

PRESS RELEASE

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SPORT 2000 International

New SPORT 2000 license in Greece – SPORT 2000 Sport Depot opens megastore in Thessaloniki

Through its license partner SPORT DEPOT, SPORT 2000 International is now also expanding into Greece in September 2019 and thereby growing the retail group's network even further. With a total of 2,600 m², the new SPORT 2000 Sport Depot store in Thessaloniki is one of the largest of its kind.

As part of its expansion strategy, the retail organization SPORT 2000 International recently granted a license to SPORT DEPOT in Greece. SPORT 2000 already operates in the Bulgarian market through Sport Depot with 31 stores. Margit Gosau, CEO of SPORT 2000 International, emphasizes that entering the market in Greece, with its approximately 10 million inhabitants, means that SPORT 2000 is now represented in another important European country: *“Expanding to Greece is the next step to increase awareness of the SPORT 2000 brand across Europe and thereby further strengthen our reputation as a reliable trade partner for the European business of many international top brands.”* Nikolay Tzonov, Managing Director of SPORT DEPOT, also knows the importance of being part of a strong retail group such as SPORT 2000: *“SPORT 2000 is an important association of specialist retailers and focused partners for the sporting goods industry. We can benefit from the partnerships with international top brands, the know-how, and the brand.”* The store is positioned as a generalist store and offers an enormous range of world-renowned brands, including Adidas, Nike, Puma, Under Armour, and Vans. The aim is to expand to a total of 10 stores in Greece in the next three years.

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SPORT 2000 International

With 3,555 stores in 23 countries, SPORT 2000 International is the second largest group of independent sports retailers in Europe, employing over 35,000 employees. In 2018, the sports retail company generated a total revenue of EUR 3.9 billion.



Photo :

Photo: The new SPORT 2000 Sport Depot store in Thessaloniki is one of the largest of its kind

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