



Avery Dennison scores strategic partnership position with LALIGA as the exclusive partner to provide embellishments to the league

MADRID, Spain – June 15, 2023 – LALIGA, the two highest divisions of the Spanish football system, and Avery Dennison (NYSE:AVY), a global materials science and digital identification solutions company, today announced Avery Dennison as the official strategic partner of LALIGA, exclusively supplying the official sleeve badges, along with names and numbers with LALIGA logo for both on-pitch and retail.

As part of LALIGA's focus on fan engagement, the sleeve badges will be embedded with smart technology. Fans can use their phones to scan the official embellishments on their jersey to reveal a unique LALIGA experience.

"LALIGA is one of the world's most popular football leagues watched by millions worldwide. Being a part of LALIGA is a huge honor for the clubs, players and fans alike, and that's why Avery Dennison is proud to be providing the official sleeve badges, along with other embellishments for LALIGA," commented Steve Mason, vice president and general manager, Embelex and Aftermarket, Apparel Solutions, Avery Dennison.

"At LALIGA, we are constantly evolving and looking for the best partners to continue innovating. In this case, we are delighted to go one step further, hand in hand with Avery Dennison, in the use of the LALIGA badge on our clubs' shirts, with the ultimate goal of improving the experience for our fans", said Oscar Mayo, Executive General Director of LALIGA.

This agreement is the latest in a series of partnerships for Avery Dennison's Embelex™, a suite of solutions for on-garment branding used by some of the most iconic sports teams and leagues globally. Other partners include Real Madrid and the English Premier League, a long-standing partnership with over 15 million names, numbers and sleeve badges produced annually.

To explore more about Embelex™, visit embelex.averydennison.com.

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About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides branding and information labeling solutions, including pressure-sensitive materials, radio-frequency identification (RFID) inlays and tags, and a variety of converted products and solutions. The company designs and manufactures a wide range of labeling and functional materials that enhance branded packaging, carry or display information that connects the physical and the digital, and improve customers' product performance. The company serves an array of industries worldwide, including home and personal care, apparel, e-commerce, logistics, food and grocery, pharmaceuticals and automotive. The company employs approximately 36,000 employees in more than 50 countries. Reported sales in 2022 were \$9.0 billion.

Learn more at www.averydennison.com.

About LALIGA

[LALIGA](https://www.laliga.com) is a global, innovative and socially responsible organization, a leader in the leisure and entertainment sector. It is a private sports association comprising the 20 clubs and SADs (public limited sports companies) in LALIGA Santander and the 22 in LALIGA SmartBank, responsible for organizing these national professional football competitions. With headquarters in Madrid (Spain), it is present in 41 countries through its 13 offices and 44 delegates. In the 2019/2020 season, LALIGA reached more than 2.8 billion people globally. The association carries out its social action through its Foundation and is the world's first professional football league with a league for intellectually challenged footballers: LALIGA Genuine Santander.

For more information, visit: www.laliga.com.

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