

Lightning Talk | [Digital Transformation] How Decathlon Innovates in the Sport Industry



DECATHLON

HENRY PFISTERER

Digital & Sports Enthusiast
Decathlon Indonesia

JAKARTA

◆ 22 JUNE ◆ #THEMARTECHSUMMIT

THE MARTECH
SUMMIT

A photograph of three cyclists wearing helmets, looking at a smartphone held by one of them. They are outdoors, possibly on a beach or near a body of water. The image is dimly lit, with a dark overlay.

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Digital Transformation

Why & How Innovating In Sport Industry

DECATHLON

WHO AM I ?



Henry Pfisterer



LinkedIn

I lead Decathlon Indonesia's digital business with a passion for innovation and sports.

With 15+ years of experience, I support retail brands in transformative journeys.

I leverage digital strategies to revolutionize the sports industry, enhance customer experiences, and drive Indonesian People to the practice of Sport.

OUR PURPOSE

Move people through the wonders of sport

OUR POSITIONING

Make sport yours

Every day, we strive to make sport yours: enabling everyone to participate, celebrating all the emotions of sport, and changing your relationship with it.

OUR VALUES

Vitality

Generosity

Responsibility

Authenticity

Confidential - Forbidden to use

DECATHLON

DRIVERS OF CHANGE #1

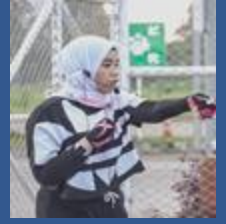
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Optimizing the monetization of our assets allows us to maximize revenue streams and capitalize on untapped opportunities.

Accessible Sports **PLAYGROUNDS**

150+ **COMMUNITIES**

500,000+ **MEMBERS**



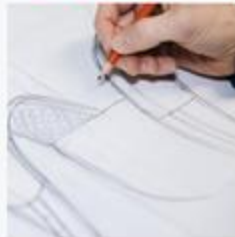
DRIVERS OF CHANGE #2

Embracing sustainable development unlocks opportunities rather than constraints

Resource Conservation And Long-Term Environmental Preservation

Create new economic potentials

Our sens: to be useful to people.



DRIVERS OF CHANGE #3

By gaining a comprehensive understanding of our platforms usage, we effectively re-assess the position and impact of our Apps within our marketing strategies.

Enhancing the frequency of our app usage

Leveraging increased visitor volumes to upsell products.



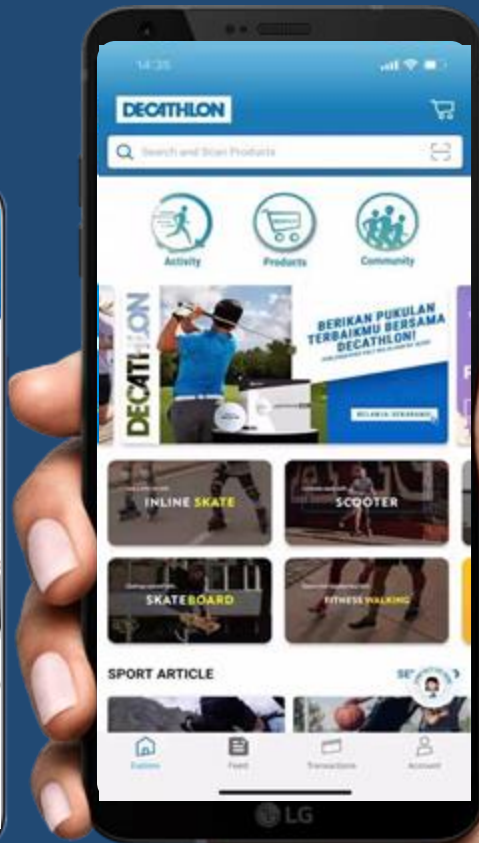
DECATHLON

Super-app

THE MARTECH SUMMIT

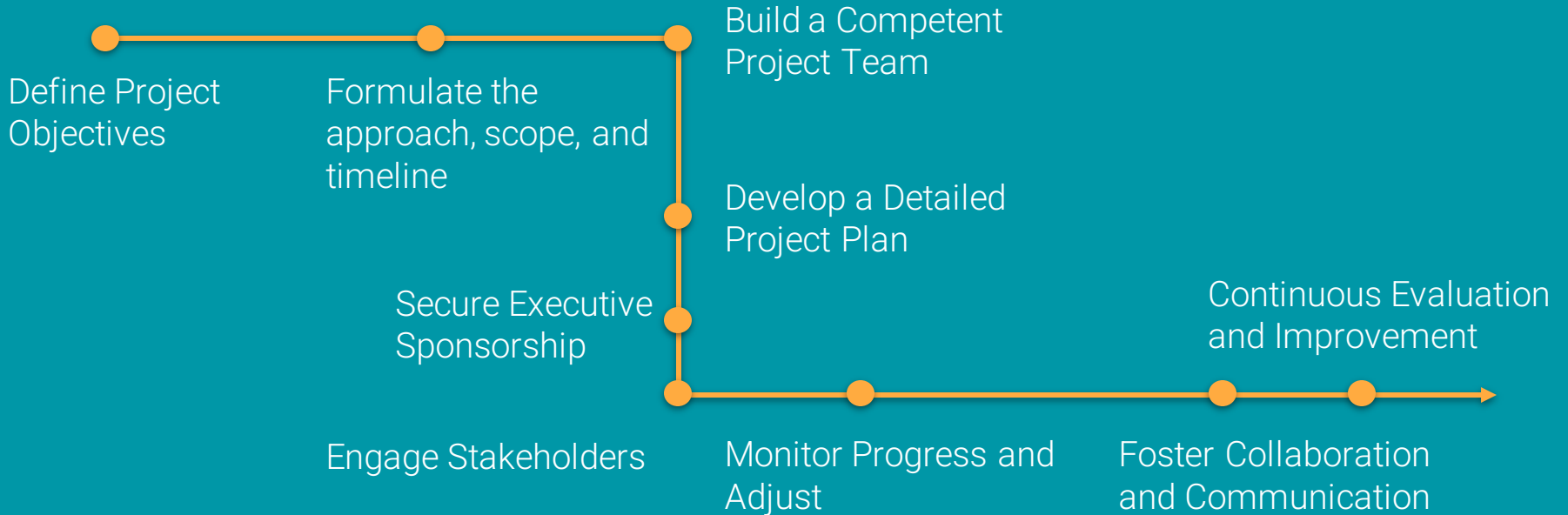
ALL-IN-ONE PLATFORM

All-in-one platform to create, sell, manage, promote your event, activities, classes to Indonesia sport enthusiast.



OUR LAST 2-YEARS-JOURNEY

The way to go, from ideation to reality



THANK YOU

NOW YOU CAN MOVE TO THE WONDERS OF SPORT.

DOWNLOAD DECATHLON
INDONESIA APPS **AND:**

- **Discover** more than 10,000 Products Related to Sport.
- **Book** the class of your passion sport
- **Find** the sport communities the closest to your place

