

25th October 2023: Today UEFA and Coca-Cola have announced that Coca-Cola will become an official partner of UEFA EURO 2024™, hosted in Germany.

The tournament will be an opportunity to bring Coca-Cola's "Real Magic" philosophy to life for long-standing and new generations of football fans, with exclusive access and experiences pitch side and across fan zones, digitally and through hospitality programs.

The sponsorship of UEFA EURO 2024™ will be led by Coca-Cola's fastest growing product, Coca-Cola Zero Sugar, in line with the company's strategy to prioritize sugar reduction and shift marketing investments to low and no sugar choices.

In addition, Powerade, Coca-Cola's sports drink, will hydrate the players of UEFA EURO 2024™ on the field.

Coca-Cola has been a long-term partner of European football's premier national team tournament, since first sponsoring the event in 1988.

Javier Meza, Marketing Senior Vice President at Coca-Cola in Europe said, "We are excited to be continuing our support with the UEFA EURO 2024™ in Germany and aligning our brand with such an iconic global sporting occasion, where the magic of human connection comes to life through those shared passionate moments of anticipation and jubilation from fans and football players alike."

Guy-Laurent Epstein, UEFA Marketing Director, said: "We are excited to welcome back Coca-Cola as a sponsor for UEFA EURO 2024. For more than three decades, Coca-Cola has played an essential role in the competition by uniting people, and providing fans with unforgettable and innovative experiences. We look forward to building upon this heritage and continuing this journey together."

UEFA EURO 2024™ will kick off on 14th June 2024 across 10 host cities and will come to its conclusion on 14th July 2024.

Matches during the tournament will take place in 10 cities and match venues in Germany - Berlin, Cologne, Dortmund, Dusseldorf, Frankfurt, Gelsenkirchen, Hamburg, Leipzig, Munich and Stuttgart.

Ends

Note to editors:

UEFA Events SA is a wholly owned subsidiary of UEFA and has been created to manage and

handle UEFA's commercial and event operations.

### The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company, offering over 500 brands in more than 200 countries and territories. In addition to the company's Coca-Cola brand, our portfolio includes AdeS, Ayataka, Costa, Dasani, Del Valle, Fanta, Georgia, Gold Peak, Honest, innocent, Minute Maid, Powerade, Simply, smartwater, Sprite, vitaminwater and ZICO. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We're also working to reduce our environmental impact by replenishing water and promoting recycling. With our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at Coca-Cola Journey at [www.coca-colacompany.com](http://www.coca-colacompany.com) and follow us on Twitter, Instagram, Facebook and LinkedIn.

### UEFA

UEFA - the Union of European Football Associations - is the governing body of European football. It is an association of associations, a representative democracy, and is the umbrella organisation for 55 national football associations across Europe.

Its objectives are, among other things, to deal with all questions relating to European football, to promote football in a spirit of unity, solidarity, peace, understanding and fair play, without any discrimination on the part of politics, race, religion, gender or any other reason, to safeguard the values of European football, promote and protect ethical standards and good governance in European football, maintain relations with all stakeholders involved in European football, and support and safeguard its member associations for the overall well-being of the European game.