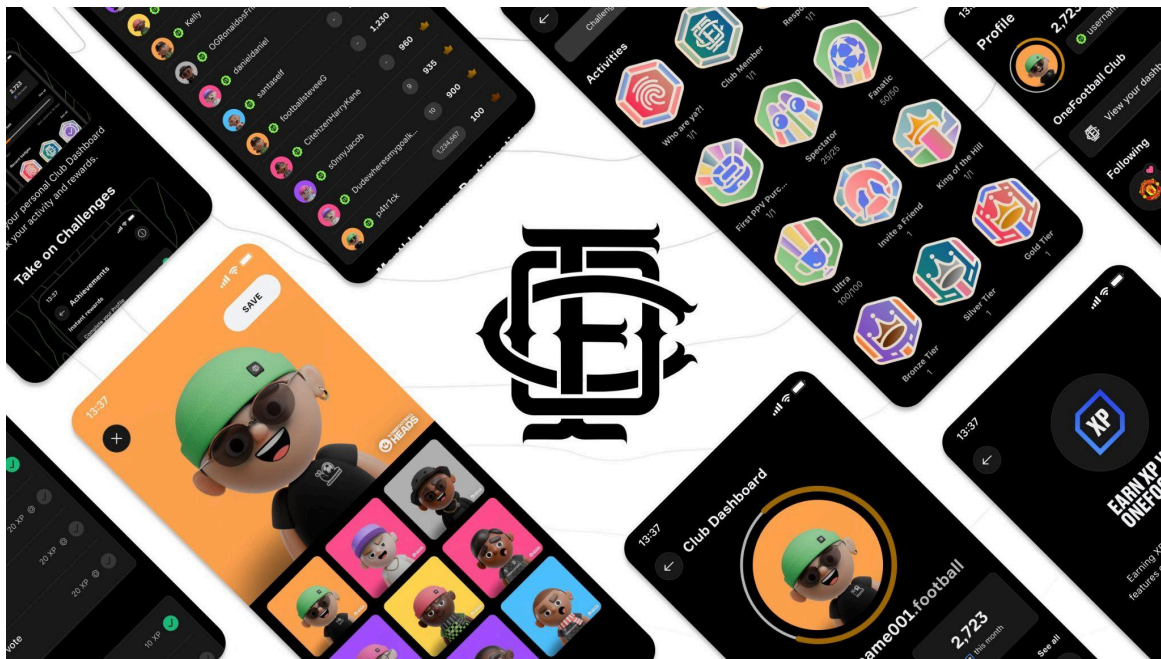


FOR IMMEDIATE RELEASE:

OneFootball officially launches “OneFootball Club” to reward fan loyalty

- *OneFootball has launched the OneFootball Club (OFC) today, the first digital football club that rewards football fans for their passion and engagement in the UK and Italy.*
- *Starting today, football fans can join the OFC to earn XP, badges, and rewards by interacting with the OneFootball app, gamifying their experience, and rewarding them for their fandom.*

Berlin, 5 September 2024 — OneFootball officially launches the OneFootball Club (“OFC”), built on Base in partnership with Animoca Brands. Today, OneFootball users in the UK and Italy can join this innovative loyalty program, which rewards their engagement with the OneFootball app.



This initiative reflects OneFootball’s commitment to fostering a vibrant, engaged community of football fans. It continues its mission to evolve the football landscape by creating a dynamic space where fans can connect, engage, and deepen their passion for football.

To become a verified member, OneFootball users can go to the Profile tab in the app and follow the banner to join. After creating a unique .football ID, and selecting a personalized username, they will be verified as members of the OFC. They will

immediately begin earning Experience Points (XP), badges, and rewards through their interactions with the app.

The OneFootball Club allows users to earn rewards by engaging in various activities, such as making match predictions or reading recent news. Each member can accumulate XP and unlock exciting rewards, including discounts and exclusive offers, while participation in the OFC is free. Inside the OFC dashboard, members can track their XP, monitor their progress on the leaderboard, and redeem their rewards.

“The OFC isn’t just a feature; it’s an evolution of our product,” says Patrick Fischer, CEO of OneFootball. “It’s designed to reward our passionate users and provide them with a gamified experience that enriches their overall engagement within OneFootball.”

“This gamified fan experience will seamlessly integrate across the entire OneFootball ecosystem, rewarding supporters and encouraging them to document, share, and showcase their passion in a safe and inclusive environment. Fans can compete on global leaderboards for exclusive benefits, achievements, and rewards as their profiles evolve, becoming unique and identifiable within the community. The OneFootball Club was built with our most loyal and influential fans in mind, and we couldn’t think of a better way to launch than by inviting you to join us first.” stated Vincent Schalk, General Manager of Loyalty & Subscription.

In the upcoming months, the OneFootball Club will expand into other markets to achieve global access by the end of the year.

Follow OneFootball Club on X for the Latest Updates!

Stay ahead of the game! Follow the OneFootball Club on X today to stay updated on the latest announcements, news, and exclusive offers. Don’t miss out on the opportunity to be a part of the most exciting football community in the world!

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, FC Barcelona, PSG, FC Bayern Munich, Borussia Dortmund, Manchester City, Chelsea FC, Arsenal, Olympique de Marseille, Liverpool FC, Juventus FC and the

German Football Federation. OneFootball partners with more than 200 clubs, leagues, federations, players, and broadcasters 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>

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