

## Moeve kicks off LALIGA EA SPORTS and LALIGA HYPERMOTION in the first full season of its partnership with Spanish football

- With the kick-off of the two main men's soccer categories on August 15, the energy company is starting its first full season sponsoring all LALIGA and Liga E competitions
- This partnership between Moeve and LALIGA reinforces their shared commitment to promoting a more inclusive, sustainable, and socially connected football model, under the slogan "the future is better if everyone plays."

**Madrid, August 14, 2025.** – Moeve launches the first full season of its partnership with Spanish football, powering the start of the season as the official sponsor of LALIGA. LALIGA EA SPORTS will kick off its 2025/26 season on Friday, August 15, with the match between Girona FC and Rayo Vallecano, while LALIGA HYPERMOTION will see its opening day with the matches between Burgos CF and Cultural y Deportiva Leonesa, and Real Valladolid CF against AD Ceuta FC.

This partnership is part of the comprehensive agreement signed between Moeve, LALIGA, and Liga F, which positions the energy company as the official sponsor of all its professional competitions: LALIGA EA SPORTS, LALIGA HYPERMOTION, Liga F Moeve, LALIGA GENUINE Moeve, and LALIGA FC FUTURES. This agreement makes the energy company the first to sponsor all of them and will run at least until the 2027/28 season.

The collaboration between Moeve and LALIGA reflects the shared values of both projects under the slogan "The Future is Better When We All Play." Through professional sport, the energy company is demonstrating its commitment to becoming a leader in the energy transition and reinforcing its commitment to building a positive legacy by promoting values such as the spirit of excellence, diversity, inclusion, and teamwork as drivers of real transformation. In this regard, clubs that are now starting their official season will have access to the Moeve and LALIGA Technical Office for Environmental Sustainability, which will offer technical assistance to help them implement their decarbonization, energy efficiency, and sustainable mobility plans.

*"Being present at the start of the new LALIGA EA SPORTS and LALIGA HYPERMOTION season fills us with excitement, as it allows us to convey our commitment to sustainable mobility, to build a better future together,"* explains Elena Cabrero, Brand Director and CMO at Moeve.

The 2025/26 season can be followed in Spain via the competition's official broadcasters, as well as on social media and digital platforms. LALIGA EA SPORTS will consist of 38 matchdays, including three midweek fixtures, five FIFA breaks, and a Christmas break. For LALIGA HYPERMOTION, the regular season, which will end on May 31, will be followed by a promotion playoff to be held between June 7 and 21.

#### **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 LALIGA**

LALIGA is the largest football ecosystem in the world. It is a private sports association that includes the 20 clubs of LALIGA EA SPORTS and 22 clubs of LALIGA HYPERMOTION, responsible for organizing professional football competitions nationwide. With more than 247 million social media followers globally, across 16 platforms and 20 languages, LALIGA is one of the most followed sports properties in the world. Headquartered in Madrid, Spain, LALIGA operates the largest international network among sports organizations, with a presence in 38 countries through 10 offices. LALIGA's social impact work is carried out through the LALIGA FOUNDATION, and it is the first professional football league in the world to feature a competition for athletes with intellectual disabilities: LALIGA GENUINE Moeve.

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