



BESPOKE CYCLING EXPERIENCES

—
ENGAGE CLIENTS
LIKE NEVER BEFORE





COMPANY OVERVIEW

MUMMU Cycling is the premier operation of the Mummu Group, a global organisation, based in Melbourne Australia, with operations in the US, Europe and Asia

MUMMU Cycling's Official Tour Operator status has ensured the consistent delivery of exclusive travel services to professional riders and cycling enthusiasts since 2010.

Our knowledge and relationships within the cycling industry sets us apart from our competitors.

Official partnerships with peak cycling bodies, our global networks, and deep expertise in cycling, travel, hospitality and logistics deliver unrivalled cycling experiences for every guest.

MUMMU Cycling provides unique access and fan experiences to over 600 global guests each year, on a range of tours across four continents.

Our sole purpose is to deliver exceptional cycling experiences. We take pride in delivering on our promise to experience cycling like never before.

Marcel Berger
Managing Director

MUMMU CYCLING BESPOKE

MUMMU Cycling Bespoke caters to a dynamic, global business community of executives through a shared passion for cycling.

"I kept expecting someone to pinch me and say, "wake up" and find out it was all a dream. Massive thanks to everyone involved in the organisation and execution of such a brilliant event and to all for such good fun and incredible memories."

Director Advocacy Relations, Amgen (Europe) GmbH

MUMMU Cycling's reputation for consistently delivering outstanding tour experiences to the world's biggest and best cycling events, has led to the establishment of an exclusive new opportunity.

MUMMU Cycling Bespoke offers corporate hosts the opportunity to work with MUMMU's international pro-team to tailor an experience that is perfectly matched to the needs and expectations of the host company and its VIP guests.

Are you ready to create an experience your prospects, clients and partners will remember? Have a private conversation over lunch with Eddy Merckx, ride the Arenberg Forrest with Stuart O'Grady or learn how to climb the Tourmalet with Frank Schleck. At MUMMU Cycling we understand how to deliver breathtaking experiences and we empathise with your need to create an environment where deep relationships and memories can be formed.

The MUMMU team is second to none. Under the watchful eye of international cycling legend, Stuart O'Grady, every bespoke tour is designed and planned by a pro team. And every tour is led by one of MUMMU's Pro-Hosts who share their insights into team tactics and strategies, and who know every road, climb, bend, cobbled street and pit stop of a particular riding tour.

All operations and logistics are managed seamlessly by MUMMU, from pre-tour fitness training to ground travel, accommodation and world-class bikes, VIP functions and privileged access to otherwise off limit areas and events, interpreters, and on-ground support services.

No executive entertainment compares to the comradery of a bespoke cycling tour designed to challenge, inspire and connect business leaders from around the globe, while riding the legendary cycling routes of France, Belgium, Italy, Spain, Australia, North America and more.

MUMMU Cycling Bespoke, guarantees to deliver that once-in-a-lifetime experience hosted by your organisation.

EVENT CALENDAR

MUMMU Bespoke can design exclusive experiences for your group at these key events or any other global cycling destination year round.

January

Santos Tour
Down Under

March

Strade
Bianche

March

Milan –
San Reno

April

Spring
Classics

May

Giro
d'Italia

July

Tour de
France

September

La Vuelta

September

UCI Road
Worlds

November

Rouleur
Classic

THE MUMMU DIFFERENCE

1

Who We Know
Our network is unmatched in cycling travel, guaranteeing access to the best riders, races and experiences.

2

Exclusive Privileges
Access to unique VIP race experiences including hospitality, village access and riding!

3

Expert Team
Our team consists of experts of cycling, logistics, hospitality, travel and service, combining to give you an exceptional experience.

4

Global Associates
MUMMU Cycling is the only tour operator boasting a global support network created for you.

5

Customized for You
Our team will work with you to create a bespoke experience customized for your needs.

MUMMU PRO HOSTS

Each tour is matched to one of MUMMU's 12 Pro Hosts who leads the ride. Each Pro Host is a successful professional rider with years of international competition experience.

Riding alongside any one of MUMMU's Pro Hosts is a unique privilege. Their knowledge, experience, insights and uncanny ability to secure spontaneous encounters with professional teams and officials ensures that every day is an uncharted adventure.

"With hosts including Stuart O'Grady, Cadel Evans & Andy Schleck, Mummu Cycling has been refining its special cycling experiences in time for the upcoming season".

Ride Media



Stuart O'Grady
Olympic Gold Medalsist, Paris-Roubaix Champion, 17 x Tour de France rider, Track World Champion



Cadel Evans
2011 Tour de France victor, four time Olympian, Road World Cycling champion



Tom Boonen
Tour de France Green Jersey, 3 x Tour of Flanders Champion, 4 x Paris-Roubaix Champion, Road World Champion



Giada Borgato
Italian National Road Champion



Emily Collins
New Zealand National Criterium Champion



Ivan Basso
2 x Giro d'Italia Pink Jersey, Tour de France White Jersey



Nick Gates
Australian National Champion, 11-year Pro, Director Sportif



Matt Goss
Milan San Remo Champion, Olympian



Johan-Museeuw
Road World Champion, 3 x Paris-Roubaix Champion, 3 x Tour of Flanders Champion



Andy Schleck
Tour de France Yellow Jersey, Liege-Bastogne-Liege Champion



Frank Schleck
5 x National Road Champion, Amstel Gold Champion



Sir Bradley Wiggins
Tour de France Yellow Jersey, 5 x Olympic Champion, TT World Champion

CASE STUDIES



**Piper Alderman, National Mid-Tier Law Firm
(70 Partners)**

Brief:

Create a unique single-day experience hosting 40 key national clients and partners at the 2019 Santos Tour Down Under.

Deliverable:

Starting with an exclusive briefing by Adelaide's cycling hero, Stuart O'Grady, guests enjoyed a fully supported 74km ride around on the Stage 3 circuit led by Australian sprint star, Matt Goss (Previous sprint jersey winner at the TDU and Milan-San Remo champion). Following the ride, guests enjoyed prime viewing over a fully catered grazing lunch with wines meters from the finish line.

"On behalf of Piper Alderman I wanted to thank you and the team for making our event a success. We received such glowing reviews from our clients (well perhaps not about those last 10kms!) but overall a wonderful day was had by all."

**Business Development Manager,
Piper Alderman**



Vodafone Business UK

Brief:

Build in an experience to engage 15 key clients and prospects at Paris-Roubaix.

Deliverable:

Created an exclusive 3-day experience at Paris-Roubaix hosted by former pro and sports director, Nick Gates.

Key Highlights:

- Reconnaissance ride over Carrefour de l'Arbe
- Exclusive private access to famous Roubaix Showers.
- Meet 4 time winner Tom Boonen
- Private drinks with 3 time winner Johan Museeuw
- Fully supported ride over Paris-Roubaix course
- Private luxury coach transfer across multiple cobbled sectors of the race
- VIP Hospitality at the finish line
- Met 2019 winner Phillippe Gilbert

"A big thank you to our partners at Mummu Cycling for bringing the iconic Paris-Roubaix experience to life in such a unique way."

**Regional Director, Northern Europe
at Vodafone Global Enterprise**



OFFICIAL PARTNERS AND CLIENTS

WHITE LABEL

Mummu Cycling also offers B2B white label services so you can dazzle your clients with expert service and offerings under your own brand

We work with your business to understand your needs and implement a model that is commercially viable for all stakeholders

Mummu Cycling has a long history of delivering world-class cycling experiences and travel to fans as well as delivering strong commercial returns to its partners

As Australia's largest Official Tour Operator for the A.S.O. & La Vuelta, Premium Official Tour Operator for RCS and one of the leading Approved Travel Specialists for the Santos Tour Down Under and our 12 year history working with the UCI, GCP, Phil Anderson and Stuart O'Grady, Mummu Cycling offers your business global travel and logistical expertise as well as access to unique experiences and event-based assets as part of our strategic partnerships, rights and licences as an Official Operator at major cycling events

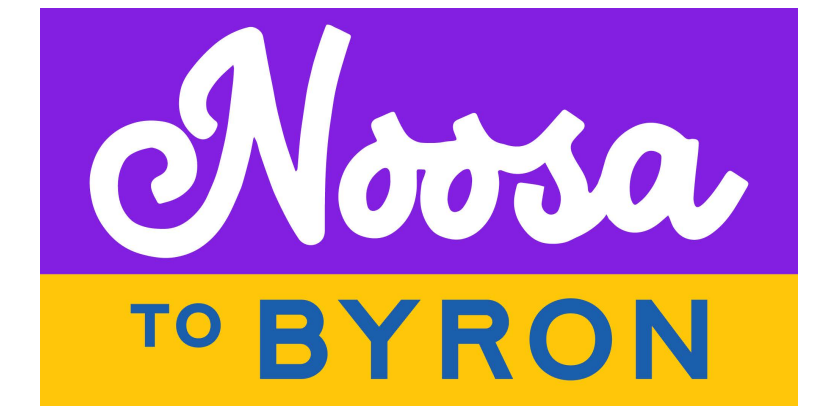
Mummu Cycling's white label services offers your business the opportunity to leverage our expertise and knowhow through its own dedicated travel brand to drive commercial success

Partnering with us means **visibility**. By leveraging our existing official licences and market presence, your business can enter the globally engaged cycling market with little to no barriers and gain brand exposure at all major cycling events

B2B Partner Examples



TRAVEL OFFICE



OUR HIRE BIKE FLEET



FACTOR O2

FACTOR
NEVER. STATUS. QUO.

Our fleet of FACTOR O2 road bikes are available for group hire

Decked out with top of the range componentry, including electronic gearing and Black Inc Team Edition Carbon Wheels

The O2 is built to climb, without compromising its ability to sail around corners, and descend with confidence

Its innovative design and meticulous geometry tick all the boxes to meet the dream ride at Pro Tour level. World Tour team, Israel Start-Up Nation proving just that as they hit the pro circuit this season on their Factor Bikes.

- Frame Sizes Available: 49-52-54-56-58
- Frame: Factor O2 – RBi Carbon
- Fork: Factor O2 – Svelte Disc
- Seat Post: Black Inc. Carbon Zero Setback
- Groupset: SRAM Force AXS eTap
- Crankset: SRAM Force AXS eTap 48/35
- Cassette: SRAM Force AXS eTap, 10-33
- Wheels: Black Inc Team Edition Carbon Wheels
- Seat: Prologo Scratch 2
- Bars/Stem: Black Inc Carbon Drop Handlebars and LevelNine Alloy Stem

OUR SERVICES

EVENT HOSPITALITY

Access to exclusive hospitality areas at major cycling events around the globe.



LUXURY ACCOMMODATIONS

MUMMU's global network and local knowledge deliver unique luxury accommodation options for your guests.



RIDE EXPERIENCES

Fully supported group rides with a MUMMU pro Host combined with engaging hospitality.



VIP ACCESS

Combine Pro Hosts with exclusive access to teams and behind the scenes opportunities.



BESPOKE TOURS

Let MUMMU design a multi-day experience to meet your unique requirements.



KEY STAFF



Marcel Berger

Founder

Marcel is the founder of Mummu Cycling. Over the past decade, Marcel has designed and led groups to some of the largest cycling events in the world. Marcel's expertise in cycling event management has led him to senior operational roles at the UCI, A.S.O. and other major cycling organisation. Marcel's expertise centre around operations and logistics, and his skills have propelled Mummu Cycling into one of the leading tour operators around the globe.

Paul Dirienzo

General Manager
+61 431 635 642

Siska van der Bijl

Product & Logistics Manager

Jean Sebastien Abbal

Service Course Manager & Senior Tour Leader

Bronwyn Somers

Marketing Manager

Emily Collins

Content Producer

Raphael Campo

Equipment & Mechanics

Contact us

Plan your own bespoke experience

AUS Toll Free: 1300 369 625
US Toll Free: +1 844-701-5046
UK: +44 20 3868 3618
experiences@mummucycling.com

Stuart O'Grady

Partner & Tour Director



OFFICIAL TOUR OPERATOR
TOUR DE FRANCE

LA VUELTA



PARIS
ROUBAIX



Corporate Head Office

AUSTRALIA
Melbourne

101/18 Woodruff Street
Port Melbourne 3207
PH: +61 3 9020 8664

mummucycling.com

Travel Industry Accreditation
Australian Federation of Travel Agents – Member number 13019
Licensed Travel Agent and Tour Operator – Licence Number A12918



Mummu was listed in the BRW Fast Starters and the Smart50 Awards in 2015, awarding Australia's fastest growing private companies.

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