

January 14, 2022

To,
The Manager
Listing Department
BSE Limited,
Phiroze Jee Jee Bhoy Towers,
Dalal Street, Mumbai – 400001 (E)
Maharashtra, India
Scrip code: 543426

To,
The Manager
Listing Department
National Stock Exchange of India Ltd,
Exchange Plaza, 5th Floor, Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra (East),
Mumbai – 400051
Symbol: **METROBRAND**

Subject: Press Release

Dear Sir/Madam,

Please find enclosed a press release by Metro Brands Limited, titled “Metro Brands inks strategic partnership with wellbeing footwear brand FitFlop for India”.

This is for your information and dissemination on your website.

Thanking you,

For and on behalf of Metro Brands Limited,

Tarannum Bhanpurwala
(Company Secretary & Compliance Officer)
Mem No: 42872
Encl: As above



Metro Brands inks strategic partnership with wellbeing footwear brand FitFlop for India

Metro Brands gets exclusive rights for sale and distribution of FitFlop across all formats including; Exclusive Brand Stores, Multi Brand Stores, Airport Stores, Distribution, Online Marketplaces and Webstore in India with this agreement

Mumbai, January 14, 2022: Metro Brands Ltd, one of the largest Indian footwear specialty retailers has signed an exclusive strategic partnership with FitFlop, a footwear brand that combines style with world-class science, for sale and distribution in India.

FitFlop was launched in 2007 by Canadian entrepreneur Marcia Kilgore. FitFlop's mission is to raise the energy of the world and help you live life to the full by creating wellbeing products engineered to work with your body, to help you move better and feel great. Their footwear is biomechanically engineered – which means it's designed to complement your body structure, joint alignment and natural movement. FitFlop footwear is currently being marketed and sold in over 60 countries globally.

Metro Brands has been selling FitFlop in India for the last four years and with this agreement, Metro Brands has secured exclusive rights for sale of FitFlop for Indian markets across formats including Exclusive Brand Stores, Multi Brand Stores, Airport Stores, Distribution, Online Marketplaces and Webstore in India.

FitFlop makes ergonomic sandals, shoes and boots, using world class design, a splash of fashion, and an innovating mix of beauty, brains and biomechanics. FitFlop's ideology of unmatched comfort for the feet is already a hot selling proposition and has an expansive reach. With this partnership, Metro Brands seeks to reach out and serve the Indian homes who value ultimate comfort with Global Fashion. Metro brands has locations across 136 cities and 30 states in India and plans to leverage its strong network and distribution and online capabilities to drive the FitFlop business in India.

Speaking on this partnership, Mr. Nissan Joseph, CEO, Metro Brands said, “. *We are pleased to be connected with a revolutionary brand like FitFlop which understands the needs of customers and tailors its offerings for the market. With our wide network and the biomechanical expertise that FitFlop products bring in our portfolio, we aim at reaching Indian homes and provide them with unmatched comfort and design.”*

Commenting on the announcement, Mr. Gianni Georgiades, CEO, FitFlop said, “We are delighted to be associated with one of India's largest and most popular footwear brands which has a pan India presence across categories. Our association with Metro Brands for the last four years has been encouraging. Given the opportunity present in one of the fastest growing economies of the world and

rising disposable income, we are confident of robust demand for our brand. The strong distribution network and market penetration of Metro Brands adds a multi-fold advantage to our drive. We are proud to bring our distinctive offerings in Indian markets and with the support and trust of Metro Brands, we expect this synergy to create a niche addictive footwear brand in India.”

Currently, Metro Brands is also the National retail partner for Crocs in India and operates 159 stores over 26 states.

About Metro Brands Ltd:

Metro Brands is one of the largest Indian footwear speciality retailers and is amongst the aspirational Indian brands in the footwear category. The company opened its first store under the Metro brand in Mumbai in 1955, and have since evolved into a one-stop shop for all footwear needs, by retailing a wide range of branded products for the entire family including men, women, unisex and kids, and for every occasion including casual and formal events. In addition to men’s, women’s, and kids’ footwear, it also has a wide range of handbags, belts, wallets, etc.

Metro Brands retail footwear under its own brands of Metro, Mochi, Walkway, Da Vinchi and J. Fontini, as well as certain third-party brands such as Crocs, Skechers, Clarks, Florsheim, and Fitflop, which complement its in-house brands. The Metro footwear range is specially curated based on the regional sensitivity to cater to the needs of different regions.

As of September 30, 2021, the Company operated 598 Stores across 136 cities spread across 30 states and union territories in India.
