



**kybun International Meeting 2022**  
**- Urs Koller -**

walking  **together** worldwide

«Talent wins games, but teamwork and intelligence  
wins championships.» Michael Jordan



# Our employer...

*«The two shoes I bought from kybun are extremely good for my back problems. It is a great running experience for me. I will try to replace all my shoes with kybun or Joya in the future.»*

Maya O., Munich

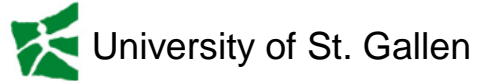
*«Unfortunately, the shoes are too heavy, too warm and too expensive for me. I don't have a budget of 300 Sfr. to buy shoes. Unfortunately...»*

I.F., Helsinki



*«I am an absolute fan of the mat, whether for work at the standing desk or for exercises.»*

A.F., South Korea



**Active and pain-free – for a lifetime**

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## **What have you learned for yourself from dealing with centenarians?**

«For me, the first priority is a healthy lifestyle with exercise and a healthy diet. I have learned how important maintaining my ability to walk will be for my independence in old age. Maintaining family relationships and friendships are also important. And of course, I see how crucial it is to have an optimistic attitude towards life.»

(Prof. Daniela Jopp, a researcher on ageing)

From: Heidelberg Centenary Study - Interview with Prof. Daniela Jopp (Professor of Psychology), Rhein-Neckar-Zeitung, 22.04.2018

# Life = the ability to walk

## 100-year-olds → Still high mobility!?

	Study 2010	Study 2021
Nutrition	61%	83%
Going to the toilet	41%	44%
<b>Walking</b>	<b>36%</b>	<b>30%</b>
Getting up; lying down in bed	34%	53%
Personal appearance	32%	51%
Dressing and undressing	30%	38%
Showering and bathing	12%	13%

# Merger – kybun Joya AG



# New brand communication kybun



# USP's



**PRE ORDER**

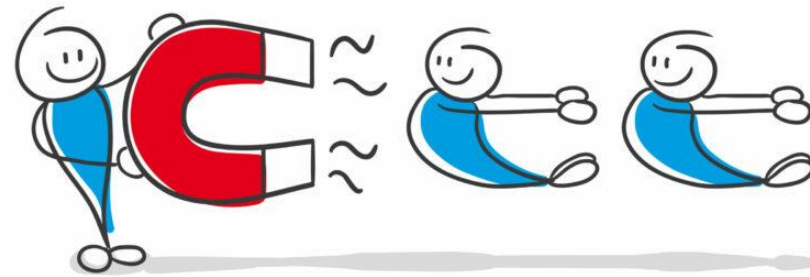




# Your success - compliments & many thanks!



**120'000 pairs per year**



**8'000 mats per year**

# „4 P’s“: Product & Price & Promotion & Place

Topic	Highlights
	<ul style="list-style-type: none"><li>• Shoes I: health &amp; comfort &amp; "attractiveness"; e.g. development of trekking shoes</li><li>• Shoes II: new styles</li><li>• New products: e.g. mat Pyramid, Sitting Cushion, Trampolini</li></ul>
	<ul style="list-style-type: none"><li>• Costs under control</li><li>• Purchasing prices of raw materials "critical"</li><li>• No pre-orders = no storage risk for partners</li></ul>
	<ul style="list-style-type: none"><li>• Attractive newsletters with additional benefits (e.g. Dr. kybun Joya)</li><li>• Our online communication with the aim of shop positioning</li><li>• Individual advertising subsidies possible → In coordination with sales</li></ul>
	<ul style="list-style-type: none"><li>• Location strategy: development in the DACH region &amp; UK &amp; potentially Sweden</li><li>• Switzerland production = USP</li></ul>

# Are we on the right path?

- **How easy is it to do business with us?**
- **Will my customers and partners come back?**



Thank you for your trust!

*„The customer/partner  
does not always buy where he  
understands everything,  
but where he feels  
understood.“*

