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ASX Announcement
18 November 2021

Reebok Distribution Agreement

Accent Group Limited (**ASX:AX1**) today announces that it has been appointed by Authentic Brands Group (ABG) as the new exclusive distributor in Australia and New Zealand (ANZ) for Reebok, for an initial 10-year term. ABG is a global brand development, marketing and entertainment company, which signed a definitive agreement to purchase Reebok earlier this year.

This agreement becomes effective upon the completed transfer of ownership of the Reebok brand from adidas AG to ABG, the deal is expected to close in the first quarter of 2022. Accent Group will then commence distribution and delivery by the second quarter of 2022.

Reebok is an iconic global brand with deep ties to professional sports and pop culture, and today sits at the intersection of active and lifestyle, offering high quality and modern styles that are adaptable for every sport.

“We are excited to implement the new global strategy for Reebok,” said Corey Salter, Chief Operating Officer at ABG. “Accent Group is an industry leader and we are thrilled to partner with them in this important region.”

Together with ABG, Accent Group plans to grow the Reebok brand in ANZ through Reebok’s existing wholesale accounts, direct online sales and through Accent Group’s multi-brand retail banners, all of which currently stock the brand including Glue Store, Stylerunner, Pivot, The Trybe, Platypus and Hype DC.

Group CEO Daniel Agostinelli said: “Reebok is an iconic global brand that needs no introduction. We are delighted to be the new distributor in Australia and New Zealand. The Reebok distribution agreement further strengthens Accent Group’s competitive moat – a broad and deep portfolio of international and vertical brands that is digital first, customer obsessed, and delivers product differentiation and strong margins. Our plans are to grow the Reebok brand in ANZ through the brand’s existing wholesale accounts, direct to consumer online sales and through our multi-brand retail banners.”

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The release of this announcement was authorised by Alethea Lee, Company Secretary.