

SHAFTESBURY CAPITAL ANNOUNCES UK DEBUT 'SPORTSTYLE' CONCEPT STORE FOR SALOMON, IN SOHO

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For immediate release

Shaftesbury Capital has announced that **Salomon** is set to join **Soho**, opening at 18 Broadwick Street in November. The modern mountain sports lifestyle brand will introduce its first-ever Sportstyle store, to a destination renowned for introducing international concepts making initial steps in the UK market.

Salomon creates innovative, premium, and authentic footwear, apparel, and winter sports equipment in the French Alps. The new concept will feature the most extensive range of the brand's Sportstyle footwear, including collaborations with noted designers and fashion labels. The store itself blends the offline-online shopping experience. All staff will be equipped with smartphones to make transactions faster, while also supporting the 'endless aisle', which can find any product not available in-store and allow customers to order them then and there, for delivery to locations across England.

Salomon has signed for a 1,500 sq ft unit on a prominent corner of Broadwick Street and Berwick Street, also within reach of the world-famous destination Carnaby Street. The new store will further strengthen Soho's offer, sitting a stone's throw away from fellow international retailer, Axel Arigato, as well as those that made national debuts in the neighbourhood, such as PANGAIA and adidas Originals.

William Oliver, Retail Leasing Director at Shaftesbury Capital, commented: "Salomon bringing their Sportstyle concept to Soho is another significant addition to the destination. We are always actively seeking retailers that are both different and complementary to what the neighbourhood already has, while speaking to current consumer trends, with Salomon aligning perfectly on all fronts. International brands continue to select Soho to introduce new concepts in the UK, as Salomon joins the likes of Axel Arigato and Aime Leon Dore in doing just that, and we build out a diverse, globally revered collection of lifestyle retail. It's a sign of the destination's ability to attract the customers that provide a foundation for success, and our role as a collaborative and innovative landlord that understands the needs of a new entrant."

This news follows the announcement that **Grown Alchemist**, the internationally celebrated Australian beauty brand, has selected Soho for its first UK store, adding yet another distinctive element to a neighbourhood world-renowned for its unique retail offer.

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For further information, please contact: carnabyandsoho@averpr.com

Notes to Editors

About Soho

Soho is a world-famous shopping and dining destination in the heart of London's West End, synonymous with culture, creativity and innovation. Made up of one square mile of vibrant interconnecting streets including the globally renowned Carnaby Street, it's home to a multi-dimensional mix of international flagships, independent boutiques and innovative, new concept stores. The epicentre of London's dining scene, its unique day-to-night hospitality offer comprises high-quality restaurants, cafés, bars and pubs.

Carnaby.co.uk / @CarnabyLondon

ThisisSoho.co.uk / @ThisisSoho

About Shaftesbury Capital PLC

Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio, valued at £4.8 billion, extends to 2.7 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of shops, restaurants, cafés, bars, residential apartments and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho and Chinatown. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line.

Shaftesbury Capital shares are listed on the London Stock Exchange ("LSE") (primary) and the Johannesburg Stock Exchange ("JSE") (secondary) and the A2X (secondary). www.shaftesburycapital.com

Our purpose

Our purpose is investing to create thriving destinations in London's West End where people enjoy visiting, working and living.