

FOOTBALL



joma-sport.com





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.



SPONSOR



We are FOOTBALL



Villarreal CF
(Spain)



Getafe CF
(Spain)



CD Leganes
(Spain)



Atalanta
(Italy)



Torino FC
(Italy)



Swansea City
(Wales)



Norwich City
(England)



TSG Hoffenheim
(Germany)



RSC Anderlecht
(Belgium)



Romania
National Team

SPONSOR



TESTED BY **PROFESSIONAL FOOTBALL PLAYERS**



MARTA
TORREJÓN



EDGAR
BADÍA



JOEL
ROBLES



ALLAN
NYOM



SERGIO
GONZÁLEZ



YOEL
RODRÍGUEZ



MARTÍN
PASCUAL



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.



ONE PIECE



SHOCK SYSTEM



EXO COUNTER



DURABILITY



360°



FLAT LOCK



WATER RESISTANT

TECHNOLOGY

STRIKER

PREMIUM

We are
FOOTBALL

SOCK
SYSTEM

ADJUSTMENT



EXO
COUNTER
PROTECTION

ONE
piece
ADAPTATION

TESTED BY PROFESSIONAL FOOTBALL PLAYERS



STRIKER

PREMIUM



We are FOOTBALL



New football boots for playing on firm ground (FG) and artificial turf (AG). The Striker model is designed for professional footballers seeking high-end footwear to fully exploit their speed.

The upper is made of microfiber, a lightweight, durable material with excellent abrasion resistance. Its construction with **ONE PIECE** technology minimizes weight and provides a pleasant sensation when inserting the foot into the boots. They incorporate the **SOCK SYSTEM** for improved fit, flexibility, and comfort.

Featuring a rear **EXO COUNTER** heel counter to maximize boot solidity during directional changes.

The sole is made of synthetic fiber chrome in two colors. Adapted to this type of terrain to better control movements on non-abrasive firm ground.



TESTED BY PROFESSIONAL FOOTBALL PLAYERS

STRIKER
PREMIUM

We are
FOOTBALL



STRIKS2501FG



STRIKS2502FG



STRIKS2515FG



STRIKS2501AG



STRIKS2502AG



STRIKS2515AG



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P O W E R F U L
PREMIUM

We are
FOOTBALL

SOCK
SYSTEM

ADJUSTMENT



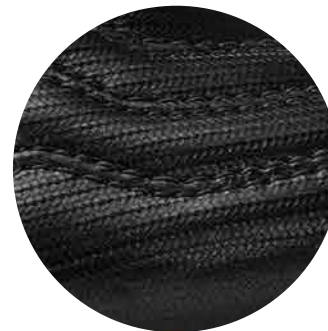
EXO
COUNTER
PROTECTION

TESTED BY PROFESSIONAL FOOTBALL PLAYERS



P O W E R F U L

PREMIUM



We are FOOTBALL



Football boots for firm ground (FG) and artificial turf (AG). This high-end model of football boots is developed to provide maximum performance for professional footballers. Recommended for players seeking pure speed.

The upper is crafted with microfiber, a high-quality material rich in lightweight and abrasion resistance. They incorporate the **SOCK SYSTEM** to optimize the fit to the foot and provide flexibility.

Featuring a rear **EXO COUNTER** heel counter to maximize boot solidity during directional changes.

The sole is made of chrome synthetic fiber, adapted to this type of terrain to better control movements on non-abrasive firm ground.



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POWERFUL
PREMIUM

We are
FOOTBALL



POCS2501FG



POCS2527FG



POCS2501AG



POCS2527AG



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PROPULSION

PREMIUM

We are
FOOTBALL

SOCK
SYSTEM

ADJUSTMENT



VENTILATION



EXO
COUNTER
PROTECTION



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PROPULSION

PREMIUM



We are FOOTBALL



Football boots for firm ground (FG) and artificial turf (AG). This model, developed for young promising athletes in the flagship sport, is aimed at amateur football. It provides extra assistance for players whose technique is based on ball control.

The upper features a classic style constructed from synthetic leather with the innovative addition of **SOCK SYSTEM** technology to optimize fit and comfort. This lightweight material offers excellent abrasion resistance, accompanied by **VTS** perforations to regulate sweat accumulation.

They incorporate a rear **EXO COUNTER** heel counter to provide stability to the area during directional changes.

The sole is made of synthetic fiber, adapted to this type of terrain to better control movements on non-abrasive firm ground.



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PROPULSION
PREMIUM



MARTA
TORREJÓN



ALLAN
NYOM



SERGIO
GONZÁLEZ

We are
FOOTBALL



PCUS2502FG



PCUS2504FG



PCUS2502AG



PCUS2504AG

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We are
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MARTA TORREJÓN | PROFESSIONAL
FOOTBALL PLAYER



EVOLUTION

CUP

We are
FOOTBALL

SOCK
SYSTEM

ADJUSTMENT



EXO
COUNTER
PROTECTION

ONE
piece
ADAPTATION

TESTED BY PROFESSIONAL FOOTBALL PLAYERS



EVOLUTION CUP



We are FOOTBALL



Football boots for firm ground (FG) and artificial turf (AG). The Evolution Cup combines the best features of a versatile high-end model: speed, organization, and control on the field. Developed for professional football.

The upper is crafted from seamless microfiber using **ONE PIECE** technology to make them lightweight and provide a highly pleasant sensation when worn. This high-quality material stands out for its abrasion resistance. Thanks to the **SOCK SYSTEM** technology, fit, flexibility, and comfort are optimized during use.

Featuring a rear **EXO COUNTER** heel counter to maximize boot solidity during directional changes.

The sole is made of chrome synthetic fiber, adapted to this type of terrain to better control movements on non-abrasive firm ground.

TESTED BY PROFESSIONAL FOOTBALL PLAYERS



EVOLUTION
CUP

We are
FOOTBALL



ECUS2502FG



ECUS2531FG



ECUS2502AG



ECUS2531AG



TESTED BY PROFESSIONAL FOOTBALL PLAYERS

Aquile
CUP

We are
FOOTBALL



VENTILATION



EXO
COUNTER
PROTECTION

TESTED BY PROFESSIONAL FOOTBALL PLAYERS



Aguila

CUP

We are FOOTBALL



Football boots for firm ground (FG) and artificial turf (AG). The Águila Cup will provide you with all the benefits of a high-end professional model: high performance developed for professional footballers. Recommended for players seeking control and precision on the field.

The upper is crafted from microfiber, a lightweight, durable material with excellent abrasion resistance, which adds extra quality to this classic-style design.

In the heel, they incorporate a rear **EXO COUNTER** to protect and provide stability to the area during directional changes.

The sole is made of translucent synthetic fiber, adapted to this type of terrain to better control movements on non-abrasive firm ground.



TESTED BY PROFESSIONAL FOOTBALL PLAYERS

Aquile
CUP

We are
FOOTBALL



ACUS2402FG



ACUS2401FG



ACUS2402AG



ACUS2401AG



TESTED BY PROFESSIONAL FOOTBALL PLAYERS

SCORE

We are
FOOTBALL



EXO
COUNTER
PROTECTION

TESTED BY PROFESSIONAL FOOTBALL PLAYERS



SCORE

We are FOOTBALL



Football boots for firm ground (FG) and artificial turf (AG). This high-end model, inspired by classic designs, provides all the benefits of versatile professional-grade boots: good ball control and speed.

The upper is made of microfiber, a high-quality material that offers lightweight performance and abrasion resistance.

They incorporate a rear **EXO COUNTER** heel counter to provide stability to the area during directional changes.

The sole is made of translucent synthetic fiber, adapted to this type of terrain to better control movements on non-abrasive firm ground.



TESTED BY PROFESSIONAL FOOTBALL PLAYERS



SCORE

We are
FOOTBALL



SCOS2501FG



SCOS2502FG



SCOS2527FG



SCOS2501AG



SCOS2502AG



SCOS2527AG



TESTED BY PROFESSIONAL FOOTBALL PLAYERS



MARKETING PRODUCT

We are
FOOTBALL



GENERIC FOOTBALL SHOES BOX



**# We are
FOOTBALL**

 **Joma**