

The Company advances in its brand strategy and international expansion

### Codere, official sponsor of the Monterrey Rayados Football Club of Mexico

- The agreement will have a scope for the next four seasons of Liga MX, until 2025
- From July, the Codere brand will be visible on the team's shirt.
- Codere shares with the Monterrey Rayados Football Club the values of responsible gaming, a desire to excel, leadership and fair-play, on and off the playing field.
- With this alliance of the company, which is already Real Madrid's official betting partner, takes a further step in its project of international expansion and growth of sports betting

**CDM/Madrid, February 17th, 2021.** - Codere, leading multinational company in the private gaming sector in Europe and Latin America, has signed a sponsorship agreement with the Monterrey Rayados Football Club, of Mexico's Liga MX, for the next four seasons. The company will reach the category of main sponsor from July, when the Codere logo will appear on the club's kit and shirt.



This agreement will allow Codere to advance in its strategic project of international expansion and brand consolidation, thanks to its visibility in the different marketing and promotional actions planned together with the club.

For Carlos Sabanza, Codere's head of sponsorship, "this agreement represents an important commitment by the company to this strategic market and to boost our gaming offer at the local level."

#### **A long career in the country.**

The company has a business history in Mexico, since it started its activity in the country in 1998, as a pioneer in the gaming sector with betting and raffles based on the permits issued by the Ministry of the Interior, which authorize the installation of terminals and gaming halls, betting points and the operation of the Hipódromo de las Américas. Throughout these years the group has maintained its leadership in the country, currently operating in this market almost a hundred gambling halls, the Hippodrome, the Granja



## Press release

de las Américas family park, the Citibanamex convention centre (converted this year into a hospital care centre for patients with coronavirus) and *online* game.

Mexico is a key market for Codere's development, in fact, at the end of 2019, it represented 22% of the group's global revenues. Thanks to its extensive retail network of gambling halls and its online operation, the company offers a complete omnichannel offer that will allow it to continue growing in this market, especially in the segment of sports betting with a strong connection to football.

### **Codere, a decided commitment to sport**

The agreement with the main team of Mexico's Liga MX adds to the one that the company already has with Real Madrid CF, as Official Betting Partner, since 2016. Beyond the passion for sports, Codere shares its international vocation and the values of fair play, striving for excellence and leadership on the playing fields.

For Pedro Esquivel, executive vice president of the Monterrey Rayados A.C. Football Club, "it is a pleasure for CFM to begin a relationship with an international brand like Codere, which will help us both to continue consolidating our growth and achieve our goals. We believe in long-term alliances with business partners who share our values and objectives, for which we thank Codere for their trust and we are sure that great things will come for the future."

For his part, Alberto Telias, Codere Marketing Director, points out that "the agreement with Rayados de Monterrey is an extremely exciting project. We believe that we have common brand values, which we want to exploit together. Partnering with such a successful and important team as Rayados, after a period of pandemic with great impact on the game -not only due to the closure of the rooms, but also due to the postponement of sports competitions at a global level-, is the confirmation of the strong proposal that Codere has for Mexican players".

The company will continue to grow its entertainment offering in the Latin American market, especially in Mexico, where it will focus its efforts and investments. //

### **Get to know the new spot Codere - Monterrey Rayados Football Club:**

<https://youtu.be/K--Tp5rYDmA>

### **About Codere**

Codere is a leading international gaming operator, with a presence in seven European countries - Spain and Italy - and Latin America - Argentina, Mexico, Panama, Colombia and Uruguay-, which operates more than 57,000 slots machines, about 30,000 bingo seats, and 8,500 sports betting terminals in Latin America, Spain and Italy across various gaming venues, including 148 gaming halls, 1,200 arcades, nearly 9,200 bars, 245 sports betting shops and four racetracks. The company also develops online games.

[www.grupocodere.com](http://www.grupocodere.com)

