

ASX Announcement
29 March 2021

HOKA ONE ONE Distribution Agreement

Accent Group Limited (ASX: AX1) today announced that it has been appointed as the new exclusive distributor in Australia for HOKA ONE ONE (**HOKA**), for an initial 3-year term, commencing distribution and delivery January 1st, 2022. Accent Group will take over sell-in activities for the Spring/Summer 2022 season from April 2021.

The HOKA brand is synonymous with high performance footwear and apparel and is one the fastest growing performance brands globally.

Group CEO Daniel Agostinelli said: “HOKA is a brand that we have long admired thanks to its amazing product and industry leading story telling. We’re delighted to be working more closely with their team and look forward to many years of partnership as we drive the HOKA brand forward in our market”.

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The release of this announcement was authorised by Celesti Harmse, Company Secretary.