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EXOTIC ATHLETICA

PRESS RELEASE

Administrators seeking expressions of interest to purchase Exotic Athletica, a much-loved Australian activewear brand

On 9 April 2025, Leilani Chandler, Director of Exotic Athletica Pty Ltd (Administrators Appointed) (**Exotic Athletica**), appointed Terry van der Velde and Matthew Hudson of SV Partners as Voluntary Administrators.

Founded in 2014, Exotic Athletica has built a loyal customer base and strong community following, known for its bold, body-positive activewear designs. In recent years, Exotic Athletica has faced significant challenges, such as changes in senior management and increased operational expenses. However, these hurdles also present opportunities for growth and innovation, paving the way for a stronger and more resilient organisation. These factors contributed to the decision to enter Voluntary Administration, with the objective of identifying a buyer to continue the much-loved brand.

Exotic Athletica remains fully operational, and customers are encouraged to continue to support the business as it trades through this period.

SV Partners is working closely with Exotic Athletica and its key stakeholders to maintain operations while conducting an expression of interest campaign for the sale of the Business. Interested parties are encouraged to contact SV Partners' Sunshine Coast Office on 07 5414 3000 or email sunshinecoast@svp.com.au.

For general media enquiries, please contact SV Partners on 07 3310 2000 or email media@svp.com.au.