



VULT

SPORTSTYLE
FRANCHISE SYSTEM

WHAT IS SPORTSTYLE?

- ✔ Sportstyle unites the energy and ease of active living with the rhythm of city life. It goes beyond traditional sportswear, blending performance with style.
- ✔ It fits every part of daily life, from the gym and office to travel and social occasions.
- ✔ Flexible, durable and breathable materials put striking design and comfort at the heart of every product.
- ✔ It combines contemporary design with functionality, so consumers never have to choose between style and comfort.
- ✔ It speaks to active, dynamic consumers of all ages who want to feel at home in both the outdoors and the city.



SPORTSTYLE'S FIRST AND ONLY: VAULT

Rapid shifts in post-pandemic consumer habits are also reshaping style preferences. Consumers favour hybrid, functional products that suit different settings. Sportstyle combines style and individuality with durability and everyday comfort.

VAULT is Türkiye's first and only retail concept to embrace this fast-growing global movement and place it at the heart of its brand identity.



WHY BECOME A VAULT FRANCHISEE?

- As Türkiye's first and only franchise network focused on sportstyle, VAULT is the first choice for both consumers and investors.
- Sportstyle is more than a trend: it is reshaping sportswear for the long term, with collections that capture the spirit of the times.
- As consumers refresh their wardrobes with sportstyle products, VAULT offers an investment opportunity with strong, lasting profit potential.



OUR BRANDS

MERRELL

SALOMON



saucony

QUIKSILVER

Hurley

**Jack
Wolfskin**

EMU Australia.



BILLABONG

SLAM

ROSSIGNOL

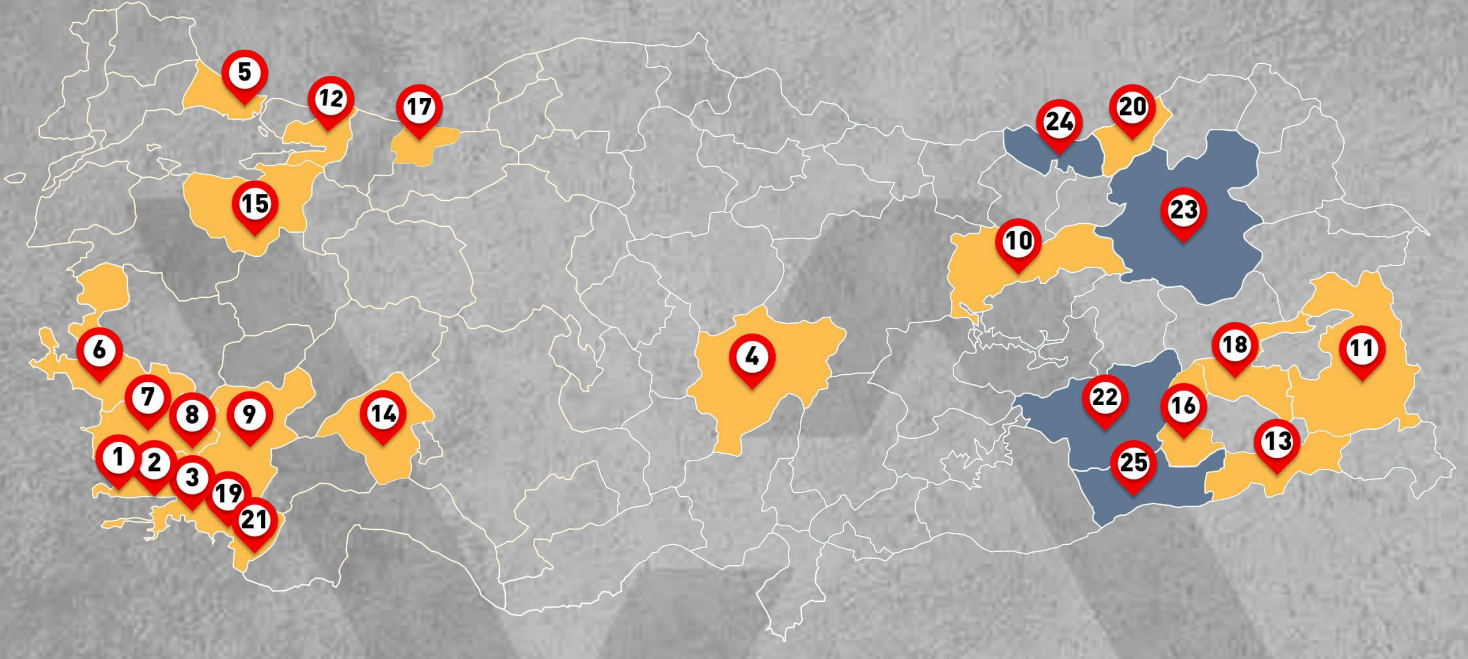
MAMMUT

BURTON

SWEATY BETTY



VAULT STORE NETWORK



Current VAULT Stores

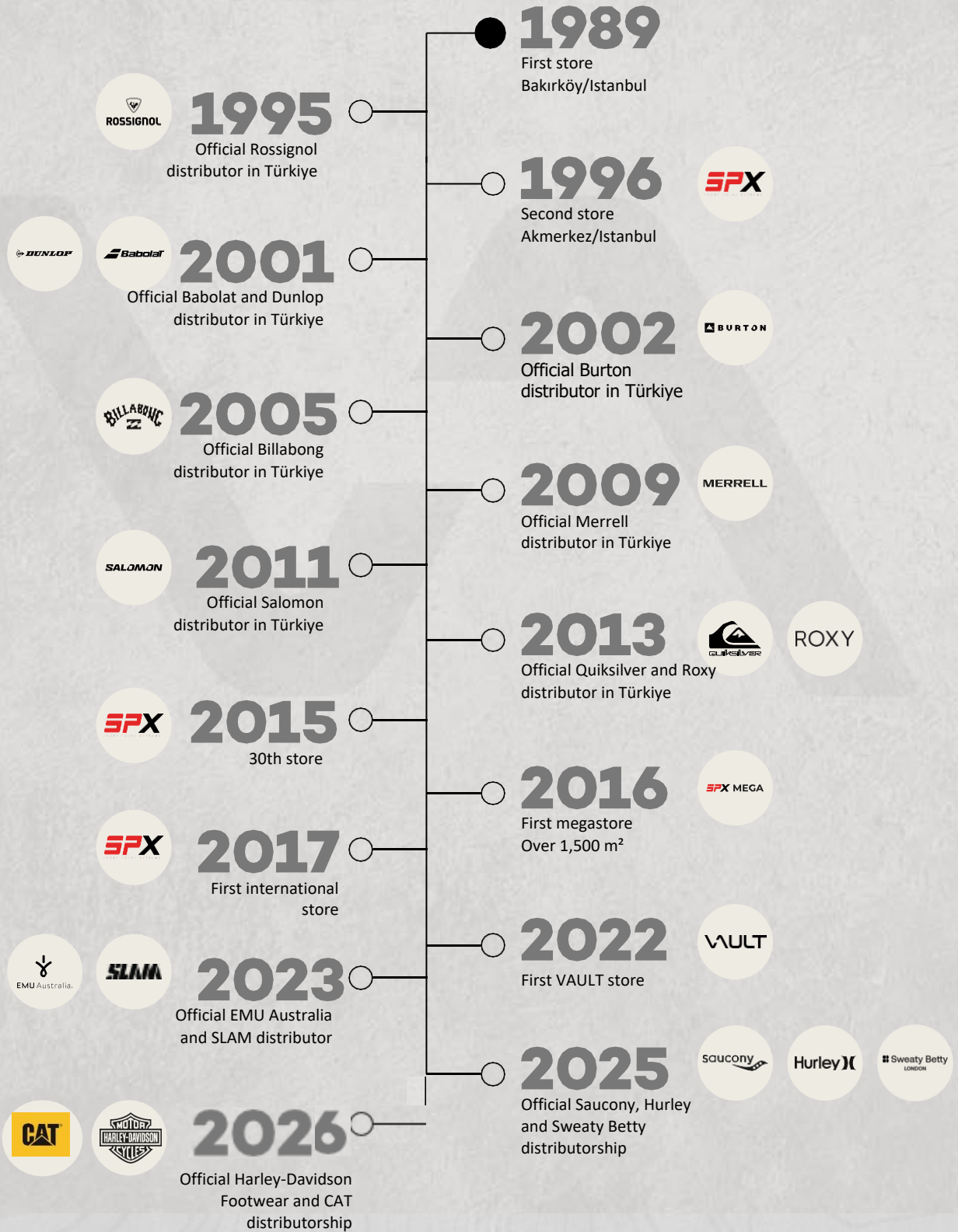
- | | |
|-----------------------------------|-----------------------------------|
| 1 Fethiye VAULT (Muğla) | 11 Van VAULT |
| 2 Rüya 48 VAULT (Muğla) | 12 Symbol AVM VAULT (Kocaeli) |
| 3 Milas VAULT (Muğla) | 13 Şırnak VAULT |
| 4 Kayseri Park AVM VAULT | 14 Centrium VAULT (Isparta) |
| 5 Seyrantepe VAULT (İstanbul) | 15 Nilüfer VAULT (Bursa) |
| 6 Selçuk Outlet AVM VAULT (İzmir) | 16 Petrol City AVM VAULT (Batman) |
| 7 Söke VAULT (Aydın) | 17 DMALL VAULT (Düzce) |
| 8 Ops Mall AVM VAULT (Aydın) | 18 Tatvan VAULT (Bitlis) |
| 9 Denizli VAULT | 19 Novada AVM VAULT (Muğla) |
| 10 Erzincan VAULT | 20 Şimal AVM VAULT (Rize) |

Upcoming VAULT Stores

- | |
|----------------------------------|
| 21 Bodrum VAULT (Bodrum) |
| 22 Via Point VAULT (Diyarbakır) |
| 23 Erzurum Cadde VAULT (Erzurum) |
| 24 Forum VAULT (Trabzon) |
| 25 Movapark VAULT (Mardin) |

FROM SPX TO VAULT

OUR ROADMAP



THE BENEFITS OF A VAULT FRANCHISE



Preferential pricing and payment terms



Priority order dispatch



Support with architectural design, IT, training, HR management, events and marketing



Returns and stock swaps for franchisees



A dedicated VAULT management and franchise support team



Corporate support for store opening events

A WIN-WIN MODEL: VAULT+BLUE MONKEY

Stores are no longer just places to shop. They are experience hubs where customers spend more time and connect with brands. The **VAULT+Blue Monkey Coffee** model brings leading sports brands together with coffee, an essential part of an active lifestyle.

-  Through **Blue Monkey Coffee**, developed around an active lifestyle, VAULT offers a fresh, high-quality coffee experience.
-  VAULT+Blue Monkey Coffee hybrid stores are designed as lifestyle destinations where people want to spend time.
-  This model increases both commercial potential and visitor numbers.

What makes the **VAULT+Blue Monkey Coffee** model so rewarding?



WHY CHOOSE THE VAULT+BLUE MONKEY MODEL?

-  Longer in-store visits increase customer engagement with products.
-  Each store becomes a destination: a place to meet, work independently or socialise, driving higher footfall.
-  Coffee visitors discover sportstyle products, while shoppers enjoy quality coffee. Higher visitor numbers create cross-selling opportunities and increase store revenue.
-  An experience-led retail model, unlike conventional stores.
-  VAULT+Blue Monkey Coffee brings sport, urban living and socialising under one roof, giving customers a more cohesive, premium experience.



APPLICATION CRITERIA AND ASSESSMENT PROCESS



From initial review to contract,
store design and opening

**COMPLETE
FRANCHISEE
SUPPORT**



ASSESSMENT PROCESS

- VA Submit your application and company details through our contact channels. A meeting is arranged at this stage to assess your suitability.
- VA Following a positive initial review, the store's operational, technical and financial details are analysed.
- VA Once the store is approved, the franchise agreement is sent to you.
- VA After both parties sign the agreement, you must provide the required documents and financial guarantees.
- VA The details of store planning, design and fit-out are reviewed.
- VA Your team is trained on the brands, products and technologies to be offered.
- VA **Congratulations on your new store!** Our team is always just a phone call away whenever you need support.



Watch the video for details of the franchise process.



VULT SPORTSTYLE FOR FRANCHISE ENQUIRIES CONTACT US



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