



5 REASONS WHY VIKING IS BETTING ON DTC

Growth & expansion

VIKING

STATS 2024

Norwegian heritage brand with over 100 years of experience.

NORWEGIAN

Bertel O.
Steen
Family
Business

100
YEARS
OLD

PAIRS SOLD EACH YEAR

1.5 mill.

EURO €

50 m €

GORE-TEX SHOES

60%



MARKET POSITION

#1

Market position in the Nordic region

KIDS & JR SHOES

70%

Kids & Junior

RUBBER BOOTS

25%

Rubber boots category

WORLD WIDE BUSINESS

70%

Business outside of Norway

COUNTRIES SOLD IN

20+

Sold in 20+ countries around the world



VIKING

01 DIGITAL FLAGSHIP

Wholesale builds awareness
— flagship builds connection

- Full Collection & Storytelling
- Visuelle Identitet
- Core Brand Values & "The Expert"
- Inspire, Entertain & Educate
- Customer Journey



02 DATA

We test smarter, learn faster
– and build a stronger brand

- Real-time Consumer Insights
- Use DTC data to support and strengthen wholesale partnerships
- Faster Product Feedback Loop
- A/B testing playground – let's test, learn and scale



03 LOYALTY

Loyalty grows when people
feel part of something bigger

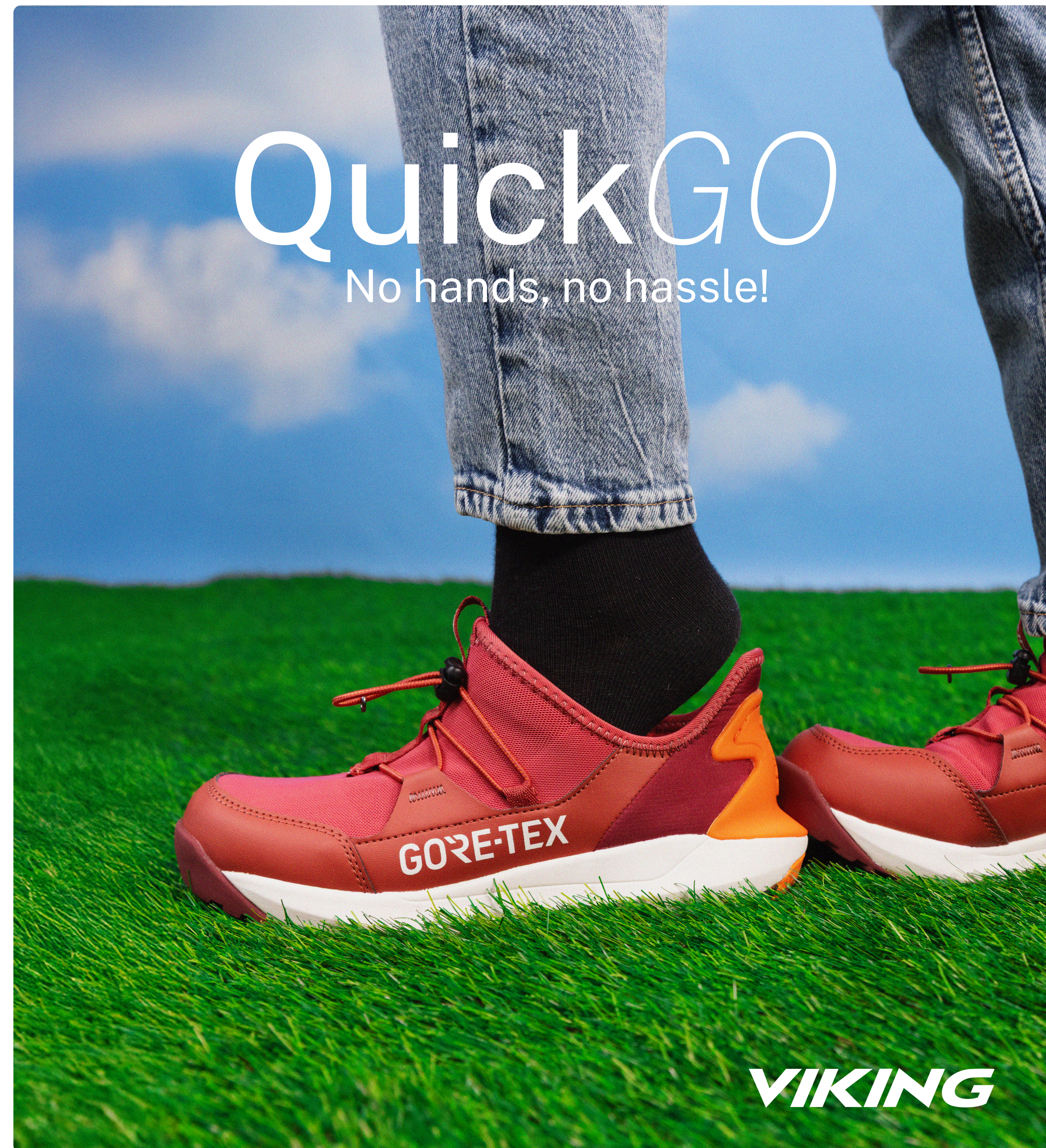
- Cost of Retention < Acquisition
- From Customers to Ambassadors –
builds Emotional Connection &
Community
- Increase CLV
- Long-term Brand Building leads to
more predictable revenue



04 PRODUCTS & MARKETS

- Digital-first entry allows us to validate demand before we invest

- E-com Exclusives
- Introduce Brand Collaborations
- Test demand in New Markets by entering Digitally First
- Test new concepts that is difficult to get past the “gate-keepers”



05 POWER OF THE BRAND

DTC builds not just sales
— but brand equity and
long-term value

- Premium Position (& pricing!)
- Reach New Customers to Grow the Brand
- Support Growth Engines:
- Grow Market Share
- Category Expansion (Apparel & WMNS)
- Build Brand Equity & Valuation



* THANK
YOU!



VIKING





VIKING

