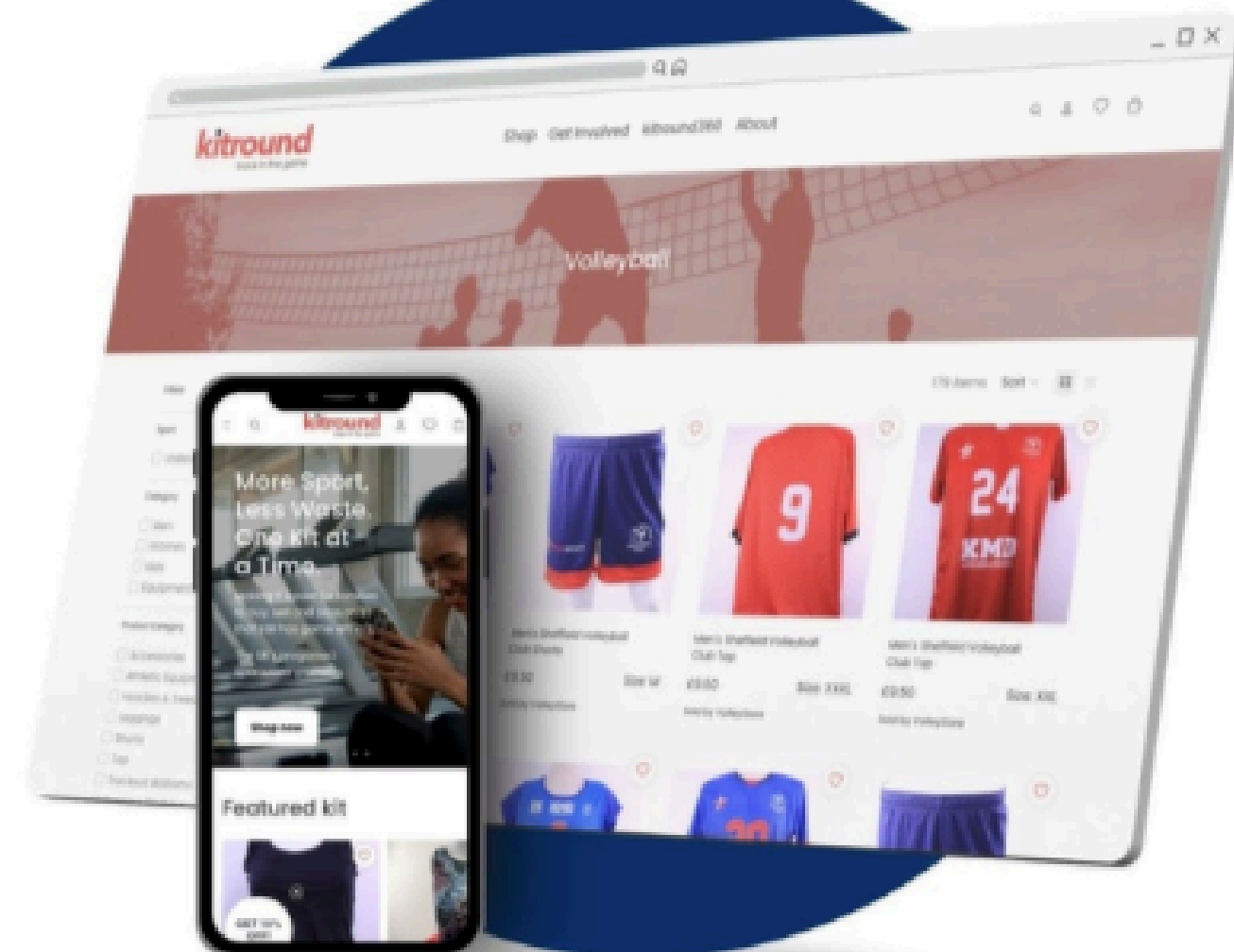


kitround

back in the game

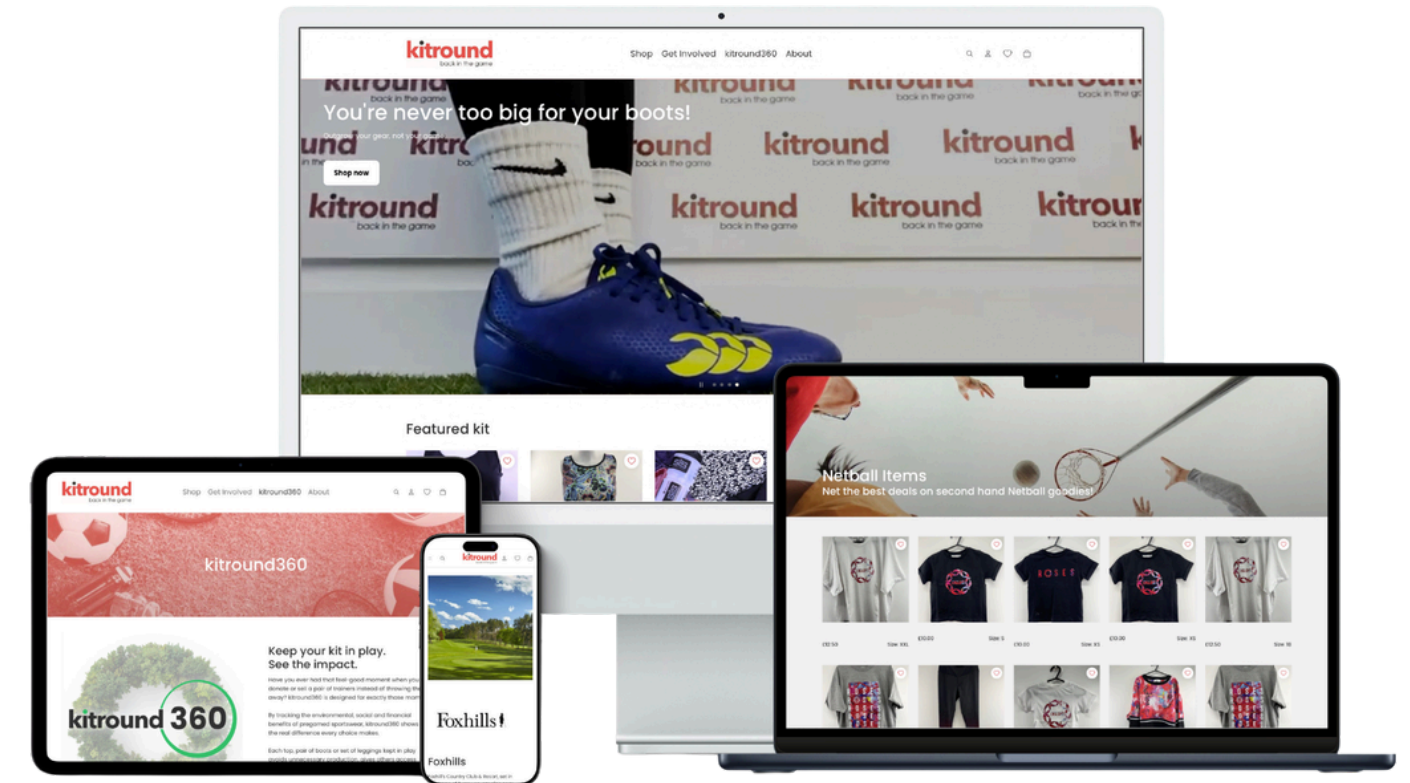
Corporate Overview



Meet kitround

kitround is the leading sports-focused circular commerce platform unlocking pre-loved (we call it pregamed) and unsold sports kit.

We work with brands, governing bodies, teams, charities, educational institutions and clubs to keep kit in play — reducing waste, supporting participation and generating measurable impact.



www.kitround.com

Working with:





[Watch on YouTube](#)

The Opportunity

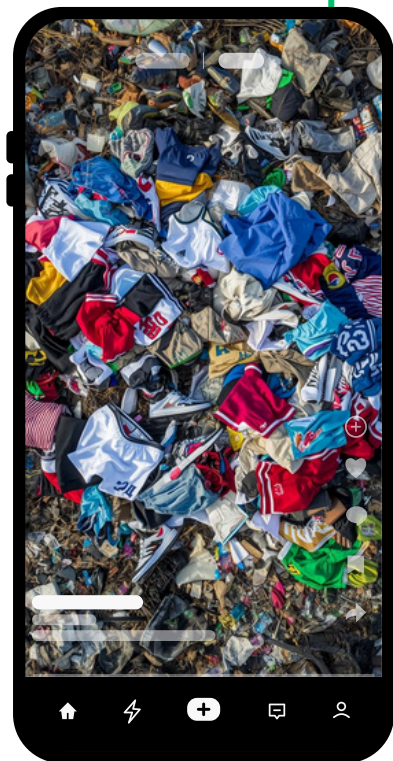
Sport has a waste problem — and a participation challenge.

Waste

The UK discards 300,000 tonnes of clothing annually, with less than 1% recycled into new garments.

Sportswear is one of the fastest-growing waste streams.

Synthetic fibres contribute to microplastic pollution in UK waterways.



Participation

Community clubs and schools continue to face cost barriers to participation.

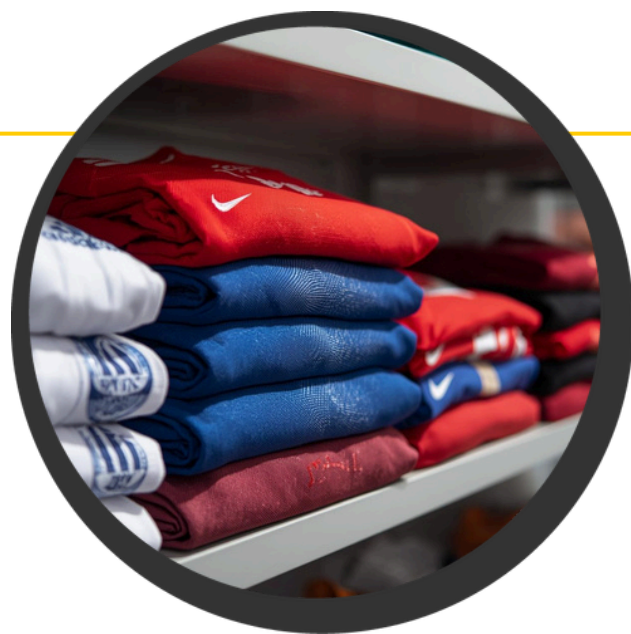
Usable kit often sits unused while demand for affordable equipment grows.



Keeping kit in circulation addresses both.

People. Participation. Planet.

What happens when kit stays in play.



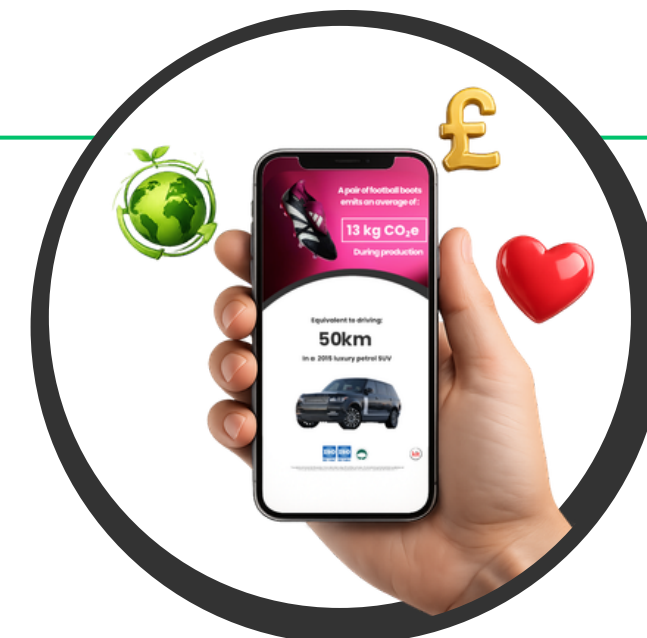
People

Affordable access to quality sports kit for individuals, clubs, schools and communities.



Participation

Revenue and redistribution support grassroots and charitable programmes.



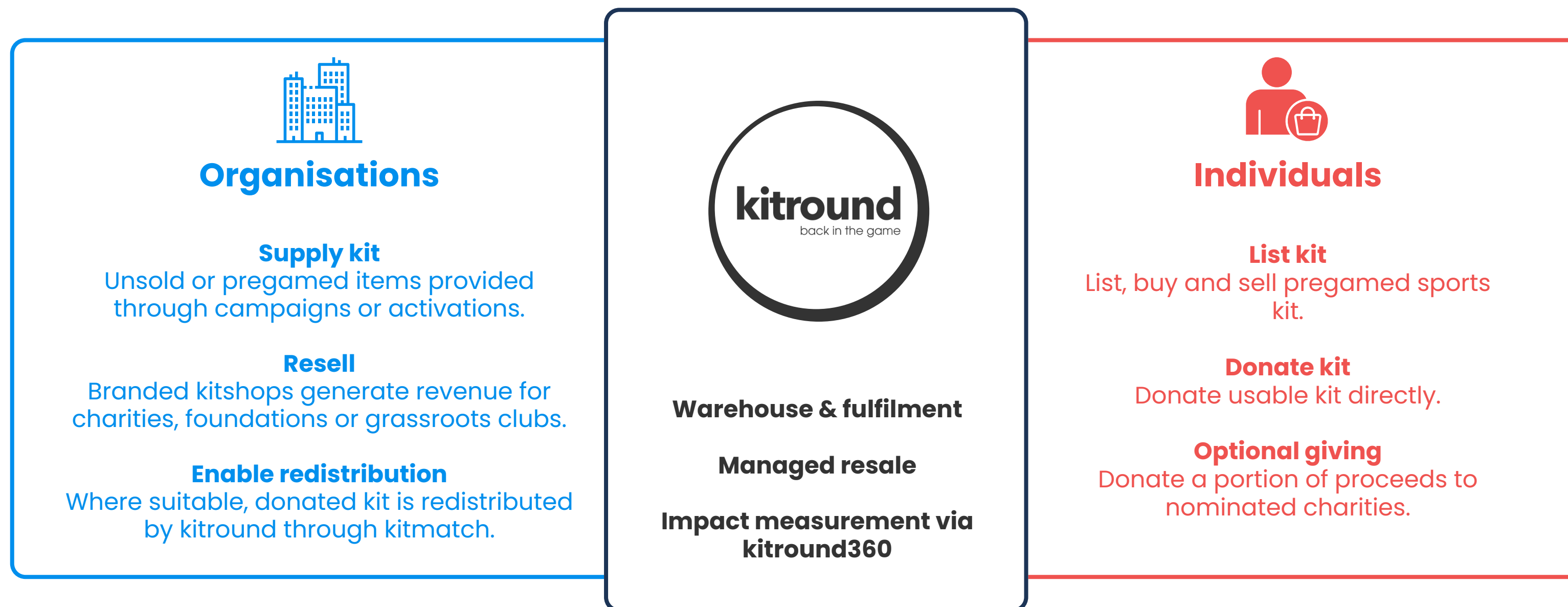
Planet

Measured reductions in carbon, water and waste through extended product life.

Circular sport should be practical, measurable and inclusive.

How kitround keeps kit in play

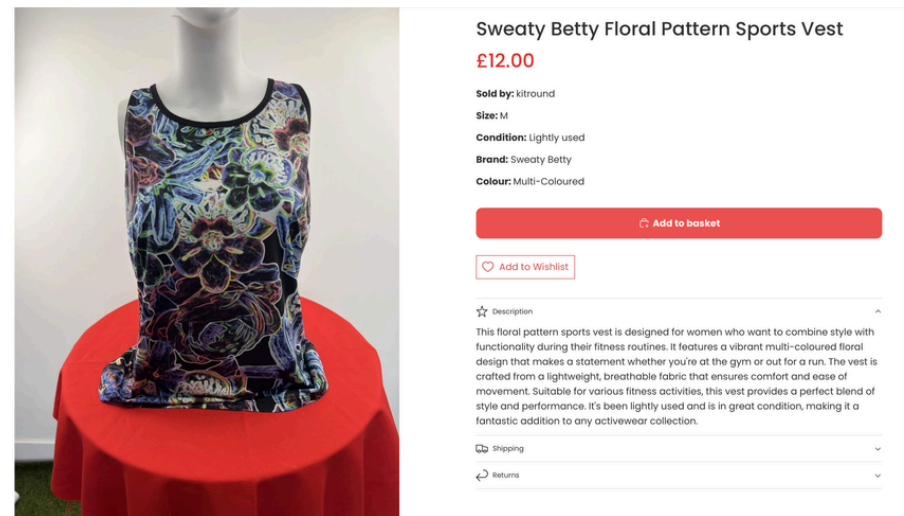
One platform. Two ways to keep kit in play.



Kit supplied → Sold or redistributed → Impact measured → Participation supported

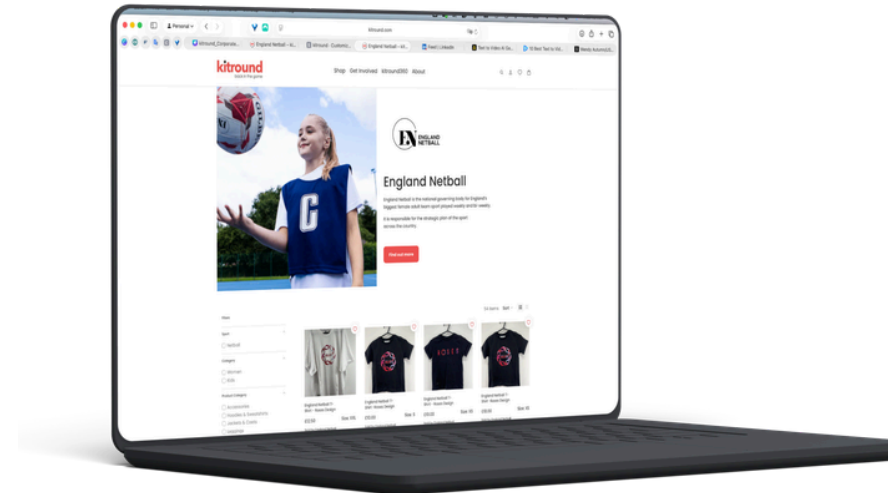
Core Business Streams

Marketplace



C2C Marketplace:
Enabling users to buy, sell or donate pregamed kit.

Partnerships

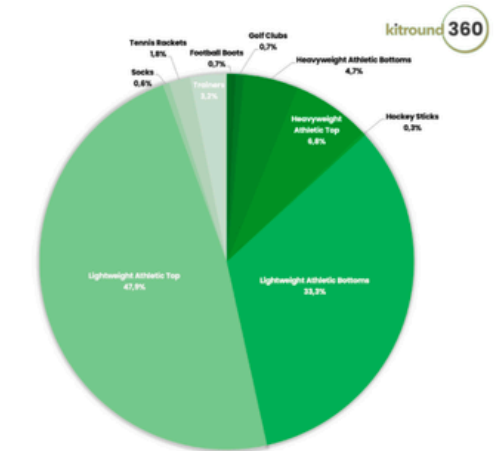


B2B Partnerships:
Including branded kitshops, collection campaigns and brand activations.

kitround 360

Kit Breakdown

Product Category	Quantity
Lightweight Athletic Top	5,834
Heavyweight Athletic Top	826
Lightweight Athletic Bottoms	4,058
Heavyweight Athletic Bottoms	574
Trainers	386
Football Boots	91
Tennis Rackets	223
Hockey Sticks	35
Golf Clubs	84
Socks	67



kitround360 Insights:
Proprietary item-level impact reporting across carbon, waste, water and revenue.

The kitround ecosystem

kitround operates across the full sport ecosystem – connecting brands, governing bodies, teams, charities, educational institutions, clubs and consumers.

Each stakeholder benefits from extending kit life, generating revenue, supporting participation and demonstrating measurable impact.

Some of our partners include:



NGBs	Brands	Charities	Education	Sports

Proof of Delivery

Since launch, kitround and its partners have collectively delivered:

- Significant reductions in CO₂e emissions
- Measurable water savings
- Diversion of sportswear from landfill and incineration
- Revenue generation for grassroots and charitable partners

Metrics captured, measured and validated using :

kitround 360



**Thousands of £'s
generated for
grassroots charities**



**Thousands of
CO₂e emissions
saved**



**Millions of cumulative
landfill years avoided**



**Thousands of
litres of water
saved**



**Ten of thousands
of items
redistributed**



**Tonnes of
sportswear
diverted from
landfill**

kitmatch

kitmatch: redistributing quality kit where it's needed most.

kitmatch is kitround's free allocation service for schools, clubs and grassroots organisations.

Where donated or unsold kit cannot be resold, suitable items are redirected quickly to to support participation.

Impact

- Reduces barriers to participation
- Extends the life of usable sports kit
- Supports inclusive access to sport

**Over 380 items
redistributed to date**

**Over 30 Schools and
Grassroots Clubs
supported**

**Sports include:
football, volleyball,
cricket, swimming
and basketball**



Brand Case Study

Headline:

National kitdrop activation across multiple sites.

Activation Model:

A national kit collection campaign delivering measurable environmental and charitable impact.

Outcomes:

- 62,000+ kg CO₂e emissions saved
- 3,800kg of sportswear diverted from landfill
- £40,000+ raised for nominated charities
-

“We saw first-hand how sport and sustainability can go hand in hand. The partnership gave our members a way to declutter for good with visible impact across our communities.”

Cassie Forshaw, Head of Brand Development, David Lloyd Clubs

David Lloyd
— CLUBS —



SportsTeam Case Study

Headline:

Event-led kitshop with monthly sustainability reporting.

Activation Model:

Branded kitshop supporting the 1851 Trust.

Outcomes:

- 918.42 kg CO₂e emissions saved
- £1,850 raised for the 1851 Trust
- 16,331 litres of water kept in circulation

“Our goal is to be the most purpose-driven sports team in the world and inspire change that transcends our sport.”

Sir Ben Ainslie, Team CEO

Emirates
GBR 
SAILGP TEAM



Charity Case Study



LONDON IRISH *Foundation*

Headline:

Branded kitshop funding youth participation.

Activation Model:

Surplus kit resold through partner storefront.

Outcomes:

- 1,700+ kg CO₂e emissions saved
- 135kg of sportswear diverted from landfill
- £7,200 generated for charitable initiatives

“This partnership is about creating access, building confidence, and giving young people the tools they need to grow both on and off the field.”

Andy Keast, CEO, London Irish Foundation



NGB Case Study

Headline:

Circular resale embedded into national sport.

Activation Model:

Branded kitshop enabling resale and reinvestment into volleyball participation.

Outcomes:

- 216+ kg CO₂e emissions saved
- 4,800+ litres water saved
- £1,250 generated and reinvested into the sport

“This is such an important partnership for us to demonstrate how the circular economy can really drive participation and accessibility for Volleyball.”

Charlie Ford, CEO, Volleyball England



What This Means for Partners

A practical pathway to circular sport.

We provide:

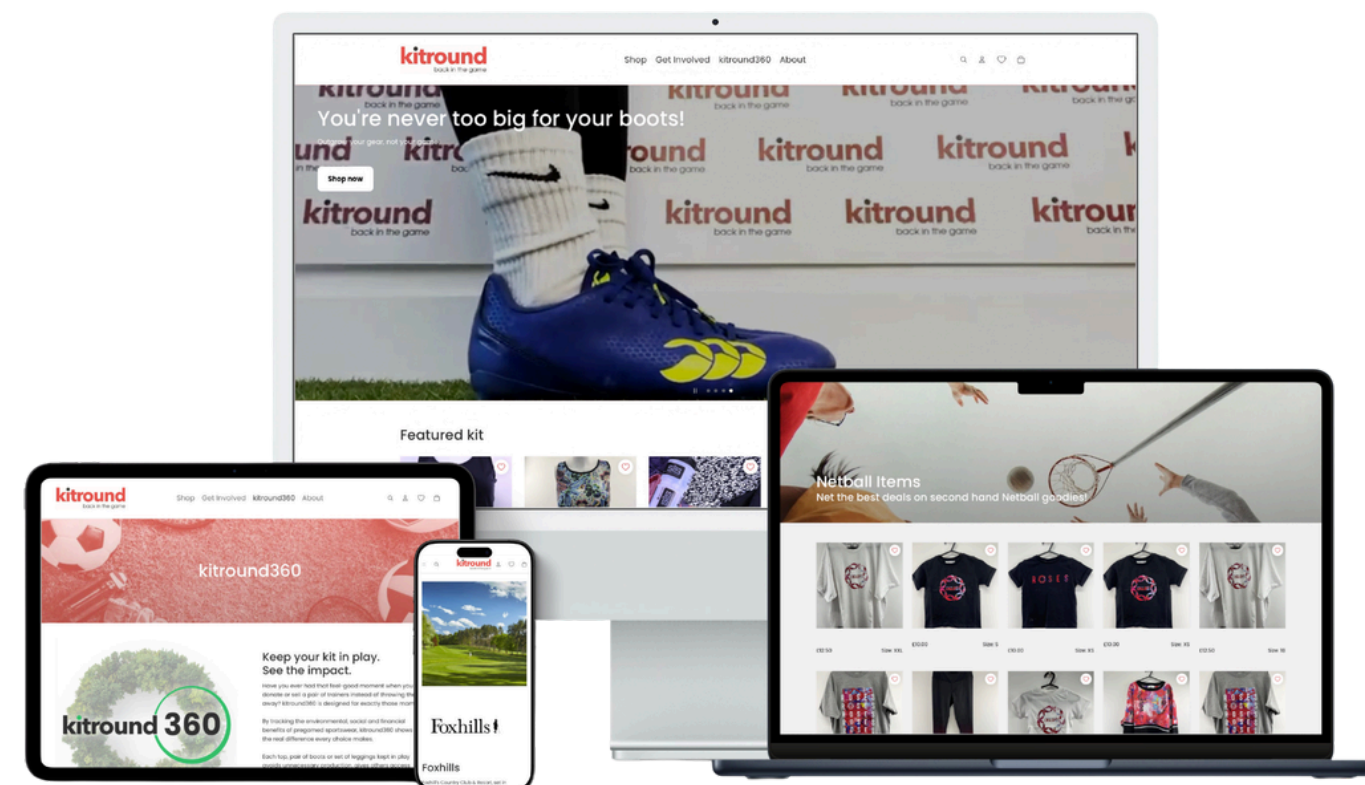
- Access to an embedded sport ecosystem
- Warehouse, logistics and fulfilment capability
- Proprietary impact reporting through kitround360

Activation Options:

Launch a branded kitshop

Run a kitdrop collection campaign

Deliver targeted kitmatch support



www.kitround.com

Trusted across sport – from brands and governing bodies to schools and grassroots charities.

Thank You

www.kitround.com



kitround
back in the game