



PRESS RELEASE

Athens, March 23, 2026

INTERSPORT appointed Exclusive Merchandising Partner of the Hellenic Football Federation (HFF)

INTERSPORT, a Furlis Group company and one of Europe's leading sporting goods retailers, announces its new strategic partnership with the Hellenic Football Federation (HFF), assuming the role of Exclusive Merchandising Partner of the National Football Team.

This agreement marks a pivotal step in INTERSPORT's strategic expansion in football, further strengthening its leading position in the category. Within this framework, a comprehensive ecosystem of products, experiences, and commercial partnerships is being developed around the most popular sport in Greece.

As part of the collaboration, INTERSPORT will be responsible for the development and exclusive commercial exploitation of the National Team's official merchandise, both in Greece and internationally. The company will invest in a modern omnichannel model that integrates retail and wholesale operations, creating new growth opportunities for partners and distribution networks.

Fans will be able to find the official National Football Team products exclusively within INTERSPORT's retail network, which includes 66 physical stores – two of which are dedicated football specialty stores – as well as online at intersport.gr. At the same time, INTERSPORT will develop and manage the new official HFF boutique and the new official e-shop, eposhop.gr, while a mobile boutique will operate at every National Team match to serve fans.

In addition, as an exclusive supplier, INTERSPORT will cover the needs of referees in the A', B', and C' National divisions of HFF competitions, support coaching schools, and provide the official match ball for the C' National Championship and the Greek Cup.



Finally, INTERSPORT will support the National Football Team through a sponsorship package and, in this context, will be promoted both inside and outside stadiums as the “Exclusive Merchandising Partner of the HFF.”

Mr. Vangelis Batris, CEO of INTERSPORT, stated:
“Our partnership with the HFF further reinforces our strategic investment in football and solidifies our leading position in equipping professional teams and academies. We are particularly proud of this agreement, as our long-standing experience and extensive international network enable us to deliver maximum value to the team beloved by all Greeks – our National Football Team.”

Ms. Domna Tsioni, Executive Secretary of the HFF, stated:
“From the HFF’s perspective, our collaboration with INTERSPORT has a clear objective: to strengthen the presence of the National Team in the daily lives of fans. Together with a reliable partner with strong reach, we aim to redefine the relationship between the National Team and its audience, ensuring it is not limited to match days but remains continuous, vibrant, and meaningful. Through INTERSPORT’s extensive network, the National Team comes closer to its supporters, establishing a more immediate and interactive presence in their everyday lives. INTERSPORT has already demonstrated its commitment to football through investments such as specialized Football Stores in Athens and Thessaloniki, confirming our shared strategic direction for the development of the sport. The National Team has always been a symbol of unity for all Greeks, and our goal is to further strengthen its role as a source of inspiration and connection with society. The HFF retains full control over the National Team’s image and trademarks, ensuring the authenticity and quality of all products. This partnership aspires to redefine the way fans connect with the National Team, positioning merchandising as a modern, dynamic channel of expression, experience, and commercial value.”