

18 January 2024

JD SPORTS FASHION PLC

Marketing Investment Group S.A. - completed acquisition

CORRECTION: This document is corrected to note that MIG generated revenues of approximately £270m in the financial year to January 2023, not January 2024.

JD Sports Fashion Plc ('JD' or the 'Group') is pleased to announce it has completed the acquisition of the 40% minority stake in Marketing Investment Group S.A. ('MIG' or 'Company') and is now the 100% sole owner.

This acquisition has been completed following receipt of a decision from the European Commission declaring the transaction compatible with the internal market.

As a result of taking full control of MIG, JD has both simplified further its European operations and created the opportunity to accelerate the rollout of the JD brand in Central and Eastern Europe.

In the financial year to January 2023, MIG generated revenues of approximately £270m. As at 30 December 2023, MIG operated a total of 403 stores across 13 countries, including 23 JD stores.

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About JD Sports Fashion Plc

Founded in 1981, the JD Group ('JD') is a leading global omnichannel retailer of Sports Fashion brands. JD provides customers with the latest exclusive products from its strategic partnerships with the most-loved premium brands - including Nike, adidas and The North Face. The vision of JD is to inspire the emerging generation of consumers through a connection to the universal culture of sport, music and fashion. JD focuses on four strategic pillars: global expansion focused on the JD brand first; leveraging complementary concepts; moving beyond physical retail by creating a lifestyle ecosystem of relevant products and services; and doing the best for its people, partners and communities. JD is a constituent of the FTSE 100 index and had 3,329 stores worldwide at 30 December 2023.

information, please contact ms@seg.com or visit www.ms.com.

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