



ASF 4.0 raises €10m for local footwear production in France

Ardoix, September 17th, 2020

Advanced Shoe Factory 4.0 (ASF 4.0) was founded in September 2019 with the aim of designing, building and operating a smart factory (known as a 4.0 industrial tool) dedicated to the automated production of sport shoes in France.

The automation and local production yields many benefits to footwear brands:

- **Greater speed** to market and reactivity thanks to simplified logistics preventing potential stock shortages in the European market
- **Greater flexibility** in the development of brands's product line, allowing the company to test new models that might be produced in smaller volumes
- **An environmentally friendly solution** minimizing the carbon footprint
- **A competitive solution facing** Asian production costs, thanks to a streamlined assembly process with the use of robotics in the factory

ASF 4.0 factory will be commissioned in mid-2021 and will have for main objectives:

1. To produce 500,000 pairs of shoes per year, including for its three partner brands Salomon, Babolat and Millet
2. To create new jobs in France by employing approximately 50 persons

ASF 4.0 will rely on Siemens expertise in Industry 4.0, Salomon knowledge in designing sport shoes and patented textile MATRYX (ownership of Chamatex Group, initially co-developed with Babolat and Groupe Zebra) which make automation of sport shoes production easier. Shoe production at the factory is expected to start on mid-2021 with the new Salomon footwear shoe.



The fundraising was carried out with corporates, sport brands and financial investors, notably:

- **Chamatex Group** which becomes the majority shareholder with the support of new financial investors (Etoile ID groupe Crédit du Nord and Bpifrance)
- **Salomon, Babolat and Millet** which will be the first customers of ASF 4.0
- **Cuir Invest**, a financial investor dedicated to the leather and shoe sectors in France

ASF 4.0 has also benefited from the financial support of its Banks, Siemens Financial Services, Bpifrance, Auvergne-Rhône-Alpes region and French state.

On Thursday, September 17th, ASF 4.0 will celebrate the laying of the foundation stone for this future factory, surrounded by its partners.

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