

Moeve becomes the first sponsor of all LALIGA and Liga F football competitions, highlighting the power of collective effort as a foundation for a better future

- **This agreement marks a historic milestone with Moeve becoming the first single company to sponsor all of Spain's professional football league competitions, serving as title sponsor of Liga F and LALIGA GENUINE, as well as official sponsor of LALIGA EA SPORTS, LALIGA HYPERMOTION and FC FUTURE.**
- **Under the slogan "The Future is Better When We All Play", this sponsorship embodies a shared commitment to collaboration, diversity, and the spirit of overcoming challenges to achieve societal goals.**
- **As part of the agreement, Moeve and LALIGA will launch an Environmental Sustainability Technical Office, which will help clubs with low-emission mobility, energy efficiency, and sustainability compliance.**
- **This sponsorship aligns with Moeve's corporate purpose to lead the energy transition, taking its sustainability commitments into the realm of sports and social impact.**

Madrid, 13 May 2025 – Moeve, LALIGA and Liga F have signed a historic sponsorship agreement that will take effect from the current 2024/2025 season through the 2027/2028 season. The partnership aims to promote Moeve's vision for a better future, rooted in core football values, such as teamwork and perseverance. With this alliance, Moeve becomes the title sponsor of Liga F, renamed as Liga F Moeve, while also sponsoring LALIGA EA SPORTS and LALIGA HYPERMOTION. Additionally, the energy company becomes the title sponsor of LALIGA GENUINE, the official competition for footballers with intellectual disabilities that will be known from now on as LALIGA GENUINE Moeve, and the sponsor of FC FUTURES, the premier international U-13 tournament.

This all-encompassing sponsorship aligns with Moeve's corporate purpose, which centers on transforming energy and mobility to create a better future for all. For Moeve, achieving this future entails fostering collaboration, diversity and inclusion, as well as a strong focus on social impact. With over 11 million customers and a presence in 20 countries, Moeve is undergoing an ambitious transformation with a goal by 2030 to generate over 50% of its business from sustainable activities including green hydrogen, second generation biofuels and the development of one of the largest ultra-fast electric charging networks in Spain and Portugal.

In line with Moeve's strategy to help decarbonize the economy, an Environmental Sustainability Technical Office will be launched to offer advice and technical assistance on environmental sustainability for tournaments and the LALIGA and Liga F football clubs. To achieve this, Moeve will work with football clubs to promote low-emissions mobility solutions, analyze the environmental risks of their activities, and examine the regulatory implications of sustainability, among other key initiatives.

Maarten Wetselaar, CEO of Moeve, said: "We believe that LALIGA and Liga F are the ideal partners to help us bring our transformative energy mission to millions of people. Our goal is to build a better future powered by sustainable energy, and this partnership underscores that achieving that vision requires collective effort and respect for diversity. With these shared values, we are confident that we can tackle common societal challenges such as the energy transition."

Javier Tebas, President of LALIGA, stated: "This alliance with Moeve is fantastic news for LALIGA. Every day, we strive to build a better world through football, and we are confident that, together, with Moeve, we will make great strides toward our goals. This agreement marks a pivotal step into the future of sport, where technology and social responsibility converge to offer an enhanced experience for our fans and a positive impact on society."

Beatriz Álvarez, President of Liga F, said: "We are proud to announce Moeve as the title sponsor of Liga F, marking a significant milestone in our history by partnering with such a leading energy company. This strategic alliance strengthens and ensures the growth, professionalization, and social impact of women's football in Spain, further demonstrating the trust that major brands place in the potential of our competition. Together with Moeve, we are winning tomorrow's match today because we share values and a vision for the future based on equality, sustainability, talent, and innovation. This partnership will drive the continued growth of a stronger and more visible league, one that serves as a reference for future generations, and creates a league with greater opportunities for everyone involved."

As part of the agreement, Moeve will have an advertising presence across LALIGA, Liga F, and other competitions, including digital platforms, stadiums, sports broadcasts, and social media and key events in the football ecosystem. LALIGA is the most-followed football competition in the world on social media, boasting over 247 million followers on 16 platforms and in 20 languages. Since its professionalization in 2022, Liga F has positioned itself among the top three leagues in the world, experiencing a 125% growth in stadium attendance, doubling the average television audience per match compared to the previous season and exceeding 6 million viewers for the first time in the history of women's football. In addition, Liga F is the fastest growing competition worldwide across its social media accounts with a 172% increase in followers compared to the

previous season. It registers a reach of 60 million, with 30 million views of its own content, 4 million interactions and 145 million impressions. The Moeve brand will appear on LED boards and stadium advertisements during match broadcasts, as well as on TV ads for over 1,000 matches per season. The sponsorship agreement also includes tickets, collaborations with players, athletes and teams, as well as merchandising, and experiences for the energy company's employees, customers and collaborators.

LALIGA FC FUTURES and LALIGA GENUINE: First milestones of the alliance

In June, Moeve will be present at LALIGA GENUINE, a competition developed by LALIGA through its Foundation, for people with intellectual disabilities, and at LALIGA FC FUTURES, the premier international U-13 competition, which has produced players like Andrés Iniesta and Fernando Torres. The final phase of the 2024/25 LALIGA GENUINE season will take place in Bilbao on May 31st and June 1st, 2025. Meanwhile, the FC FUTURES tournament will be held in Villarreal from June 6th to June 8th 2025, featuring professional clubs and training academies. The tournament aims to promote diversity in sport and ensure that new generations have equal opportunities to grow, compete, and thrive in the world of football. Participation in these competitions reinforces Moeve's commitment to fostering inclusion and developing the talent that will shape the future of sport.

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 more than 90 years as a leader in the energy sector under the name Cepsa, the company unveiled its new brand in October 2024, Moeve, a brand which reflects the progress of its profound transformation to lead the production of sustainable energies based on green molecules, such as green hydrogen and second-generation biofuels, and the production of sustainable chemical products, as well as ultra-fast electric 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.

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.

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