

## **Fraser's Group and MAP Active expand partnership to launch Sports Direct stores across new markets in southeast Asia and India**

24<sup>th</sup> March 2025 - Fraser's Group plc ("Fraser's" or "The Group") announces the expansion of its existing partnership with MAP Active - leading sports, fashion and distributor operator in south Asia - to launch Sports Direct in five new markets, unlocking ambitious growth plans to open over 350 stores in the region long-term.

Leveraging Sports Direct's leading sporting goods proposition and own brands, the Group will utilise MAP Active's infrastructure, local expertise and distributed brands to position Sports Direct as the premier sports retailer in the region.

With support from Fraser's Group's major brand partners, this expansion will set a new benchmark for the sports retail sector in these markets. This latest strategic partnership between Fraser's Group and MAP Active will see Sports Direct expand further into Indonesia, as well as enter India, the Philippines, Thailand, Vietnam and Cambodia.

**Michael Murray, CEO of Fraser's Group** said: *"We're excited to announce further expansion of our successful partnership with MAP Active to five dynamic new markets where we see potential for long-term growth. Building on Sports Direct's proven sports retail proposition and MAP Active's market expertise, we look forward to growing our footprint and offering best-in-class brands to consumers in the region."*

**V.P. Sharma, Group CEO of PT Mitra Adiperkasa Tbk** said, *"We are proud to deepen our partnership with Fraser's Group, leveraging our extensive retail network and outstanding service to bring Sports Direct's world-class offerings to customers across southern Asia. Our shared vision for excellence in sports retail will enable us to create immersive brand experiences, drive engagement, and set new standards for the industry in this vibrant region."*

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### **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 Fraser's Group plc**

Fraser's 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 Fraser's 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. Fraser's 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, Fraser's Group is committed to rethinking retail by driving digital innovation and providing unique store experiences to its consumers globally.

### **About MAP Active**

PT MAP Aktif Adiperkasa Tbk (MAA) is a 'brand commerce' entity operating in ASEAN. A subsidiary of PT Mitra Adiperkasa Tbk (MAP), MAA operates more than 40 exclusive brands in 1,871 stores and 30 online sites. Its three principal business lines

MAPA (MAPA), which operates more than 40 exclusive brands in 1,071 stores and 30 online sites. Its three principal business lines are Sports, Leisure, and Kids which are sold via mono-brand and wholly owned multi-brand store formats including PlanetSports.Asia, Sports Station, Golf House, and Kidz Station. In 2018, the company acquired Astec, a leading regional brand in badminton, fitness, and leisure activities founded by Olympic Champions, Alan Budikusuma and Susi Susanti. For more information about MAPA, please visit [mapactive.id](http://mapactive.id).

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