



### Joma

**FRUCTUOSO LÓPEZ** starts manufacturing footwear with just 8 employees.

1965



Joma faces the challenge of globalization and attends the *ISPO* in Munich for the first time, the most important European trade fair in the sports industry.

1983



Joma launches the "COLOR IN FOOTBALL" campaign and revolutionizes the global football boot market.

Alfonso sports the white boots, while Morientes surprises with the red ones.

1996



Joma enters the Rio Olympics outfitting 10% of the athletes. The Spanish Olympic Committee (*COE*) and eight other Olympic committees choose Joma as their apparel provider that year.

2016



#### 1969

In 1965, **JOMA** is founded, and in 1969, the first assembly line with 20 employees is established in Fuensalida.



#### 1992

Joma becomes the leader in football boot sales. Fermín Cacho secures the **OLYMPIC GOLD** in the 1,500 meters at the Barcelona Games. In these Olympics, Alfonso earns the Gold medal with the Football National Team.



#### 1999

The U.S. subsidiary is established in San Diego, named **JOMA USA INC**.



#### 2024

As of today, Joma consists of nine subsidiaries, with notable presence in Italy, the United States, the United Kingdom, Germany, Brazil, and China. The brand has commercial presence in over **120 countries** and experiences an annual growth rate of 20%.

In the 2020 Tokyo Olympics, Joma has provided attire for over **1,500 ATHLETES** from **12 NATIONAL COMMITTEES**, including Spain, Portugal, Morocco, Jordan, Kazakhstan, Honduras, Malta, and Mauritius.



#### EXERCISE YOUR FREEDOM

The image of athletes has always been Joma's best endorsement. Therefore, in the upcoming Olympic Games in Paris, the brand will outfit 8 national committees, including the Spanish Olympic Committee (COE). In the world's most significant sports event, the brand will also be represented by 18 federations across different disciplines, such as the Royal Federation of Athletics, the Handball Federation, or the Spanish Rugby Federation, among many others at the international level.

In football, Joma sponsors over 300 professional football teams, including Atalanta BC, Villarreal CF, ACF Swansea, Le Havre Athletic Club, RSC Anderlecht, TSG Hoffenheim, etc. They also sponsor national teams like Ukraine and Romania, among others. Thanks to these sponsorships, Joma is present in all major football leagues worldwide, international competitions, and the World Cup.

Joma is the leading Spanish futsal brand and ranks among the top ten brands globally. This position is supported by the trust placed in the brand by major international teams they currently sponsor, such as Carlos Barbosa in Brazil (the country's only five-time champion), Acqua & Sapone in Italy, Almaty in Kazakhstan, ElPozo Murcia Costa Cálida FS, and InterMovistar in Spain, among others. They also sponsor national teams from Kazakhstan, Romania, Ukraine, and Spain. The sponsorship of the Royal Spanish Futsal Federation and the official ball of the RFEF Futsal First Division, the Top Five Pentaforce, has elevated Joma's profile in international futsal. Hundreds of professional players test their products, making Joma futsal shoes recognized in the market for their quality and the use of the latest industry technology. Players like Pola, Bebe, Elissandro, Umberto, Gadeia, Guitta are part of the #JomaTeam. Additionally, they sponsor some of the world's best players, including **Ferrão**, **Pito**, and **Amandinha**.

All of this makes Joma the leading brand in the Spanish market and the third worldwide. This success is thanks to the efforts and support of thousands of professional athletes and fans who increasingly trust our brand every day. Joma will continue to work towards growth in the national and international sports market, focusing on innovation, technology, quality, design, and competitive prices.





#### TESTED BY PROFESSIONAL ATHLETES



MIGUEL ÁNGEL **LÓPEZ** 



ANDREA COSI



HICHAM SIGUENI



ANTÍA CHAMOSA



ALBERTO AMEZCUA



ALDARA MEILÁN



HUGO **DE MIGUEL** 



JOHANA ORDOÑEZ



MANUEL BERMUDEZ



NARA ELIPE



JOSÉ LUIS
DOCTOR MORALES



RAQUEL GONZÁLEZ



*NACHO* **GARCÍA** 



CHUSO
GARCÍA BRAGADO



RUTH BEITIA



JUAN CARLOS HIGUERO



ABEL ANTÓN



SPONSOR



Joma Sport's business model is grounded in design, technological innovation, and the commitment to providing its customers with high-quality products at the best prices. Therefore, dedication to technology is essential.

Joma Sport invests over €45,000 per day in enhancing its products and implementing new systems and technologies.



FORM:REACTIVE

FLY:REACTIVE

FLOX

FULL DUAL PULSOR

JOMA SPORTECH

STABILIS

**CARBON** PLATE

DURABILITY

PROTECTION



FLEX**SHIELD** ①



# # we are RUNNING





TESTED BY PROFESSIONAL ATHLETES



**21:76** SILVER (200M) SPANISH CHAMPIONSHIP U-18 **21:68** SILVER (200M) IBEROAMERICAN CHAMPIONSHIP U-18

### # we are RUNNING









Track spike shoes for athletics. The evolution of the Skypes model arrives improved for use in track competition, specifically in the 100, 200, and 400 meters sprint events. Developed to "fly" thanks to the incorporation of reactive technology in the midsole and the carbon fiber plate.

The upper is crafted from breathable mesh, very lightweight, and flexible. The **VTS** perforation system allows for proper sweat ventilation and improves airflow within the shoes. To achieve a perfect fit, it incorporates the **JOMA SPORTECH** thermosealed system in strategic areas, as well as an interior support structure and an ergonomic collar.

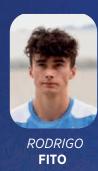
The midsole is made with **FLY REACTIVE** technology, which absorbs impacts and provides excellent energy return. It includes an interior **CARBON PLATE** carbon fiber plate, which enhances efficiency in running.

The outsole is made of abrasion-resistant nylon with a front structure of metal spikes to ensure grip on the track.

PACE: SPEED TRIALS DROP: 7 MM WEIGHT: 240G RUNNER'S WEIGHT: LIGHT USAGE: COMPETITION

















**BRONZE** SPANISH CROSS CHAMPIONSHIP **FINALIST** (3000M OBSTÁCULOS) EUROPEAN SUB 23 CHAMPIONSHIP

### # we are RUNNING









Track spike shoes for athletics. Designed for competition, especially recommended for middle and long-distance events on the track. Feel like you're flying with the new Joma R.1200 model, crafted with cushioning technology to soften impacts and a lightweight, breathable upper. They weigh only 150 grams and have been previously tested by professional athletes.

The upper is made of custom Jacquard nylon, very thin, lightweight, flexible, and breathable. Micro-perforations **VTS** allow for proper sweat ventilation and improve airflow within the shoes. It features thermosealed TPU pieces in strategic areas to optimize foot fit and support without adding extra weight or causing chafing.

The super-lightweight microfiber collar perfectly adapts to the ankle area.

The midsole is made with **FLY REACTIVE** technology. It's a lightweight, spongy material that absorbs impacts and quickly regains its shape to propel the athlete forward. It provides an absolute sensation of foot liftoff.

The outsole is made of lightweight nylon and resistant to abrasion, with a front structure to adjust the metal spikes for increased grip.





NARA ELIPE



HUGO **DE MIGUEL** 



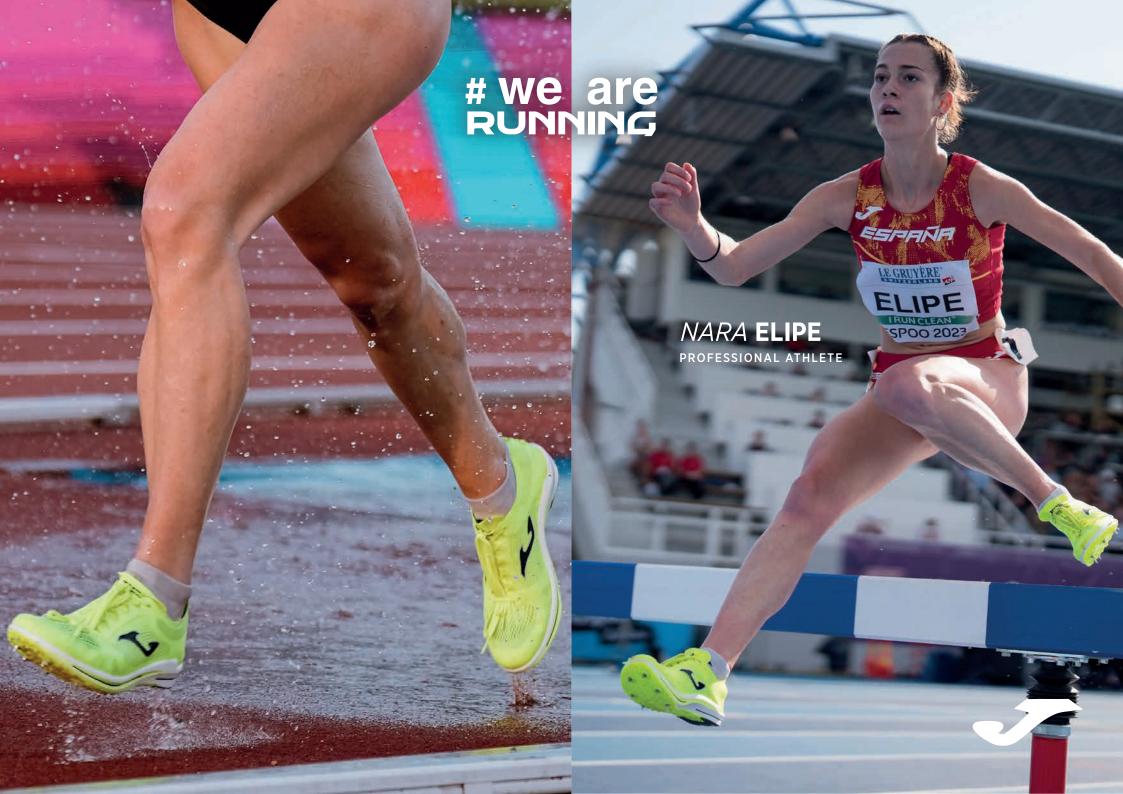
ESTEBAN PATIÑO

# # we are RUNNING



RR120W2309





#### R-IDDD



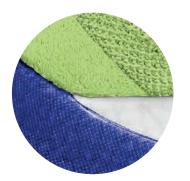




**02:10:37** VALENCIA MARATHON **00:57:52** 20KM PARIS

### # We are RUNNING









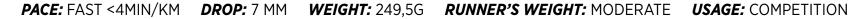
New model of running shoes from the R line, Joma's high-end range designed for competition. The R.1000 with **CARBON PLATE** carbon fiber plate provide superior reactivity. Lightweight, breathable, and responsive all in one shoe, they are now included at the top of the catalog.

The upper is crafted with nylon finished in custom Jacquard with VTS micro-perforations for sweat ventilation. This ensures constant foot temperature inside the shoes even in the most extreme moments. The adjustment system is made with thermosealed TPU JOMA SPORTECH, located in areas where more support is needed.

The collar is ergonomically shaped for optimal adaptability to the foot.

The midsole with a 7mm drop is composed of **FLY REACTIVE** technology, which absorbs impacts and provides incredible energy return. Furthermore, they are equipped with **CARBON PLATE** carbon fiber plate, which propels the runner and improves efficiency in running. Therefore, their use is recommended for fast runners (under 4 minutes/km).

The outsole is made with high-quality **DURABILITY** rubber to ensure total resistance to abrasion on asphalt.











RR100S2511



WATCH VIDEO

### # we are RUNNING



TESTED BY PROFESSIONAL ATHLETES



revelation of the year









### # we are RUNNING

Running shoes, the highest range of Joma's racing shoes. Increase your speed and enjoy a comfortable run thanks to the superior cushioning provided by the dual-density midsole. These running shoes are designed for long distances and competition, especially in marathons. Ideal for medium to low-weight runners with a neutral foot strike.

The upper is made of breathable textile with small perforations incorporated using **VTS** technology, which enhances sweat ventilation. They also feature applications of seamless thermosealed **JOMA SPORTECH** synthetic material for added durability, to adjust the shoes, and prevent deformities.

The midsole is crafted with the **DUAL REACTIVE** system, which combines double-density phylon in different densities. In the front part, the phylon is harder to stabilize the foot strike without losing reactivity. In the rear part is the piece of the revolutionary **FLY REACTIVE** technology, a cushioning system that absorbs the impact of the foot strike and quickly regains its shape to provide reactivity to the runner.

The outsole is made of **DURABILITY** rubber to withstand abrasion. This provides excellent resistance and durability. Additionally, it includes **FLEXO** flexion lines in the front part of the outsole to assist with foot flexion.

PACE: RÁPIDO <4MIN/KM DROP: 10 MM WEIGHT: 245,7G RUNNER'S WEIGHT: MODERATE USAGE: MIXED











#### **7-3000**













Running shoes. Continuing the legacy of Joma's first shoes with a carbon plate, this model comes with a renewed aesthetic following the style of the rest of the competition footwear (World Athletics certification as technical competition footwear).

Recommended for fast runners with a pace of less than 4 minutes/km. The incorporation of the **CARBON PLATE** carbon plate increases the reactivity of the shoes by 80%, helping the runner save energy and speed up their recovery. Results confirmed by the UCLM Performance Study.

Once again, the upper is crafted from lightweight and breathable custom Jacquard. We've included **VTS** perforations in the textile to optimize sweat ventilation. The fit is provided by the **JOMA SPORTECH** thermosealed synthetic material, which holds without adding weight. The elastic and ultralight tongue is stitched to the lining to prevent slippage.

The midsole is built with **FLY REACTIVE**, a lightweight material that contributes to the runner's propulsion and absorbs impacts.

The outsole is made of **DURABILITY** rubber with good abrasion resistance, reinforced in the front area with more ground contact. With an exclusive geometry studied for a runner with a defined technique.







PACE: FAST <4MIN/KM DROP: 8 MM WEIGHT: 261G RUNNER'S WEIGHT: MODERATE USAGE: COMPETITION







RR300S2511



WATCH VIDEO

MATCH VIDEO

### # we are RUNNING



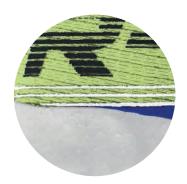
**TESTED BY PROFESSIONAL ATHLETES** 



**BRONZE** EUROPEAN RACE WALKING CUP **SILVER** SPANISH RACE WALKING CHAMPIONSHIP 10KM **OLYMPIC MINIMUM** BUDAPEST RACE WALKING WORLDCUP 20KM

### # we are RUNNING









Running shoes. Enjoy maximum speed with shoes designed to achieve the most unreachable records, as they offer unparalleled cushioning. Designed for long distances, especially marathons. Suitable for a pace faster than 3 minutes per kilometer. Suitable for medium to low-weight runners with a neutral foot strike.

The upper is made of breathable textile thanks to small perforations crafted with the **VTS** system, thus keeping the foot temperature unchanged. It features **JOMA SPORTECH** synthetic material inserted in the lacing area for better fit and support. Additionally, it avoids seams, adding extra lightweight and comfort. Its inner foam improves ankle adaptation.

The midsole promotes cushioning, crafted with **FLY REACTIVE** technology. To achieve greater stability and simple maintenance of the foot strike in lateral movements, it incorporates the **STABILIS** system. A piece located at the narrowest part of the sole to prevent improper twists between the front and rear parts of the foot.

The **DURABILITY** rubber outsole provides greater resistance to wear to withstand abrasion.

PACE: FAST <4MIN/KM DROP: 6 MM WEIGHT: 177,2G RUNNER'S WEIGHT: LIGHT-MODERATE USAGE: MIXED







MIGUEL ÁNGEL **LÓPEZ** 



ANTÍA CHAMOSA



ALBERTO AMEZCUA



RR400S2511







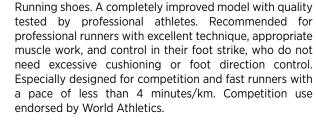












The upper is completely renovated, made of thread to achieve maximum ventilation and lightweight. It achieves internal airflow that runs through every part of the shoe. Thus, the foot remains at a constant temperature at all times. Additionally, **VTS** perforations have been added to the tongue to reinforce this benefit. It is super lightweight and flat so as not to cause discomfort. The adjustment and support system is built with thermosealed TPU using **JOMA SPORTECH** technology.



The midsole with a 6mm drop has a new design to make them highly reactive. Now, we have crafted them with **FLY REACTIVE** technology, which absorbs impacts and provides incredible energy return. Furthermore, they are equipped with **CARBON PLATE** carbon fiber plate, which propels the runner and improves efficiency in running.

The outsole is made with high-density **DURABILITY** rubber to ensure superior abrasion resistance on asphalt. Developed from a biomechanical study of the runner's foot strike to reduce it to the points that have the most contact with the surface.

PACE: FAST <4MIN/KM DROP: 6 MM WEIGHT: 247,1G RUNNER'S WEIGHT: LIGHT-MODERATE USAGE: COMPETITION





HICHAM SIGUENI



RAQUEL GONZÁLEZ



ANDREA COSI

# # we are RUNNING



RR500S2511





# # we are RUNNING





DURABILITY

#### **2-6000**









### # we are RUNNING

Running shoes. This mixed model of shoes stands out for its versatility, as you can give them different uses such as: training, long-distance runs, preparing for a competition, or recovery. Their high reactivity makes them perfect for faster runners.

The upper is crafted from mesh with an elegant custom Jacquard finish, accompanied by VTS perforations designed for sweat ventilation. Thus, the foot will remain at a constant temperature throughout the run. The thermosealed JOMA SPORTECH adjustment system adapts the shoe to the foot and provides good support without adding much extra weight. Padded tongue integrated with the upper for added comfort.

The midsole with an 8mm drop is made with **FLY REACTIVE**. This ultra-light and reactive material provide maximum reactivity and cushioning. Additionally, the **STABILIS** piece at the heel stabilizes the area and provides more firmness.

The **DURABILITY** rubber outsole offers good resistance to abrasion on asphalt.

PACE: FAST <4MIN/KM DROP: 8 MM WEIGHT: 262,1G RUNNER'S WEIGHT: MODERATE-HIGH USAGE: MIXED







RR600S2502



RR600S2515



RR600S2509



RR600S2516



# Joma

### FENIX IV

### # we are RUNNING





DURABILITY

CUSHIONING

#### FENIX IV









## # We are RUNNING

Running shoes. This training model has been revamped to prioritize stability, cushioning, and reactivity. Recommended for runners with a medium pace (between 5 and 5.5 minutes per km) who need an extra boost.

Improved upper, crafted with technical mesh with a Jacquard finish, providing lightweight, comfort, and breathability. It retains the VTS perforations to allow sweat ventilation. Optimized fit with a relocation of the TPU JOMA SPORTECH synthetic material, which holds the upper without adding extra weight. It incorporates TPU PROTECTION reinforcement at the toe to increase durability.

The new midsole is made with the **DUAL REACTIVE** dual-density system. The bottom part made of **FOAM REACTIVE** cushions each stride, while the top part is made of phylon to provide cushioning and stability. This latter feature is reinforced with the **STABILIS** piece at the heel.

The **DURABILITY** rubber outsole offers high resistance to abrasion when used on asphalt.







RFENIS2501



RFENIS2512



RFENIS2507



RFENIS2527



#### STORM VIPER V





#### STORM VIPER V









## # we are RUNNING

Running shoes. Joma's most famous running shoes return with a renewed design. Rich in reactivity, cushioning, and stability. This versatile model will serve you well for training, competition, and recovery. Recommended for runners with a medium pace, between 4 and 5.5 minutes per km, who need an extra boost.

The new upper is constructed with lightweight, flexible, and breathable custom Jacquard: Sweat ventilation is optimized with the incorporation of the **VTS** perforation system, allowing air to enter and exit the shoes while maintaining constant interior temp<sup>o</sup>erature. The fit and support come from the thermosealed synthetic material with **JOMA SPORTECH** technology to avoid adding extra weight. The tongue is similarly improved for adaptability and lightweight, integrated with the upper.

The midsole is crafted in one piece with **REACTIVE BALL** technology, a material that absorbs impacts and propels the runner. To achieve that extra stability support, the **STABILIS** piece remains in the rear, now with an ergonomic shape.

The **DURABILITY** rubber outsole is developed based on a study of the runner's foot strike to place it only in areas with the most contact with the asphalt. Unaltered durability and lightweight taken to the next level.

RITMO: MEDIO 4-5:30MIN/KM DROP: 8 MM PESO: 302,8G PESO CORREDOR: MEDIO-ALTO USO: MIXTO



#### STORM VIPER V



RVIPES2501



RVIPES2502



RVIPES2504



RVIPES2511



**RVIPES2531** 



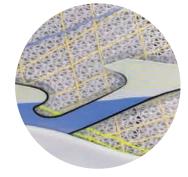
## S SUPER CROSS # we are RUNNING JOMA SPORTECH **ADJUSTMENT VENTILATION** FLY:REACTIVE REACTIVITY DURL:REACTIVE **CUSHIONING DURABILITY** DURABILITY

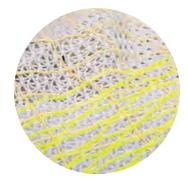


#### SUPER CROSS









## # we are RUNNING

Running shoes. This comfortable running model is recommended for runners with a medium pace (between 4 and 5.5 minutes per km) who need an extra boost to improve their personal best. This will enhance their performance and speed up their recovery. Enjoy its versatility as you can use them for both training and competition.

The upper has been aesthetically renovated and crafted from lightweight, breathable, and flexible custom Jacquard material. To ensure sweat ventilation, we've added the **VTS** perforation system, which creates the necessary airflow to maintain a constant foot temperature during the run. The fit is provided by the **JOMA SPORTECH** synthetic material inserted in strategic areas to support the foot.

The midsole is equipped with reactive cushioning in the heel area thanks to **FLY REACTIVE** technology. It absorbs every impact and provides excellent energy return. The upper part is made of phylon. Both form the dual-density **DUAL REACTIVE** technology.

The outsole is made of high-quality **DURABILITY** rubber with resistance to abrasion on asphalt. The **FLEXO** flexion lines facilitate natural movement and transition of the footstrike.

PACE: MODERATE 4-5:30MIN/KM DROP: 10 MM WEIGHT: 288G RUNNER'S WEIGHT: MODERATE-HIGH USAGE: MIXED







**RCROS2501** 



RCROS2508



RCROS2502



RCROS2531



### HISPALIS XX

# # we are RUNNING





DURABILITY



#### HISPALIS XX









## # we are RUNNING

Running shoes. A training model rich in comfort and stability, recommended for runners with a medium pace. Due to its comfort, it's also perfect for recovery.

The upper is made of mesh with a custom Jacquard finish. The foot will remain at a constant temperature inside the shoes thanks to the **VTS** ventilation system. In strategic adjustment areas, the thermosealed **JOMA SPORTECH** system has been inserted. The tongue is padded and integrated with the upper.

The midsole with a 10mm drop is constructed with dual-density **DUAL REACTIVE** phylon to achieve a balance between stability, flexibility, and comfort.

The outsole is made of high-quality and abrasion-resistant **DURABILITY** rubber on asphalt



#### HISPALIS XX







RHISPS2503



RHISPS2504



RHISPS2507



RHISPS2528



RHISPS2531



RHISPS2532





PRODUCT MARKETING













