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Frasers Group announces 10-year strategic retail partnership with GMG

Ambitious 50-store expansion plan set to increase Frasers Group's footprint in the Gulf region and Egypt

Today, Frasers Group ("Frasers" or "the Group") announces a strategic retail partnership with GMG, a global retailer, distributor and manufacturer of international and home-grown brands across sport, lifestyle, health and beauty and more, as Frasers continues its ambitious international growth plans.

GMG has a strong presence in the Gulf, North Africa and Southeast Asia, where it's a key distributor and operator of Nike stores as well as its home-grown multi-brand sports retailer, Sun & Sand Sports, among others. The new partnership will facilitate Frasers Group's expansion in the Gulf and Egypt, with its ambitious retail expansion plan, targeting 50 new Sports Direct store openings across the Gulf and Egypt over the next five years. The first year of the partnership will see the introduction of five new stores in the region, creating a solid foundation to further grow Sports Direct.

Michael Murray, CEO of Frasers Group, said: "GMG is an unrivalled retailer in the region, operating and distributing an incredible portfolio of global brands in markets where we see real growth potential, particularly in sports and lifestyle. By leveraging GMG's scale, deep retail expertise and market knowledge, our partnership will support the growth of our Sports Direct brand in the Gulf and in Egypt."

Mohammad A. Baker, Deputy Chairman and CEO of GMG, commented, "Our collaboration with Frasers Group represents not just a key milestone but a strategic expansion that underscores our commitment to redefine the sports arena across all markets in which we operate in. By introducing Sports Direct, a flagship brand in the industry, we are further positioning ourselves as a dominant force within the retail sports industry. At GMG, with over four decades of experience, we are committed to use our expertise in providing the best choices for quality products. We are uniquely positioned to integrate and scale Sports Direct's presence successfully, bringing it closer to our consumers and crafting unparalleled sports retail experiences"

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FRASERS GROUP PLC

Chris Wootton, Chief Financial Officer

T. 0344 245 9200
E. financial@frasers.group

Andrew Kasoulis, Investor Relations Director

T. 07826 532191
E. Andrew.Kasoulis@frasers.group

Rosie Oddy, Brunswick Group, PR Advisors

T. 07734 861279
E. frasersgroup@brunswickgroup.com

**Kathleen Glover
Frasers Group PR**

T. 07878 771800
E. fgpr@frasers.group

About Sports Direct

Sports Direct is a leading retailer of sports and fitness footwear, clothing, and equipment. A brand driven by purpose; our mission is to use the powers of sport to champion the legend in everybody. Whatever your sport, whatever your style, and whatever your ambition, we offer the quality and choice to make everyone feel like a winner. Whether it's football, running, training, boxing, walking, dance, cycling or swimming, we aim to serve, support, and inspire with products that bring out the best in everyone.

About Frasers Group plc

Frasers Group started as a small store in Maidenhead in 1982 and from there, grew to become a global powerhouse. As the business evolved, 2019 saw the rebrand of Sports Direct International to Frasers Group plc; a reflection of the Group's growth and change in market identity.

Led by Chief Executive Michael Murray, the business is set on a formidable upwards trajectory as it continues to expand with its pioneering approach to retail. Frasers Group provides consumers with access to the world's best Sports, Premium and Luxury brands with a vision to build the planet's most admired and compelling brand ecosystem.

As a leader in the industry, Frasers Group is committed to rethinking retail by driving digital innovation and providing unique store experiences to its consumers globally.

About GMG

GMG is a global well-being company retailing, distributing, and manufacturing a portfolio of leading international and home-grown brands across sports, everyday goods, health and beauty, properties, and logistics sectors. Its vision is to inspire people to win in ways that make the world better. GMG's investments span across six key verticals: GMG Sports, GMG Everyday Goods, GMG Health and Beauty, GMG Properties, GMG Logistics, and GMG Home.

In line with its 'farm-to-fork' vision, GMG covers the entire food consumption chain with its state-of-the-art food manufacturing facilities, expanding food retail network, and distribution of popular international brands. The company entered the food retail industry by acquiring Géant operations in April 2022. In February 2023, GMG acquired aswaaq LLC, including its companies operating in retail, trading, and properties, positioning the group as one of the UAE's largest community mall operators.

Under the ownership and management of the Baker family for over 47 years, GMG is a valued partner of choice for the world's most successful and respected brands in the well-being sector. Working across the Middle East, North Africa, and Asia, GMG has introduced more than 120 brands across 21 countries. These include notable home-grown brands such as Sun & Sand Sports, Dropkick, Supercare Pharmacy, Farm Fresh, Klacis, and international brands like Nike, Columbia, Converse, Timberland, Vans, Mama Sita's, and McCain.

