

CTP welcomes MTBIKER, Slovakia's largest cycling e-shop, which has opened its first showroom in the Czech Republic at Vlněna in Brno

Prague, 21 June 2024 - CTP, a leading European developer of logistics and industrial real estate and the largest owner of office space in Brno, welcomes new client MTBIKER to its Vlněna complex. The largest e-shop for cycling and outdoor equipment in Slovakia has opened its first showroom and brick-and-mortar store in the Czech Republic amid growing interest in cycling.

MTBIKER is the largest e-shop with cycling goods and outdoor equipment in Slovakia. The company specialises in selling a wide range of cycling products and accessories. Since its inception in 2014, MTBIKER has successfully expanded into seven markets in Central and South-Eastern Europe, including an e-shop for the Czech market launched in 2022. The showroom at Vlněna in Brno is the company's first brick-and-mortar branch in the Czech Republic. MTBIKER will offer a wide portfolio of products for cycling and outdoor enthusiasts at its new 325 sqm showroom. The official opening in May 2024 and the subsequent community ride on 1 June helped to connect the local community and boost the dynamism of the Vlněna area.

"The Vlněna multifunctional park is one of the most sought-after districts in Brno, so I am glad that the largest Slovak cycling e-shop has chosen our premises for its physical entry into the Czech market. Their new showroom will perfectly complement the interesting portfolio of companies in the complex, which offers excellent facilities for technology and IT companies, but also attractive spaces for showrooms and similar activities. We also very much welcome the fact that MTBIKER wants to be actively involved in supporting the local community," explained **Jakub Kodr, Managing Director and Head of Business Development at CTP in the Czech Republic.**

"The opening of the showroom at the beginning of the season was key for us, so we appreciate the correct approach and the deadlines that CTP met. We have designed and furnished our premises to be airy, modern and to provide a comfortable environment. The showroom will serve mainly as a pick-up point for online orders, for urgent purchases of current and consumer products, as a showcase for high-end products and bestsellers,

and as a place for service and bike-fitting services," said **Martin Palenčík**, Sales Director at MTBIKER.

Demand for cycling goods revives in 2024

Following a cooling of the cycling market in the second half of 2022 and a subsequent stagnation to decline in 2023, demand recovered in 2024 and sales increased in all categories. MTBIKER, as one of the leading Central European players in the cycling segment, has so far seen an almost 100% increase in interest in bicycles and e-bikes after the first quarter of this year. The children's bike market, in particular, is experiencing huge growth, having already surpassed the 2023 figures in May.

The growing demand for e-bikes (+77%) continues and the already mentioned children's bike segment (+146%) is also growing enormously. The road (+107%) and gravel (+96%) segments are also doing well. **Martin Palenčík** added, *"The current high demand for bicycles is related to the cooling of the market and high inventories, which we are helping not only local but also global manufacturers to reduce and sell off. We expect a reversal of the current trend and an increase in prices in the 2025 season. We attribute this growth to a shift in the group of cyclists who started riding during the Covid period. We are also seeing increased customer interest in sustainable and eco-friendly brands that use green materials and packaging and use local suppliers."*

The new 325 sqm MTBIKER showroom is located at the Vlněna business park, which is almost 95% occupied. This hi-tech multifunctional complex, built on an urban brownfield site by CTP, covers 80,000 sqm. The complex offers modern office buildings used by IT and technology companies such as Oracle, Gen, Infosys, Zebra Technologies, KPMG, Tricentis, and Kyndryl, and also includes retail space with a fitness centre, cafés and restaurants. In spring 2021, CTP opened its first coworking centre, Clubco, at Vlněna, which was expanded by two more floors in 2022 and expanded to other Czech cities.

ABOUT CTP

CTP is the largest listed developer, owner and manager of logistics and industrial properties by gross lettable area, with 11.8 million m² GLA in 10 countries (as of 31 December 2023). CTP certifies all new buildings to BREEAM standard at "Very good" or better and has received a "Low-Risk" ESG rating from Sustainalytics, underlining its commitment to being a sustainable business.

More information can be found on the CTP website: www.ctp.eu

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ABOUT MTBIKER

We are MTBIKER. We are the largest and most visited cycling portal in the V4 region. We support a community of male and female cyclists, as well as outdoor enthusiasts, who share their experiences and move forward with our articles and videos. Since 2014 we have been running an e-shop with the widest range, good availability and fastest delivery. We accompany people with the beauty of cycling in all its forms. We want to excite people not to sit at home and to enjoy the fresh air. www.mtbiker.cz

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