

Footshop Group Announces Record Results for Q1 2024 and Increases Full-Year Outlook. Footshop and Queens brands together recorded a 31% year-over-year increase in revenue and a 40% increase in gross margin.

Prague, May 20, 2024

Preliminary Financial Results for Q1 2024

Footshop Group, a leading European retailer of premium streetwear footwear and apparel, recorded a 31% year-over-year increase in revenue to CZK 318 million (combined Footshop and Queens brands) and a 40% increase in gross margin to CZK 116 million in the first quarter of 2024. According to preliminary unaudited and unconsolidated IFRS financial statements for Q1 2024, the Company also significantly improved its profitability metrics. The Company's EBITDA¹ for this period reached CZK 26 million, compared to CZK 2 million in the same period last year. Adjusted EBITDA² reached CZK 17 million.

“I consider the first quarter of this year exceptionally successful. This period usually involves post-Christmas sales and a slow start to the season. This year, we are experiencing strong demand both online and in physical stores. Additionally, the weakening of the Czech koruna has helped us increase our gross margin and achieve very high profitability for this period,” commented Peter Hajduček, CEO of the Company.

Key Events of Q1 2024

The Company achieved growth across all sales channels. Double-digit growth in revenue was observed in physical stores as well as online stores for both Footshop and Queens. The Releases³ platform remains an exception, with sales this quarter remaining nearly unchanged due to a lack of limited editions on the market. The return of this segment will present an opportunity for further growth.

In the first quarter, the Company focused on the Polish market, where it recorded triple-digit year-over-year growth, making it one of the Company's top five markets. This development aligns with the strategic plan to open a flagship store in Warsaw later this year.

Following investments in the Queens brand and new logo, a new technology platform, and the translation of websites into 15 languages at the end of last year, the Company has seen an increase in foreign sales and higher margins. As a result, Queens achieved a stable position

and operational profit in the first quarter. The Company won a tender for its first flagship store in Prague, which will open at the beginning of the summer on the lucrative 28. října Street in Prague.

Key Projects for 2024

In May, Footshop expanded its online store to Ukraine. This move is supported by market data, online advertising market data, and publicly available information from competitors. This opens up new potential in a country that could become one of the top five online markets.

In the coming weeks, Footshop will launch the Active section, offering full products for running, training, and outdoor activities in collaboration with the world's largest sports brands. This breakthrough step opens a new segment with significant future potential.

The Company plans to open two physical stores this year: the Queens flagship store in Prague and the Footshop flagship store in Warsaw. Significant progress is being made in both projects.

In April, Footshop was among eight German stores and eight European stores allowed to participate in a pan-European competition to design a football jersey. Being the only representative from CEE (Central and Eastern Europe) in the competition is a significant achievement. Moreover, Footshop won the competition in the European stores category, surpassing major stores from England, Italy, Spain, and others.

In May, Footshop launched sneakers made in collaboration with Botas. The collection includes five color variants for Footshop, five for another Botas sneaker model, and one very limited edition auctioned in cooperation with Aukro for charity. Footshop continues to focus on its own production of sneakers and apparel, increasing the share of these products in total sales.

Outlook for 2024

The Company's outlook for 2024 is very favorable so far. The numbers for the first quarter represent a strong start and reinforce confidence in meeting set plans. Footshop Group originally aimed for revenues between CZK 1150-1200 million and an operating profit (EBITDA¹) of CZK 73-83 million for 2024. In response to favorable Q1 2024 results, the Company raises its full-year revenue outlook to CZK 1200-1250 million and operating profit (EBITDA¹) to CZK 80-

100 million, assuming a stable Czech koruna, continued favorable economic conditions, and available supplier goods.

About Footshop

Footshop is a European retailer of premium streetwear footwear and apparel, founded in 2012 in Prague by Peter Hajduček. The Company primarily sells products online in Europe, but its e-shop is available worldwide. Revenues for 2023 exceeded CZK 1 billion, with 70% coming from outside the Czech Republic. Footshop also operates four premium physical stores in European capitals - Prague, Budapest, Bucharest, and Bratislava. Focusing on the young streetwear community, the Company partners with global brands such as adidas, Nike, Converse, and Vans to distribute their premium collections of footwear and apparel. Some product collections are sold exclusively by Footshop in the region. In the Czech Republic and Slovakia, Footshop is the number one player in the premium streetwear footwear segment. In 2021, Footshop acquired its main competitor in the Czech Republic, Queens, and continues to operate the e-shop under the Queens brand.

Media Contact: investor.relations@footshop.cz

¹*Based on preliminary unaudited unconsolidated IFRS financial statements*

²*Adjusted EBITDA represents operating profit closer to the calculation typical for Czech accounting standards*

³*Footshop Releases is a website through which the Company sells the most exclusive pieces of footwear; products are released for sale on pre-set dates, and customers can purchase them only after registration and random draw.*