



SPANISH FOOTBALL FEDERATION (RFEF) AND ADIDAS ANNOUNCE PARTNERSHIP EXTENSION UNTIL 2026

Both parties agree extension to continue their close, 35 year relationship

Madrid, September 8th, 2015 - adidas and the RFEF (Real Spanish Football Federation) are proud to announce the extension of their sponsorship agreement, extending the existing partnership until 2026. The extension agreement comes as a result of the close relationship between both parties for more than 35 years, as well as the successes achieved together – most notably with the Spanish team winning the UEFA EURO 2008 and 2012™ as well as the 2010 FIFA World Cup™.

"We are very proud and excited to announce the extension of our successful partnership with the Real Spanish Football Federation RFEF. adidas is the global leader in football and Spain is one of the strongest teams in the world which makes this partnership a perfect fit. We are looking forward to continuing our successful partnership and supporting the Spanish Federation in their future successes", said Herbert Hainer, CEO of the adidas Group.

"It is a sincere pleasure for us to announce the extension of our adidas sponsorship agreement until 2026, taking our partnership with the global leader in performance sportswear into its fourth decade.

Together, we have developed an outstanding understanding between ourselves and the brand that has yielded exceptional success on and off the pitch. adidas and Spanish football have been synonymous since the early 1980's, and have shared in all our defining moments for over a quarter of a century.



The continuation of our relationship comes from the belief that it is the single best option for all the teams in the RFEF family, and we look forward to collaborating with adidas once more through to 2026 – a period we’re sure will be fruitful as ever to both sides”, said Ángel María Villar, Real Spanish Football Federation President.

adidas and the RFEF will continue to develop and implement initiatives to promote football of all levels in Spain, as well as provide kits and training apparel to every team in the RFEF family – including the U-19 Men’s and U-20 Women’s teams who stand alongside the Men’s National team as reigning European Champions.

About adidas Football

adidas is the global leader in football and the official sponsor and supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the UEFA Champions League, the UEFA Europa League and the UEFA European Championship. adidas also sponsors some of the world’s top clubs including Real Madrid, FC Bayern Munich, AC Milan, Juventus, Chelsea and Manchester United. Some of the world’s best players are also on the adidas roster: Leo Messi, Luis Suárez, Gareth Bale, James Rodríguez, Iker Casillas, Thomas Müller, Jordi Alba, Álvaro Morata, David Silva, Koke, Diego Costa, Karim Benzema, Arjen Robben or Marcelo.