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Meetings and Events Kit: Hoka One One

**Executive Speech: Wendy Yang, President of Performance Lifestyle Brands at Deckers Brands and Hoka One One**

Good afternoon. My name is Wendy Yang and I am the President of the Performance Lifestyle Brands at Deckers Brands and Hoka One One. I am pleased to be here today at the USA Track and Field National Club Cross Country Championships. This is an incredible event bringing athletes from around the country together to compete, and I am excited to be here. It has been an honor for Hoka One One to partner with USA Track and Field for this event.

I am here today to introduce you to the Hoka One One brand. By a raise of hands, how many of you have heard of Hoka One One? It is ok if you have never heard of us! I am here today to educate you on Hoka. We have only been in the market for eight years but have become the fastest growing running shoe brand in the specialty run market. My hope for today is for you to come away with a better understanding of our brand and the benefits Hoka shoes provide to masters runners like yourself. I also hope that you will relate to some of our fans that submitted their stories to us through social media over the past few months.

In 2009, when our founders Jean-Luc Diard and Nicholas Mermoud started Hoka One One, they had a specific need in mind. The need was for a running shoe that would allow athletes to run downhill faster, but with more cushioning than any other shoe in the market.

Being an accomplished ultra-marathoner himself, Nicholas Mermoud envisioned a shoe that would enable him to go downhill more efficiently while absorbing the impact that a rugged terrain demands, and by doing so, would reduce the shock to his body. He partnered with Jean-Luc Diard, inventor of the parabolic ski, to engineer a cushioned maximalist running shoe with these concepts in mind. During this time the minimalist running shoe movement was at its peak and Nicholas and Jean-Luc knew they were taking a chance in their innovative design. However, they felt that they had a great concept, which was inspired by other oversized technologies of the time, such as tennis rackets and mountain bike tires. When asked about the design concept, Jean-Luc said it best saying, "mountain bikes address tough terrain with big tires and shocks, and oversized skis allow you to float. We wanted to make a shoe that works the same way." These two collaborators, one with years of professional running experience and the other with years of design experience, formed Hoka One One.

Now, what do you say to yourself when you see a Hoka shoe? Do you say, "That looks like a moon boot," or "What are those? I would never wear that. They look weird!" I get it. I have heard this on numerous occasions. Believe me when I say we have come a long way in the short eight years we have been in the market. However, what if I told you that Hoka shoes may help reduce your pain during and after running? If you are not convinced by me, let me share with you a few of the thousands of success stories we have received over the past few months.

Take Mark Sorrentino for instance. Mark is a 51-year-old masters runner from Maryland. He ran cross-country in high school but took over 20 years off from running before returning to the sport five years ago. Early in his return to running, he started experiencing the pains and injuries I am sure many of us have experienced at some point. After doing some research, Mark

found the Hoka brand and purchased his first pair of shoes. Since then, Mark has completed multiple half-marathons and adventure races, and his aches and pains have diminished. In fact, Mark loves the brand so much that he even named his horse after us! Mark is just one of many success stories we have heard. We have more stories on our Facebook page and Hoka One One blog.

For the past three months, we have presented our *Master Your Run* campaign online on social media such as on our Facebook page. We wanted to have a specially dedicated space to celebrate masters runners 40 years and older. Hundreds of runners, including some of you in this audience, have submitted your stories to us. We have enjoyed celebrating your successes and hearing how the Hoka brand has impacted you. We heard from 54-year-old Shannon Adams who recently completed her first 10K after undergoing treatment for breast cancer. We heard from David Carr who, at the age of 85, set a new world record in the 1500 meter run wearing his Hoka shoes! Dave Scarpello at the age of 50 was told that he would never run, let alone walk, again after being hit by a drunk driver three years ago. He completed his first marathon last year in a pair of Hoka shoes and plans to run more marathons.

I have highlighted some success stories we have heard from masters athletes like yourself but you might ask, “What is in it for me? What does Hoka provide that my current shoes do not?” Hoka One One shoes provide many benefits for masters runners.

In looking at our shoes, you can tell that we are different. All Hoka shoes feature an oversized mid-sole which sets it apart from any brand in the current market. The extra marshmallow-like cushion provides excellent shock absorption that is gentler on the joints of aging runners. Despite the size of our shoes, Hoka shoes are incredibly lightweight. In some

cases, our shoes are lighter than comparable “traditional” shoes from our competitors.

Additionally, the unique rocker platform design of Hoka shoes propels runners forward and encourages a natural running stride. The lower heel-to-toe offset of our shoes promotes more of a mid-foot strike pattern. Depending on the shoe model, our shoes have anywhere between a 3-6mm difference between the height of the cushioning in the heel versus the forefoot. This, along with maximum cushioning in a lightweight package, can provide runners with a safer, stronger and speedier performance.

Another noticeable difference of our shoes is that you sit down in the cushioning versus sitting on top of it. We call this an “active foot frame” but think of it as a bucket seat. Many people are intimidated by the look of our shoes on initial glance, but fail to realize that they are further into the shoe than it seems. By being down in the bucket seat, you have better inherent support and feel more stable and grounded in the shoe. We hear concerns from individuals who are seeing Hoka shoes for the first time who fear that they will feel unstable in our shoes. We work to alleviate those concerns by explaining and showing the technologies our shoes offer.

To relieve a wide variety of lower body ailments such as ankle or knee pain, plantar fasciitis, or even osteoarthritis, inserts are considered in the design of a shoe. These conditions are frequent among populations that demand high physical performance, such as in running or military training. I am sure we have some current or former members of the armed forces in this audience. Issued to you were combat boots that would get you through many miles of military drills, marches or perhaps combat itself. To highlight comfort importance, a [2001 Canadian study](#) surveyed 206 military personnel to determine if they could perceive a

difference in comfort taking into consideration the size, shape and hardness of the shoe inserts. The foot shape and leg and body alignment for each subject were factored in the analysis, as well as a questionnaire of any injury tendencies. The control group had no inserts in the shoes. The study found that the incidence of stress fractures and pain at different locations was reduced for the group who had inserts in their boots compared with the control group with no inserts. Shoe inserts of varying comfort and material were able to decrease injury frequency among the participants. Using this information, we upgraded our sock liner to Ortholite, a high-performance insole that retains its shape and cushioning far longer than any other liner in the market.

In June, Running USA released their annual marathon and half-marathon finisher report. In 2016, 1.9 million runners completed a half-marathon in the United States and over half a million runners completed a marathon. Of that number, 50 percent of marathon finishers fell into the masters runner category. That is a significant number and this number is climbing! We recognize that in the years to come, masters runners are going to continue to dominate the running scene.

To help masters athletes in their pursuits, we are continuing to create bold and innovative products. Two of our core products, the Bondi and Clifton, are our most popular styles and continue to resonate with runners year after year. We are always listening to feedback and use this feedback to update and create new shoes. All of our shoes will continue to have all the technologies that define and set us apart as a brand but will have a fresh look and design.

Following this presentation and all-day tomorrow, we will have a series of speaker seminars featuring some of our Hoka masters athletes such as Mike Wardian and Magdalena Boulet. We invite you to join us to hear first how these athletes master their run and are some of the top-ranked masters athletes in the world. We encourage you to ask them questions about their experiences in the Hoka brand and the difference it has made. We also have test shoes for everyone to try this weekend and experience for yourselves how Hoka can make a difference in your running.

With more individuals continuing to run later in life, it is important to protect the body from the harsh stresses that hard surfaces put on the body. As explained earlier, the benefits Hoka shoes provide are unparalleled. No other brand is going to provide the same amount of cushion in a lightweight package.

Thank you for joining us here today. We look forward to meeting and speaking with everyone over the next two days. Go out there and master your run! It's *Time to Fly!*



**Brand History and Benefits for Masters Runners Athletes**

**USA Track and Field National Club Cross Country  
Championships**

**December 9, 2017**

## **Brand History**

- Founded in 2009.
- Founders Nicholas Mermoud and Jean-Luc Diard.
- Sought to create a shoe to reduce impact on body.



# Design Inspirations



Source: pexels.com





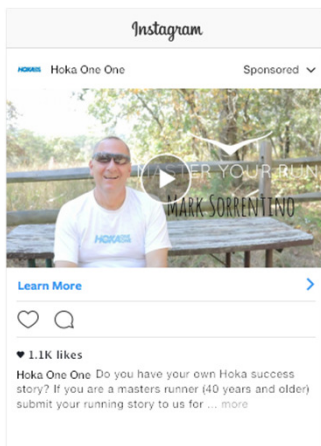
# Mark Sorrentino



TIME TO FLY™

HOKA ONE ONE

## Master Your Run Campaign



TIME TO FLY™

HOKA ONE ONE

# Shoe Technologies

1



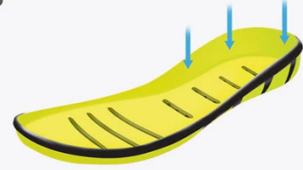
OVERSIZED MIDSOLE

2



META ROCKER

3



ACTIVE FOOT FRAME



Source: hokaoneone.com



# Shoe Technologies



Heel to toe offset

Ortholite®  
comfort foam insoles



Sources: hokaoneone.com,  
ortholite.com



## Running USA Report

- In 2016, 1.9 million half-marathon finishers.
- Over half a million marathon finishers.
- 50% marathon finishers are MASTERS ATHLETES!



Source: istockphoto.com



## Benefits of Hoka Shoes for Masters Athletes



- Better shock absorption.
- May help alleviate chronic aches and pains.
- May allow masters runners to extend their running careers.



Source: istockphoto.com



## Featured Athlete Speakers



**Mike Wardian**



**Magdalena Boulet**



Sources: reddit.com,  
running.competitor.com

