NEWS RELEASE

SIGNA Sports United leads investment round in UK based Buzzbike

3/9/2022

SSU investment will enable Buzzbike'sexpansion into cities across Europe and the United States

Berlin and London – March 9, 2022 – SIGNA Sports United ("SSU" or the "Company"), the leading global sports e-commerce and technology platform, has taken a stake in UK bike subscription service, Buzzbike, as part of its platform expansion strategy. The deal will enable the London-based start-up to expand into European and US cities.

Buzzbike is a subscription and tech business that offers members a holistic approach to cycling. Its flexible monthly membership package includes: a premium city bike, lock, on-demand maintenance, theft protection, events and an app with cycle friendly turn by turn navigation, concierge level support, stats and rewards for consistent cycling. The combination of the full service offer and flexible subscription significantly reduces barriersto start cycling and removes many of the friction points associated with owning a bike.

SSU's sales reach across many European and international markets, with more than 7 million active customers, will bring Buzzbikes' unique and successful business model to riders in many more cities across Europe and the United States.The investment from Berlin-based SSU will also help Buzzbike accelerate development of its product range from bikes to e-bikes leveraging SSU's own brand experience from its e-bike brand selection.

As part of the new partnership, SSU will support Buzzbike's bicycle development and become its exclusive bike supplier.

Commenting on the latest funding round, Tom Hares, CEO & co-founder of Buzzbike, said, "We believe bikes can unlock solutions to some of the biggest issues facing our cities, such as congestion and air pollution. By making it simpler to start and keep riding, we have the opportunity totransform the cities of the future. We are delighted to

have found a partner in SSU with global scale that shares our vision, to help bring Buzzbike to thousands of new customers across the world. Funds will be used to accelerate development of a new cutting-edge e-bike, growour world class team and further evolve our technology and services."

Anton Oliver, SSU's Head of Corporate Development and M&A, added, "We are thrilled to accelerate the global growth of Buzzbike, which we believe has a competitive edge in the high growth and dynamic bike subscription market. We see huge potential in the bike market in citiesaround the world, particularly in the US and Europe. The broadening scope of government green agendas and infrastructure spending is resulting in an e-mobility revolution and a boom in e-bikes that will continue to accelerate for the next decade. We also see a sizeable increase in individuals wanting to use biking more for commuting and getting around cities for health, environmental and efficiency reasons."

Other investors include leAD Sports, a leading sports & health tech fund and accelerator based in Berlin and smart city Lake Nona, Florida, described as the city of the future and the base from where Buzzbike will expand into the US market.

Andrew White co-Founder and Chairman of leAD sports commented, "As an early supporter of Buzzbike it's been incredible to watch their growth. We couldn't be more excited to support the team as they expand into the US in partnership with SSU. At Lake Nona with our partners Tavistock, we're creating a tech empowered mobility ecosystem that we believe will be the blueprint for cities of the future that includes autonomous public bus networks with Beep and an Aerotropolis. Buzzbike's e-bike platform will be the perfect complement to this line-up."

---ends---

For further information, contact **buzzbike@fanclubpr.com**, SSU media contact: **e.frawley-gangahar@signa-sportsunited.com**, SSU investors contact: matt.chesler@allisonpr.com.

About SIGNA Sports United

Inspiring performance. United by passion. SSU is a group of specialist sports webshops powered by our leading sports commerce and technology platform. Our specialist strategy allows us to uniquely spotlight the best of our 1000+ brand partners across the bike, tennis, outdoor and teamsports categories. Together we serve our 7+ million active customers by uniting the world's sports data pools, digital talent and passion for active living. For further information, please visit: **www.signa-sportsunited.com**.

About Buzzbike

Buzzbike was founded by Tom Hares, an ex-Apple ad executive and Andy Nunn, a former strategy consultant at KPMG with an ambition to make it as easy as possible to get around the city on a bike. As well as it's direct-to-consumer business Buzzbike also partners with companies to offer a low-cost, flexible way to get employees cycling to work. To date, it counts house hold brands such as Spotify, ASOS and Sony among its corporate partners. To find out more visit **www.buzzbike.cc**.