addition to guiding us in developing lively products, this ideology constantly reminds us that the lightness we pursue cannot only be achieved through the skilled work of our machines on aluminum. In fact, for us, achieving **true lightness** means basing the production of a binding on the careful selection of processes and materials with compensated or zero environmental impact.

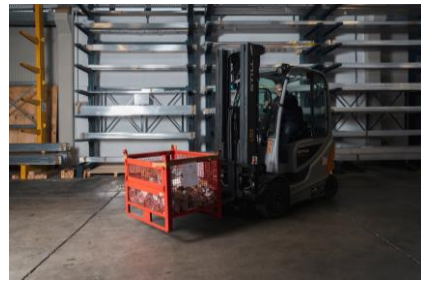
02

Where
we are
now



Fiorano Modenese HQ

For many brands, production takes place in a distant part of the world, often in someone else's facilities. We are proud to host **our entire process in Fiorano Modenese**, in the same building where our company was born. In ATK, we believe that if ideas and materials travel too far, part of the cohesive strength that allows them to become a genuine finished product is lost.



This is why we engineer, test, and box our products in the same building where they are conceived. This ensures flexibility to freely experiment with our designs and access **meticulous control** over every step of our production chain.

Our commitment to ATK's environmental impact can thus be effectively applied through **targeted investments** that intertwine sustainability and development.

Innovation driven



Our choices, made upstream of production, influence our bindings throughout their time they spend here in our facility. Thanks to this extensive control, we have been able to profitably intervene in the last step performed within the Fiorano Modenese headquarters: **packaging**.



By investing in combining the brand's greater sustainability with more streamlined production, we have **internalized the design of ATK packaging** through the acquisition of an industrial printing machine. This allowed us to eliminate plastic labels, and to achieve zero use of adhesive materials. The intervention was reinforced by choosing boxes made up of **86% recycled cardboard**. Our strategy is completed by using **water-based inks**, making our packaging entirely recyclable.

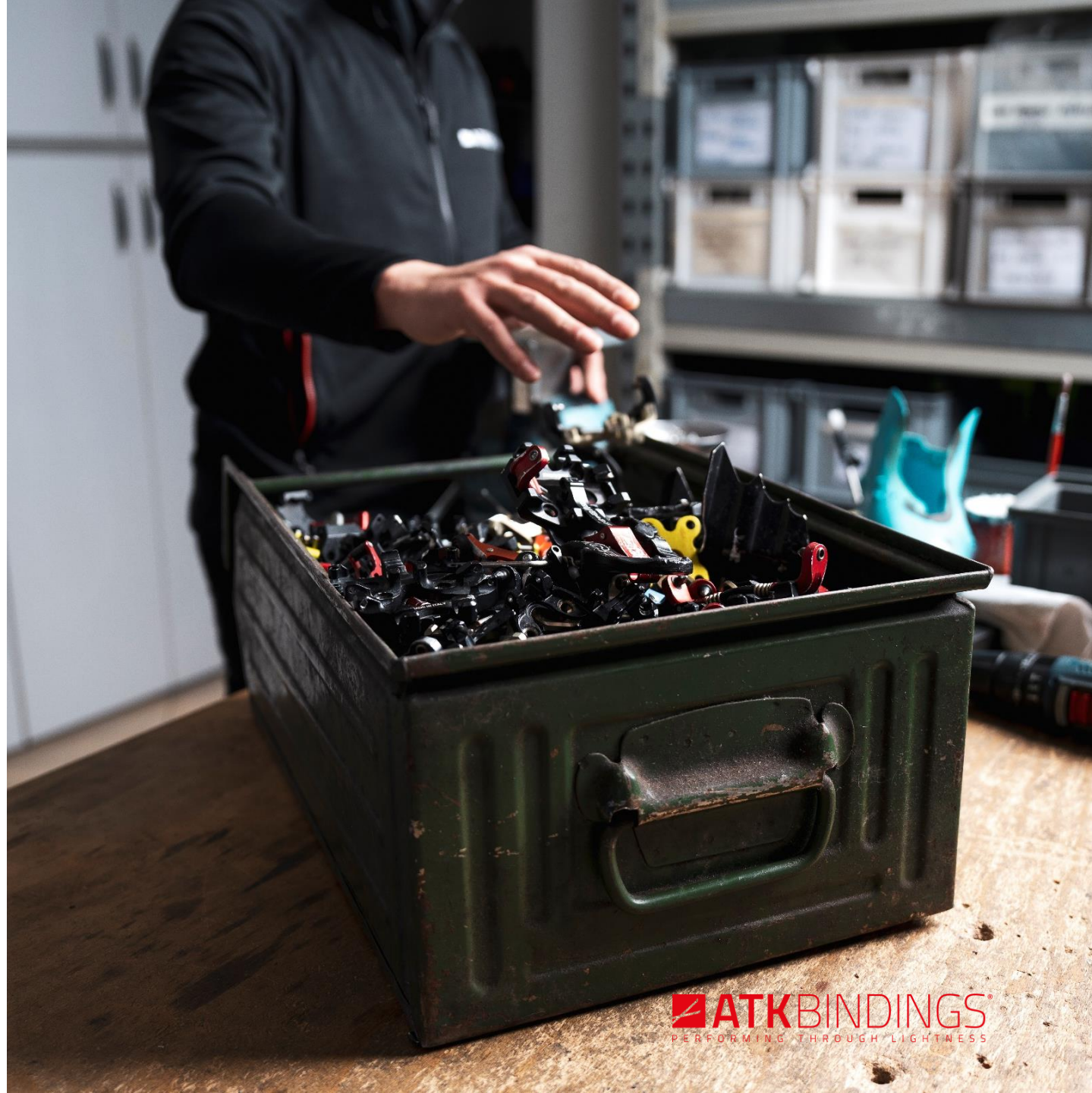


The use of innovative technology as a sustainability driver also beats strongly in the heart of our workshop. Here the average age of our machinery is **2.5 years**. Thanks to this choice, and resulting investments, we can rely on high-performance in terms of production precision, energy efficiency, and waste recovery.

Service culture

From its foundation, ATK has been a **family-owned company**, accustomed to looking at its products with the eyes of a proud parent. When you add in that every component of every single binding is conceived, produced, assembled, and boxed before our eyes, it's easy to understand the depth of this **product-child relationship**.

This is a bond that doesn't break even when our bindings bid farewell to Fiorano Modenese and venture into the mountains worldwide. We are always ready to welcome back our products and provide our **technical knowledge** to bring them back to optimal conditions, thus extending their life.



Service culture



100% of the components of every ATK binding are reviewable and replaceable.

This is not a coincidence; it's the result of the blend of design and sustainability that characterizes all our products. We design responsibly and sustainably, with durability and reparability in mind, to make the most sustainable binding the one you already own.

In this perspective, we have also enriched our catalog with a wide range of **spare parts**. Elements like heel flaps, ski brakes, and screws are part of this assortment, covering even the older models. We have also found it responsible to complete our offering with specific products for the **periodic care of our bindings**, another good practice that allows us to extend their life and reduce waste.

03

Where we are headed



Set goals



- 1. Publish our first sustainability report**
- 2. Reduce our carbon footprint by 70% by 2025**
- 3. Become carbon-neutral by 2025**



Our approach:

just like mountains, the path to future goals presents ever-new challenges. We are ready to face them with our philosophy and innovation in pursuit of lightness.

Retrieve, Restore, Recycle



Our waste recovery processes allow us to **recover 97% of the lubricants** used in the process, which we then reintroduce into the production cycle. Other than liquids, our machines also yield **aluminum chips** in the form of chips of various shapes and sizes. Once collected, these proceed to a compactor, which also plays the crucial role of recovering the last traces of processing liquids, also carefully collected to prevent dispersal.

Once compacted into **large discs**, the chips move to a nearby foundry, where they are transformed back into sparkling aluminum, with the same technical characteristics as the original raw material.



Retrieve, Restore, Recycle

However, we believe that the **circularity** of this process can be perfected by ensuring that the bars of recycled aluminum entering our warehouses are composed at least in part of the same aluminum that left our company, then in the form of chips.

We are therefore collaborating with the best local partners to find a solution that brings us closer to **the perfect circularity of our materials**.



A network of values

In ATK, we believe that enthusiasm for doing things right is contagious. That's why we want to position ourselves as **propagators** of a collaborative approach, so that our **attitude** can take roots in everyone who comes into contact with our brand.



A network of values

Starting from the 23/24 season, distributors and retailers who are part of our family will be able to participate in the **clinics** organized by ATK all around the world. One of the prominently featured topics will be the approach to service as we see it: **a life mission**.

By helping our collaborators worldwide **internalize ATK's values**, we will take a step forward in spreading the culture of repair, which is so dear to us and, if applied correctly, extends the life of our products.



4 kilometers



“However, for ATK, the changes that these 4km represent are by no means marginal”

Today, 4km has become a somewhat negligible distance. However, for ATK, the changes that these 4km represent are by no means marginal. These four kilometers separate us from **our new headquarters**, for which construction has already begun, relocating us from Fiorano Modenese to **Maranello**.

This fulfills the needs that, by the nature of our organization, require us to **progress in sustainability**, both in terms of work and the environment. The facility will **inherit all the positive** aspects developed in the current headquarters, allowing us to improve in certain aspects.

The new plant will be **carbon-positive**, producing more energy - from renewable sources - than it consumes. Out of a total area of 25,000 square meters, only 8,000 will be occupied by buildings, leaving ample space for **green areas**.

4 kilometers

You would only need to spend a short time with Giovanni, ATK's founder, to understand that this change will **be the most significant since the company's inception**. His bond with Fiorano Modenese - his hometown, where ATK was born and where it still has its headquarters - is in fact visceral.

The reasons for this move can't be found just in the encouraging energy consumption improvement graphs. In fact, they also lie in a family's constant seek for the **well-being** of its members.



ATK's **pursuit of lightness** concerns not only bindings and ecosystems but also the **work environment**. In the new Maranello headquarters, every space will be designed to be functional for each of us. Without obstacles, frustrations, or hindrances, work sustainability will be a cornerstone of the daily well-being of the ATK family.