

INSIDE INFORMATION - Footshop Closes H1 with Significant Financial Growth, Advancing Geographic Expansion and Private Label

Prague, September 10, 2025 – Footshop Group, a leading European streetwear retailer, reports record-breaking financial results with strong year-on-year growth across all metrics. The first-half results of 2025 confirm the company's stability and continued upward trajectory. The group's financial outlook for 2025 remains at CZK 1.80–2.00 billion in revenue and CZK 150–180 million in EBITDA (IFRS).

Key financial highlights:

- Net revenue from operations reached CZK 891 million in H1 2025, a 38% year-on-year increase.
- Gross profit rose by 40% YoY to CZK 394 million.
- EBITDA (IFRS) hit CZK 71 million for H1 2025 – up 30% from H1 2024.
- The 2025 revenue outlook (CZK 1.80–2.00 billion) suggests up to 40% growth YoY; EBITDA guidance (CZK 150–180 million) reflects potential 50% YoY growth.
- Since its stock exchange debut on August 1, 2023, Footshop's market capitalization on the Prague Stock Exchange has grown by 14% (as of Sept 9, 2025).

"The first half of 2025 was a milestone for Footshop, thanks to our international expansion into ten new countries, nearly completing our European coverage. We also strengthened our position through private label growth and our successful partnership with Sparta, showcasing our ability to set trends and merge sport with streetwear. In H2, we'll focus on product development, brand building, and improving operational efficiency to move closer to becoming Europe's market leader," said **Peter Hajduček**, CEO and founder of Footshop Group.

The debt-to-equity ratio improved by 15% YoY, from 4.8x to 4.1x, reflecting a stronger capital base and more balanced capital structure. By 2029, the group aims to double revenue to CZK 2.8–3.1 billion and EBITDA to CZK 220–260 million, targeting an average annual growth rate of 10–14%.

"In H1 2025, Footshop Group posted strong growth – revenue rose 38% YoY and EBITDA grew 30%. These results reflect a healthy mix of expansion, innovation, and effective management that increases our profitability and financial stability. This foundation allows for further investment and long-term value creation," added Leoš Brabec, CFO of Footshop Group.

"We are pleased that Footshop continues to deliver exceptional results. Its strategy and strong financial performance are translating into growing shareholder trust. Footshop stock is now one of the most promising growth titles on the Prague Stock Exchange," said Oliver Polyák, Investment Banking Manager at WOOD & Company, which backed the first SPAC project in the Czech Republic.

Footshop's customer base grew 28% YoY, with over 20% represented by loyal customers. In the past 12 months, the website registered more than 82.6 million visits, and over 585,000 streetwear fans downloaded the Footshop and Queens mobile apps. Over 3.5 million subscribers are now registered to receive the customer newsletter.

Expansion of Brick-and-Mortar Stores

Six Footshop and Queens brick-and-mortar stores in CEE capitals welcomed over 1 million visitors in the past year. The group plans to open two more stores in the coming year. It is currently scouting flagship store locations in Paris, Marseille, or Lyon – its entry into Western Europe.

Other cities of interest include Sofia and Athens. In August 2025, Footshop acquired its previously leased Bucharest store, securing long-term presence and growth in the Romanian premium retail market.

The Warsaw Footshop store has established itself as a vibrant cultural hub within just eight months, connecting streetwear, music, and the local community. Unique events, limited editions, and exclusive drops support Warsaw's emerging role as a regional streetwear capital.

"In Poland, we achieved strong double-digit growth in H1, making it our third-largest market. Ukraine is also becoming key – despite difficult conditions, we saw rapid and consistent growth in online sales during H1. Just one year after launching, Ukraine is now our fifth-largest market. Logistics remain a key challenge, and we are actively working to ensure sustainable growth," commented **Hajduček**.

The Queens flagship store, strategically located near Footshop Prague, became a cultural and commercial success within six months. Aligned with the brand's new identity, it hosted major events like New Balance Grey Days (400 visitors) and a live Converse concert featuring singer Pam Rabbit. Through collaborations with female influencers, Queens is building authentic connections with its target audience of women 25+.

Sports Segment Pays Off

Sport has become the fastest-growing category at Footshop, appealing to a new generation of customers seeking both performance and community-driven style. In Q2 2025, sales in the category rose by 44.5% QoQ, exceeding H1 targets by 18%.

Footshop plans to expand into premium cycling gear and further strengthen its role in the fast-growing sports community.

A major brand moment came in June with the launch of the third AC Sparta Prague jersey set, in collaboration with adidas, accompanied by a streetwear capsule collection. The partnership successfully connected football identity with urban culture. The black jersey featuring a "dirty" effect and the slogan "Clean Kits Don't Win Matches" became an instant success – it was the best-selling jersey in its launch week and the most sought-after new design in recent club history, with over 5,500 units sold in the first six weeks.

In the coming months, Footshop will announce further global collaborations and expand its private label, which has already drawn significant customer interest.

Smarter Inventory Management

In H1 2025, order volume grew by 41% (from 394,000 to 558,000). At the same time, inventory management efficiency improved – average stock days dropped by 7% (from 153 to 142), despite higher absolute stock levels.

To further optimize operations, Footshop is implementing an advanced automated storage system at its 10,000 m² Prague warehouse. The system will bring a 40% reduction in personnel costs, faster item picking, and stable operating costs even during peak seasons or staffing shortages.

The technology allows better use of floor space through vertical container stacking and faster picking of well-organized inventory. This key investment in automation is on track to be completed in early 2026.

More information on the financial results for the first half of 2025 and on the plans for the second half can be found in the presentation [here](#).

**Note:**

Financial results are based on preliminary, consolidated, and unaudited financial statements prepared in accordance with IFRS.

About Footshop

Footshop is one of the leading European retailers of premium lifestyle footwear and apparel. It was founded in 2012 by Peter Hajduček. Its online store focuses primarily on European customers. Revenue in 2024 reached nearly CZK 1.5 billion, with over 75% of sales generated outside the Czech Republic.

Footshop operates five premium brick-and-mortar stores in European capitals – Prague, Budapest, Bucharest, Bratislava, and Warsaw. Thanks to strong community connections, the company partners with global brands like adidas, Nike, New Balance, Converse, and Vans, distributing their premium collections. In several markets, including the Czech Republic, it leads its segment.

The company also develops private clothing brands FTSH and Queens. In 2021, Footshop acquired its main Czech competitor, Queens, which continues to operate under its original name. In March 2025, Queens opened a premium retail store on 28. října Street in Prague.

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