

Liga F Moeve 2025/26 Kicks Off as Women's Football continues to grow

- Moeve begins its first full season as title sponsor, at a time when women's football in Spain is enjoying record viewership and social media followers.
- The partnership reinforces a shared commitment to a more inclusive, sustainable, and socially connected model of football.

Madrid, 08/29/2025. The Liga F Moeve 2025/26 season kicks off this weekend, marking the first full year with Moeve as title sponsor. The global agreement, signed by Moeve, Liga F, and LALIGA, runs through at least the 2027/28 season and makes the energy company the first to sponsor all of LALIGA's competitions: Liga F Moeve, LALIGA EA SPORTS, LALIGA HYPERMOTION, LALIGA GENUINE Moeve, and LALIGA FC FUTURES. The collaboration reinforces a shared commitment to driving a model of professional sport that highlights sustainability, diversity, and positive social impact, under the slogan "The Future is Better When We All Play."

Moeve's support for women's football comes at a decisive moment in the sport's social growth. The recently concluded Women's Euro set new records in Spain for stadium attendance and TV viewership. On the domestic championship, the latest Liga F Moeve season saw stadium attendance grow by 7%, television viewership climb by 90%, and social media followers nearly triple. Moeve's involvement seeks to build on this momentum, with a long-term vision rooted in values such as teamwork, diversity, and the demand for female role models in sports.

Elena Cabrero, Moeve's Chief Marketing Officer and Brand Director, said *"Our commitment to women's football is not just about visibility; it's about responsibility and a genuine drive for real transformation. By lending our name to Liga F Moeve, we are embracing the challenge of helping to grow a more diverse sports model, one that reflects today's social and environmental priorities. We want to help the championship reach its full potential, and I am confident we will."*

In addition to the Liga F Moeve naming rights, the agreement also includes concrete measures to advance sustainability. Among them is the creation of the Environmental Sustainability Technical Office by Moeve, Liga F, and LALIGA, which will support clubs and competitions in their plans for decarbonization, energy efficiency, and sustainable mobility. This project reflects Moeve's corporate purpose and its commitment to ensuring the partnership drives meaningful, tangible change.

The 2025/26 season begins tomorrow, Saturday, August 30, with two matches at 12 PM: Athletic Club vs. Costa Adeje Tenerife, and Levante UD vs. Granada CF. The opening round will culminate with a season-launch gala on Tuesday, September 2, featuring the premiere of new advertising campaign of Moeve, Liga F y LALIGA.

As usual, 16 teams will compete in a total of 240 matches this year. The complete season can be watched on DAZN, and each matchweek will feature a free-to-air match on TEN and GOL PLAY. The season is expected to conclude on the last weekend of May 2026.

For further information:

Moeve is a global company comprising over 11,000 employees, committed to sustainable energy and mobility, with the ambition to drive Europe's energy transition and accelerate decarbonisation both within the company and for its customers.

After leading the energy sector as Cepsa for more than 90 years, the company launched its new brand, Moeve, in October 2024. This new identity reflects the acceleration of its transformation to lead in the production of sustainable energy powered by green molecules, including green hydrogen and second-generation biofuels, as well as sustainable chemical products. It is also developing an extensive network of ultrafast electric chargers in Spain and Portugal to boost sustainable mobility.

Through its 2030 *Positive Motion* strategic plan, Moeve is working to transform mobility and energy to create a better world, ensuring today's energy supply while focusing on sustainable energy solutions for the future.

About Liga F

Liga F is a private sports association responsible for organizing Spain's professional women's football competition, the Primera División Femenina, which includes 16 participating clubs. In May 2021, women's football in Spain was officially recognized as a professional sport, making it the first professional women's sport in the country. Since its founding in the 2022/2023 season, Liga F's goal has been to promote the growth, professionalization, and visibility of women's football, its clubs, and its players, as well as to elevate the profile of women's sports more broadly in Spain.

Moeve Communications Department

medios@moeveglobal.com

www.moeveglobal.com

Tel.: (34) 91 337 60 00