

December 5, 2023

News Release

UBS to be main partner of the Swiss Football Association through at least 2028

- **UBS to continue partnership with the SFA until at least 2028.**
- **As before, half of the contribution will flow directly into young talent promotion.**
- **Women's and men's teams to receive equal premiums.**

Zurich, December 5, 2023

UBS will become the main partner of the Swiss Football Association (SFA), building on the thirty-year partnership that began with Credit Suisse in 1993. UBS has committed to partner with the SFA for the next four-year period until at least June 2028. The bank will be the SFA's main partner for all junior and senior national teams in men's and women's football, the Beach Soccer national team, the eFootball national team and the promotion of young talent in Switzerland.

Laying the foundations for future success through the promotion of young talent and creating the best possible conditions for long-term success continues to be a key goal, as it has been since the partnership began in 1993, demonstrated with half of the financial commitment being dedicated to promoting young talent.

Children's and grassroots football also remain an important part of the partnership, which continues to include the official Swiss schools football championship. And in line with UBS's commitment to equally supporting athletes of all genders both the women's and men's teams will continue to receive equal premiums.

With the contract extension, from summer 2024 onwards, both UBS and Credit Suisse clients and employees will have the opportunity to benefit directly through various engagements. UBS will make its first visible brand appearance as of summer.

Commenting on the announcement, Sergio P. Ermotti, Group Chief Executive Officer, UBS said: "I am very much looking forward to working with the SFA. The Swiss national football teams are ambassadors for our country, and their influence extends far beyond the pitch, bringing people from all ages and backgrounds together and inspiring them. UBS is proud to be able continue to support the players and Swiss football overall to build on what has already been achieved over the past thirty years."

SFA President Dominique Blanc said: "Today is an historic day for Swiss football. We are grateful and happy to have UBS as a strong partner at our side and to continue moving into the future on a strong foundation."

In terms of other sponsorship commitments in Switzerland, UBS has previously confirmed that they will all be honored to at least 2025.



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