



## LEOVEGAS PARTNERS WITH PREMIER LEAGUE CHAMPIONS MANCHESTER CITY

- LeoVegas has entered into a new partnership with Premier League Champions Manchester City
- LeoVegas' brand will feature on the first team training kit and across in-stadia assets, including the Etihad Stadium
- The partnership will strengthen LeoVegas Group's sports betting offering and visibility across the world's favourite sport, and will give LeoVegas customers access to unique matchday experiences

LeoVegas Group and Premier League Champions Manchester City have today announced a new partnership that will see LeoVegas Group become the Club's Official Betting Partner in Europe and Canada.

With a long history of collaborating with sports teams, the partnership with Manchester City is a natural choice for LeoVegas Group given they are both leaders in their respective industries.

Through this partnership, LeoVegas Group and Manchester City will create extra excitement around the sport through cobranded content with both the men's and women's first teams and, LeoVegas customers will benefit from being closer to club events, including unique matchday experiences.

The LeoVegas brand will feature across in-stadia assets at both the Etihad Stadium and Academy Stadium, in addition to appearing on the men's first team training kit sleeve for the 2022/23 season. The partnership will enable LeoVegas to reach a wider global audience, and it is a part of the Group's ambition to offer the greatest igaming experience.

Gustaf Hagman, CEO of LeoVegas Group, said *"LeoVegas Group is proud to be entering into this partnership with Manchester City, and excited to be able to offer our customers unique experiences with the club. Manchester City is a colossal in the sport, with the same leading mentality as LeoVegas; this collaboration is an opportunity for LeoVegas to build further brand awareness to support our global growth."*

Dina Ahmad, Vice President, Global Partnership Sales, City Football Group, said: *"Manchester City are pleased to welcome LeoVegas Group as our newest partner. We look forward to working together to bring fans and customers even closer to the club. Additionally, we are excited that this new partnership will also help spark further growth across Europe and Canada and allow us to continue reaching audiences around the world."*

### **About Manchester City Football Club:**

Manchester City FC is an English Premier League club initially founded in 1880 as St Mark's West Gorton. It officially became Manchester City FC in 1894 and has since then gone onto win the European Cup Winners' Cup, eight League Championship titles, including six Premier League titles (2012, 2014, 2018, 2019, 2021, 2022), and six FA Cups. Manchester City FC is one of 12 clubs comprising the City Football Group and counts New York City FC and Melbourne City FC among its sister clubs.

Under manager Pep Guardiola, one of the most highly-decorated managers in world football, the Club plays its domestic and UEFA Champions League home fixtures at the Etihad Stadium, a spectacular 55,000 seat arena that City have called home since 2003. Today, the Stadium sits on the wider Etihad Campus, which also encompasses the City Football Academy, a state-of-the-art performance training and youth development facility located in the heart of East Manchester. Featuring a 7,000 capacity Academy Stadium, the City Football Academy is also where Manchester City Women's Football Club and the Elite Development Squad train on a daily basis and play their competitive home games. For more information, please visit [www.mancity.com](http://www.mancity.com)

#### FOR FURTHER INFORMATION, PLEASE CONTACT

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#### ABOUT LEOVEGAS MOBILE GAMING GROUP

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LeoVegas vision and position is "King of Casino". The global group LeoVegas Mobile Gaming Group offers games on Casino, Live Casino, Bingo and Sport. The parent company LeoVegas AB (publ.) is located in Sweden and its operations are mainly located in Malta. The company's shares are listed on Nasdaq Stockholm. [www.leovegasgroup.com](http://www.leovegasgroup.com)

#### IMAGE ATTACHMENTS

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[Announcement 1920x1080 for UK use](#)

[LeoVegas MCFC Jersey 1](#)

[LeoVegas MCFC Jersey 2](#)

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[LeoVegas partners with Premier League Champions Manchester City](#)