



INSIDE INFORMATION - Footshop a.s. intends to appoint Aleš Pitro as CEO

Prague, 27 February 2026

Footshop a.s. announces its intention to appoint Aleš Pitro as Chief Executive Officer (CEO). The transition follows his current role as Chief Commercial Officer. The company's current CEO and founder, Peter Hajduček, will remain as Chairman of the Board.

Aleš Pitro has been with Footshop for five years and is currently responsible for the company's trade terms, day-to-day revenue and margin management, and overall commercial performance. During his tenure, he has played a significant role in strengthening the company's financial performance and reinforcing operational discipline.

Prior to joining Footshop, he gained experience in financial management and brick-and-mortar retail operations. The combination of financial expertise and deep retail knowledge provides a strong foundation for leading the company as CEO. The management team has expressed its full support and confidence in his leadership. The change is viewed as a natural step in the continued professionalisation of the company's management and preparation for its next phase of development.

"Footshop is a significantly stronger and more structured company today than it was five years ago. I look forward to this new challenge and to leading the company, together with the team, into the next stage of growth and profitability," said Aleš Pitro.

As Chairman of the Board, Peter Hajduček will continue to focus on the company's strategic direction, brand development, and long-term initiatives.

"Over the past few years, Aleš has demonstrated his ability to manage company performance in a demanding environment while maintaining a clear focus on results. This is a natural step in the evolution of both the company and its management, reflecting our continued growth. I am pleased that we are able to implement this transition internally with the full support of the team," said Peter Hajduček.

About Footshop a.s.

Footshop is a European retailer of premium streetwear and sneakers, operating both online and through physical stores. The company focuses on a curated brand portfolio, a strong community, and long-term sustainable growth.