

**HEAD**

# The Development of Professional tennis



HEAD®

# HEAD Introduction





## HEAD Introduction

HEAD NV – a NYSE/Vienna SE listed company

World class brand portfolio

- HEAD, Penn, Mares and Tyrolia



## HEAD Introduction

HEAD - a global presence

- Global revenues of approx. € 370m
- Over 30.000 retailers in more than 85 countries
- HQ located in Kennelbach – Austria
- 2000 employees worldwide
- Sponsor top athletes in Tennis and Skiing
- Sponsor major tournaments
- Strong partnership with major teaching organizations (Tennis Europe, USPTA, PTR)



## HEAD Introduction

Leading market positions in Tennis, Skiing and Diving

- # 1 in Tennis balls globally and US
- # 2 in Tennis racquets globally, # 1 in Europe
- # 3 in Alpine Skiing equipment
- # 3 in Scuba Diving equipment



## HEAD Introduction

HEAD – a contemporary, vivid and unified brand experience

- Core brand values (quality, authenticity, spontaneity)
- HEAD is an athlete – with a passion for the sport





Developments in the game

## Developments in the game (1)

### **Players:**

- Physical strength becomes more and more important (speed, stamina, agility,...)
- More “volatility” in the rankings, the competition is tougher

### **Strokes:**

- Entire body is used to accelerate the racquet
- Defensive shots diminishing; players try to hit winners from nearly all positions on the court



## Developments in the game (2)

### **1990:**

- Spin was used as a single “weapon”
- Either a player hit a fast ball or a spinny ball
- Classic volleys (except of few players- Agassi)
- Rallies: Possibility to play “reactive” - “safe shot”: play the ball in the middle with good depth

### **2008:**

- Spin is used to control the speed of the ball
- The use of spin enables the players to hit faster balls and still control the placement (fast angled balls)
- Swinging volley especially in women tennis used more than the Classic Volley
- Rallies: Everyone tries to be offensive as soon as possible



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# Racket Developments



## Developments in rackets (1)

### **1990**

#### **Tour player frames had:**

Small head size	600 cm <sup>2</sup>
Heavy weight	350 g
Thin cross sections	19 mm

### **2008**

#### **Tour player frames have:**

Small to medium head size	600 – 645 cm <sup>2</sup>
Medium to high weight	300 – 350 g
Thin to medium cross sections	19 – 25 mm

**=> Bigger Diversity of the players (swing)  
and thereby bigger diversity of their racquets**

## Developments in rackets (2)



2008:  
Different type of rackets  
For professional players



## Developments in rackets (3)

### **1990:**

- A lot of players used standard frames (no customization like lead)
- The equipment was seldom changed

### **2008:**

- All players have their frames customized
- Frames are restrung after each match even if they were not used
- Every player tries to optimize the material to maximize his potential

**=> Players are more professional regarding their equipment**



## Developments in rackets: Summary

- Players nowadays are more professional regarding their equipment
- They realize that the right equipment (frame, specs, string, string tension) can make the difference between loosing and winning
- The right racket enables a player to play his full potential
- The wrong racket hinders the players from fulfilling his potential



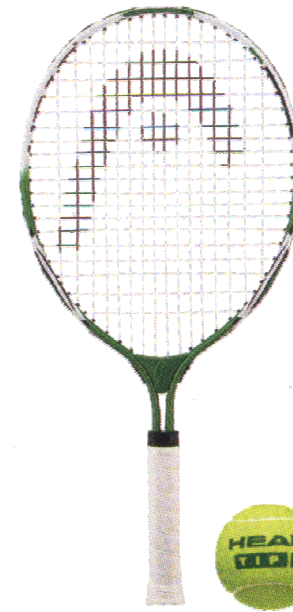
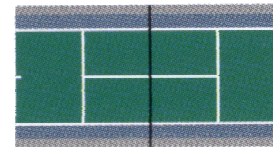
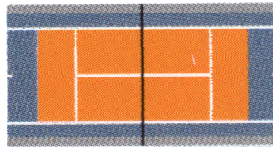
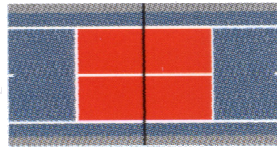
HEAD®

Glimpse into  
the future...



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# T.I.P. Rackets



**T.I.P. 1**

FOR MINI  
TENNIS

**T.I.P. 2**

FOR STARTER  
PLAYERS OF  
ALL AGES

**T.I.P. 3**

FOR INTRO-  
DUCTION TO  
THE FULL COURT

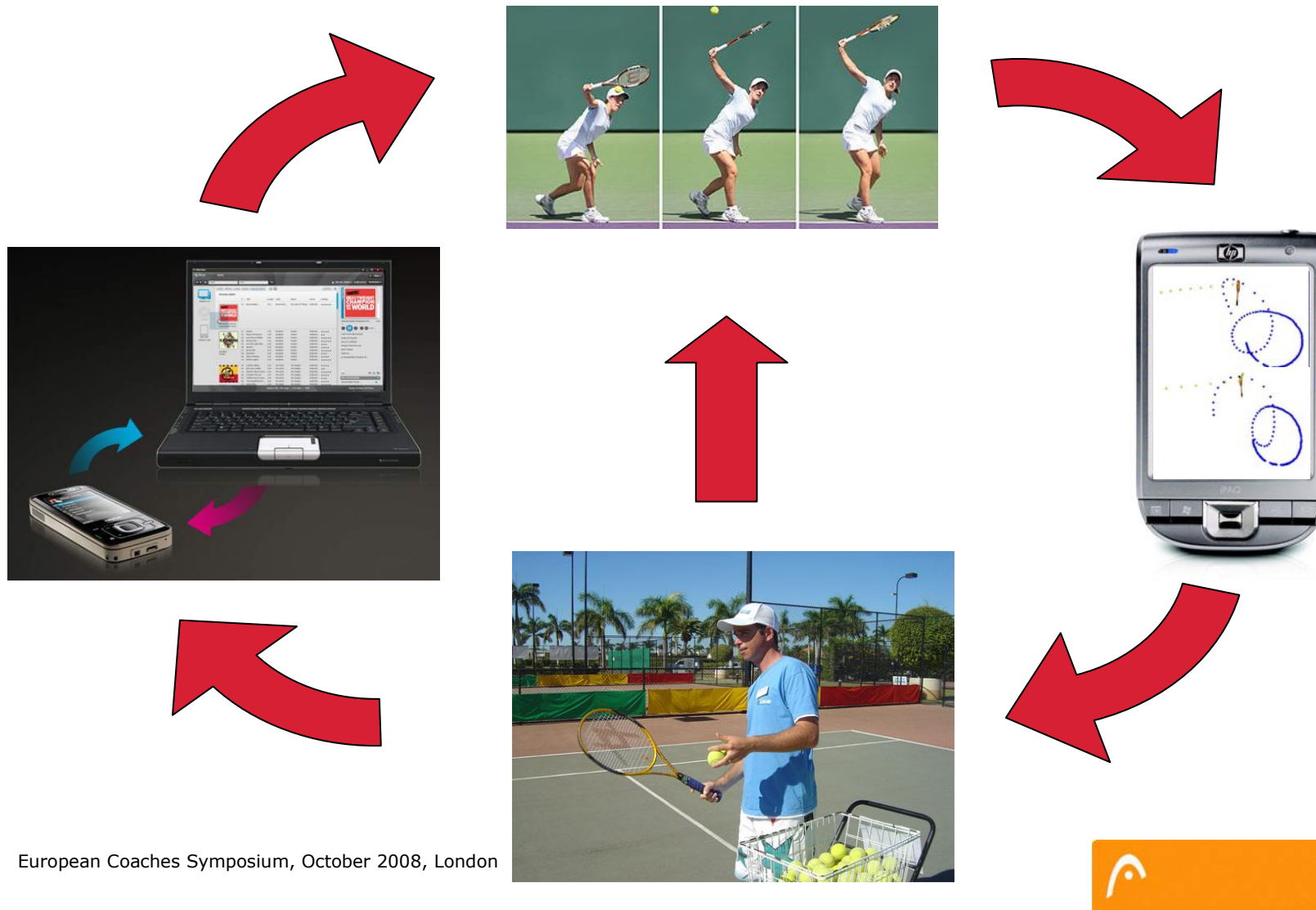


**HEAD®**

# Adaptive racket



# On-board diagnostics



Head clearly commits to protect the nature of the game.

We develop technology to enable, support and protect the player; but NOT to eliminate the player.

Any suggestions...?

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Thank you!

HEAD PRÄSENTIERT , BEISPIEL CHARTS

