



PRESS RELEASE

Athens 27/03/2025

INTERSPORT launches the “INTERSPORT Football Club” – The first specialized football store in Greece and worldwide

This store is part of a new, fully integrated service network aimed at football enthusiasts across Greece.

INTERSPORT Greece, a Furlis group company, has launched the world’s first INTERSPORT Football Club store – a groundbreaking retail concept dedicated exclusively to football fans, and the first of its kind in Greece and Southeastern Europe.

Located at the Star Center retail park in Agios Ioannis Rentis (226 Thivon Street), the INTERSPORT Football Club store is tailored to football lovers, offering a range of specially designed services that meet their specific needs.

Spanning a uniquely designed 1,200-square-meter space, the new specialized store delivers an immersive experience and fosters a community for football fans. Key features include an indoor football pitch, a video football wall, and a dedicated gaming area. The store offers specialized football gear from the world’s leading brands—including apparel, footwear, and accessories—along with exclusive and limited-edition products. The experienced staff is available to help customers find the ideal equipment, whether they are aspiring young athletes, seasoned professionals, or first-time players. Additionally, customers can personalize clothing and accessories with their names, and teams or sports clubs can design their own kits for matches or training sessions.

To further build a strong football community, INTERSPORT has also entered into a strategic partnership with “FOOTBALL HUB ATHENS S.A.” to boost sales of sports gear to football clubs, team sports associations, and athletic academies. With extensive experience and market knowledge, FOOTBALL HUB ATHENS—led by industry experts such as Ilias Armodoros, Giorgos Armodoros, and Mourat Seropian—collaborates with professional and amateur clubs alike to form a leading force in the promotion of sports.

As football remains the world’s most popular sport, INTERSPORT Greece is making a bold investment in this ever-growing market to meet the increasing demand for specialized football products and services.

The new strategic plan outlines a comprehensive support network for football fans, centered around the INTERSPORT Football Club stores, a new Team Sales division for professional and amateur team equipment, and supported by INTERSPORT’s nationwide network of 64 stores and its online store, intersport.gr. The



model also includes the potential for future Club Stores (team boutiques). Geographically, the initiative begins in Greece, with imminent expansion to Cyprus, and from 2026 onward, to Romania and Bulgaria.

Mr. Vangelis Batris, CEO of INTERSPORT Greece, stated: “We continue to grow in the sports retail sector, once again leading through innovation. We have designed a fully integrated service network for football lovers, and today we are unveiling the cornerstone of this initiative: the pioneering INTERSPORT Football Club, INTERSPORT’s first football-exclusive store worldwide. We are honored that INTERSPORT International Corporation entrusted INTERSPORT Greece and Furlis Group to bring this concept to life. Now, football fans finally have a store they can call their own.”

Ms. Corinne Gensollen, President of INTERSPORT International Corporation, added: “INTERSPORT remains committed to creating unique experiences for athletes and sports enthusiasts around the world. The launch of the first INTERSPORT Football store is a major milestone for us as part of our global expansion strategy and showcases the strength of our collaboration with INTERSPORT Greece and Furlis Group. Our trust in this team and their vision for innovation has been the driving force behind this ambitious venture, which we believe will set new standards in the football retail market.”