



## LE COQ SPORTIF CONFIRMS THE GROWTH ACHIEVED IN THE FIRST HALF.

At the end of June, revenues were up by more than 79% compared to 2020 and earnings were up by 1.2 million euros compared to budgeted expectations.

The first half of 2021 confirms Le Coq Sportif's rebound from last year's pandemic, with revenues again exceeding expectations for the first half of the year by more than 79%. This growth enabled the company to finish the half-year ahead of budget by 2%, despite the administrative closures that impacted commercial activity in the first six months of the year.

For four weeks between mid-June and mid-July, the brand broke its weekly sales record in the French sports store network.

«These results are excellent news but do not surprise us. We came back strong from last year, compensating for the losses caused by the pandemic,» said Marc-Henri Beausire, CEO of Le Coq Sportif. «These results show that we are on the right track. We want to take the company to a new level, so we can look forward to even better ads in the future. From October until the Paris Games in 2024, we become official partners of the French Olympic and Paralympic teams,» he added.

Next step: Beijing 2022! The brand is already preparing for this event, and that's not all... For more information see you in September.

### About us.

Present in more than 60 countries and anchored in the heart of French sport for over 139 years, Le Coq Sportif is part of French history.

In 2020, the brand proved to be the choice of the French: according to an IFOP poll 82% of them wanted Les Bleus to be dressed by it for the Olympic and Paralympic Games from 2022 until Paris 2024.

For 10 years, Le Coq Sportif has been revolutionizing its industrial model by placing it at the heart of its vision. To do this, textile production in Asia has been repatriated to its historic factory in Romilly-sur-Seine - the cradle of the brand - and in the Mediterranean basin.