



- NEWS RELEASE -

Localised and OneFootball agree exclusive global partnership

London & Berlin, July 14, 2025 — Localised Inc., the international eCommerce software company chaired and led by renowned entrepreneur Peter Jones, and OneFootball, the world's largest football media app and technology platform with a community of more than 200 million fans, today announced an exclusive, game-changing global partnership.

This landmark deal offers football clubs, leagues, merchandise providers and federations the ability to expand to a global direct to consumer (D2C) model for their owned and operated businesses.

The new strategic alliance enables football fans across the globe to purchase merchandise, including new kits, limited-edition drops, accessories, gifts and unique memorabilia – all delivered directly to their doorsteps faster, seamlessly and locally in more than 200 countries.

Localised's cutting-edge cross-border eCommerce technology powers global shopping experiences for the world's leading brands, removing barriers and friction from international retail.

OneFootball's in-app 'FanShop' functionality – the platform's propriety digital marketplace – will assist football clubs and organisations build on their current commercial and sales strategy.

The exclusive partnership with Localised is a core element of OneFootball's plan to further support its football partners' broader D2C expansion by harnessing its latest technologies – including a world-leading OTT offering and providing end-to-end fan engagement solutions for leagues, clubs, broadcasters and the wider football industry.

Together, the two companies are setting a new benchmark for how football fans can shop for the products they love – no matter where they are in the world.

Peter Jones, Chairman & CEO of Localised Inc., commented:

“This partnership is monumental in scale and ambition. At Localised, we exist to help brands and platforms go truly global – and there is no better partner than OneFootball to do exactly that in the world of sport. Together, we’re making it effortless for football fans everywhere to get closer to the clubs they love. Imagine a fan in Mumbai, São Paulo or Berlin all able to buy the same official shirt or signed memorabilia, in their own language, currency, and with local delivery. This is what we’re making possible today.”

Patrick Fischer, CEO of OneFootball, added:

“OneFootball is about putting fans first, and this partnership is a massive leap forward. Our 200 million-strong community and millions of fans of our shareholder and partner clubs want to wear their merch with pride – and now they can, wherever they are. By teaming up with Localised, we’re not just selling shirts, we’re building bridges between clubs and their global supporters – creating new ways to connect, engage and celebrate the game we all love.”

-ENDS-

About OneFootball GmbH

Founded in 2008, OneFootball is a leading media football platform for a new generation of mobile-first football fans, with plans to become the football marketplace for content, products, and services of the future. It serves over 200 million people monthly through its owned and operated platform and video distribution network, bringing fans closer to the game with breaking news, highlight clips, live streaming, and more.

OneFootball is backed by the biggest clubs in the world of football, such as Real Madrid CF, FC Barcelona, PSG, FC Bayern Munich, Borussia Dortmund, Manchester City FC, Chelsea FC, Arsenal, Olympique de Marseille, Liverpool FC, Juventus FC, the German Football Federation (DFB) and MLS. OneFootball partners with more than 200 clubs, leagues, federations, players, broadcasters and world’s leading brands like Sky, DAZN, Apple, Globo and Yahoo! to bring content to the OneFootball Platform across 194 markets and with a global video distribution network that includes around 250 premium publisher partners. For more information about OneFootball, please visit:

<https://company.onefootball.com/> or [linkedin.com/company/onefootball/](https://www.linkedin.com/company/onefootball/)

About Localised Inc.

Founded in 2017, Localised is a local-first e-Commerce technology software company for brands expanding globally. With just a product feed, Localised creates entire sites

that are completely translated, secure and mobile-first. The Company is an e-commerce enabler that helps brands “go global by being local”, launching country-specific online stores without heavy tech integration all through their platform and local market expertise. Each site looks, feels and acts like ecommerce sites are expected to in the particular market where the brands sell their products or services. A truly “all-inclusive” global ecommerce software solution that is fast becoming recognised as the software solution brands are choosing if they want to expand internationally. For more information about Localised, please visit: <https://localised.com/>