

Sassenage, April 15th, 2014

**Groupe GO Sport and Hervis Sports reinforce
the European footprint
of their joint international purchasing partnership STMI
by integrating the Swiss banner SportXX as a new member**

Groupe GO Sport and Hervis Sports further reinforce the European coverage of their joint international purchasing cooperation through their common subsidiary STMI by integrating the Swiss banner SportXX, a member of the Migros Group. This follows the membership of Twinner and Forum Sport.

SportXX will benefit from STMI's services, whose main mission is to conduct, in the name and on behalf of its members, commercial negotiations with international brand suppliers. All five members will maintain totally independent commercial and expansion policies in their respective markets. STMI will also negotiate exclusive products with suppliers of international brands, thus strengthening customer attractiveness for all five members.

With the arrival of SportXX, STMI increases its international scope, allowing the latter to encompass a total of near 1,300 stores in Europe across 12 countries (France, Poland, Belgium, Romania, Germany, Austria, Hungary, Slovenia, Czech Republic, Croatia, Spain and Switzerland). Total sales of STMI's members reached approximately €1.7bn (excl. VAT) in 2013, and more than €2bn including VAT.

Max Ackerer, STMI General Manager, declared: *"I am proud to welcome SportXX into STMI. This new membership reinforces the European footprint of STMI. It will also strengthen its attractiveness with respect to international suppliers, while highlighting the visibility of both their products and their brands."*

Analysts contact

GROUPE GO SPORT

Karen VAYLET – CFO

Tel. : +33 (0)4 76 28 20 16

SportXX is part of the Migros Group, a Swiss retailer, and operates 54 stores in Switzerland. SportXX is one of the leading sporting goods retailers in Switzerland, with 65.000 sqm, mainly in shopping centers. Total sales of SportXX reached €212m (excl. VAT) at year-end 2013.

Groupe GO Sport achieved total net sales of €642m (excl. VAT) in 2013 with its banners GO Sport and Courir, in the sporting goods and textile retailing segments. Mainly present in France and in Poland, the Group also operates in 12 other countries through franchised stores. At the end of March 2014, its network comprises a total of 336 stores, including 179 GO Sport stores (of which 40 franchisees) and 157 Courir stores (of which 2 franchisees). Groupe GO Sport shares are listed on the NYSE Euronext market in Paris, compartment C (ISIN code: FR0000072456).

Hervis Sport und Modegesellschaft is a 100% owned Austrian-based subsidiary of SPAR Oesterreichische Warenhandels-AG, one the biggest food and non-food retailers in Austria. Hervis Sports is one of the leading sporting goods retailers in Eastern and Central Europe, with total sales of €350m (excl. VAT) in 2013. At year-end 2013, Hervis Sports totaled 179 integrated stores over 7 countries (Austria, Germany, Hungary, Slovenia, Czech Republic, Croatia and Romania).

Twiner International operates 701 stores in the sporting goods retail segment in Europe (France, Spain and Belgium). The company acts through both its networks: Twinner (153 stores in France and 260 in Spain) and Pros du Sport (288 specialized stores). Twinner France's sales reached approx. €171 in 2013 (excl. VAT).

Forum Sport is part of the Eroski Group, a Spanish food and non-food retailer, and operates 41 stores in Spain. Mainly located in the Northern part of the country, Forum Sport is the leading sporting goods retailer in the region, with 62.000 sqm in retail parks, shopping centers and city centers. Total sales of Forum Sport reached €107m (excl. VAT) at year-end 2013.

For more information, please visit the company's website:

www.groupegosport.com

Analysts contact

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Karen VAYLET – CFO

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