

## CMS advises Frasers Group on acquisition of Hervis' sports retail operations in Romania and Hungary



**CMS has advised Frasers Group on the acquisition of Hervis' sports retail operations in Romania and Hungary, marking a significant step in the Frasers Group's ongoing expansion across Central and Eastern Europe (CEE). The transaction includes 78 retail locations with 49 stores across Romania and 29 stores across Hungary. The deal closed in June 2026, following customary regulatory approvals and other conditions precedent.**

This strategic acquisition strengthens Frasers Group's regional sports retail footprint and complements its existing portfolio, including the Sports Direct brand, which has been expanding rapidly in Romania through institutional leases in major retail destinations.

CMS advised Frasers Group on all Romanian and Hungarian legal aspects of the transaction, including extensive cross-border due diligence covering the 78 retail locations, structuring, negotiation and signing of the transaction documents, as well as regulatory and competition aspects.

**Roxana Fratila**, Partner and Head of Real Estate & Construction at CMS Romania, comments: "We are pleased to have supported Frasers Group on a pivotal step in its regional growth. This transaction is a strong vote of confidence in the Romanian and wider CEE retail markets. It showcases how strategic real estate, leasing, and operational considerations can be aligned to deliver scale quickly across multiple jurisdictions. We are grateful to Frasers Group for their ongoing trust and collaboration and many thanks to the CMS team for the hard work and dedication."

**Mircea Moraru**, Senior Counsel in the Corporate/M&A team at CMS Romania, adds: "We worked hand-in-hand with the client to navigate a multi-country, multi-asset transaction with many moving parts. The result reflects disciplined execution, seamless coordination across practices and jurisdictions, and the client's clear strategic vision."

The CMS team was led by **Roxana Frațila** (Real Estate) and **Mircea Moraru** (Corporate/M&A).

The extended team included **Alexandru Dumitrescu**, **Alexandru Trandafir**, **Aura Marina**, **Bianca Banațeanu** (Real Estate); **Elena Andrei**, **Oana Mina**, **Octavian Teletin**, **Rareș Crîșmaru**, (Corporate/M&A); **Claudia Nagy** (Competition/FDI); and **Carmen Turcu** (IP& Commercial).

CMS colleagues in Budapest advised on Hungarian law aspects.

