**MOMENTUM SPORTS**

Employee Handbook

*Built for the Journey*

Effective Date: January 2026

Headquarters: Australia

# Welcome to Momentum Sports

Dear Team Member,

Welcome to Momentum Sports! Whether you're joining us as a full-time employee at our Australian headquarters, as a contractor supporting our global operations, as a casual worker helping us scale during peak seasons, or as a strategic business partner collaborating with us around the world, you are now part of something special—a company that's transforming how people experience cycling across three continents.

From our roots in Australia, we've built a $109.8M business serving cyclists in North America, Europe, and the Pacific. We've done this not through size, but through smart partnerships, operational excellence, and an unwavering commitment to quality. Our core team of 16 dedicated employees in Australia, enhanced by talented contractors, casual workers, and business partners globally, proves that impact isn't about headcount—it's about passion, expertise, and the relationships we build.

Every day, we connect 701 resellers and 18,485 direct customers with 397 products that fuel their cycling passion. From the Southwest United States to Canada, from the Northwest to Australia, from Europe to the broader Pacific—we're there, supporting every pedal stroke.

This handbook is your guide to being part of the Momentum Sports family. Here, you'll find our values, expectations, policies, and the resources available to you. More importantly, you'll discover what makes us different: a culture built on partnership excellence, quality without compromise, and genuine care for the cycling community we serve.

We're excited to have you on this journey with us. Together, we'll continue building momentum, one rider at a time.

Welcome aboard,

**The Momentum Sports Leadership Team**

# About This Handbook

This Employee Handbook provides important information about Momentum Sports' workplace policies, benefits, and expectations. It is designed to help you understand our culture, your rights and responsibilities, and how we work together to achieve our mission.

This handbook applies to all team members, including full-time employees, contractors, casual workers, and business partners, unless otherwise specified. Some sections may apply more directly to specific employment types, and these distinctions will be clearly noted.

Please note that this handbook is not a contract of employment. Employment relationships at Momentum Sports are at-will (where applicable by law), meaning either party may terminate the relationship at any time, with or without cause or notice, subject to local employment laws and individual contract terms.

Momentum Sports reserves the right to modify, supplement, or rescind any provision of this handbook as needed. We will communicate any significant changes to all team members.

If you have questions about anything in this handbook, please contact your manager or the Human Resources team.

# 1. Who We Are

## 1.1 Company Overview

Momentum Sports is a multi-channel bicycle and cycling products distributor headquartered in Australia. We serve both direct-to-consumer and B2B reseller markets across North America, Europe, and the Pacific region. With annual revenue of $109.8M and over 121,000 transactions per year, we've proven that a lean, focused team can compete at the highest levels.

Our business model is unique: a core team of 16 full-time employees in Australia supported by a dynamic network of contractors, casual workers, and strategic business partners worldwide. This flexible approach allows us to maintain agility while scaling globally, delivering personalized service without sacrificing operational excellence.

## 1.2 Our Mission

To empower cyclists of all levels across North America, Europe, and the Pacific by providing exceptional bicycles and cycling products through trusted partnerships and direct relationships, making the joy and benefits of cycling accessible to everyone.

## 1.3 Our Vision

To become the most trusted name in cycling distribution, recognized for our commitment to quality, our extensive product expertise, and our ability to connect riders with the perfect equipment to fuel their passion and performance.

## 1.4 Our Core Values

### Partnership Excellence

We build lasting relationships with our resellers and customers, treating every interaction as an opportunity to create mutual success. Our network of 701 resellers is not just a distribution channel—it's a community of cycling advocates.

### Quality Without Compromise

From our Mountain-200 series to our extensive component collection, every product in our 397-SKU portfolio is carefully selected to meet the highest standards of performance and reliability.

### Customer-Centric Innovation

We serve diverse needs through multiple channels—from specialty bike shops to warehouse partners to direct consumers—always adapting to how our customers prefer to shop and ride.

### Operational Excellence

With a core team of 16 full-time employees in Australia, supported by a global network of contractors, casual workers, and business partners, we manage $109.8M in annual revenue and 121,253 transactions. We prove that efficiency and personalized service can coexist at scale through smart partnerships and collaborative excellence.

### Inclusive Cycling Community

We believe cycling is for everyone. Whether you're a seasoned enthusiast or discovering the joy of riding, we're committed to supporting your journey with the right products and expertise.

# 2. Employment Fundamentals

## 2.1 Equal Employment Opportunity

Momentum Sports is an equal opportunity employer committed to creating an inclusive environment for all team members. We do not discriminate on the basis of race, color, religion, gender, gender identity, sexual orientation, national origin, age, disability, veteran status, or any other protected characteristic under applicable law.

This commitment applies to all aspects of employment, including recruitment, hiring, training, promotion, compensation, benefits, and termination.

## 2.2 Employment Classifications

Momentum Sports engages team members through several employment structures:

### Full-Time Employees

Based at our Australian headquarters, full-time employees typically work 38-40 hours per week and are eligible for all company benefits including health insurance, retirement contributions, paid leave, and professional development opportunities.

### Contractors

Independent contractors provide specialized services under contract agreements. Contractors operate as independent businesses, manage their own taxes, and are not eligible for employee benefits unless specifically outlined in their contract.

### Casual Workers

Casual workers are engaged on an as-needed basis, typically during peak seasons or for specific projects. Employment terms, including hours and compensation, are defined in individual agreements.

### Business Partners

Strategic business partners collaborate with Momentum Sports through formal partnership agreements. These relationships are governed by specific partnership terms and may include shared resources, joint ventures, or other collaborative arrangements.

## 2.3 Probationary Period

Full-time employees typically serve a 3-6 month probationary period (as specified in your employment agreement) to ensure mutual fit. During this time, both you and Momentum Sports have the opportunity to evaluate the employment relationship. Probationary employees are entitled to all workplace rights under applicable law but may have limited access to certain benefits until successfully completing the probationary period.

## 2.4 Background Checks

Momentum Sports may conduct background checks on prospective employees, contractors, and partners as permitted by law and relevant to the position. All checks are conducted with your written consent and in compliance with applicable privacy and employment legislation.

# 3. Workplace Culture & Expectations

## 3.1 Work Hours and Schedules

Standard business hours at our Australian headquarters are Monday through Friday, 9:00 AM to 5:30 PM AEST, with a 30-minute lunch break. However, we recognize that our global operations require flexibility. Team members working across different time zones or on flexible arrangements should coordinate with their managers to establish appropriate schedules that serve both business needs and personal circumstances.

## 3.2 Remote and Flexible Work

Given our distributed workforce model, many team members work remotely or in hybrid arrangements. Remote work is a privilege that comes with clear expectations:

* Maintain consistent communication with your team
* Be available during agreed-upon core hours
* Maintain a professional workspace conducive to productive work
* Ensure reliable internet connectivity and appropriate technology
* Protect company confidential information and systems

## 3.3 Attendance and Punctuality

Reliable attendance is essential to our operations. Whether you work from our headquarters, remotely, or on-site with partners, you are expected to be present and engaged during scheduled work times. If you cannot work as scheduled, notify your manager as early as possible.

## 3.4 Professional Conduct

All team members are expected to conduct themselves professionally, treating colleagues, customers, partners, and vendors with respect and courtesy. This includes:

* Communicating clearly, respectfully, and constructively
* Being collaborative and supportive of team members
* Taking responsibility for your work and commitments
* Addressing conflicts professionally and constructively
* Representing Momentum Sports positively in all interactions

## 3.5 Dress Code

For team members at our Australian headquarters, business casual attire is appropriate for typical workdays, with business professional attire expected when meeting with partners or attending important business events. Remote workers should maintain professional appearance during video meetings. Cycling-related attire is welcome when appropriate, reflecting our industry and passion.

## 3.6 Performance Expectations

Success at Momentum Sports means:

* Delivering quality work that meets or exceeds expectations
* Meeting deadlines and honoring commitments
* Continuously learning about our products, customers, and industry
* Contributing to team goals and company success
* Embodying our core values in daily work

# 4. Compensation & Benefits

## 4.1 Compensation Philosophy

Momentum Sports is committed to providing competitive compensation that recognizes individual contribution, market conditions, and company performance. Compensation structures vary by employment type and are detailed in individual employment agreements or contracts.

## 4.2 Payroll (Full-Time Employees)

Full-time employees are paid on a monthly basis via direct deposit. Pay dates, tax withholdings, and superannuation contributions (where applicable) comply with Australian law and are detailed in your employment contract.

## 4.3 Benefits for Full-Time Employees

Full-time employees are eligible for a comprehensive benefits package including:

### Leave Entitlements

* Annual Leave: 4 weeks per year, accrued progressively
* Personal/Sick Leave: 10 days per year for illness or caring responsibilities
* Long Service Leave: As per Australian Fair Work requirements
* Public Holidays: All Australian public holidays

### Parental Leave

Eligible employees may access parental leave in accordance with Australian Fair Work Act provisions, including unpaid parental leave and government-funded Parental Leave Pay where applicable.

### Superannuation

Momentum Sports contributes to employee superannuation funds in accordance with Australian Superannuation Guarantee requirements (currently 11.5% of ordinary time earnings).

### Health and Wellness

We support employee health and wellness through access to Employee Assistance Programs (EAP), wellness initiatives, and a workplace culture that values work-life balance.

### Professional Development

Momentum Sports invests in employee growth through training opportunities, industry conference attendance, and skills development programs relevant to your role and career goals.

### Product Discounts

All team members receive generous discounts on Momentum Sports products, because we believe our team should ride the products we sell.

## 4.4 Contractor and Casual Worker Compensation

Contractors and casual workers are compensated according to their individual agreements. Payment terms, rates, and any applicable benefits or entitlements are specified in written contracts or engagement letters.

# 5. Professional Development & Growth

## 5.1 Learning Culture

At Momentum Sports, we believe in continuous learning. The cycling industry evolves rapidly, and we invest in keeping our team at the forefront of product knowledge, industry trends, and professional skills.

## 5.2 Performance Reviews

Full-time employees participate in regular performance discussions, including:

* Informal check-ins: Regular ongoing feedback and support
* Mid-year reviews: Progress assessment and goal adjustment
* Annual performance reviews: Comprehensive evaluation and planning for the year ahead

## 5.3 Training Opportunities

We support professional development through product training, industry certifications, leadership development programs, technical skills workshops, and attendance at cycling industry events and trade shows. Team members are encouraged to discuss development goals with their managers.

## 5.4 Career Progression

While we're a lean organization, we value internal promotion and career growth. We look for opportunities to expand responsibilities and advance team members who demonstrate strong performance, embody our values, and contribute to company success.

# 6. Code of Conduct

## 6.1 Respect and Dignity

Every team member deserves to work in an environment free from harassment, discrimination, bullying, and intimidation. We are committed to fostering a workplace where everyone feels valued, respected, and safe.

## 6.2 Anti-Harassment Policy

Momentum Sports has zero tolerance for harassment of any kind, including sexual harassment, racial harassment, or harassment based on any protected characteristic. Harassment includes unwelcome conduct, comments, or behavior that creates an intimidating, hostile, or offensive work environment.

Any team member who experiences or witnesses harassment should report it immediately to their manager, Human Resources, or senior leadership. All complaints will be investigated promptly and confidentially, and appropriate action will be taken.

## 6.3 Workplace Violence

Momentum Sports is committed to providing a safe workplace. Violence, threats of violence, or intimidating behavior will not be tolerated under any circumstances. This includes physical violence, verbal threats, intimidation, and any conduct that creates a reasonable fear of injury.

## 6.4 Substance Abuse

To maintain a safe, productive workplace, team members must not be under the influence of alcohol or illegal substances during work hours. This applies whether working from our headquarters, remotely, or at any work-related function. The use, possession, or distribution of illegal substances is strictly prohibited.

## 6.5 Conflicts of Interest

Team members must avoid situations where personal interests conflict with company interests. This includes:

* Financial interests in competitors, suppliers, or customers
* Outside employment that competes with Momentum Sports
* Personal relationships that affect business decisions
* Using company resources for personal gain

If you believe a potential conflict of interest exists, disclose it to your manager or Human Resources immediately.

## 6.6 Confidentiality

All team members have access to confidential information about Momentum Sports, our customers, partners, and business operations. This information must be protected and never disclosed to unauthorized parties, during or after your engagement with the company. This includes:

* Customer data and purchasing patterns
* Pricing information and margins
* Business strategies and plans
* Supplier and partner relationships
* Proprietary business processes and systems

## 6.7 Use of Company Resources

Company resources—including equipment, technology, vehicles, and time—are provided for business purposes. Limited personal use is acceptable if it doesn't interfere with work responsibilities, but company resources must never be used for illegal activities, personal business ventures, or purposes that conflict with company interests.

# 7. Health, Safety & Security

## 7.1 Workplace Safety

Momentum Sports is committed to providing a safe and healthy work environment. We comply with all applicable workplace health and safety legislation and expect all team members to:

* Follow all safety policies and procedures
* Report hazards, injuries, or unsafe conditions immediately
* Use safety equipment properly when required
* Take reasonable care for your own safety and that of others

## 7.2 Injury Reporting

All workplace injuries, no matter how minor, must be reported immediately to your manager. Proper documentation ensures you receive appropriate care and helps us prevent future incidents.

## 7.3 Emergency Procedures

Emergency evacuation procedures and assembly points are posted throughout our headquarters facility. All team members should familiarize themselves with emergency exits and procedures. In case of emergency, follow the instructions of emergency wardens and evacuate calmly to designated assembly areas.

## 7.4 Ergonomics and Remote Work Safety

For team members working remotely, we encourage you to set up an ergonomic workspace that promotes good posture and reduces strain. Take regular breaks, adjust your screen to eye level, use proper seating, and ensure adequate lighting. If you experience discomfort or need guidance on ergonomic setup, please contact Human Resources.

## 7.5 Information Security

Protecting company and customer data is everyone's responsibility. All team members must:

* Use strong passwords and never share login credentials
* Secure devices when not in use
* Report suspected security breaches immediately
* Be cautious of phishing attempts and suspicious emails
* Follow IT security policies and data protection protocols

# 8. Communication & Collaboration

## 8.1 Communication Standards

Effective communication is essential to our distributed team's success. We expect all team members to communicate clearly, professionally, and promptly across all channels—email, video calls, instant messaging, and phone.

## 8.2 Email and Messaging Etiquette

* Respond to internal communications within one business day
* Use clear subject lines that reflect the content
* Be professional but personable in tone
* Proofread before sending, especially to external parties
* Respect time zones when scheduling meetings or expecting responses

## 8.3 Meetings

Meetings are valuable when used effectively. To make the most of meeting time:

* Start and end on time
* Come prepared with necessary materials
* Have a clear agenda and objectives
* Encourage participation from all attendees
* Document and share action items afterward

## 8.4 Social Media Guidelines

When posting about Momentum Sports on personal social media:

* Remember you represent the company
* Be respectful and professional
* Never disclose confidential information
* Make it clear you're expressing personal views, not official company positions
* Direct media inquiries to authorized company spokespersons

## 8.5 Cross-Cultural Communication

Our team spans multiple continents and cultures. Be mindful of cultural differences in communication styles, business practices, and holidays. When in doubt, ask questions respectfully and assume positive intent in all interactions.

# 9. Customer & Partner Relationships

## 9.1 Customer Service Excellence

Every interaction with our 18,485 direct customers and 701 reseller partners reflects on Momentum Sports. Whether you interact with customers directly or support those who do, your work impacts customer satisfaction. Approach every customer interaction with:

* Professionalism and courtesy
* Product knowledge and expertise
* Problem-solving mindset
* Responsiveness and follow-through
* Genuine care for the customer's needs

## 9.2 Partnership Excellence

Our reseller network—Value Added Resellers, Warehouse Partners, and Specialty Bike Shops—are the foundation of our success. Treat every partner interaction as an opportunity to strengthen relationships and create mutual value. Understand their business needs, respond promptly to inquiries, and always follow through on commitments.

## 9.3 Handling Complaints

Customer and partner complaints are opportunities to improve. When handling complaints:

* Listen carefully and empathetically
* Take ownership even if you didn't cause the issue
* Investigate thoroughly and respond promptly
* Propose fair solutions focused on resolution
* Learn from the feedback to prevent future issues

## 9.4 Product Knowledge

Deep product knowledge distinguishes Momentum Sports from competitors. All team members should continuously learn about our 397-SKU portfolio—from Mountain-200 series bikes to components, clothing, and accessories. Attend product training sessions, ask questions, and whenever possible, experience our products firsthand.

# 10. Important Policies

## 10.1 Privacy and Data Protection

Momentum Sports is committed to protecting the privacy of our customers, partners, and employees. We comply with applicable data protection legislation including the Australian Privacy Act. All team members must:

* Collect and use personal information only for legitimate business purposes
* Protect personal data from unauthorized access or disclosure
* Respect individuals' rights regarding their personal information
* Report any suspected data breaches immediately

## 10.2 Intellectual Property

All work product, inventions, and intellectual property created during your engagement with Momentum Sports belong to the company. This includes designs, processes, business methods, customer lists, and any creative works developed in the course of employment or contract work.

## 10.3 Document Retention

Business records must be retained according to legal requirements and company policy. Never destroy documents that may be relevant to legal proceedings, audits, or investigations. Contact your manager or Human Resources if you have questions about document retention.

## 10.4 Whistleblower Protection

Momentum Sports encourages reporting of suspected illegal activities, fraud, or serious policy violations. Reports can be made to your manager, Human Resources, or senior leadership. We prohibit retaliation against anyone who makes a good-faith report of suspected wrongdoing.

## 10.5 Separation of Employment

If you decide to leave Momentum Sports, we ask that you provide reasonable notice as specified in your employment agreement (typically 2-4 weeks for most positions). During your notice period:

* Complete outstanding work and document processes
* Transfer knowledge to colleagues
* Return all company property and equipment
* Delete company information from personal devices
* Complete an exit interview

Confidentiality obligations continue after your departure from Momentum Sports.

# 11. Handbook Acknowledgment

This Employee Handbook provides important information about Momentum Sports' policies, practices, and expectations. It is your responsibility to read, understand, and comply with the policies outlined in this handbook.

This handbook is not a contract of employment and does not guarantee employment for any specific period. Employment at Momentum Sports is at-will (where permitted by law), meaning either you or the company may end the employment relationship at any time, with or without cause or notice, subject to applicable law and individual contract terms.

Momentum Sports reserves the right to modify, supplement, or rescind any provision of this handbook at any time. When significant changes are made, team members will be notified.

If you have questions about any policy or procedure in this handbook, please contact your manager or Human Resources. We're here to help ensure you have the information and support you need to succeed at Momentum Sports.

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*Thank you for being part of the Momentum Sports journey.*

**Built for the Journey**

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