



CORPORATE PRESENTATION

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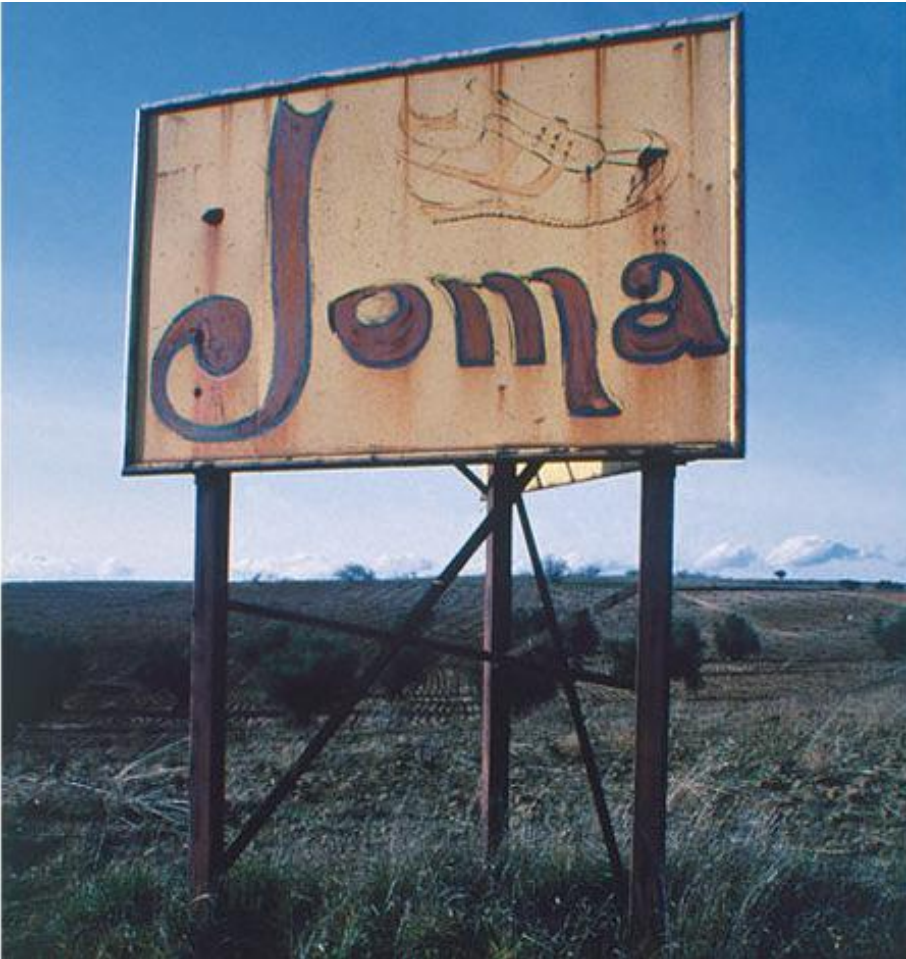
1. HISTORY

"In 1965, I founded Joma with the commitment to dedicate all my effort, time, and passion to the company. Fifty years later, that is exactly what we continue to do." - D. FRUCTUOSO LÓPEZ.

Joma Sport is the leading sports brand in Spain and one of the top international players, ranking among the world's ten most successful sports companies. These achievements are the result of over fifty years of dedicated work, focusing on diversification and a clear vision for global expansion.

This strategic approach became a key pillar of Joma's success just a few years after its founding in 1965. From the very beginning, the brand was registered in numerous countries with the firm intention of transcending borders. Today, Joma's global presence is firmly established, as evidenced by its consistent sales in over 140 countries and its strengthened market position in each of them.

Below, we highlight the most significant milestones and historic sponsorships in Joma's journey:



1965



In 1965, Joma was founded, and by 1969, the company established its first production line with 20 employees.

1983

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

1996



In 1996, Joma launches the "COLOR IN FOOTBALL" campaign, revolutionizing the global football boot market. Alfonso stands out with white boots, while Morientes makes an impact with red ones.

2000

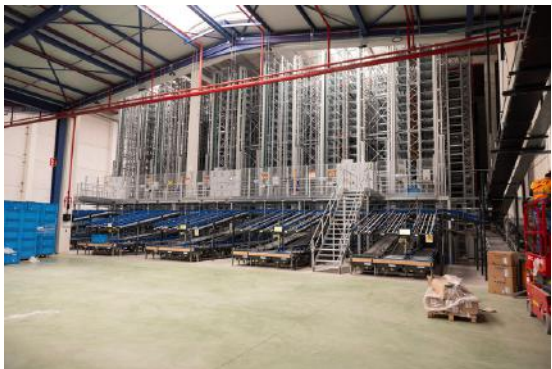
Joma expands its product distribution to over 120 countries, securing its position as Spain's leading sports brand and entering the top 10 global sports companies. The company also begins opening its own stores and brand corners.

2016



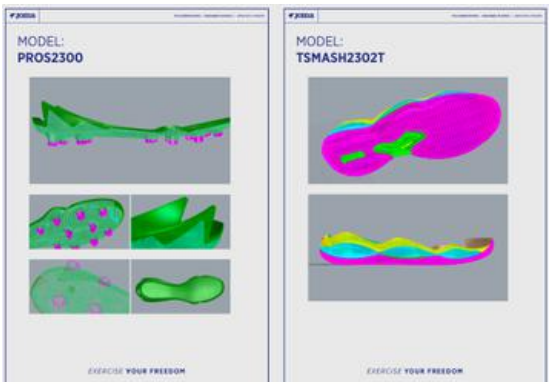
Joma participates in the 2016 Rio Olympics, outfitting 10% of the athletes, including 18 sports federations, the Spanish Olympic Committee (COE), and 8 other national committees. Additionally, the company has established 10 subsidiaries in Spain, Italy, the United States, the United Kingdom, Germany, Mexico, Norway, Denmark, China, and Russia, achieving an annual growth rate of 20%. In the same year, Joma reaches 4 million product references across footwear and apparel.

2017



Joma implements new robotic machinery in its international logistics warehouse to streamline operations, from product storage to the preparation of packages for global shipping. This innovation allows the company to deliver 87% of sales ahead of schedule, reducing the error margin to just 1%.

2020



Joma invests in research and development to ensure that all of its technologies are proprietary. Quality is at the core of its mission.

2021



At the 2020 Tokyo Olympics, Joma outfits over 1,500 athletes from 12 countries, including Spain, Portugal, Morocco, Jordan, Kazakhstan, Honduras, Malta, and Mauritius.

2023



In 2023, Joma experiences the largest store expansion in its history. The push for the Brand Store concept drives the brand to achieve a strong national and international presence. Additionally, Joma begins its strategy for a complete interior design overhaul and space optimization.

2024



The brand undergoes a new international expansion, increasing its sales to over 140 countries thanks to its strategy to elevate brand image and its growing investment in R&D+i. During the Paris Olympics, Joma sets a record for presence, outfitting 15% of the athletes and becoming the Spanish brand with the highest representation.



2. COMPANY OVERVIEW

To understand Joma’s rapid expansion, one only needs to look at the latest figures. The 8 million product references stored across 90,000+ m² at the company’s headquarters reach 140 countries in less than 48 hours. Joma processes 443,000 orders annually, 75% of which are managed through its B2B platform, available in 12 languages. Additionally, the company has increased its R&D+i investment by 25%, conducting 600 annual tests to ensure its products meet consumer needs.



PRODUCTS MANAGED IN THE WAREHOUSE IN 2024



DAILY PACKAGES



DE ALMACENAJE



STORAGE PACKAGES



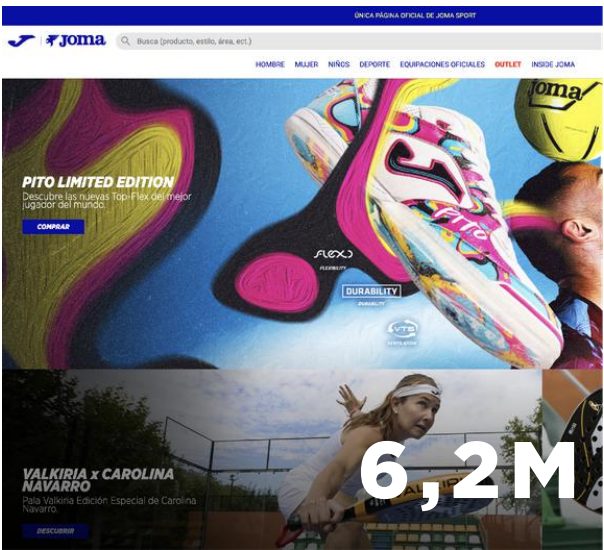
SALES INCREASE IN THE LAST SEASON



WE OPERATE IN 12 DIFFERENT LANGUAGES ACROSS ALL OUR PLATFORMS.



FOLLOWERS ON MAJOR SOCIAL MEDIA PLATFORMS



ANNUAL VISITS ON THE .COM, DOUBLING THE PREVIOUS YEAR



REGISTERED USERS ON THE WEBSITE

Now, nearly 60 years after the creation of Joma, the company has developed its own identity, while maintaining values very similar to those upheld at its foundation:

- Effort
- Progress
- Technology and Design
- History
- Innovation and Quality
- Commitment
- Trust

It is only through these values that we are able to pursue our mission today.

OUR OBJECTIVE:
TO BE LEADERS IN
TECHNOLOGICAL
INNOVATION

2.1. BRAND POSITION

Regarding Joma’s current position in the sports industry, the brand has steadily solidified itself as a key player in the global market, competing with international giants. Unlike these competitors, Joma has embraced a strategy focused on technical excellence, positioning itself as the preferred choice for both professional and amateur athletes.

Additionally, Joma has strengthened its identity through product customization, sponsorship of athletes, teams, and special events, and a focus on key sports such as futsal and athletics. The brand has also excelled in its closeness to customers and its ability to swiftly adapt to market demands. This flexibility, coupled with its emphasis on research and development, has enabled Joma to compete effectively, establishing itself as a strong and reliable alternative to its international competitors.

In short, Joma is not only an example of business success but also a model of how a brand with local roots can achieve global impact, maintaining authenticity and quality as the core pillars of its value proposition.

INTERNATIONAL LEVEL

BRAND AWARENESS RANKING ACCORDING TO INTERBRAND

Brand Awareness Ranking

Sports / Total Brands Asked in Suggested by Country



FRANCE			GERMANY			ENGLAND			USA			CHINA			ITALY		
N°	MARCA	%	N°	MARCA	%	N°	MARCA	%	N°	MARCA	%	N°	MARCA	%	N°	MARCA	%
1	FC Barcelona	78	1	FC Barcelona	79	1	FC Barcelona	75	1	FC Barcelona	42	1	FC Barcelona	46	1	FC Barcelona	89
2	Real Madrid	71	2	Real Madrid	73	2	Real Madrid	72	2	Real Madrid	33	2	Joma	37	2	Real Madrid	86
3	Atlético de Madrid	55	3	Atlético de Madrid	54	3	Atlético de Madrid	47	3	LaLiga	13	3	Real Madrid	29	3	Atlético de Madrid	63
4	LaLiga	25	4	LaLiga	18	4	LaLiga	38	4	Atlético de Madrid	13	4	LaLiga	24	4	LaLiga	37
5	Joma	13	5	Joma	6	5	Joma	11	5	Joma	8	5	Atlético de Madrid	22	5	Joma	28

WE ARE AMONG THE LEADING SPORTS SPONSORSHIP BRANDS.



JOMA, RANKED FOURTH IN THE TECHNICAL SPONSORSHIP RANKING FOR THE 2024-2025 EUROPEAN LEAGUES.



NATIONAL LEVEL

JOMA PROMOTES ITS VALUES AND HISTORY AT THE X ANNIVERSARY OF FORBES SPAIN.

Forbes

LISTAS

30 UNDER 30

FORBES WOMEN

FORBES TRAVEL

FORBES FUNDS

EMPRESAS

WATCHES

SUMMIT

TIENDA

TAPAS

Nautik

72.480. El Gordo de la Lotería de Navidad

FORBES10YEARS

Forbes10Video | Fructuoso López, fundador de JOMA:
«A los empresarios les digo que la incertidumbre no les debe frenar»

f

✕

in



POR FORBES

23 NOVIEMBRE 2023

Tiempo de lectura 2 minutos

WE ARE THE BRAND THAT GENERATES THE MOST TRUST AMONG SPANIARDS, ACCORDING TO CMD SPORT.



La revista de los
que viven el deporte

HOME

RUNNING

TRAIL RUNNING

TRIATLÓN

MONTAÑA

CICLISMO

FITNESS

NIEVE

PÁDEL / TENIS

F

MULTIDEPORTE

PORTADA MULTIDEPORTE

ENTREVISTAS

COMPETICIONES

ACTUALIDAD

CONSEJOS

ENTRENAMIENTO

MATERIA

Inicio

>

MULTIDEPORTE

>

Actualidad

>

Joma, la marca deportiva española que más confianza genera ent

Tan solo cuatro empresas de deporte se incluyen entre las 100
marcas más influyentes

Joma, la marca deportiva
española que más confianza
genera entre los españoles

REDACCIÓN

el 17 noviembre 2021 a las 1:20 pm













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7

3. JOMA AT THE OLYMPIC GAMES

PARIS 2024



IN PARIS, 15% OF THE ATHLETES WILL WEAR JOMA'S TECHNICAL APPAREL AND FOOTWEAR.



BREATHABLE
TRANSPIRABLE



ULTRA COMFORT
CONFORT EXTRA



ELASTIC PLUS
EXTRA ELÁSTICO



FREEDOM OF MOVEMENT
LIBERTAD DE MOVIMIENTO



LIGHTNESS PLUS
LIGEREZA EXTRA



LASER CUTTING
CORTE LASER



Ver vídeo

Joma Breaks Records as the Spanish Brand with the Largest Representation at Paris 2024

After solidifying its presence at Tokyo 2020 as the Spanish sports brand with the most representation, Joma made history at the 2024 Olympic Games, outfitting 15% of the athletes. The brand became a pioneer in achieving such a significant milestone for its international projection and had the honor of leading the charge at the world's largest sporting event. This success was reflected in numbers that showcased Joma's powerful visibility:

Over 10 Olympic Committees: Spain, Portugal, North Macedonia, Jordan, Puerto Rico, Dominican Republic, Moldova, Uruguay, Guatemala, Kazakhstan, Armenia, Equatorial Guinea, Ukrainian Paralympic Committee, and Kazakhstan Paralympic Committee.

Over 20 National Federations: Real Federación Española de Atletismo (Spanish Athletics Federation), Federazione Italiana di Atletica Leggera (Italian Athletics Federation), Česká Atletika (Czech Athletics Federation), Athletics Federation of Slovenia, Athletics Federation of Serbia, Federación Mexicana de Asociaciones de Atletismo (Mexican Athletics Federation), Croatian Athletics Federation, Moroccan Athletics Federation, Romanian Athletics Federation, Real Federación Española de Balonmano (Spanish Handball Federation), Handball Federation of Slovenia, Handball Federation of Croatia, among others.

Over 10 Individual Athletes: Raquel González, Alberto Amezcua, Miguel Ángel López, Antía Chamosa, José Luis Doctor Morales, Camille Moutard, Pauline Stey in athletics, Pablo Carreño, Sara Sorribes, Marcel Granollers, Mariano Navone, Fabián Marozsán, Tomáš Macháč, Magda Linette, Iván Dodig in tennis, and Miguel Sánchez-Migallón in handball.

Additionally, Joma finished the prestigious Olympic event surpassing previous medal tallies, with over 50 medals won by its sponsored committees, federations, and individual athletes.

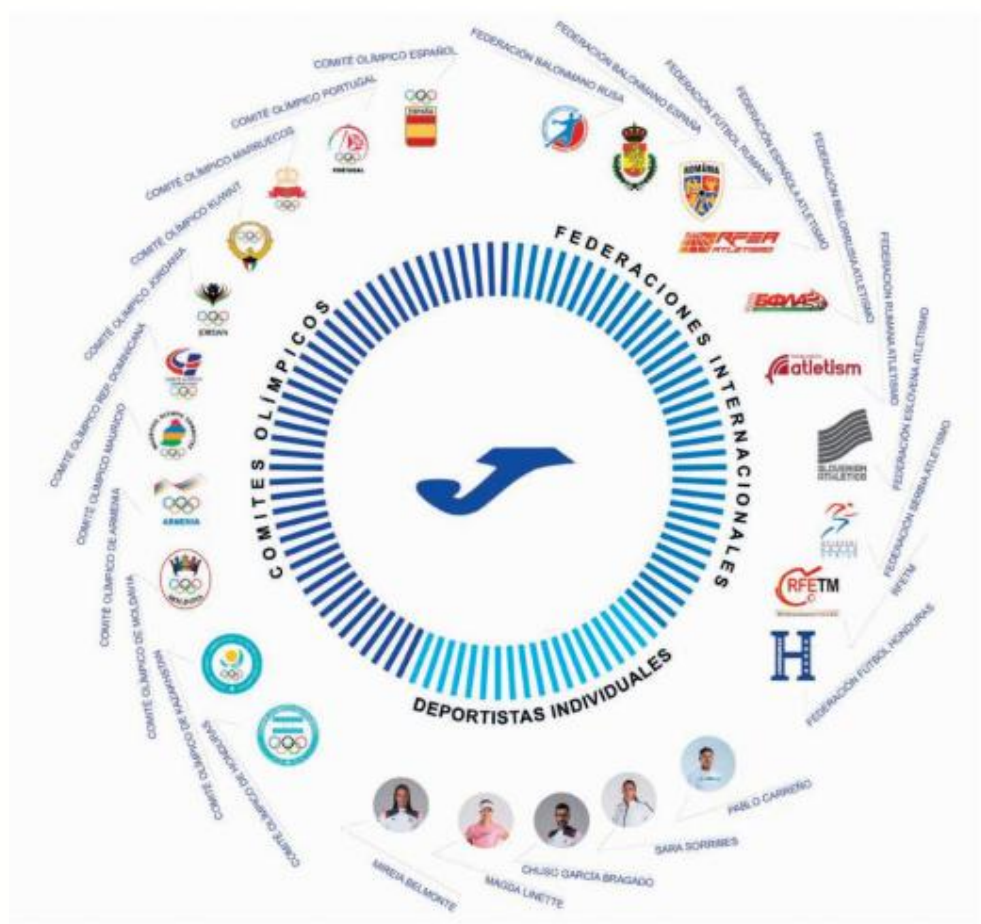
However, there are a few standout moments, particularly Sara Sorribes' bronze medal in doubles, which made history for Spanish women's tennis, and Tomas Machac's gold medal in doubles. In handball, Miguel Sánchez-Migallón became a double Olympic medalist, securing a bronze with Spain. Meanwhile, in volleyball, Italy once again showcased its dominance, winning gold with Ilaria Spirito and Carlotta Cambi, both sponsored by Joma.

9

TOKIO 2020

Before Paris, Joma had already made its mark on the Olympic stage in grand style. Specifically, at Tokyo 2020, the brand outfitted 12 Olympic Committees, numerous federations, and more than 5 of its own athletes.

In total, 47 medals were won: 5 golds, 17 silvers, and 25 bronzes, with a standout performance being El Bakkali's gold in the 3,000-meter steeplechase for Morocco. However, the pinnacle of these Games came with Joma-sponsored tennis player Pablo Carreño, who won his first Olympic bronze after defeating world number one Novak Djokovic. This achievement was a significant milestone for both the brand and Spanish tennis.



RIO 2016

At Rio 2016, Joma made a powerful entrance. A total of 1,600 athletes out of 17,000 wore the brand, representing 10% of all participants. This achievement was made possible through sponsorship of 10 Olympic Committees: Spain, Mexico, Portugal, Bulgaria, Moldova, Morocco, Kyrgyzstan, Dominican Republic, Guatemala, and Malta, as well as more than 18 federations.

Additionally, the Spanish team's uniforms were selected as some of the most stylish in the world by the prestigious magazine Vanity Fair. It was the first time Joma outfitted the Spanish Olympic Committee (COE), and this recognition placed the collection at the forefront of Olympic fashion.



BARCELONA 1992

Fermín Cacho's gold in the 1,500 meters and Alfonso Pérez's victory with the Spanish national football team at the 1992 Barcelona Olympics represented a historic milestone for Joma. These achievements not only marked a turning point in the careers of the athletes and Spanish sport, but also solidified Joma's position as an internationally prestigious brand in the sporting world.



4. JOMA IN SPORTS

"Next, we will provide a brief overview of the sports in which the company has made a significant impact. From football, where it has revolutionized the industry, to athletics, having collaborated with distinguished athletes such as Fermín Cacho, and tennis, through its sponsorship of elite players and tournaments. Its investment in sports such as futsal and padel also underscores its commitment to emerging disciplines, further solidifying its role as a global leader in innovation and quality.

4.1. FOOTBALL

Joma has a long and distinguished history in football, establishing itself as one of the most influential Spanish brands in the sport. Since its inception in the 1980s, the company began outfitting clubs and national teams, gaining recognition for the quality and innovation of its products. Its presence spans professional leagues worldwide and extends to lower categories, supporting both teams and individual players. Through sponsorships and strategic collaborations, Joma has successfully positioned itself as a global reference in football.

1987 - 1990



Joma developed the new CPC (Control Press Chamber) footwear suspension system and introduced its first line of football boots. During this decade, the company signed its initial sponsorship contracts with Martín Vázquez (Real Madrid) and Francisco (Sevilla FC). Legends such as Emilio Butragueño (Real Madrid) and Txiqui Beguiristán (F.C. Barcelona) later joined, until in 1990, Alfonso Pérez (Real Madrid) became part of the brand.

1987

Joma becomes the market leader in football boots sales. At the 1992 Barcelona Olympics, Alfonso secures the gold medal with Spain.

1996

The opening of the subsidiary in Mexico, located in the city of Celaya. A sponsorship agreement is signed with Atlético Celaya, the local team where Emilio Butragueño plays.

1998



Joma launches the campaign THE COLOR IN FOOTBALL and revolutionizes the global football boot market. Alfonso showcases the white boots, while Morientes surprises with the red ones.

2002

The Costa Rican national team participates in the 2002 World Cup in Korea and Japan. Deportivo de La Coruña wins the Copa del Rey. Both are sponsored by Joma.

2006



The Joma-sponsored Sevilla F.C. is named the Best Team in the World by the IFFHS after winning 2 UEFA Cups, 1 Spanish Supercup, 1 UEFA Supercup, and 1 Copa del Rey. Kanouté signs his sponsorship agreement with Joma.

2011

Joma signs Valencia C.F., one of the top teams in Spain. Joma dominates the Spanish sportswear market with more than 50% market share.

2021



Villarreal CF is crowned UEFA Europa League 2021 champion and competes in its first UEFA Super Cup, sponsored by Joma.

2024



Atalanta Bergamo is crowned UEFA Europa League 2024 champion and competes in its first UEFA Super Cup, sponsored by Joma. The Joma-sponsored national teams of Romania and Ukraine compete in UEFA Euro 2024.

CURRENT SPONSORSHIPS

In terms of football sponsorships, Joma sponsors over 300 professional teams worldwide, including Atlante FC, Atalanta BC, Villarreal CF, ACF Swansea, RSC Anderlecht, TSG Hoffenheim... as well as national teams such as Ukraine and Romania, among others, in addition to professional footballers.

Specifically, Joma allocates part of its resources to sponsoring football assets such as the following teams:

- Villarreal CF (Spain)
 - Getafe CF (Spain)
 - CD Leganés (Spain)
 - Atalanta Bergamasca Calcio (Italy)
 - Torino FC (Italy)
 - Hellas Verona FC (Italy)
 - Hibernian FC (Scotland)
 - Swansea City AFC (Wales)
 - Norwich City FC (England)
 - TSG Hoffenheim (Germany)
 - RSC Anderlecht (Belgium)
 - Atlante FC (Mexico)
 - Venados FC (Mexico)
 - FC Juarez (Mexico)
 - Pau FC (France)
 - HNK Rijeka (Croatia)
- Pacos Ferreira (Portugal)
 - AC Viseu (Portugal)
 - Portuguesa (Brazil)
 - Carlos Barbosa (Brazil)
 - O'Higgins (Chile)
 - Motagua (Honduras)
 - NK Bravo (Slovenia)
 - Domžale (Slovenia)
 - Radomiak (Poland)
 - Trabzonspor (Turkey)

Federations such as:

- Romanian Football Federation
- FFH of Honduras
- Cuban Football Federation

And elite players such as:

- Marta Torrejón
- Edgar Badía
- Joel Robles
- Allan Nyom
- Sergio González
- Yoel Rodríguez
- Martín Pascual
- Florín Nita

This strong sponsorship strategy in football has allowed the brand to stand out in a highly competitive market. With a significant presence in professional leagues, the brand has become a global reference, as shown in the following charts.



Strong presence in international football leagues 24-25 and consolidation in Spain with three teams.

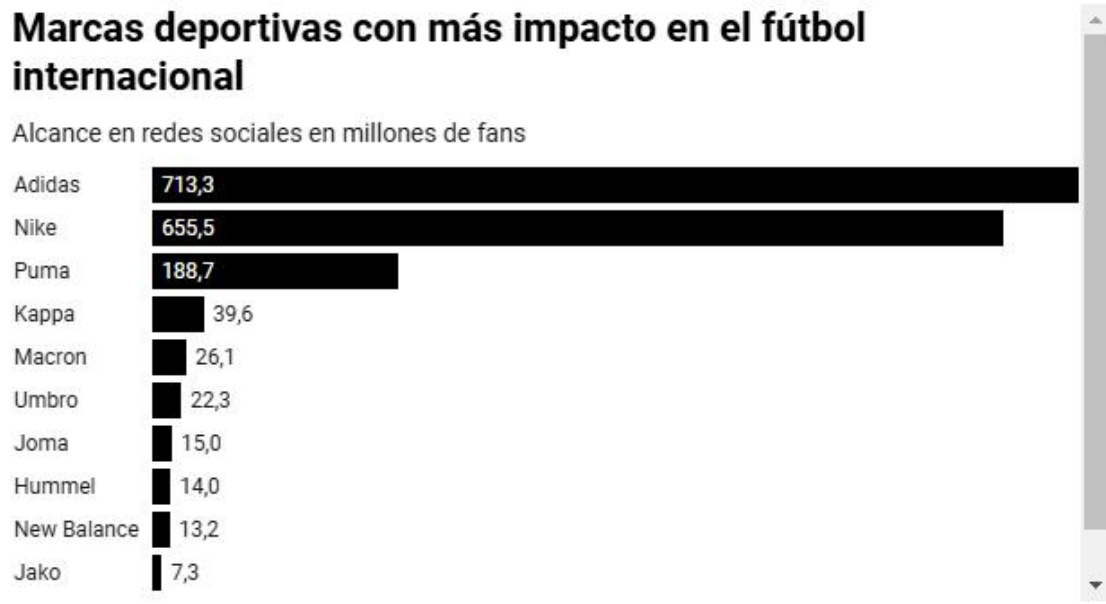
Fifth brand with the most teams in the top leagues, according to TradeSport.



Presence in UEFA Euro 2024.



Joma, among the brands with the greatest impact on international football, according to Palco23.



And it has also allowed the brand to be part of these historic moments in football in recent years:

RECENT ACHIEVEMENTS IN FOOTBALL



Villarreal UEFA Europa League Champion (2021) and UEFA Champions League Runner-up (2022)



Cruz Azul, Supercopa México Champion (2022)



Marta Torrejón, two-time European Champion with Barça (2023 and 2024) wearing Propulsion boots.



Atlante FC is the team with the most Liga Expansión titles (2024).



Romania and Ukraine compete in UEFA Euro 2024 with Joma (2024).



Atalanta, UEFA Europa League Champion (2024).

4.2. FUTSAL

In futsal, Joma has successfully differentiated itself from other brands by approaching the sport with a bold vision. The Spanish brand bet on this dynamic and growing discipline in the early 2000s, developing technical equipment tailored to the intensity and speed of the game. Since then, it has been a key player on the courts, dominating the market and outfitting national teams and players who leave an unmistakable mark in major competitions. This success would not have been possible without Joma's quick recognition of futsal as a tremendous growth opportunity.

2000



Joma launches the first TOP-FLEX, an iconic and timeless model of the brand. That same year, players Javi Sánchez, Kike, and Jesús Clavería win the 2000 FIFA Futsal World Cup with Spain.

2006

Two of the best players in the world at the time, Vinicius and Daniel Ibañes, sign with Joma.

2010



Joma sponsors Inter Movistar, one of the most successful teams in history.

2011



Joma sponsors Pescados Rubén Burela, the best women's team in history.

2019

Joma signs the three-time best player in the world, Ferrão, the current best player in the world, Pito, and the best player of the 2024 World Cup, Diego Zuffo. Additionally, the sponsorship of the LNFS begins.

2020



Joma sponsors the Royal Spanish Futsal Federation.

2021

Joma sponsors two historic teams of the LNFS: ElPozo Murcia and Viña Albali Valdepeñas.

2022



The sponsorship agreement is signed with the eight-time best player in the world, Amandinha.

2024



Record attendance at the Uzbekistan World Cup. 9 Joma players win the 2024 FIFA Futsal World Cup with Brazil, wearing Joma's full line of futsal footwear for the first time.

CURRENT SPONSORSHIPS

In futsal, Joma is the strongest brand globally. It has turned this sport into one of its greatest success stories. As a result, it outfits some of the most prominent national teams and clubs in top-level leagues, such as Inter Movistar, ElPozo Murcia, Carlos Barbosa, the Spanish national futsal team, and the best women's team in the world, Pescados Rubén Burela, bringing its design and technology to every corner of the globe. In addition, it outfits more than 300 professional players, as summarized below:

- Pito
- Amandinha
- Peque
- Anita Luján
- Raúl Campos
- Dyego Zuffo
- Drahovsky
- Lucão
- Marcell
- Neguinho
- Gadeia
- Rafa Santos
- Juanjo Catela
- Chino
- Pauleta
- Douglas

Federations:

- Spanish National Futsal Team
- Romanian National Futsal Team

And elite teams such as:

- Movistar Inter FS (Spain)
- ElPozo Murcia FS (Spain)
- Pescados Rubén Burela FS (Spain)
- FS Viña Albali Valdepeñas (Spain)
- RSC Anderlecht (Belgium)
- Carlos Barbosa Futsal Association (Brazil)
- Feldi Eboli C5 (Italy)

This sponsorship strategy, combined with continuous investment in innovation and technology to create products of the highest technical quality, has allowed Joma to establish itself as a reference in the futsal market. The data proves it:

Joma establishes itself as the leading footwear brand at the 2024 World Cup in Uzbekistan.



Interempresas

CANAL SECTORIAL

FERIA VIRTUAL

CLASIFICADOS

NEWSLET

Material Deportivo

ACTUALIDAD

OPINIÓN

PRODUCTOS

REVISTAS

DEPORTES DE EQUIPO

Como la marca que calza a más jugadores

Joma bate récord en el Mundial de Fútbol Sala

Redacción Tradesport 23/09/2024

685

Joma, la prestigiosa marca española de indumentaria deportiva, ha marcado un hito histórico en el Mundial de Fútbol Sala 2024 al convertirse en la firma que más jugadores calza durante la competición, un total de 133. Con esta presencia sin precedentes en la cita mundialista, Joma consolida su liderazgo global al proporcionar zapatillas a un número récord de jugadores, entre los cuales se encuentran algunos de los mejores del mundo.



La revista de los
que viven el deporte

HOME

RUNNING

TRAIL RUNNING

TRIATLÓN

MONTAÑA

CICLISMO

FITNESS

NIEVE

PÁDEL/TENIS

FÚTBOL

FÚTBOL

PORTADA FÚTBOL

ENTREVISTAS

COMPETICIONES

ACTUALIDAD

ENTRENAMIENTO

CUÍDATE

MATERIAL

Inicio > FÚTBOL > Actualidad > Destacan a Joma como tercera marca deportiva con mejor percepción entre el público

Según un estudio de la consultora Sport Panel

Destacan a Joma como tercera marca deportiva con mejor percepción entre el público

REDACCIÓN

el 06 julio 2023 a las 1:13 pm









Joma figura como líder en las líneas de calzado de fútbol sala, es decir, la que más veces ha sido citada, según el estudio de Sport Panel y, asimismo, figura como la principal enseña a nivel global en balones de fútbol sala.

(6-7-2023).

La marca deportiva española, Joma, se ha consolidado como la tercera marca con mejor percepción del público, según un estudio de la consultora Sport Panel, firma española especializada en estudios del sector deportivo.

ESP

El Recomendador

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Comparativa mejores zapatillas fútbol sala 2024: la mejor relación calidad-precio

Una de las particularidades que tiene el fútbol sala es que, para practicarlo, es necesario contar con material específico para ello. ¿El motivo? Que ni las porterías ni el balón ni las zapatillas de fútbol 11 sirven para jugar a futsal. Y es que no hay que olvidar que, aunque se parecen, se trata de dos deportes diferentes. Así que, si quieres saber cuáles son las mejores marcas de zapatillas futsal y en qué debes fijarte a la hora de comprar unos botines con la mejor relación calidad-precio, no te pierdas esta guía de compra de las mejores zapatillas de fútbol sala.

Última actualización: 28.11.2024
 El producto "PUMA Altacanto Jr" ha sido retirado de la tabla para una revisión.

Ganador de la comparación				Ganador calidad/precio
 Joma Cancha 2402	 Munich Gresca Kid's	 Munich G-3 Profit	 PUMA Vitoria Jr	 Joma Maxx Cortas
Recomendación	Recomendación	Recomendación	Recomendación	Recomendación
10,00	9,67	8,93	7,30	6,77
MUY BIEN 12/2024	MUY BIEN 12/2024	MUY BIEN 12/2024	BIEN 12/2024	BIEN 12/2024

Sad del ueba y sadio con la 915

RECENT ACHIEVEMENTS IN FUTSAL

Exclusive Editions for the World's Elite Players

Pescados Rubén Burela: Six-Time Spanish Super Cup Champions



LIGHT UP
LIKE THE WORLD'S BESTS

Joma bate récord de presencia en el Mundial de Uzbekistan

Es la marca con mayor presencia en calzado
9 de sus jugadores son campeones del mundo con Brasil



Ver vídeo

4.3. ATHLETICS

En el atletismo, Joma ha sido un pilar desde que comenzó a apoyar a deportistas en la década de 1990. Su reconocimiento global se consolidó tras el oro olímpico de Fermín Cacho en Barcelona 1992, un momento icónico para la marca y el deporte español. Desde entonces, Joma ha equipado a atletas de élite y federaciones nacionales, destacándose por la calidad técnica de sus productos.

1980-1990



Joma's inaugural running shoes, worn by esteemed runners such as Antonio Serrano, José Luis González, and Ricardo Ortega.

1987

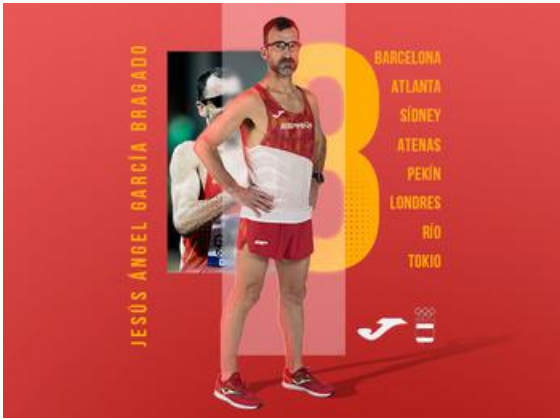


Fermín Cacho wins Olympic gold in the 1500m final at Barcelona 1992.

2014

Launch of the first competition shoe: the R-4000.

2021



Joma returns to the Tokyo 2020 Olympic Games with Jesús Ángel García Bragado. The Spanish athlete makes history with Joma, becoming the athlete with the most Olympic Games appearances.

2022

Launch of the R-2000, a highly successful shoe, which later won the 'Revelation Shoe of the Year' award by RUNNEA magazine.

2023



Over 10 Joma athletes at the Budapest World Championships in walking events. Spain makes history with a double gold win."

2024



A year of milestones:
Joma renews its R competition line with the launch of the new R-5000, R-3000, and R-1000, chosen as the best plate training shoe. The brand breaks records for presence and medals at the European Athletics Championships. It also returns to the Paris Olympic Games in race walking.



Watch video

CURRENT SPONSORSHIPS

In athletics, Joma boasts a significant presence both nationally and internationally, thanks to its extensive sponsorships. The brand equips federations, clubs, and elite athletes, notably through its collaboration with national federations such as the Spanish one and others globally, including some recently added.

Its support spans from local competitions and international championships to the Olympic Games, reinforcing its commitment to the sport and its dedication to technical excellence. These sponsorships have solidified Joma's position as a leader in athletics, associated with values of high performance and innovation.

At the national federation level, Joma currently sponsors the following selections:

- Real Federación Española de Atletismo (RFEA)
- Federazione Italiana di Atletica Leggera (FIDAL)
- Czech Athletics Federation
- Athletics Federation of Slovenia
- Athletics Federation of Serbia
- Federación Mexicana de Asociaciones de Atletismo (FMAA)
- Croatian Athletics Federation
- Royal Moroccan Athletics Federation
- Romanian Athletics Federation
- Tunisian Athletics Federation
- Athletics Federation of North Macedonia
- Azerbaijan Athletics Federation
- Georgian Athletics Federation
- Athletics Federation of Moldova

Adding to its portfolio, Joma has recently partnered with European Athletics.

The brand also sponsors renowned events and marathons worldwide, including:

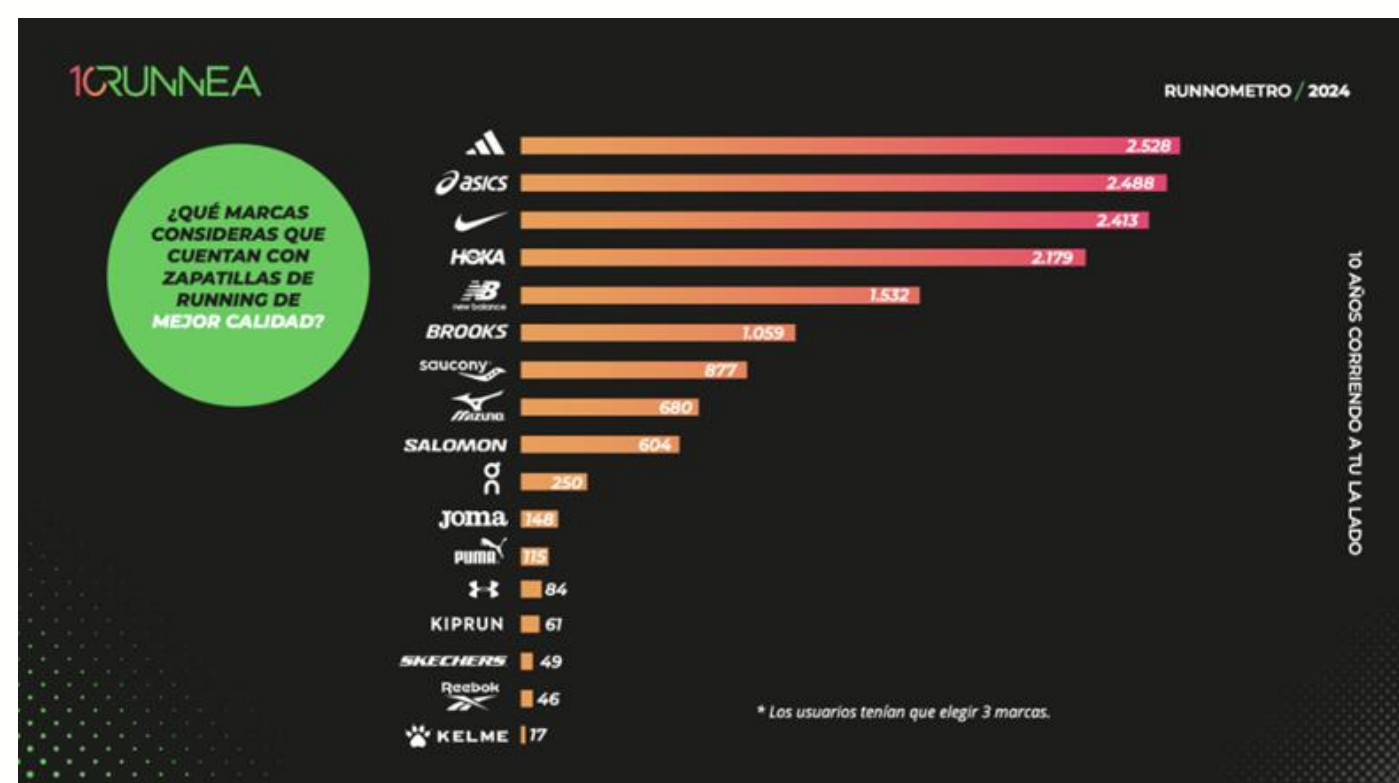
- Movistar Madrid Half Marathon (Spain) - 21,000 runners
- Ibiza Marathon (Spain)
- Ponle Freno (Spain) - 34,000 runners
- Behobia-San Sebastián (Spain)
- Maratona do Porto (Portugal)
- 20k Paris (France) - 40,000 runners
- ACEA Run Rome The Marathon (Italy) - 15,000 runners
- Firenze Marathon (Italy) - 10,000 runners
- Venice Marathon (Italy)
- Bologna Marathon (Italy)
- Padova Marathon (Italy)
- Palermo Marathon (Italy) - 14,500 runners
- Soweto Marathon (South Africa) - 23,000 runners
- Durban Marathon (South Africa)
- Two Oceans Marathon (South Africa) - 16,000 runners
- International Peace Half Marathon (Angola)

And elite athletes such as:

- Hicham Sigueni
 - Andrea Cosi
 - José Luis Doctor Morales
 - Johana Ordoñez
 - Raquel González
 - Miguel Ángel López
 - Chuso García Bragado
 - Ruth Beitia
 - Juan Carlos Higuero
 - Abel Antón
 - Alberto Amezcua
- Aldara Meilán
 - Hugo de Miguel
 - Antía Chamosa
 - Manuel Bermúdez
 - Carla Arce
 - PEdro VEga
 - Jacinto Garzón
 - David Martínez

This sponsorship strategy, coupled with continuous research in innovation and technology to develop products of technical excellence, has led Joma to establish itself firmly in the running and athletics market, as demonstrated by the following studies:

Entry into the Top 20 Best-Rated Running Shoe Brands



Third place in the medal table by brands at the Budapest World Athletics Championships

MEDALLERO POR MARCAS DE FEDERACIONES	
MARCA	MEDALLAS
NIKE	62
PUMA	35
JOMA	15
ADIDAS	13
ASICS	7
MARCA LOCAL	7
4F	4
CRAFT	4
PEAK	1

Joma, the fifth most searched brand online for running shoes (CMD Sports)

RÁNKING MARCAS SEGÚN BÚSQUEDAS ZAPATILLAS RUNNING EN ESPAÑA EN INTERNET		
BUSQ MÁS FAVOR PARA CADA MARCA	MEDIA BÚSQUEDAS AL MES	MEDIA CLICS AL MES
ZAPATILLAS NIKE RUNNING	2.150	1.850
ASICS RUNNING ZAPATILLAS	1.600	1.350
ZAPATILLAS ADIDAS RUNNING	650	550
ZAPATILLAS JOMA RUNNING	550	450
ZAPATILLAS NEW BALANCE RUNNING	500	400
ZAPATILLAS MIZUNO RUNNING	200	150
ZAPATILLAS RUNNING UNDER ARMOUR	200	150
ZAPATILLAS RUNNING PUMA	150	100
ZAPATILLAS RUNNING HOKA	150	100
ZAPATILLAS RUNNING SAUCONY	100	100
ZAPATILLAS RUNNING BROOKS	100	100
ZAPATILLAS REEBOK RUNNING	100	100

The R-2000, chosen as the revelation shoe of the year 2023



The R-1000, chosen as the best plated training shoe



These figures have been accompanied by milestones that have placed Joma at the forefront of athletics.

RECENT MILESTONES IN ATHLETICS

Jose Luis Doctor Morales, Gold Medalist at the 2023 Central American and Caribbean Games



Spain achieves a double gold in race walking at the 2023 World Athletics Championships.

Record-breaking medal count for the #JomaTeam at the 2024 European Athletics Championships.



Sponsorship agreement with European Athletics



4.4. TRAIL

oma has made a strong entry into the world of trail running, decisively backing this booming sport as a strategic opportunity to expand its reach. In just a few years, the Spanish brand has developed a specific line of footwear and technical equipment that meets the extreme demands of this discipline, earning the trust of runners and clubs. Its rapid expansion in trail running reflects its ability to adapt to new sports trends. This move positions Joma as a key player in a segment full of possibilities, consolidating its presence in terrains where adventure and endurance are paramount.

2013



Launch of the first Trail competition shoe: TREK.

2017

Joma creates the SIERRA and SIMA shoes, two of the brand's most iconic trail models.

2018

Joma sponsors its first Trail race at Desafío Urbión.

2019

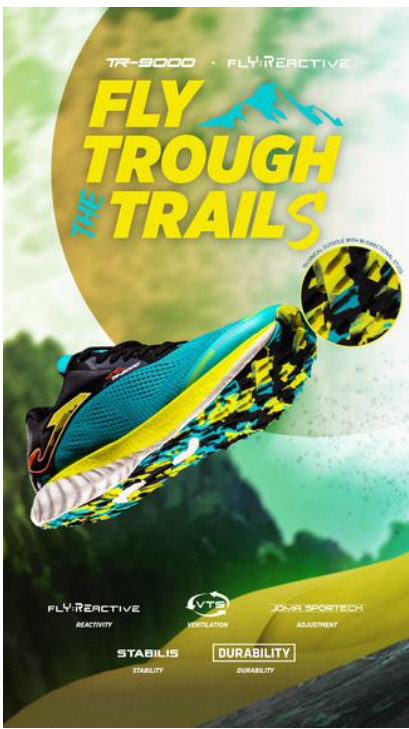
First runners competing with JOMA in Trail races.



2022

The TR-9000 concept is created following the success of the R-4000 road shoe.

2023



Launch of the first shoe in the TR range: TR-9000. Joma reinforces its presence in trail running with an official team of 16 people and the signings of MIGUEL HERAS and GEMMA ARENAS, national trail legends, among others. They gather as a team for the first time at ULTRAPIRINEU.



Watch video

2024

A full competition line featuring up to 5 TR shoes is launched. The #JomaTrailTeam accumulates victories in the main circuits, such as Ultrapiirineu, Transgrancanaria, and Penyalgosa.



CURRENT SPONSORSHIPS

Joma has left its mark on the heart of trail running, becoming a protagonist in the world's most iconic events in record time through its sponsorships. Equipping the #JomaTrailTeam, the brand has demonstrated that its commitment to this sport is ambitious and strategic. With an increasingly strong presence and a clear commitment to the development of trail running, Joma is redefining the way this sport is experienced, merging national and international signings who are legends of this sport with young promises.

Specifically, these are the athletes who are part of the #JomaTrailTeam in 2025:

- Miguel Heras
- Inés Astrain
- Gemma Arenas
- Toni Baños
- Natalia González
- Mónica Vega
- Víctor del Águila
- Guillermo Acosta
- Pablo Bautista
- Andrea Rico
- Mario Mirabel
- Raúl Ortiz
- Bel Calero
- Andres Jiménez
- Ikram Rharsalla
- Tiago Vieira
- Robert Pkemoi
- Leonard Mitrica
- Caterina Stenta
- Olivia Magnone
- Simon Berger

RECENT MILESTONES IN TRAIL RUNNING

Joma runners sweep the podium at Transgrancanaria 2024.



Launch of the first complete line of competition footwear: TR.



The #JomaTrailTeam concludes Ultra Sierra Nevada with three podium finishes.



Agustín Luján champions sportsmanship by conceding his victory in the Gran Trail Peñalara.



Robert Pkemoi solidifies his position in the trail elite after his performance in the Golden Trail Series.



Victor del Águila and Inés Astrain conquer the mountains in Val d'Aran.



4.5. TENNIS

Joma's trajectory in tennis is also synonymous with great moments and names in the sport. Its foray into this discipline began in the 1980s, launching its first prototypes but always with a broad vision for the future and its constant commitment to diversification. So much so that decades later it has sponsored elite tennis players, clubs and international events. The brand has earned a place on the professional circuit thanks to its commitment to the development of tennis globally.

1980



Launch of the first tennis footwear line, a milestone for Joma's diversification.

2007

2008



Feliciano López crowned Davis Cup champion with Spain wearing Joma.

2010

2021



2022

2023

2024



Italy achieves a double victory with Joma: reclaiming the Davis Cup championship and also securing victory in the Billie Jean King Cup. In the Davis Cup, tennis legends wear Joma, and the brand becomes part of tennis history by outfitting Rafa Nadal in his farewell match.



CURRENT SPONSORSHIPS

Regarding tennis, Joma has left an indelible mark on the sport, both nationally and internationally, thanks to its ambitious sponsorship strategy. The Spanish brand has become an indispensable ally for elite tennis players and rising stars, equipping them with products designed to shine on the most demanding courts of the circuit. In fact, it has brought its seal of innovation and style to all categories of tennis. Its presence not only drives sports performance but also reaffirms its place as a global leader in this exciting world.

Specifically, Joma allocates part of its resources to sponsoring tennis assets such as the following federations:

- Italian Tennis and Padel Federation (FITP)
- Royal Spanish Tennis Federation
- Serbian Tennis Federation
- Slovak Tennis Federation

And recognized players, who are the image of Joma worldwide, such as:

- Pablo Carreño
- Albert Ramos
- Marcel Granollers
- Tamara Zidansek
- Facundo Díaz Acosta
- Mariano Navone
- Sara Sorribes
- Thiago Monteiro
- Jessica Bouzas
- Fabián Marozsán
- Marie Bouzková
- Marco Cecchinato
- Liam Broady
- Tomáš Macháč
- Magda Linette
- Facundo Bagnis
- Aliona Bolsova
- Aleksandar Vukic
- Pedro Martínez Portero
- Alexandre Müller

The sponsorship strategy in tennis is completed with agreements with major international tournaments such as the DAVIS CUP, the tennis world cup, and the INTERNAZIONALI BNL D'ITALIA, one of the most prestigious in the world played on clay.

In short, Joma has achieved outstanding milestones in the last year that consolidate its leadership in tennis, an impact that transcends beyond the courts, leaving an indelible mark on each tournament.

RECENT MILESTONES IN TENNIS

Sponsorship of the Rome Masters 1000 and Davis Cup



Watch
Video

Sara Sorribes and Tomas Machac win medals at Paris 2024.



Italy, Davis Cup champion two consecutive times (2023 and 2024) and BJJC champion (2024)



4.6. PADDLE

Looking at Joma's trajectory in padel, one can appreciate how it has managed to position itself as a key player in the history of a sport that has experienced a spectacular boom in recent years. From its first steps in this sector, the Spanish brand saw in padel a unique opportunity to innovate and expand its sporting legacy. Doing what it does best: combining design and advanced technology, Joma has been developing footwear and technical clothing, which quickly won over professional players. Today, its presence in international tournaments and the sponsorship of great padel figures reflect its ambition and success in a sport where competition and passion go hand in hand.

2013



Launch of the first padel footwear line, a milestone for Joma's diversification. Also, the first sponsorships of Martin Di Nenno and Franco Stupaczuk are acquired.

2014



Sponsorship of world number 1 Juani Mieres.

2018



Joma becomes the official footwear of the prestigious World Padel Tour circuit.

2021

Joma becomes the official sponsor of the FIP and the World Padel Tour Challenger.

2022



The first 360° paddle collection breaks into the market

2023



Joma becomes the official supplier of the A1PADEL circuit.

2024



Joma strengthens its commitment to padel by signing renowned players Juanlu Esbrí and Vero Virseda as brand ambassadors, alongside Carolina Navarro, former world number 1.



Watch video

CURRENT SPONSORSHIPS

Joma's sponsorship strategy reflects its commitment to padel, a rapidly expanding sport. The brand equips elite players and renowned competitions, bringing its innovation and style to the world's most important courts. Its presence in major tournaments and its support for emerging and established figures position Joma as a key player in the development of padel.

Among the individual sponsorships, the following stand out:

- Juani Mieres
- Alba Galán
- Vero Virsea
- Juanlu Esbrí
- Carolina Navarro
- Gustavo Pratto
- Tolito Aguirre
- Pincho Fernández
- José Diestro
- Óscar Guiral
- Nuria Rodríguez

Joma also sponsors the Italian Tennis and Padel Federation. And even tournaments of great international importance, such as:

- Premier Padel (Dubai, New Guiza and Valladolid)
- A1 Padel

Furthermore, in the last year, Joma has achieved significant advancements that reinforce its leadership position in padel, leaving a mark that goes beyond the courts and establishing itself as a benchmark in every tournament.

RECENT MILESTONES IN PADEL

Sponsorship and launch of special product for Premier Padel Dubai, New Guiza, and Valladolid.



Padel legend Juani Mieres retires with Joma.



Special line for former world number 1 Carolina Navarro.



5. TECHNOLOGICAL INNOVATION

In recent years, Joma has intensified its investment in R&D&I with the aim of integrating advanced technology into its products, thus responding to the growing demands of the sports market and consumers. The brand has been able to allocate increasing resources towards the development of new materials and manufacturing processes that optimize the functionality and performance of its products. A 25% increase in R&D&I investment and 600 annual laboratory tests make this competitive advantage a reality.

Every day, the development department works in depth to optimize the comfort and performance of each line, taking into account the particularities of each sport and with the help of technicians, experts and professional athletes, who subject the product to extreme conditions. In fact, in the last year, the R&D&I team developed more than 20 new technologies between footwear and textiles.

This exploration of new technological frontiers has made it possible for every athlete and athlete to find in Joma the perfect ally to overcome their limits. And also that it ranks among the 10 best sports brands in the world and the first in Spain.

ALL SPORTS. In recent years, Joma has diversified its production of technical material for a multitude of sports disciplines, providing equipment in sports in which it is already established, such as athletics, soccer, futsal or tennis, and in disciplines that it wants to promote, such as trail, padel or pickleball.

ALL SPORTSMEN. Joma equipment is developed to enhance the performance of all athletes, groups, professionals and amateurs, in all areas in which it is present.

ON THE STREET. We dress athletes on and off the courts with equipment that adapts to their lifestyle. The sporting essence of the Joma brand is also transferred to casual textile and footwear lines.



Watch
video

6. SPECIAL EVENTS

Our presence at special events transcends mere product display; it's where our passion for sports meets our consumers. Through strategic sponsorships, our stands become direct contact points with the community, allowing us to share experiences, listen to needs, and explain product improvements through our experts.

Additionally, for these unique events, we create exclusive products with personalized designs that capture the essence of the moment and transform it into powerful, high-performance pieces.

All subsequent communication is articulated around these products. For example, for footwear, we develop packaging that not only complements it but also elevates the aesthetics of the shoes, making every detail speak the same visual language."

SPORTS EVENTS

In detail, we have sponsored events in all the disciplines in which we are currently present, which elevates our brand image and serves as a great showcase for the international public.

MARATHONS

- Movistar Madrid Half Marathon (Spain)
- Ibiza Marathon (Spain)
- Ponle Freno (Spain)
- Porto Marathon (Portugal)
- 20k Paris (France)
- ACEA Run Rome The Marathon (Italy)
- Florence Marathon (Italy)
- Venice Marathon (Italy)
- Bologna Marathon (Italy)
- Padova Marathon (Italy)
- Palermo Marathon (Italy)
- Soweto Marathon (South Africa)
- Durban Marathon (South Africa)
- Two Oceans Marathon (South Africa)
- International Peace Half Marathon (Angola)



OTHER SPONSORED SPORTS EVENTS

TENNIS:

- Davis Cup as official technical provider
- Internazionali BNL D'Italia as official technical provider

PADDLE:

- Premier Padel Dubai as official footwear
- Premier Padel Valladolid as official footwear and paddle
- Premier Padel New Guiza as official paddle
- Asian Padel Pacific Tour as official technical provider
- A1 Padel as official footwear

TRAIL:

- Ultra Mediterránea
- Trail San Pablo de los Montes
- Ultra Montaña Palentina
- Ultra Sierra Nevada
- Bilbao Trail
- Trail Tierra de Ibias
- Gran Trail Peñalara
- Camí de Cavalls
- Domusa Teknik
- Vertical de Bergueda
- 360° The Challenge
- La Picón Castro
- Vall De Boi

DAVIS CUP



Internazionali BNL D'Italia



Premier Padel



Ver vídeo

Trail Events



COLLECTION PRESENTATIONS

On the other hand, we have exhibitions in showrooms and hotels, which are attended by visits from national and international clients, as well as media. These take place both at the headquarters and at points distributed in more than 15 countries. They serve as a meeting point to present the new proposals of the brand.

Specifically, the collection for 2025 has exhibited in European countries such as Spain, Italy, Portugal, France, Slovenia, Czech Republic, United Kingdom, Germany, Romania, Moldova and Finland, as well as in different areas of Asia such as Kazakhstan, Azerbaijan, United Arab Emirates, and Mexico in Latin America.

Likewise, we attend with all these novelties both in footwear and textiles to relevant international fairs, in which we join other powerful brands to show all the novelties to distributors and potential clients. For example, we are present at:

- ISPO Munich, which we have been attending for more than 40 years.
- MICAM (Milan)
- SAPICA (Mexico)
- Joma World Premiere (Dubai)
- Africa Sports Expo (Casablanca)



Press Day Joma



Press Day Joma



Press Day Joma



Hotels presentation



Hotels presentation



Hotels presentation



Sport Sustainability Summit



ISPO Múnich



MICAM



SAPICA

7. RETAIL STORES



Joma's expansion in the field of physical stores has been constant and represents a fundamental strategic pillar for the brand's development globally. With more than 30 own stores distributed in different markets and presence in more than 40 countries, Joma has managed to establish a solid network that includes flagships, own stores and outlets. This deployment not only strengthens its visibility, but also allows the brand to approach its customers directly, providing them with a personalized experience consistent with its values.

In each store, Joma takes special care in the presentation of its products, using high-quality materials and impactful visual supports to convey the added value of its collections. This approach ensures that the products stand out from the competition, highlighting not only their design and functionality, but also the technicality that makes them unique in the market. In this way, Joma stores are not only points of sale, but also spaces where the essence and excellence of the brand are reflected.



