

RFR

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FOR IMMEDIATE RELEASE

RFR Inks 18,038-Square-Foot Lease with SPORTFIVE at 477 Madison

Sports Marketing Firm Takes Full-Floor Prebuilt Suite for its U.S. Headquarters Showing Strong Demand for Well-appointed Office Spaces

NEW YORK, NY – April 27, 2026 – RFR announced today it has signed an 18,038-square-foot, full-floor lease with SPORTFIVE at 477 Madison Avenue, a 24-story boutique office tower in the heart of Midtown Manhattan. The firm will occupy a full-floor prebuilt space that had served as a model suite and, in part, helped drive more than 130,000 square feet of leasing over the past 12 months. 477 Madison is nearly 95 percent occupied with only one 8,000-square-foot space with significant outdoor terrace space available for a build-to-suit opportunity.



“We are excited to welcome another high-caliber tenant to 477 Madison and see SPORTFIVE commit to an outstanding space in a prime location,” said AJ Camhi, Executive Vice President and Director of Leasing of RFR. “RFR’s investment in 477 Madison, including a high-end pre-built program, has elevated the building with a curated package of timeless design and refined functionality and is representative of the exceptional quality that prominent firms demand.”

SPORTFIVE, a Hamburg, Germany-based global sports marketing firm established in 2001 and owned by private equity firm H.I.G. Capital since 2021, boasts 1,200 employees in offices around the world. The firm’s United States headquarters will operate out of 477 Madison. The 18,038-square-foot prebuilt suite – featuring custom white oak millwork, marble pantry finishes and contemporary lighting fixtures – was created by RFR together with Fogarty Finger Architects and served as a model for future buildouts before being leased by SPORTFIVE.

477 Madison was repositioned by RFR with upgrades including a newly tinted brick façade; redesigned amenity offerings and outdoor spaces; a new lobby entry along 51st Street; new 15’ x 7’ windows that

provide abundant natural light throughout the building; and new retail storefronts and awnings along the street frontage. *The Clubhouse* amenity space, features a fitness center with Pelotons and studio space, locker rooms and showers; multiple conference rooms, including a 30-person boardroom; and, a cafe, lounge and billiard room.

The building is situated at the corner of 51st Street and Madison Avenue, opposite St. Patrick's Cathedral and within a five-block radius of five subway stations, providing convenient connectivity to nine subway lines and Grand Central Madison terminal. The surrounding landmarked buildings ensure exceptional protected views.

An in-house team of AJ Camhi, Paul Milunec and Rob Weller alongside a CBRE team of Arkady Smolyansky and Alex D'Amario represented RFR in the transaction. SPORTFIVE was represented by Peter Van Duyne and Alex Lachmund of Cushman & Wakefield. Asking rents in the building range from \$92-\$115 per square foot.

About RFR

RFR is a privately held international real estate investment, development and management firm based in New York City with a core focus on select urban markets in the United States and Europe. RFR US serves as the firm's United States operating platform, overseeing development, ownership, and operations across key U.S. markets.