

PRESS RELEASE

Furlis group expands the Foot Locker brand in Greece and Romania

Strategic growth continues with new stores in Heraklion, Crete, Larissa, and Romania – New concept store to open in Chalandri by year-end.

Athens – October 6, 2025 – **Furlis group**, a leading retail group in Southeastern Europe, is **steadily expanding the Foot Locker network** with the opening of **new stores** in strategic locations across **Greece and Romania**.

In September 2025, Foot Locker entered Crete with the opening of a new store in **Heraklion**. The store brings the sneaker culture closer to local consumers, offering a modern environment with a strong focus on innovation and a wide variety of products.

Earlier, in August, a new Foot Locker store opened in **Larissa**, on Panagouli Street. Spanning two levels, it showcases curated collections from top brands such as Nike, Jordan, Adidas, Puma, and New Balance.

In June, Foot Locker also opened a store in **Iasi, Romania**, a city of significant commercial importance. At the same time, the brand strengthened its presence in the country with the **launch of its e-commerce platform dedicated to the Romanian market**.

The growth strategy continues, with another store set to open in Athens, in **Chalandri**, before the end of the year. This will be among the first stores in the region to feature the **Reimagined Evolution concept**. Designed as the “store of the future,” it features bold storefront, distinct in-store environment, expanded footwear and accessory selections, an emphasis on sustainability, dynamic digital fixtures, and other technological advances. The concept also provides Foot Locker's sneaker ambassadors, the Stripers, with the ability to elevate their customer service through a sharpened high-tech toolkit.

With the new store in Chalandri, Furlis group invests in **innovative concepts**, bringing **new technologies and omnichannel services** to the Greek retail market. The aim is to strengthen and grow the Foot Locker brand, creating a shopping experience that meets consumer expectations while underscoring the group's strategic position in the sector.

Furlis group strategic investment in **Foot Locker** is part of a **long-term growth plan** that leverages the strong momentum and potential of the sporting goods market in Southeastern Europe. This partnership marks an important milestone for the group, reinforcing its position in the region's retail market and establishing a solid foundation for new collaborations, enhanced digital presence, and deeper consumer engagement.

About Furlis group

Boasting a rich history of 75 years, Furlis group is a leader in the retail sector in Greece and Southeastern Europe. Headquartered in Athens, the group is already active in Greece, Romania, Bulgaria and Cyprus, while it will gradually develop its network in Slovenia, Croatia, Bosnia & Herzegovina and Montenegro, bringing the total number of countries

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to 8. The group's brands are leading omnichannel retail companies in Home Furnishings (IKEA franchise), Sportswear (INTERSPORT and Foot Locker licenses), and Health & Wellness (HOLLAND & BARRETT franchise). The group also has a presence in the logistics sector through its subsidiary Trade Logistics and maintains a participation in TRADE ESTATES real estate investment company. For Fourlis group, the values of respect, integrity and efficiency are at the core of every action. By placing people at the centre of attention, the group offers modern, high-quality solutions, tailored to the needs of consumers, cultivating a culture that encourages innovation and collaboration.

Information

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