

Accent Group Limited (ASX: AX1)
ASX Announcement
31 March 2025

Response to media article

Accent Group Limited (**Accent or the Company**) refers to the recent media speculation in respect of a potential transaction with Frasers Group plc, a global retailer of sports, premium and luxury brands, based in London and listed on the London Stock Exchange (FRAS.L) (**Frasers**).

Accent has previously announced and reconfirms that it remains in active discussions with Frasers. These discussions involve Frasers granting Accent the right to launch and operate the Sports Direct business including online in Australia and New Zealand. The transaction may also involve Frasers increasing its existing 14.57% shareholding in Accent.

Accent and Frasers have not agreed binding transaction documents, and there can be no certainty that this will occur nor the final structure or terms of such documents.

Further announcements will be made as appropriate.

The release of this announcement was authorised by Nicole Nuttall, Company Secretary.