



Press Release

21sportsgroup acquires mysportgroup

Full acquisition of mysportgroup GmbH extends 21sportsgroup's product portfolio to include sports marketplace VAOLA

Mannheim/Berlin, Germany, January 12, 2016. Mannheim-based sporting goods retailer, 21sportsgroup (21run, Planet Sports), has acquired all the shares of Berlin-based mysportgroup GmbH, operator of sports marketplace VAOLA, with immediate effect. The transaction took place in the form of an exchange of shares with existing mysportgroup GmbH shareholders for an undisclosed amount.

With well over 100,000 items, VAOLA offers one of the largest sporting goods ranges in Germany, particularly in the outdoor, football/soccer, and running categories. This acquisition now provides 21sportsgroup, which has enjoyed solid growth thanks to specialist brands 21run.com (running and triathlon) and Planet Sports (action sports and streetwear), with an innovative, generalist marketplace platform for the entire online range of sporting goods.

Mysportgroup GmbH will remain an independent business and represent one of the three current pillars of 21sportsgroup, along with Planet Sports GmbH and VR bike GmbH. In addition, VAOLA will benefit from the range of exciting products offered by 21sportsgroup.

Jörg Mayer, CEO of 21sportsgroup, explains: "The sporting goods market is separated into buyer groups for specialist stores and customers for generalist shops or platforms. Together with VAOLA, we at 21sportsgroup are now able to offer every sports enthusiast the right kind of service!"

www.21sportsgroup.com



About 21sportsgroup

21sportsgroup combines e-commerce and retail business of Planet Sports GmbH, VR bike GmbH and mysportgroup GmbH. With their state-of-the-art store concept and an e-commerce offering which has proved a success all across Europe, the different 21sportsgroup companies market the entire range of sporting goods, especially in the areas of outdoor, action, running, cycling, and triathlon sports. They are authorized partners of all the major brands.

Online shop 21run.com offers a huge selection of premium quality running shoes, bicycles, apparel, and accessories for amateur athletes, ambitious runners, cyclists, and triathletes right through to professional athletes; all of these products are available for immediate shipping.

Planet Sports has been the embodiment of passion and expertise in the area of action sports and streetwear for over 20 years. Outstanding service, expert advice, and a passion for the various boardsports make Planet Sports the number one shopping destination for action sports enthusiasts.

VAOLA is an online marketplace with a full and interesting range of major brand, premium quality items in the areas of running sports, outdoor, lifestyle, cycling, winter sports, fitness and training, climbing and alpine sports, swimming and beach, as well as football/soccer.

21sportsgroup is on a systematic road to growth, bridging the gap between online and offline retail with unabated success. Every day, the team -which is composed of sports enthusiasts- proves that a high level of skill and competence and a strong focus on customer service are important factors for success when it comes to a state of the art multichannel strategy.

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