



WE ARE  
**Cricket**



@jomasportuk

OWZAT·CRICKET



**FRUCTUOSO LÓPEZ**  
starts manufacturing  
footwear with just 8  
employees.

**1965**



**1969**

In 1965, **JOMA** is founded, and in 1969, the first assembly line with 20 employees is established in Fuensalida.



**1983**

Joma faces the challenge of globalization and attends the **ISPO** in Munich for the first time, the most important European trade fair in the sports industry.



Joma launches the "**COLOR IN FOOTBALL**" campaign and revolutionizes the global football boot market.

Alfonso sports the white boots, while Morientes surprises with the red ones.



**1996**

**1992**

Joma becomes the leader in football boot sales. Fermín Cacho secures the **OLYMPIC GOLD** in the 1,500 meters at the Barcelona Games. In these Olympics, Alfonso earns the Gold medal with the Football National Team.



**1999**

The U.S. subsidiary is established in San Diego, named **JOMA USA INC.**



**2024**

As of today, Joma consists of nine subsidiaries, with notable presence in Italy, the United States, the United Kingdom, Germany, Brazil, and China. The brand has commercial presence in over **120 countries** and experiences an annual growth rate of 20%.

In the 2020 Tokyo Olympics, Joma has provided attire for over **1,500 ATHLETES** from **12 NATIONAL COMMITTEES**, including Spain, Portugal, Morocco, Jordan, Kazakhstan, Honduras, Malta, and Mauritius.

# JOMA IN NUMBERS

**90,000+ m<sup>2</sup>**

The company's headquarters are located in Portillo de Toledo (Spain)

**70%**

international sales

**3,000+**

We employ more than 3,000 people worldwide

**1,000,000**

followers on social media. We are present on the 7 main platforms

**8,000**

Over 8 thousand references between textile and footwear in our warehouse

**10+**

Recycled polyester, rubber and leather, organic cotton and dye without pesticides, among other dyes

**B2B Online**

Our exclusive platform for clients translated into 12 languages

**6 Robots**

A robotic megastructure for storage

**+25%**

We invest in the quality and technology of our products

**4,500,000**

catalogues distributed worldwide in different languages

**6,200,000**

Our official website doubled the annual number of visits in 2024 and reaches 4.5 million users.

**+20%**

new technologies. Developed by the R&D team.

**110,000,000**

recycled garments. Joma is a brand committed to the environment

**140**

Joma is sold in 140 countries on all five continents

**443,000**

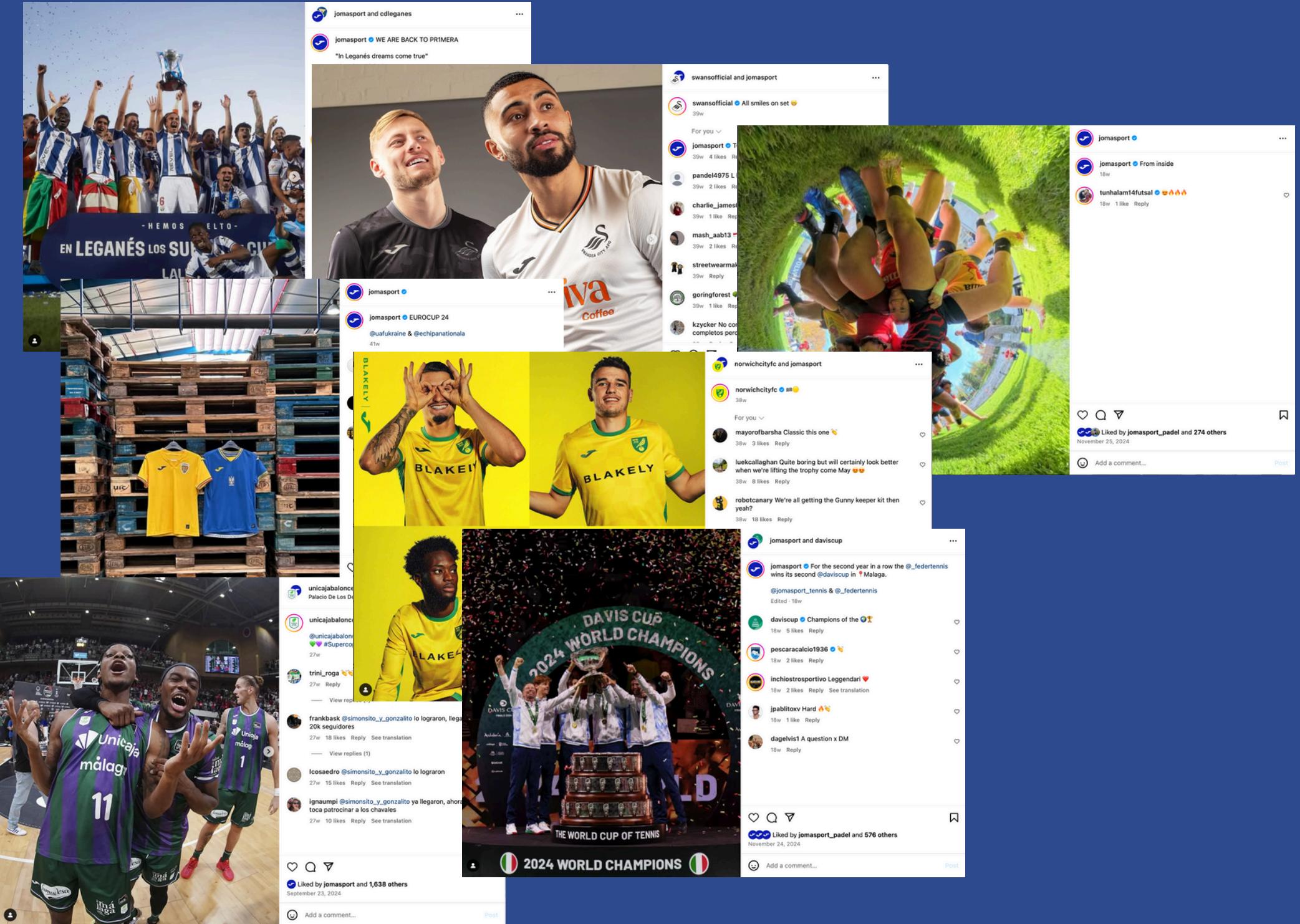
orders managed centrally at our headquarters during 2024

**+25%**

We invest in the quality and technology of our products

To understand the rapid expansion of Joma, you just have to take a look at the numbers. The 8 million references stored in the more than 90,000 m<sup>2</sup> of the company's headquarters, which reach 140 countries in less than 48 hours. 443,000 annual orders of which 75% are received by our B2B, translated into 12 languages. A 25 % increase in investment in R&D and 600 annual tests to ensure our products meet consumer needs.

# WE ARE CONNECTED



Communication with our clients and consumers is a priority for Joma. Bidirectionally is essential to maintain their trust. Speaking and listening is our main form of communication.

Through the B2B intranet, they can check real-time stock, as well as carry out, modify and track their order with total efficiency and transparency. This tool has sped up the preparation of work orders by 500%. In 2024, it has taken on 98% of orders.

And so that no request is left behind, in the different profiles of the main global social networks, Joma listens to its consumers to continue improving.

**450,000+**

Our official website doubled the number of registered users in 2024.

**12 B2B Languages**

The B2B intranet connects Joma with its clients in 12 different languages

**24h / 365 days**

Joma has an active presence on the world's major social networks to ensure continuous feedback

**620,000+**

Our official website doubled the annual number of visits in 2024

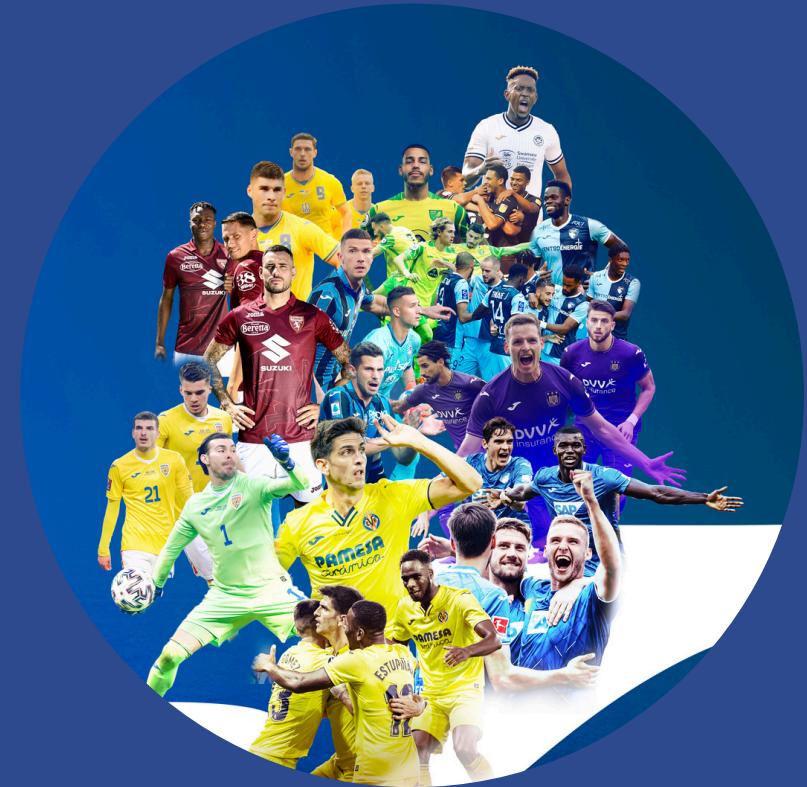
**98% orders**

Our B2B managed almost all of the orders that Joma received in 2024.

**500,000**

We are present on the 7 main platforms: Facebook, Instagram, Twitter, Threads, TikTok, YouTube and LinkedIn

# KEY POINTS



## STOCK HOLDING

Joma hold over £35million worth of stock with products offering over 500 items per size



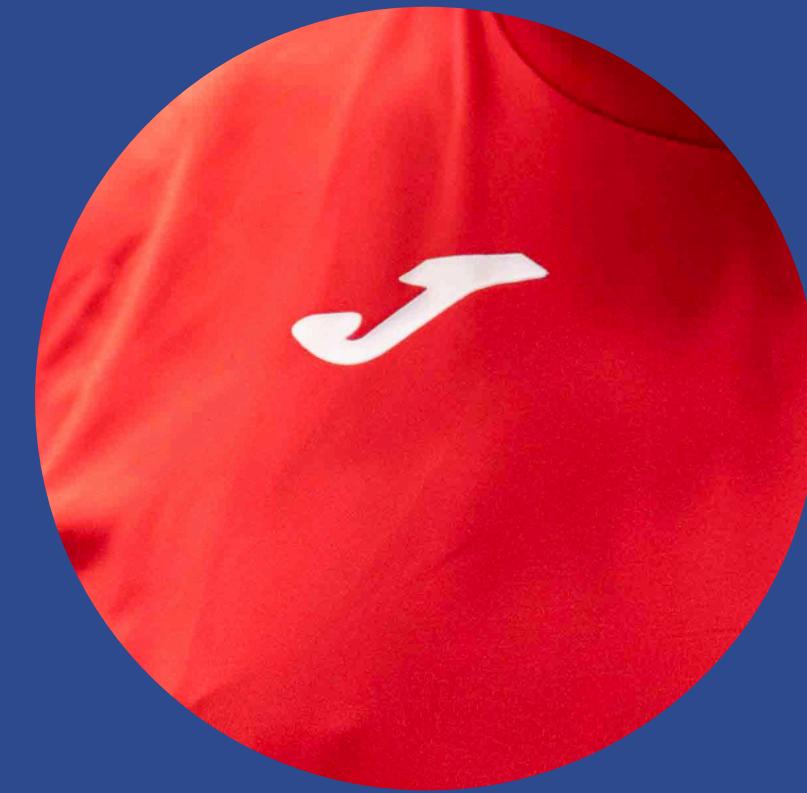
## PRODUCT DESIGN

Joma are proud to offer a wide variety of designs in a variety of colours



## DELIVERY

We have a state of the art production line that can operate 24 hours a day in peak season



## SPECIALISTS

We partner with local Teamwear Specialists that will hold stock, create online stores, offer face to face and manage relationships

PLAYING KIT  
 Joma

OWZAT CRICKET

# PLAYING KIT

 **Joma**



**SHORT SLEEVE  
SHIRT**  
**104443.001**



**LONG SLEEVE  
SHIRT**  
**104444.001**



**SLEEVELESS  
JUMPER**  
**104445.001**



**SWEATSHIRT**  
**104446.001**



**LONG PANT**  
**104447.001**

**OWZAT CRICKET**

OFF FIELD KIT  
 Joma

OWZAT CRICKET

# OFF FIELD KIT

 **Joma**



**FARON ½ ZIP - 100285**



**HOBBY POLO - 100437**



**OWZAT CRICKET**

**GALA FULL ZIP - 100086**



**COMBI T-SHIRT - 100052**

# OFF FIELD KIT

 **Joma**



SLEEVELESS - 100436



MENFIS HOODIE - 101303



**OWZAT CRICKET**  


CLEO II STRAIGHT LEG PANT - 101334



COMBI GOLD TAPERED LONG PANT 100761

# OFF FIELD KIT

 **Joma**



MASTER SHORTS - 100186



BRAMA ACADEMY - 101018



**OWZAT CRICKET**  


URBAN VEST - 103795



COMBI RAIN JACKET - 104796

# ACCESSIONRIES



# Joma

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# ACCESSORIES

 **Joma**



TEAM TRAVEL BAG - 40198.100



CAP - 400089



SLIDERS - SLANDS2603



**OWZAT CRICKET**

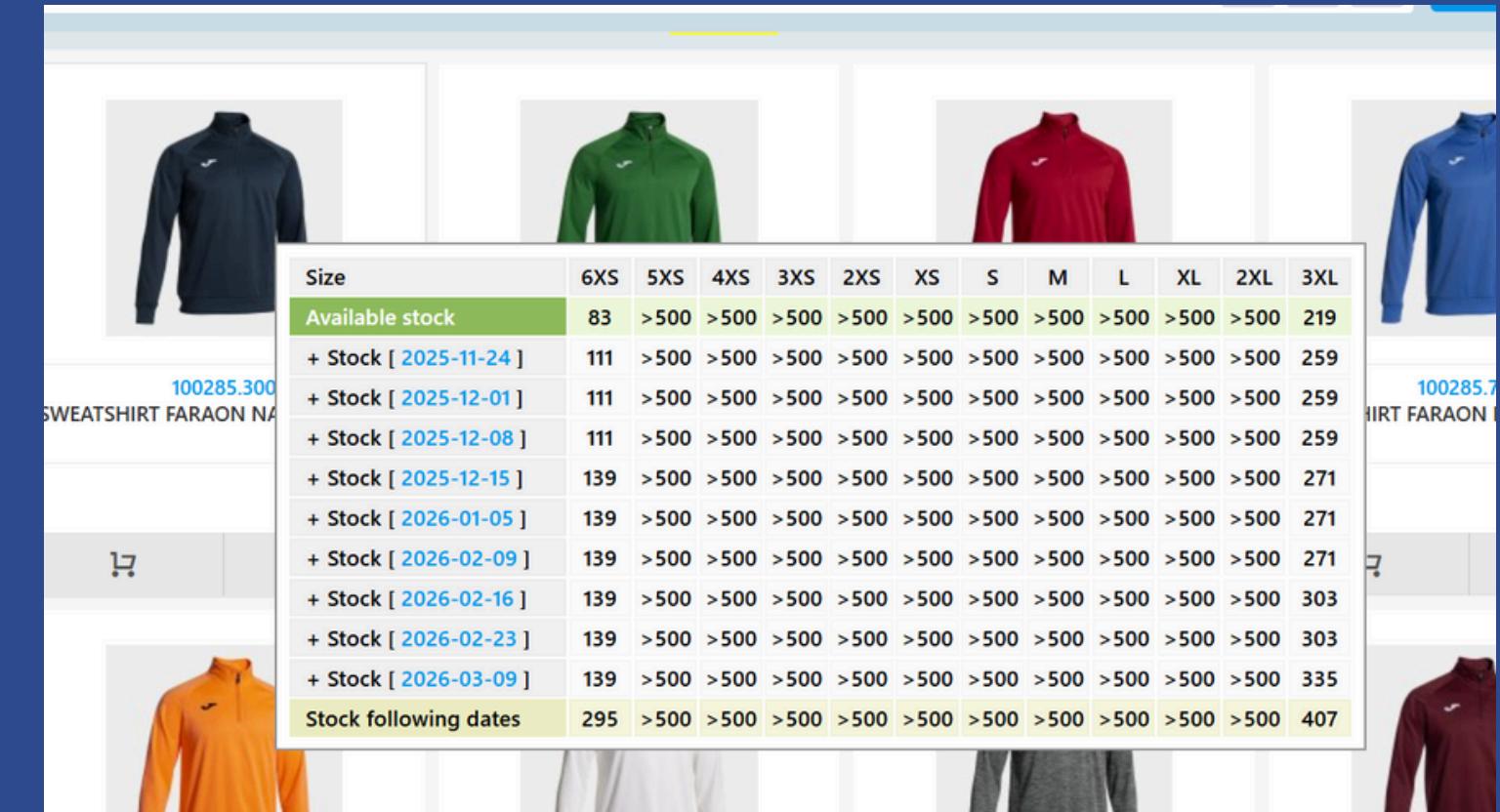
COTTON TRAINING SOCKS - 400602



DIAMOND II BACKPACK - 400235

## WHY JOMA?

- **LARGE STOCK INVESTMENT**
- **REGULAR STOCK REPLENISHMENT**
- **COMPETITIVE PRICING**
- **BESPOKE CLUB PACKAGES**
- **290 PAGE TEAMWEAR CATALOGUE**



The screenshot shows a Joma stock management system. At the top, there are four color swatches for a 'SWEATSHIRT FARAON NA' product: dark blue, green, red, and blue. Below this is a table showing stock levels across various sizes (6XS to 3XL) and dates of replenishment. The table includes columns for 'Available stock' and 'Stock following dates'.

Size	6XS	5XS	4XS	3XS	2XS	XS	S	M	L	XL	2XL	3XL
<b>Available stock</b>	83	>500	>500	>500	>500	>500	>500	>500	>500	>500	>500	219
+ Stock [ 2025-11-24 ]	111	>500	>500	>500	>500	>500	>500	>500	>500	>500	>500	259
+ Stock [ 2025-12-01 ]	111	>500	>500	>500	>500	>500	>500	>500	>500	>500	>500	259
+ Stock [ 2025-12-08 ]	111	>500	>500	>500	>500	>500	>500	>500	>500	>500	>500	259
+ Stock [ 2025-12-15 ]	139	>500	>500	>500	>500	>500	>500	>500	>500	>500	>500	271
+ Stock [ 2026-01-05 ]	139	>500	>500	>500	>500	>500	>500	>500	>500	>500	>500	271
+ Stock [ 2026-02-09 ]	139	>500	>500	>500	>500	>500	>500	>500	>500	>500	>500	271
+ Stock [ 2026-02-16 ]	139	>500	>500	>500	>500	>500	>500	>500	>500	>500	>500	303
+ Stock [ 2026-02-23 ]	139	>500	>500	>500	>500	>500	>500	>500	>500	>500	>500	303
+ Stock [ 2026-03-09 ]	139	>500	>500	>500	>500	>500	>500	>500	>500	>500	>500	335
<b>Stock following dates</b>	295	>500	>500	>500	>500	>500	>500	>500	>500	>500	>500	407

An example of Joma stock & replenishment dates