

PRESS RELEASE

STRICTLY UNDER EMBARGO UNTIL 1800CET 29/9/22

OneFootball acquires startup Gloria and appoints founder, Victoire Cogevina as VP of Women's Football

- *Underscores OneFootball's long-term commitment to women's football*
- *Sees acquisition and integration of Gloria football community and key Gloria team members into OneFootball**
- *Demonstrates OneFootball's continued commitment to investing in the women's game and audiences*

Berlin/Seville 1800CET, 29th September, 2022 - OneFootball, the world's largest football media platform, has today, at the World Football Summit, Seville, announced the appointment of leading gender equality activist, campaigner, and tech entrepreneur Victoire Cogevina as VP of Women's Football.

This move represents OneFootball's long-term commitment to women's football as it continues to invest in new club, league, federation and player partnerships to bring the women's game to its 100+ million monthly active users. Under Victoire's stewardship, OneFootball is looking to significantly grow its women's football offer and female audience. In her new role, she will work to make women's football even more inclusive, accessible and enjoyable through the OneFootball platform to bring fans and a new host of brands promoting equality even closer to the game than ever before. She will report into Chief Business Officer, Patrick Fischer.

Victoire, 31, is an American-born Greek-Argentine entrepreneur whose career has been focused on democratising football and advocating for women on and off the pitch. She co-founded the first female sports agency representing male professional players in Major League Soccer, and is currently serving as a UN Women ambassador for Gender Equality in Football.

In 2018, Victoire co-founded Gloria in Silicon Valley, a football community which will now be rolled into OneFootball. As part of the transaction, existing Gloria investors including Alexis Ohanian, Reddit co-founder and founder of VC firm, Seven Seven Six; Garry Tan, founder and managing partner of Initialized Capital; and Assia Grazioli, co-founder of Muse Capital are transferring their investment to OneFootball.

Lucas von Cranach, founder & CEO, OneFootball: "Victoire has made an incredible contribution to women's football, while also serving as an inspiration to aspiring women entrepreneurs around the world. With her insight and expertise, she will elevate OneFootball's offer of the women's game to a whole new level, making it more accessible for a new generation of fans that want to see more equality and diversity in women and men's sports. This is a really

important moment for us – together we can continue the momentum that the Women’s EURO sparked just a few months ago.”

Victoire Cogevina, founder of Gloria, said: “Women football fans have long been an underserved community, with most products and services designed with only men in mind. But in Europe alone there are 144 million women’s football fans who aren’t being engaged and catered for - that’s a lot of fans to onboard which present a huge commercial opportunity. When we first founded Gloria, we set out to build the world’s most inclusive football community. Now as part of OneFootball’s leadership team, I can truly cement that vision - driving in forward off the back of a larger platform, OneFootball. We are perfectly placed at the heart of the football ecosystem to be the platform that delivers everything that matters to football fans, irrespective of gender. The fantastic team at OneFootball are already well on their way to achieving that, which is why I’m proud to now be part of that journey.”

Alexis Ohanian, Reddit co-founder and founder of VC firm, Seven Seven Six, said: “As a football fan, I was immediately drawn to Victoire’s passion for the sport and her drive to build an inclusive, global football community online. By joining OneFootball, she will have even more opportunity to expand that vision and bring the sport of football to a whole new generation of fans. As the lead founding investor in the NWSL’s Angel City FC, I’m especially thrilled Victoire will become VP of Women’s Football at OneFootball. The move signifies an understanding of the massive global appeal of women’s football — it’s obvious value proposition. It’s also not lost on me that Victoire is one of the few female tech founders in football to have made such an impact on the industry and help further the cause of women's equality in sport. I am proud of her and the Gloria team for all they’ve accomplished and I can’t wait to see how they continue to progress the sport forward, especially for women.”

**The completion of the acquisition is subject to certain customary authorisations and is anticipated to complete in October.*

-ENDS-

About OneFootball

No one gets fans closer to the beautiful game than OneFootball. Reaching over 100 million monthly active users worldwide, OneFootball is the most popular football media platform for the new generation of football fanatics. Understanding that the world’s football obsession goes beyond the 90 minutes of a match, OneFootball users get access to the most comprehensive football coverage on and off the pitch: from breaking news, highlight clips and live streaming to statistics and live scores of hundreds of leagues and competitions worldwide – fans get all the content they crave. OneFootball is the only company to offer single live football matches in-app on a free and pay-per-view basis, while native integration from OneFootball’s network of over 150 clubs, leagues, federations, players, as well as hundreds of independent content creators, and broadcasters adds close to 200k pieces of editorial and video content per month.

Founded in 2008, the company has a global reach – with headquarters in Berlin and regional hubs in London, Singapore and Lisbon – and is deeply embedded in the football ecosystem, with shareholders

including top-tier clubs Arsenal, Barcelona, Bayern Munich, Chelsea, Juventus, Liverpool, Manchester City, Paris Saint-Germain, Real Madrid, Olympique de Marseille, Borussia Dortmund and Tottenham Hotspur, as well as the German FA. OneFootball is available in 12 languages and is the best-rated sports app in the world, based on millions of App Store and Google Play reviews.

In 2022, OneFootball announced a new joint venture – OneFootball Labs – formed with Web3 champion Animoca Brands alongside one of the pioneers in the blockchain space, Liberty City Ventures. OneFootball Labs will enable clubs, leagues, federations and players to release premium digital assets and fan-centric experiences on the sports-industry leading [Flow blockchain](#) so fans can get their favourite moments through the easy-to-use and secure wallet, [Dapper](#). OneFootball aims to be at the forefront of the Web3 era, helping clubs, leagues, federations and players build more direct relationships with fans and creating new digital experiences. All digital collectibles will be available on OneFootball's own marketplace, Aera by OneFootball.

For more information, please visit:

- company.onefootball.com
- <https://aera.onefootball.com/>
- twitter.com/onefootball
- linkedin.com/company/onefootball/

About Cogevina & Gloria

Victoire

Victoire Cogevina Reynal is an American-born Greek–Argentine business woman set on democratizing football through software technology. She founded Gloria, a start-up that counts itself in the 2% of Silicon Valley venture-backed companies led by women. Currently based in London, she is acknowledged as one of the Latin American women that are redefining the football industry globally. Previously, she co-founded the first sports agency representing male professional footballers in the MLS. In 2018, SR All Stars was recognised by FIFA as the first women-owned and led sports agency in the world.

Today Victoire is a fierce activist for gender equality in football with UN Women, as well as serving on the board of non-profit WiST (Women in Sports Tech). She is also recognised as one of the most predominant thought leaders in the women's football movement, and a powerful promoter of the inclusion of women in the beautiful game.

Gloria

Gloria Football is a Silicon Valley startup building a community-focused consumer product for football fans. With an audience of already over 400,000 followers on Instagram, Gloria has rapidly become a household name in football. The company sees inclusion as one of its core values, and is committed to supporting the growth of women's football.

Gloria is backed by a world-class team of investors from the fields of both technology and football, including: Alexis Ohanian (776 and owner of Angel City FC), Assia Grazioli-Venier (Muse Capital, Washington Spirit owner and Juventus Board of Directors), Garry Tan (Initialized Capital), Guru Gowrappan (CEO of Verizon Media), and Peter Tomozawa (Seattle Sounders owner, member of LA Olympic Committee) and Razmig Hovaghimian (Rakuten board of directors and owner of Washington Spirit) amongst others.

