

## Betfair Becomes Official Betting Sponsor of Palmeiras

**Two-year agreement includes master sponsorship of the women's team and presence on all digital assets**

LONDON, – May 17, 2022 – Betfair, part of Flutter Entertainment plc, has become the official betting sponsor of Sociedade Esportiva Palmeiras, one of Brazil's most successful and most popular league football clubs.

The two-year partnership provides for the inclusion of Betfair on all of the club's digital platforms as well as on the Palmeiras women's team kit in what is one of the largest partnerships in the country for women's football. Betfair will also work with Palmeiras on a series of promotions and initiatives, including offering fans unique experiences on the field.

To kick-off the partnership, international Betfair brand ambassador, five times champion and historic club idol Rivaldo joined Palmeiras in Brazil as part of a teaser campaign with President Leila Pereira. Betfair and Palmeiras also launched a joint manifesto on social media networks celebrating the possibilities and opportunities that sport presents to clubs, players and communities.

**Kimberley Daly, Marketing Director at Betfair, said:**

*"We are delighted to be partnering with Palmeiras. Together with the club, Betfair's role is to invest in creating opportunities for women to excel in the sport, as well as continue investing in the men's team, whose recent successes brought joy to the alviverde fans. Betfair puts fans at the forefront of everything we do and this is very much in line with the values of the Palmeiras Family. We are very excited to be part of the Alviverde Family as well."*

**Leila Pereira, President of Palmeiras, said:**

*"We are very proud to announce our partnership with Betfair, one of the world's leading operators in the sports betting industry. This agreement will allow our women's team to continue growing and winning titles. Palmeiras is a multisports association and we are always looking for ways to strengthen the different modalities within the club to ensure that all of them are self-sufficient."*

Betfair has a history of investing in football in South America. Since 2019, the brand has been the official sponsor of the two largest and most esteemed club football competitions in South America, the annual CONMEBOL Copa Libertadores and the Copa Sudamericana. Both agreements showcase the Betfair brand across South America through in-stadia branding, broadcast and digital advertising.

In January this year, Betfair also announced its official 2022 season sponsorship of the most watched regional football tournament in Brazil, the Campeonato Carioca.

For further information, please contact: [communications@flutter.com](mailto:communications@flutter.com)

## **About Flutter Entertainment plc:**

Flutter Entertainment plc (the “Group”) is a global sports-betting and gaming company reporting as four divisions:

- UK & Ireland: includes Sky Betting and Gaming, Paddy Power, Betfair and Tombola brands offering a diverse range of sportsbook, exchange and gaming services across the UK and Ireland, along with over 600 Paddy Power betting shops.
- Australia: the Sportsbet brand offers online sport betting and is the Australian market leader.
- International: includes PokerStars, Adjarabet, Betfair and Junglee operating in multiple jurisdictions around the world offering a diverse range of sportsbook, exchange and gaming services.
- US: includes FanDuel, TVG, Stardust, FOX Bet and PokerStars brands, offering regulated real money and free-to-play sports betting, online gaming, daily fantasy sports and online racing wagering products to customers across various states in the US.