



745 Jarvis Drive Morgan Hill CA 95037



Shoe Palace announces the company will move into its new Headquarters by Summer 2021

Morgan Hill, CA, March 9, 2021. Shoe Palace Corporation announced today that the company would be moving its headquarters to the newly constructed building at 755 Jarvis Drive, west of 101 in the City of Morgan Hill. The new facility is a 503,400 square foot building that includes 65,000 square feet of office space. The company's expansion into the new building is made possible with the recent partnership created with Shoe Palace's purchase by JD Sports Fashion Plc ('JD' or the 'Group'), the largest retailer of sports, fashion, and outdoor brands. On December 14, 2020, its existing wholly-owned intermediate holding company in the United States, Genesis Holdings Inc ('Genesis'), acquired 100% of both the issued shares in the Shoe Palace Corporation and the members' interests in Nice Kicks LLC (together 'Shoe Palace'). Shoe Palace is operated by four brothers from the Mersho family who were issued equity in JD's US unit, the British company said, adding "the brothers would own 20% of the enlarged group in the United States."

Based in Morgan Hill, California, Shoe Palace was established in 1993 by the Mersho family and currently has 170 stores, the vast majority of which trade under the Shoe Palace banner. More than half of the stores are located in California. However, there is also an established retail presence in Texas, Nevada, Arizona, Florida, Colorado, New Mexico, and Hawaii, with the store network

supported by a developing eCommerce platform. The Mersho Brothers continue to manage the Shoe Palace business, and the company continues to keep its headquarters in Morgan Hill.

“We are excited to continue to serve and support our Morgan Hill facility and utilize the new building for what it was intended and designed.” George Mersho, CEO of Shoe Palace, added, “We could not imagine being a part of a better community. We look forward to getting more involved and engaged with Morgan Hill.” Shoe Palace contributed \$5,000 to the Local Heroes fund feeding local medical professionals supporting the Covid-19 pandemic. Additionally, the company is putting together a program with the Boys and Girls Club to provide shoes to over 250 children. Shoe Palace plans to move into the new location by this summer.

“This is welcome news,” said City Manager Christina Turner. “There was uncertainty and to some extent anxiety in the community about the future of the new building, and we are pleased to see it will be fully utilized by Shoe Palace as originally planned.”