



THE HEART OF SPORT

PRESS RELEASE

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INTERSPORT Brought the excitement of the World Cup closer to football fans through a complete series of experiences and activations

INTERSPORT, a member of Furlis Group and a leading sporting goods retailer in Greece, marked the Football World Cup with a comprehensive 360° omnichannel campaign, reaffirming its longstanding commitment to investing in football and bringing even more people closer to sport.

Starting on 20 April, INTERSPORT launched a series of initiatives combining the in-store experience with the opportunities offered by the digital environment. Through its e-shop, digital channels, social media and in-store experiences, football fans were able to engage with the tournament in a more interactive way, discovering products, content and activations designed around their passion for the game.

The campaign formed part of INTERSPORT's broader brand positioning and its **new global campaign, "Your Passion. Your Place. Make It Your Game."**, which highlights the idea that sport has a place for everyone and can inspire people of all ages, abilities and levels of experience. Featuring leading international football players including Joshua Kimmich, Frenkie de Jong, Bradley Barcola and Sandy Baltimore, and supported by Nike, adidas and PUMA, INTERSPORT's global message was brought to life dynamically in the Greek market.

At the same time, INTERSPORT highlighted its partnership with the **Hellenic Football Federation (HFF)**, further strengthening its connection with Greek football and offering fans new experiences centered around the sport.

INTERSPORT also created a dedicated **Football Campaign Hub** on intersport.gr, featuring exclusive collections, new arrivals, themed content, dedicated landing pages, football offers and activations, providing visitors with a complete destination for football-related discovery and inspiration.

Special emphasis was also placed on INTERSPORT stores across Greece, which were transformed into experiential destinations for football fans through dedicated activations, themed installations and initiatives designed to strengthen the brand's connection with the sporting community.

A key highlight was the series of experiential activations under the **"BIG MOMENTS" campaign**, as INTERSPORT hosted two Football Watch Parties at the INTERSPORT Football Club Stores in Rentis and Kalamaria. Fans had the opportunity to enjoy the matches in a unique setting alongside well-known

football personalities and content creators, including Kostas Katsouranis, Giorgos Mavridis, Antonis Kalagatsis, Stavros Stavrakidis and Giannis Mollas.

Another major highlight was the **INTERSPORT x adidas collaboration**, featuring an impressive takeover at The Mall Athens. The activation included interactive games, football challenges, a customization corner and a showcase of the latest adidas Football collections. The initiative was also extended to selected INTERSPORT stores through activations, competitions and branded experiences, further enhancing consumer engagement and creating more opportunities for audiences to experience football and connect with sport.

Through a strategy combining television and digital communication, social media, e-commerce, experiential retail, CRM and strong partnerships with leading brands, INTERSPORT once again demonstrated that its role extends far beyond that of a sporting goods retailer.

For INTERSPORT, sport goes beyond the field of play. It is an experience that inspires, connects and builds communities. Guided by this philosophy, INTERSPORT continues to invest in initiatives that bring even more people closer to the game, bringing the message **“Make It Your Game”** to life every day.