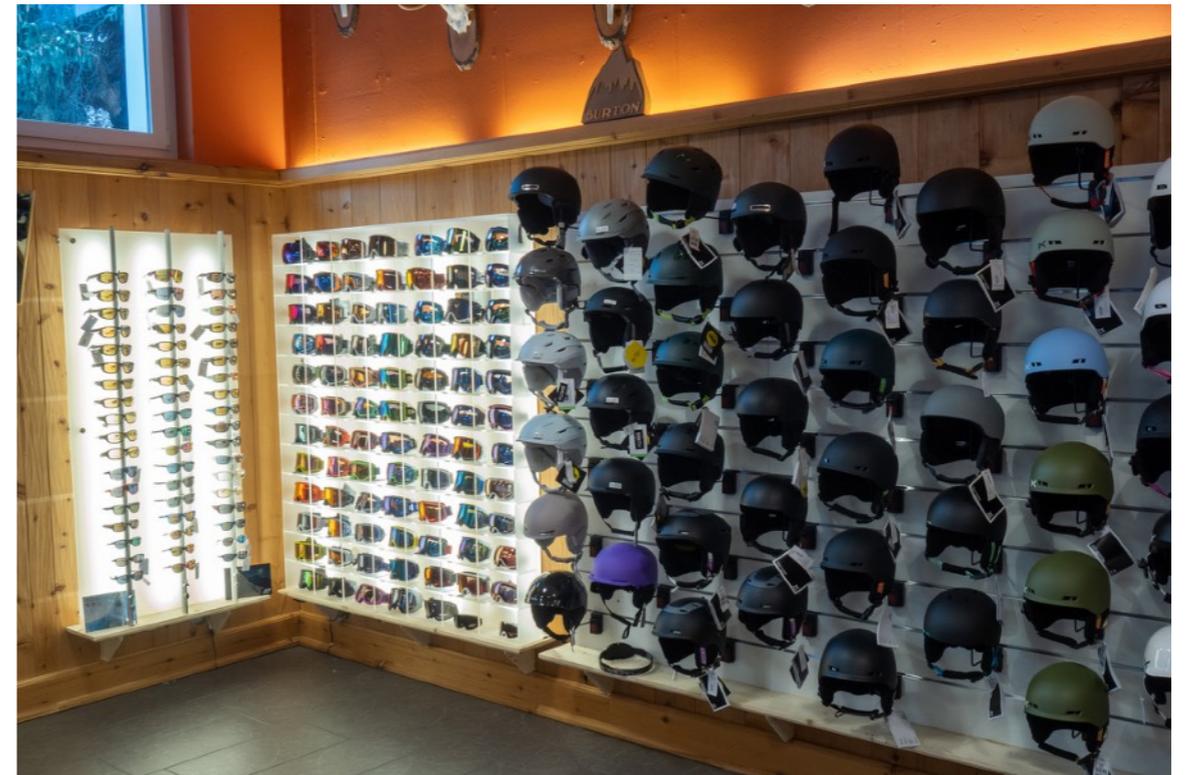




IMPRESSIONS



USPs



USPs

- top five of the biggest winter resorts in Switzerland - Lenzerheide
- over 35 years of experience - family owned and operated
- one-stop shop strategy
- Ski and snowboard lessons, rental, service station, shop and tickets
- located directly at the parking of the ski lift facilities, Fadail (ski in and out)
- SSBS training center for Swiss Ski and Snowboard instructors
- private practice area for beginners
- attractive packages (lessons, rental and tickets)
- Pro-school for athletes (weekly training)
- mobile web application for quick and comfortable check in

IMPRESSIONS



Our culture code

Providing a unique sports experience to our customers based on their individual needs and expectations are at the heart of everything we do and determines our thinking and our activities. We therefore focus on what works for us as individuals, as a family and as a team. Elements of our cultural code: Be **humble** (self-aware and respectful). Be **empathic** (acts with compassion and respect for customers, partners and colleagues). be **adaptable** (life along learner). Be **remarkable** (helpful, resourceful, effective). Be **transparent** (open and honest).

As individuals and as a team we constantly work on living up to our cultural code. This mindset also flows into our ski and snowboard school for the general public as well as a training and internship school of the Swiss Snow Sports Professional and School Association (SSBS): We



Liset (39) & Oliver (43) with the next generation Lou (7) and Atl (12).

always want to be close to the different needs of beginners as well as professional snow sport individuals. Our instructors are regularly trained – also during the winter sport season – and offer our customers latest teaching

development. Overall, we rely on a strong organizational backbone and offer high-quality products and tailor-made services.

www.snowboardschule.com
www.skischule.ch
www.primussport.ch