

## Katker 2005 Kft - BeStrong

### 1. Company profile:

- Company website: [www.bestrong.com](http://www.bestrong.com)
- Industry: Fitness and sport equipment specialists
- Employees: 70
- Founded: 2000
- Contact name: Roland Biro
- Contact phone number: +36 30 367 80 62
- Contact e-mail: [roland.biro@bestrong.com](mailto:roland.biro@bestrong.com)

### 2. About us:

- BeStrong specializes in the development, production and installation of outdoor sports and recreational fitness zones using innovative equipment with high social and interactive value to improve the well-being of all people from different generations and social groups. Our equipment has been developed using elite professional fitness coaches as well as International athletes and players. We have more than 15 year's experience in development and manufacture installing over 1000 outdoor fitness park across 10 countries and are currently expanding globally.

### 3. Key product/service/solution

- Functional fitness parks ranging from small 32sqm to extra large 238sqm
- Largest portfolio of elements to ensure all fitness requirements are included.
- Sport specific fitness equipment
- Multi-Sport Arenas
- Kids Fitness equipment
- Cardio and weight fitness equipment
- Specialist rubber flooring manufactured from recycled materials available in 10 different thicknesses and a selection of colours

### 4. Unique selling points

- Highest quality elements at competitive pricing.
- All elements designed and manufactured in-house.
- Innovative Mobile App technology to ensure safe use and monitor progression.

## 5. References, Key partners

- More than 1000 fitness park installed in Hungary.
- US National Soccer Team
- Sporting Kansas City FC
- Hungary – Budapest, Ferencvaros Football Club Training Facility
- Hungary – Budapest, Margaret Island
- Switzerland – Zurich
- France - Paris
- Italy – Colorno, Errea Headquarters

## 6. Certifications and Awards

- a. TÜV SÜD Certificate (for fitness equipment)
- b. TÜV SÜD Certificate (for rubber flooring)

## 7. Target market (customers), buyer persona

- a. Target markets:
  - Austria, Slovenia, Italy, Switzerland, Germany, France, Netherland, Belgium, Sweden, Norway, Finland, Poland, Spain
  - Middle East (UAE, Saudi-Arabia, Bahrein)
  - North America (USA, Canada, Mexico)
- b. Target sectors:
  - Public sector (municipalities, local authorities, armed services, emergency services or health associations).
  - Private sector (Universities, schools, senior citizens facilities, rehabilitation centres, sport clubs, fitness centres, corporate sites and individuals).
  - Alternative partners (architects, town and park planners, and construction companies).

## 8. Business model

- i. Through a Global distribution network, we aim to manufacture and supply fitness zones and elements to become recognised as the market leader in outdoor fitness equipment.
- ii. Liaising directly with Government departments, charitable organisations, and private sector to develop strong relations ensuring optimisation of available funding providing the opportunity for more people to improve their fitness and wellbeing.