



Press announcement  
29<sup>th</sup> May 2015

## AS ADVENTURE GROUP ACQUIRES SNOW & ROCK

The AS Adventure Group is pleased to announce the acquisition of the Snow & Rock Group from LGV Capital. The acquisition will further enhance the AS Adventure Group by extending access to the growth categories of snow, cycling and running.

The AS Adventure Group will work with Snow & Rock, alongside its existing Cotswold Outdoor brand, to develop exciting customer propositions across multi-activity categories to become the largest outdoor retailer in the UK with a combined turnover of £210m. The AS Adventure Group will in turn cement its position as the leading outdoor retailer in Europe with a turnover of €550m.

The Snow & Rock Group is a leading multi-channel retailer renowned for offering premium brands and great customer service across the snow, outdoor, cycle and running markets. With 46 stores operating across the UK and Ireland, the Group incorporates the Snow & Rock, Cycle Surgery and Runners Need brands.

Frederic Hufkens, AS Adventure Group's CEO, commented: "We look forward to working with these exciting brands, helping to maximise their potential and therefore, the potential of the whole AS Adventure Group."

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