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JD Sports Fashion plc

JD Group takes first step into Mexico with Grupo Axo partnership

JD to enter a new market through long-term franchise partnership with Mexico's leading omni-channel retail distributor

BURY, GREATER MANCHESTER: JD Sports Fashion plc ('JD' or the 'Group'), the leading global retailer of sports, fashion and outdoor brands, today announces a long-term franchise partnership with Grupo Axo, S.A.P.I de C.V. ('Axo'), Mexico's leading multi-brand omni-channel retail distributor, to launch the JD brand in Mexico.

JD's entry into Mexico builds on its established presence in the US and Canada* and represents another significant step in the continued execution of the Group's 'JD Brand First' strategy. JD will work closely with Axo to bring its distinctive multi-brand, multi-category product proposition to one of the world's most dynamic and youthful consumer markets.

Under the agreement, Axo will operate JD stores and e-commerce in Mexico, using JD's brand and intellectual property. Axo and JD will also leverage JD's own-brand and exclusive product portfolio, to deliver a differentiated proposition for Mexican consumers across footwear, apparel and accessories.

Commencing in 2027, Axo will operate more than 140 JD premises in Mexico, leveraging its existing retail estate of sneaker stores. Over time, key locations are expected to be upsized and reimagined in line with JD's flagship "bigger and better" format, creating some of the most compelling sports fashion destinations in and bringing an entirely new sports fashion destination to Mexican consumers.

With a population of over 130 million, around 40% of whom are under the age of 25, Mexico is a market with a large, highly engaged consumer base and a demographic profile which aligns strongly with JD's unique position as a curator of footwear and apparel trends across sport, music and fashion.

The market offers significant runway for growth. Mexico's activewear market, valued at c. 6.5 billion, is expected to grow to over 10 billion by 2034 *[IMARC*], driven by key categories including running, football and lifestyle fashion. Mexico is also currently one of the fastest-growing e-commerce markets in the world [*Forbes*].

The agreement builds on the Group's growing franchise platform. JD and Courir currently have 75 franchise stores across Europe, the Middle East, Africa and Asia, supporting the Group's ambition to expand into attractive new markets through partnerships under a proven model with best-in-class local operators.

Régis Schultz, Chief Executive Officer of JD Sports Fashion plc, said: "Bringing JD to this thriving market is an exciting milestone in our story. JD's product offering aligns closely with consumer demand in Mexico and we believe our position at the intersection of sport, music and fashion will deepen the connection we have with that consumer.

"As the top global retailer for a number of our brand partners, we see a significant opportunity to lead the category in Mexico. Axo is the ideal partner for JD in Mexico, with a 30-year track record of working with brands in the country. Its deep market expertise, strong operational platform and proven experience with leading international brands make it uniquely placed to help deliver the JD proposition in Mexico and unlock the opportunity that exists there.

"This partnership is another important step in our 'JD Brand First' strategy and reinforces our ambition to make JD the leading global sports fashion destination across the world's most attractive consumer markets."

Andrés Gómez, Chairman and Chief Executive Officer of Grupo Axo, said: "We are delighted to partner with JD Group, the world's leading sports fashion retailer, to bring its iconic proposition to consumers across Mexico. JD's deep brand relationships, differentiated product offer and immersive retail experience are highly complementary to Axo's platform, capabilities and understanding of the Mexican consumer.

"The partnership represents a significant moment for sports fashion in Mexico and we look forward to helping JD become the leading sports fashion destination in the market."

** For the 52-week period to 31 January 2026, North America comprised 38% of JD Group sales*

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About JD Sports Fashion plc

Founded in 1981, JD Group is a leading global omni-channel retailer of sports, fashion and outdoor brands. With 4,766 stores across 35 countries, our fascias – including JD, Size?, Courir, DTLR, Shoe Palace, Hibbett, Sprinter, Sport Zone, Cosmos and Go Outdoors – deliver multi-brand and multi-category propositions that blend agility with trend-driven curation. JD Group also operates 104 JD Gyms sites in the UK, and 83 franchised stores in a further 15 countries.

We leverage our deep understanding of our customers, close relationships with established and emerging brands, and our exclusive product and own brands portfolio to deliver leading-edge athleisure, performance and streetwear products that address the very latest trends across footwear and apparel. We deliver this via our customer-focused omni-channel proposition that combines vibrant, theatrical stores – where sports fashion meets music and youth culture – with cutting-edge digital experiences.

Our vision is to inspire the emerging generation of customers through a connection to the universal culture of sport, music and fashion. We drive this vision forward via our four strategic pillars: **JD Brand First**, first priority, first in the world; leveraging our **Complementary Concepts** to support JD Group's regional expansion; moving **Beyond Physical Retail** by building the right infrastructure and creating a lifestyle ecosystem of relevant products and services; and doing the right thing for our **People, Partners & Communities**.

JD Sports Fashion plc is a constituent of the FTSE 100 index.

About Grupo Axo S.A.P.I. de C.V.

Founded over 30 years ago, Grupo Axo is a leading multi-brand and multi-channel company in the apparel, fashion accessories, footwear, beauty and personal care product categories, with a portfolio of recognized brands. Axo operates in Mexico, Chile, Peru and Uruguay, distributing and building value for companies and their brands through a unique ecosystem — from physical to digital stores, in full-price and off-price formats — operating more than 22 owned retail concepts and private label brands together with 35 exclusive brand licenses. Our network spans over 1,000 direct-to-consumer stores, 44 digital stores and more than 7,500 wholesale corner shops with the top department stores, reaching 30 million customers. We are led by our Co-Founder, CEO and Chairman of the Board and backed by world-class institutional investors, including General Atlantic and BlackRock.

We operate across four segments — Lifestyle, Athletics & Outdoors, Off-Price and Beauty — bringing to market brands such as Nike, Vuori, Tommy Hilfiger, Calvin Klein, Guess, Coach, Abercrombie & Fitch, Victoria's Secret, Rag & Bone and The North Face, alongside strategic joint ventures including Promoda, our off-price business, with TJX, and a partnership with Ulta Beauty. Axo's reach and scale, combined with a track record of growth and profitability, have led the company to become a Mexican partner of choice for leading global brands.

At the core of our model is a centralized Operational Hub — spanning retail operations, real estate, supply chain, IT, marketing, CRM, HR, finance and legal — that functions as a plug-and-play platform for any brand, any segment, any origin. This lets us deliver efficiencies, deep market expertise and access to top talent at scale, while each brand keeps a dedicated commercial team that preserves its DNA, product lifecycle management and direct connection to the brand. We aim to elevate every brand we represent, safeguarding its identity and customer experience while driving strong, sustainable business results across the region.

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