

From: [✂]

Sent: 03 September 2021 09:52

To: JDSports.Footasylum <JDSports.Footasylum@cma.gov.uk>

Subject: Latest decision From CMA

As a consumer and a person who watches the 'trainer market' I would like to offer my view that in reaching your latest decision you have overlooked the significance of the past dire financial position of footasylum and its viability in the medium term with the trend towards DTC by Nike and Addidas. Without the takeover , consumers will have less choice because Footasylum will surely go out of business like much of the UK high street. I find it incredulous that your team are unable to grasp the gravity of the move to on line and the power of the trainer duo opoly. I hope this helps you reach a more sensible final determination.

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