



Private Sport Shop and SportPursuit join forces to form Sportscape Group, a pan-European online retail platform connecting brands with a community of over 24 million real sport and outdoor enthusiasts

LONDON, PARIS – 28 June 2022 – Private Sport Shop (backed by Bridgepoint Development Capital) and SportPursuit (backed by bd-capital), today announce that they have teamed up to form Sportscape Group. The combination creates a business with more than €200m sales across France, UK, Germany and 10 other countries in 2021 and accelerates the Group's shared vision to create Europe's leading sports and outdoor hub: delivering daily inspiration, unbeatable deals, amazing brands and engaging content to real sports and outdoor enthusiasts across Europe and beyond.

The newly-combined group creates a powerful distribution channel for more than 2,500 existing brand partners, giving brands access to a unique audience of over 24 million real sports and outdoor enthusiasts - 90-95% of the Group's daily traffic originates organically from its own audience. The combination creates a major player in the sports and outdoor market - combining Private Sport Shop, one of Europe's top 10 sports retailers by traffic, and SportPursuit, the UK's leading sport clearance specialist. In combination Sportscape Group has a highly engaged digital community - c.4 million social followers and over 3 million app users. The combination delivers a larger audience and broader geographic coverage to the Group's brand partners, with a strong and growing audience in France, UK and 10 other countries.

Millions of active customers will enjoy larger product ranges with an even greater selection of leading sport and outdoor brands available across more sports, more of the time. Private Sport Shop and SportPursuit will continue to operate as consumer-facing brands in their home markets, building on their strong consumer recognition and high repeat rates which have been built over many years.

Technology continues to play an ever-increasing role in consumer-facing industries, and Sportscape's shared expertise in data analytics, custom algorithms and machine learning will further improve user experience, helping to create unique communications at a customer level, leading to higher engagement and lifetime value.

Sportscape Group will be led by Sebastien Rohart, current CEO of Private Sport Shop. He will be supported by the current exec from both companies, with Adam Pikett, current CEO and co-founder of SportPursuit, taking up the role of Chief Vision Officer for Sportscape Group. Both Luke Pikett, MD and co-founder of SportPursuit and Yannick Leouffre, MD of Private Sport Shop, will continue to lead the SportPursuit and Private Sport Shop businesses day to day.

Sebastien Rohart, CEO of Private Sport Shop and new Sportscape Group CEO, said: *"I am excited to become the CEO of Sportscape Group. The combination creates a European leader with a unique proposition for our customers and brand partners alike. In particular, the combination of Private Sport Shop's huge sport coverage and social media presence with SportPursuit's technology and data expertise."*



Adam Pikett, co-founder and CEO of SportPursuit and new Sportscape Group Chief Vision Officer, added: *“At SportPursuit, we have known and admired the Private Sport Shop team for many years, building strong complementary businesses alongside one another. As the co-founder of SportPursuit it is super exciting to have this opportunity to bring the two businesses together to create an even better, even stronger platform to support our brand partners and inspire our shared customers.”*

In addition to driving significant growth through organic expansion, the combination will create a strong foundation to support further M&A activity across Europe and beyond.

Please direct further inquiries or interview requests to: Charlie Shotton, SportPursuit Brand Manager (charlie.shotton@sportpursuit.co.uk)

About Private Sport Shop:

Prior to the merger, Private Sport Shop was a leading sports and outdoor flash sales business with over 15 million members, 11m visits per month in 2021 and c.3 million social followers. The business expanded from its foundation in France into Spain, Italy and more recently Germany, Austria, Belgium, and the Netherlands. Currently, the customer proposition offers over 2,000 brands across 100 sports, a full price business (Le Shop), sports and adventure travel / experience and a refurbished product business. PSS was founded in 2011 in Montpellier, France.

About SportPursuit:

Prior to the merger, SportPursuit was an online retailer with a community of over 9 million members focused on the UK, Ireland and Germany. The business works with leading brands across the globe - with key focus areas in outdoors, snowsports, cycling and performance sports - working closely with its partner brands to secure the very best prices for its members and launching exclusive, limited time sales every day. SportPursuit's mission is to fuel adventure – inspiring customers every day with outstanding kit at outstanding prices. SportPursuit was founded in 2011 in London, United Kingdom.

About bd-capital:

bd-capital is a European firm, with activities in the UK, Benelux and Iberia, designed to implement the next evolution of operationally-led investing: business leaders and private equity investors working in full partnership with company stakeholders. The firm targets control or co-control investments in European mid-market businesses with strong growth potential, investing between €25m and €150m per individual opportunity from its maiden fund. The firm's strategy is to invest in businesses where changing patterns in behaviour and technology disruption are creating growth opportunities. Since launching in 2019, the bd-capital team has grown to 21 people, 7 of whom are former CEOs with experience of growing mid-size businesses in the European market.

For more information, visit the firm's website at www.bd-cap.com



About Bridgepoint Development Capital:

With a team of 35 investment professionals in Europe (including 12 in Paris), Bridgepoint Development Capital (BDC) is one of the few mid-cap investors able to support the international development of small and mid-sized companies, with nine investment offices and operational teams based in New York, San Francisco and Shanghai. BDC invests between €40m and €150m through its latest fund, BDC IV, which was raised in 2020 and has over €1.7bn under management.

Bridgepoint Group plc is a listed international alternative asset manager focused on middle-market companies. With over €32bn of assets under management, the company has over 170 investment professionals covering six sectors (business services, consumer goods, financial services, healthcare, high tech and technology) in Europe, the US and China. Bridgepoint invests with four distinct strategies: Mid-cap, Lower mid-cap, Growth and Credit. For more information, visit the firm's website at www.bridgepoint.eu