



LEOVEGAS NEW SHIRT SPONSOR OF BLACKPOOL FC

LeoVegas Group has signed a new sponsorship agreement with the British football club Blackpool FC, making LeoVegas the Principal Partner and new front-of-shirt sponsor. As LeoVegas Group continues to increase its focus on sports betting and maximise visibility both locally and globally, this sponsorship agreement is the latest of several deals with football clubs across Europe.

LeoVegas Group announces that a new sponsorship agreement has been signed with English tier three league club Blackpool FC. As the new Principal Partner, the LeoVegas logo will prominently feature on the front of all 2023/24 first-team adult shirts. This upcoming season's kit has been designed to celebrate Blackpool FC's 100th year of playing in the iconic tangerine colour, which is now synonymous with the club. Additionally, the LeoVegas brand will feature across in-stadia assets such as pitch-side LED screens and static boards at the Bloomfield Road Stadium.

Sam Behar, LeoVegas Director of UK and Sponsorship, said *"We are delighted to announce this sponsorship with 'The Seasiders' for the upcoming season. Partnering with a club like Blackpool that has such a long-standing history in the game presents a fantastic opportunity for LeoVegas Group to promote the greatest igaming experience across the United Kingdom. The club and the Group share common values and a desire to grow, and we can't wait for the season to get underway.*

Jonty Castle, Blackpool Football Club's Chief Operating Officer, said: *"We are thrilled to welcome LeoVegas Group on board as a new Principal Partner ahead of the upcoming season. To be associated with LeoVegas - a globally recognised brand - on the front of all first-team and replica adult shirts is an exciting opportunity for the Club, and provides the potential for greater international exposure."*

LeoVegas Group continues to enhance brand visibility and intensify its focus on sports betting through its brands LeoVegas, BetUK, and expekt, which was recently launched in Denmark as part of the continuing international expansion. In the past year, the Group has entered into strategic partnerships with top European football clubs, Champions League finalists FC Internazionale Milano and treble winners Manchester City, in order to increase visibility and brand awareness in connection to sports. Partnerships with prominent football clubs ensures that the Group reaches both global and local audiences, supporting the ambition to launch LeoVegas Group as a provider of the greatest igaming experience for both casino and sports betting.

FOR FURTHER INFORMATION, PLEASE CONTACT

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ABOUT LEOVEGAS GROUP

LeoVegas Group is a leading international igaming company with a clear vision to create the world's greatest igaming experience. The Group offers online casino, live casino, and sports betting via 9 brands in 9 jurisdictions. The Group continues to grow rapidly, currently employing over 1,200 people in Europe, including at its headquarters in Stockholm and operations hub in Malta. As one of the most innovative companies in the industry, the Group also invests and develops other igaming companies through its investment arm, LeoVentures. In 2022, LeoVegas Group became a subsidiary of the global entertainment company MGM Resorts International (NYSE: MGM). For more information, visit www.leovegasgroup.com.

IMAGE ATTACHMENTS

[For UK USE JPG Blackpool Launch](#)

[JPG Blackpool Launch \(1\)](#)

[JPG Blackpool Launch \(2\)](#)

ATTACHMENTS

[LeoVegas new shirt sponsor of Blackpool FC](#)