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## **Cresa supports SportsDirect.com in its growth across Poland**

Warsaw (25 June 2019) – Real estate advisory firm Cresa Poland has been appointed an exclusive agent to represent SportsDirect.com in Poland. SportsDirect.com is planning to increase its store tally by entering new cities and continuing its expansion on the markets where it established a presence several years ago.

SportsDirect.com is the UK's largest sports apparel and footwear retailer and a major player on the European market. Founded in 1982, it already has approximately 700 stores in 19 European countries, including 16 in Poland. The retailer has opened 50 online stores in recent years following investments in its e-commerce platform. SportsDirect.com offers a wide range of products for both sports professionals and amateurs, including a broad assortment of brand and casual clothing. Its product portfolio includes its own brands such as Everlast, Lonsdale and Karrimor, and 29 international sports brands including Nike, Adidas and Puma.

"SportsDirect.com has been present in Poland for 6 years. It is a highly recognizable brand that landlords are keen to liaise with. We are excited to be their exclusive agent in Poland. SportsDirect.com can count on our unbiased advice and no conflict of interests as we advise tenants exclusively," says Szymon Łukasik, Head of Retail Department at Cresa Poland.

Under the exclusivity agreement Cresa Poland will deliver retail market analyses, search for stores measuring more than 1,200 sqm and represent SportsDirect.com in negotiations with landlords.

*Cresa is the world's largest commercial real estate advisory firm that exclusively represents occupiers and specializes in the delivery of fully integrated real estate solutions. It serves clients through more than 80 global offices. Cresa Poland offers unbiased, independent commercial real estate advice. Its integrated services include conflict-free tenant representation, capital markets, market research and advisory, valuation, design & project management and workplace strategy. Cresa Poland is headquartered in Warsaw, with regional offices in Wrocław, Tricity, Łódź and Krakow. To learn more, please visit: [www.cresa.pl](http://www.cresa.pl)*