

**PRESS RELEASE:**

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## **Authentic Brands Group and ABFRL Announce Strategic Partnership for Reebok in India**

### ***ABFRL to take on Reebok's operations in India; aims to build India's leading sports athletic lifestyle brand***

New York and Mumbai – December 14, 2021 - **Authentic Brands Group (ABG)**, a global brand development, marketing and entertainment company, and **Aditya Birla Fashion and Retail Limited (ABFRL)**, India's leading fashion company, today announced the signing of a long-term licensing agreement, which grants ABFRL exclusive rights to distribute and sell Reebok products through wholesale, e-commerce and Reebok branded retail stores in India and other ASEAN countries.

This deal marks a foray for ABFRL into India's fast-growing sports and activewear segment. Over the last few years, this segment has been growing rapidly on the heels of rising income levels, increased health consciousness and the adoption of active lifestyles by young Indians. This segment is expected to grow to USD 13 bn by FY24 at an annual growth rate of ~14%. The transaction marks a significant milestone in the journey of ABFRL, which has evolved its portfolio into a powerhouse of brands across all major fashion and lifestyle segments over the last several years. The addition of Reebok, a marquee global sports and activewear brand will fill an important white space in ABFRL's portfolio.

Commenting on the transaction, **Mr. Ashish Dikshit, Managing Director, ABFRL** said, "As Indians get more active, athletic and health focussed, their consumption of apparel and accessories is expected to increasingly change in line with these trends, providing an opportunity to build iconic brands of global repute. Reebok is one of the leading brands in the sporting goods industry globally and has built a very strong presence in the Indian market over the last two decades. In partnership with ABG, we plan to accelerate Reebok's business in India, combining its global appeal and salience amongst Indian youth. This transaction further strengthens the ABFRL portfolio and increases our ability to engage with consumers across various need spaces."

This partnership helps further ABG's global Reebok strategy of assembling a network of core operating partners around the world who are committed to driving innovation and growth while upholding the brand's integrity and values. ABFRL will partner with Reebok Design Group (RDG), the newly-established global brand hub based in Boston, on all product design, development, innovation and creative direction to drive a unified brand voice and vision.

**Corey Salter, Chief Operating Officer, ABG** added, "ABFRL is a champion of the fashion industry in India with proven expertise in building and operating large-scale lifestyle brands across the region. We are very pleased to expand our existing partnership with ABFRL, which includes Forever 21 and other ABG brands, and are confident that ABFRL will be successful in solidifying Reebok's position with a growing audience of fans in India and Southeast Asia."

The proposed transaction is subject to the successful completion of due diligence, necessary statutory approvals and signing of definitive agreements.

The transfer of ownership of the Reebok brand from adidas to ABG is expected to close in Q1 of 2022.

### **About Authentic Brands Group**

Authentic Brands Group (ABG) is a brand development, marketing and entertainment company, which owns a portfolio of global media, entertainment and lifestyle brands. Headquartered in New York City, ABG elevates and builds the long-term value of more than 30 consumer brands and properties by partnering with best-in-class manufacturers, wholesalers and retailers. Its brands have a global retail footprint across the luxury, specialty, department store, mid-tier, mass and e-commerce channels and in more than 7,800\* freestanding stores and shop-in-shops around the world.

ABG is committed to transforming brands by delivering compelling product, content, business and immersive experiences. It creates and activates original marketing strategies to drive the success of its brands across all consumer touchpoints, platforms and emerging media. ABG's portfolio of iconic and world-renowned brands includes Marilyn Monroe®, Elvis Presley®, Muhammad Ali®, Shaquille O'Neal®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Sports Illustrated®, Reebok®\*, Eddie Bauer®, Spyder®, Volcom®, Airwalk®, Nautica®, Izod®, Forever 21®, Aéropostale®, Juicy Couture®, Vince Camuto®, Lucky Brand®, Nine West®, Jones New York®, Frederick's of Hollywood®, Adrienne Vittadini®, Van Heusen®, Arrow®, Tretorn®, Tapout®, Prince®, Vision Street Wear®, Brooks Brothers®, Barneys New York®, Judith Leiber®, Herve Leger®, Frye®, Hickey Freeman®, Hart Schaffner Marx®, Thomasville®, Drexel® and Henredon®. Pending acquisition in Q1 2022\*.

For more information, visit [authenticbrands.com](http://authenticbrands.com).

Follow ABG on [Twitter](#), [LinkedIn](#) and [Instagram](#).

### **About Aditya Birla Fashion and Retail Limited**

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. It is India's largest pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

As of 30<sup>th</sup> September 2021, The Company has a network of 3,264 stores across approximately 26,841 multi-brand outlets with 7,094+ point of sales in department stores across India.

It has a repertoire of market leading brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England** established for over 25 years. **Pantaloons** is one of India's largest value fashion retail brand. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **Forever 21, American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**. Additionally, the company has also made a foray in branded ethnic wear through the acquisition of **Jaypore** brand and partnerships with India's leading designers **Shantanu and Nikhil, Tarun Tahiliani** and **Sabyasachi**.

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