



24th January 2024

Mr. Renuke Wijayawardhane
Chief Regulatory Officer
Colombo Stock Exchange
#04-01, West Block
World Trade Centre
Echelon Square
Colombo 1

Dear Sir,

HELA APPAREL HOLDINGS PLC

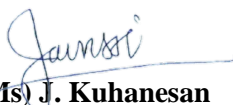
CORPORATE DISCLOSURE

In terms of Section 8.1 of the Listing Rules of the Colombo Stock Exchange, we write to inform you that Hela Brands Limited, a company incorporated in Mauritius and a wholly-owned sub-subsubsidiary of Hela Apparel Holdings PLC, has today entered into a share sale and purchase agreement with JD Sports Fashion PLC to acquire 100% shareholding of Focus Brands Limited (“Focus Brands”) for a total consideration of GBP 8,000,000.

Focus Brands is a company incorporated in the United Kingdom (“UK”) and a market leader in design, sourcing, distribution and promotion of sports fashion and lifestyle apparel brands. It currently holds exclusive license agreements for the design and distribution of a number of apparel brands, including Ellesse and Nautica, in major markets such as the UK and Europe.

JD Sports Fashion PLC is a leading global omnichannel retailer of Sports Fashion and Outdoor brands, also based in the UK.

BY ORDER OF THE BOARD


(Ms) J. Kuhanesan
Company Secretary