

Eli Group: integrated system, concrete results.

In a complex and challenging context for the entire footwear sector, Eli Group - the Marche-based reality of the Exelite group that operates in the design, production and distribution of footwear together with international brands such as **Liu Jo, Pinko and Enterprise Japan** - closes the 2024 financial year with a consolidated **turnover of approximately 83 million euro**.

A solid result, the result of an **integrated operating model** that enhances internal know-how and collaboration along the entire supply chain. The creation of the **Eli Factory** production hub, in particular, was a strategic asset to maintain **direct control over the product**, guaranteeing **quality, speed and innovation capacity**.

'We have chosen from the very beginning to build a model that puts the supply chain at the centre,' says Maurizio Croceri, CEO of Eli Group, "believing in the strength of teamwork, role specialisation and mutual trust. Working as a system, for us, means growing together."

2024 saw the footwear sector hit by falling demand, inflationary dynamics and uncertainties in international markets. In this scenario, **Eli Group was able to turn difficulty into an opportunity to reach a new stage of maturity**.

In a market where demand is more fragile and competition is increasingly selective, footwear - a key accessory - can make the difference, contributing decisively to strengthening brand identity and increasing perceived value.

Eli Group's approach, based on an integrated supply chain, vertical know-how and strategic collaboration, has brought **tangible results** in terms of growth for its partner brands. The success stories of **Liu Jo Shoes and Pinko Shoes** are proof of this.

In 2015, the footwear segment represented only **4%** of Liu Jo's internal business, with a value of **EUR 11 million**. Thanks to the joint work and shared vision with Eli Group, in 2024 footwear came to represent 17% of the entire business through the joint venture, **reaching a value of EUR 60 million**.

+445% growth in value in less than 10 years

Transformation from marginal business to strategic asset

ELI GROUP

In 2022, the footwear segment incidence for Pinko was **2%**, with a value of **EUR 4.6 million**. In just two years, the collaboration with Eli Group brought the segment to 8% incidence, with a current value of **EUR 16 million**.

+250% growth in value between 2022 and 2024

Structured growth through JV model and direct production presidium

These results demonstrate that, **at a time of great complexity for the sector, footwear can become a real differentiator and a tool for increasing brand value**, when entrusted to specialised and results-oriented partners.

With a **clear vision**, a defined identity and a solid network of partnerships, Eli Group is preparing to consolidate **its role as a strategic partner for brands that choose excellence**, reliability and innovation.

‘We look to 2025 with confidence’, concludes Croceri, "ready to consolidate our role as a strategic partner for the brands with which we collaborate, strengthened by a clear identity, a shared vision and an energy that comes from working together. We receive numerous proposals for collaboration on a daily basis, but we are very selective: we only choose projects where we see the potential to build real, mutual and lasting value."

Eli Group

Founded in 2016 in Civitanova Marche, Eli srl was born from the encounter between Marco Marchi's vision and Maurizio Croceri's production expertise, with the aim of combining Liu Jo style with Marche's footwear know-how. Having consolidated the success of Liu Jo Shoes, in 2023 Eli expanded its portfolio with Pinko Shoes and the proprietary brand Enterprise Japan, establishing itself as a dynamic reality in the fashion, luxury and streetwear segments.