



LiveScore Announces Cristiano Ronaldo as Official Global Brand Ambassador

- Ronaldo joins LiveScore brand during a period of rapid global growth
- The landmark partnership starts ahead of this summer's European Championship and will span a period covering at least two domestic seasons and next year's World Cup

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LiveScore, the global sports media business and one of the world's leading real-time sports updates providers, has today announced **Cristiano Ronaldo** as its Official Global Brand Ambassador.

The groundbreaking deal will see the world's most famous footballer and five-time Ballon d'Or winner Ronaldo unite with LiveScore as the brand continues its rapid evolution as a major global sports media force. Launching ahead of the upcoming European Championship this summer, the relationship will span at least two domestic football seasons and next year's World Cup.

Central to the partnership will be a global ATL creative campaign, including LiveScore's first TV spot, amplified by a digital campaign which will harness the power of both LiveScore and Ronaldo's vast global audiences. Cristiano Ronaldo's image will be used across LiveScore's digital inventory and content, closely aligning the Portuguese legend with one of the world's leading real-time sports updates providers.

LiveScore captivates sports audiences by delivering premium content and engaging products to fans across 200 territories worldwide. Cristiano Ronaldo's role as the most high-profile and influential player in the game is shown by his combined social media following exceeding half a billion fans, representing a hugely relevant audience for LiveScore to connect with.

Cristiano Ronaldo, Official Global Ambassador for LiveScore, said;

"I've used the LiveScore app to keep up to date with the latest scores for many years, so I'm really excited to begin such a natural new partnership. Throughout my career every goal has always been about more than a score to me, and I know LiveScore has been there every step of the way, to keep my fans across moments that have defined me.

LiveScore and I are connected by a drive to be the greatest at what we do every single day. I cannot wait to unite our combined audiences of football fans with amazing content, moments and goals in the next exciting stage of my career."

Ric Leask, Marketing Director at LiveScore, said;

"In a year that has seen LiveScore rapidly evolve as a global sports media business, this landmark new relationship with Cristiano Ronaldo is without doubt the biggest moment so far. There is simply no bigger sportsperson - past or present - than Cristiano Ronaldo, who continues to captivate fans around the world with his brilliance on the pitch.

With a world record 777 career goals and 31 club and international honours, we believe he truly is the 'Greatest of all Time'. We should know, as LiveScore has been there to bring news of every goal to millions of fans around the world. Combined with the fact that his game is built on speed, reliability and simplicity, key strengths also synonymous with the



LiveScore brand, there could be no more authentic and better fit for our business. We can't wait to kick-off our partnership and bring our global audience closer than ever to the GOAT."

For more information, please contact press@livescore.com.

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About LiveScore:

- An early pioneer in the online sports media space, LiveScore™ was founded in 1998 and is a global sports media business, real-time sports updates provider and live streaming service. Following its acquisition in 2017, the LiveScore business was subsequently demerged into the Anzo Group in 2019. Today, LiveScore continues to deliver the top quality content that its users have come to expect, with its up-to-the minute sports updates and recently introduced live streaming service. LiveScore boasts active users across 200 territories making it quite simply one of the world's best-known brands in the market. LiveScore is also proud to be the Official Global Scoring Partner of LaLiga Santander.