



# COMPANY PROFILE



**BOUTIQUE DISTRIBUTOR FOR  
BENELUX COUNTRIES**

Latest update: **JANUARY 2026**



# BRIEF INTRODUCTION

## History

2moso was established in 2005 and began by importing and distributing colorful designer bags and sleeves for MacBooks (iBook, PowerBook etc.). At that time, the market was primarily dominated by standard black, durable bags. 2moso's new and innovative range offered a welcome breath of fresh air while fulfilling a need in the market for Apple Resellers and online retailers, who soon found their way to 2moso. Due to the increasing popularity of the iPod, the range of products was expanded to include cases and this allowed 2moso to firmly establish itself as a major supplier of exclusive Apple accessories for consumer electronics. Since the beginning, the range of products has been steadily expanded with top-of-the-range quality brands.

## Present

2moso currently mainly operates within the sports channel. Since 2012 we started developing this channel and began to build our product portfolio for endurance sports. Within the sports channel Biking & Running are the sports which stand out. Add Swimming to the mix and you can do a Triathlon.

We do this with the same vision as we started:

**To make people happy with beautiful and functional accessories**





# OUR VISION & MISSION

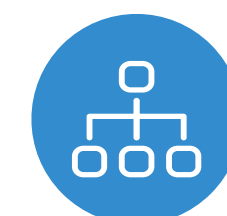
What is a distributor's function in this day and age? We believe there are brands and markets that have specific elements that are suitable for a local distributor. We see ourselves as a boutique distributor, which basically means that we serve niches. Sometimes we require several niches in order to be able to offer a certain service or reach a certain commercial level, so that we can operate effectively. But that's fine, as long as each of the stakeholders is happy. We know which volumes we need to generate so that our back office operates efficiently.

**Our mission?** To provide a stable organization for all stakeholders, to build long-term relationships and to have some fun along the way!



## MARKET KNOWLEDGE

We have people out there who visit clients and participate in events and networking events. This generates a lot of knowledge, expertise and leads.



## SUPPLY CHAIN

We have our own warehouse and client-connected IT systems, which means that we can move products efficiently. We also function as an extra stock keeping unit.



## BRAND BUILDING

We love all brands and the way in which we use them allows us to act much like an extension of the vendor.

# OUR COMPANY TIMELINE

2005 - 2018



## FOUNDING

2moso began as a home-based company and was founded by **2** people: **m**other, Ellis van Baalen, and her **s**on, René Knierim.

2005

2009



## >100% YOY GROWTH

After managing the first period of growth and moving to an office with its own warehouse in 2009, we hired our first personnel to help us manage future growth.





## REACHING THE FIRST PEAK

2012 marked a turning point in the history of 2moso. After experiencing growth >100% YOY, winning several awards and expanding our offices, warehouse capacity and staff we saw the first signs of a changing market situation on both macro and micro levels. This saw us change our strategy from growth to consolidation.

2012

2015



## ENTERING NEW CHANNELS PAYS OFF

Since 2012, we have made a serious effort to establish ourselves by launching a number of new brands in the sports channels that serve the biking and running specialty stores. In 2015 we saw the potential and capitalized on this opportunity, which led to 2moso becoming an established and well-known distributor.



## SECOND GROWTH PHASE

While the mobile channel continued to consolidate, the sports channel continued to grow rapidly. In an effort to accommodate this rate of growth, we once again expanded our offices, warehouse capacity and staff. For the first time in 2moso's history, 2017 saw the sports channel outgrow the mobile channel.

2017

2020



## 2MOSO & COVID

2020 has been a turbulent year in many ways. We were lucky enough to be in a channel where demand surged due to Covid-19. Managing the lack of supply was our greatest challenge.





## TRANSITION TO SPORTS

2021 was still a Covid-19 year where demand was very high in our sports channels. We also introduced several new sport related brands and parted with some long lasting mobile suppliers. This marks our final transition from a mobile accessory business to a sports accessory business.

2021

2023



## RELAPSE

2022 and a large part of 2023 were a challenge due to overstock in the channel, global unrest and surging inflation. It was only until Q4'23 that we saw good results coming back.





## BACK TO NORMAL

2024 & 2025 for 2moso ment going back to normal. The established brands kept on growing and we had the chance to explore our newer brands. 2024 was also the first full year of doing business in Germany, through a joint venture called QS Brands GmbH. In May 2025 Joost van Steekelenburg came on board as a shareholder and CEO. This started the process of achieving Operational Excellence within 2moso. 2025 marked the 20th year anniversary for 2moso, with a future proof strategy for the next 20 years.

2025

PRESENT







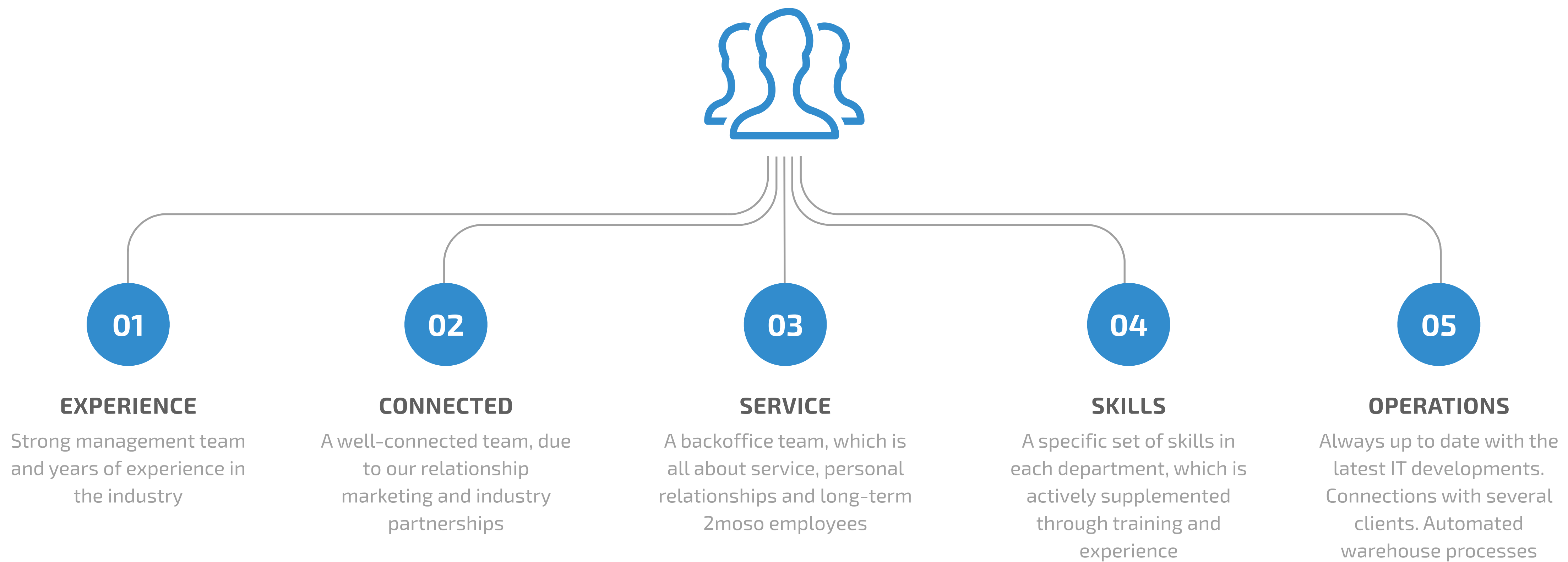
# TRUST IN OUR TEAM

2moso.



# OUR TEAM'S EXPERTISE

What can you expect from our team?





# WHAT DO WE DO?

2moso is a boutique distributor



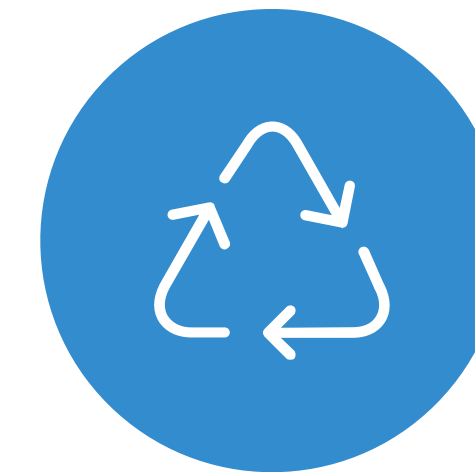
## SALES

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- Led by Job Pijpers who has many years of retail experience
  - Dedicated sales team of 6
  - Our eyes and ears in the market



## BRAND MANAGEMENT

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- Brand manager responsible to live up to the expectations of all stakeholders
  - Dedicated brand specialists to secure the knowledge within 2moso
  - Active in marketing and sales to get info distributed through the chain

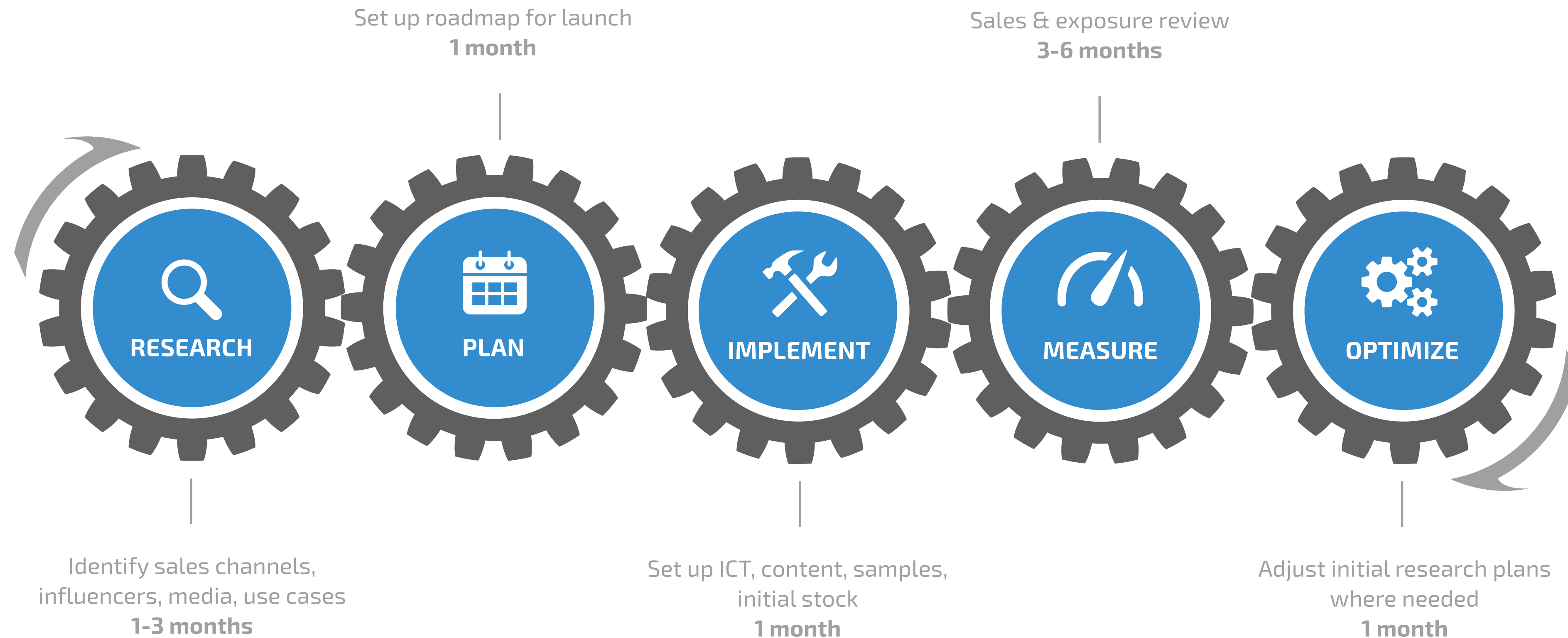


## SUPPLY CHAIN

- 
- The goal is to achieve operational excellence
  - With support of the latest technologies
  - But also with humans in the loop

# LAUNCHING A PRODUCT THE PROCESS

How do we launch a product? And how long does it take?







# BIKING PORTFOLIO

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Wahoo has become a leading global brand in sports accessories. We were there from the start and successfully built this brand in the Benelux countries.

# wahoo



# SPORTS PORTFOLIO

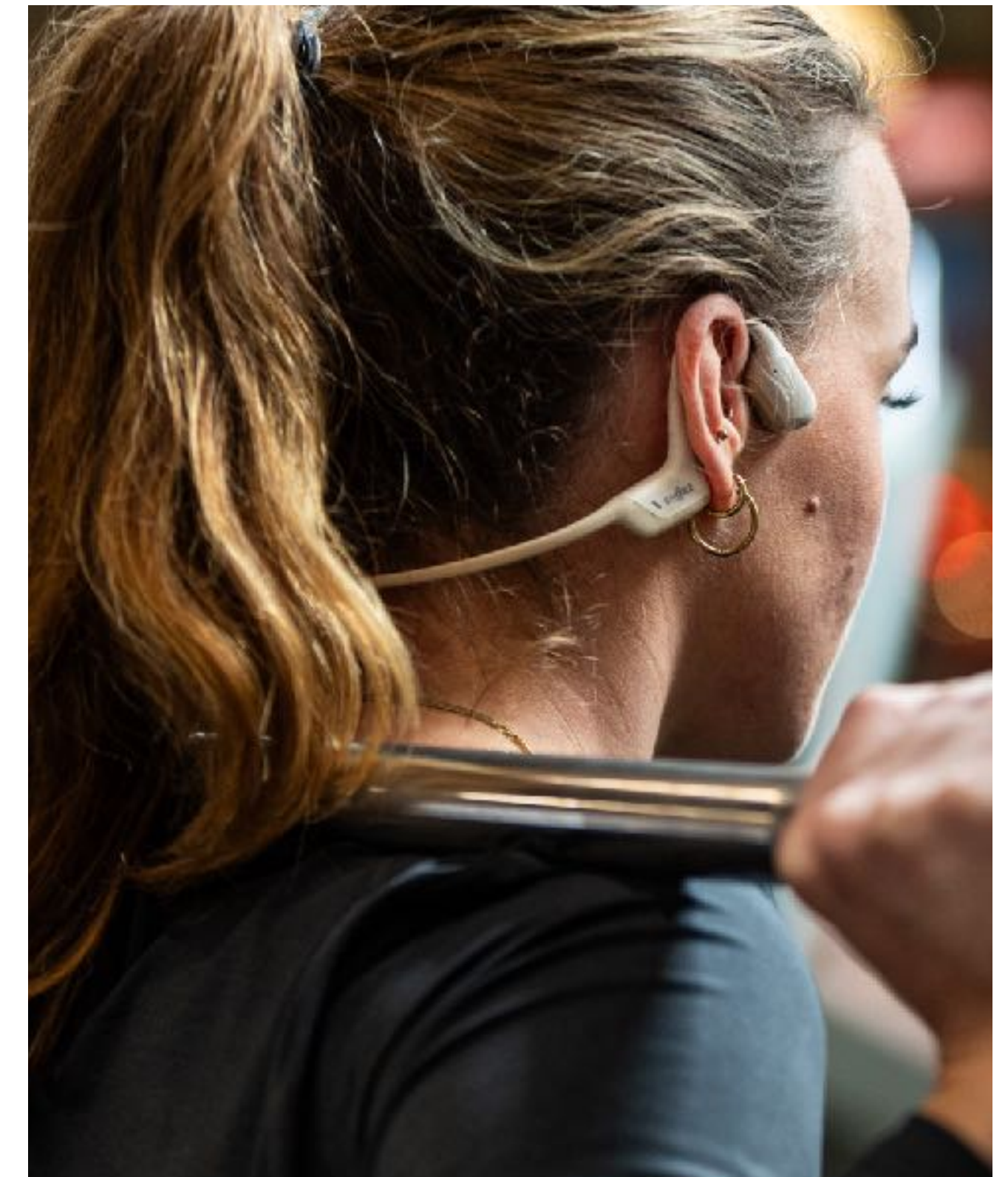
Other brands in our sports portfolio



Princeton CarbonWorks



4iiii



Shokz



# SPORTS PORTFOLIO

Other brands in our sports portfolio



Cadomotus



Pure Power



CORE



# SPORTS PORTFOLIO

Other brands in our sports portfolio



FORM



Alba Optics



The Pack



# OUR CLIENTS IN THE SPORTS CHANNEL

We serve around 500 independent bike stores, 150 running stores and all relevant online stores



Leading online bike and running accessory webshop in Benelux.



Leading franchise organization in The Netherlands with 16 running stores.



Traditional bike store that has evolved into a leading multicountry webshop, 4 superstores and 8 service points.



Leading outdoor accessory retailer in Belgium with over 50 stores and a major online presence.



Leading in the Tri channel with webshop and 2 stores.



Traditional independent bike shop that sells premium bike brands. We serve over 200 of these stores.

# SOME QUICK FACTS

Based on 2025

**1000+**

**DEALERS**

Retail specialists & online

**22.6 mio**

**REVENUE**

20% YoY growth

**800+**

**ACTIVE SKU**

Representing 10 brands.



# SOME QUICK FACTS

Based on 2025

**30+**

**# PEOPLE WORKING AT 2MOSO**

Managed to stay visible in the market and service our customers

**190K+**

**ITEMS SHIPPED**

Lots of happy customers

**500+**

**HOURS SUPPORT**

Customer Support helping out dealers with all technical and general support





**THANK YOU  
FOR  
WATCHING**

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