PRESS RELEASE

Paris, September 20, 2024

Free teams up with PSG, OM and OL to offer exclusive content on Free FOOT



OFFICIAL PARTNER

Free has become an official partner of three iconic clubs in the world of French football: Paris Saint-Germain, l'Olympique de Marseille and l'Olympique Lyonnais. With these partnerships, Free is consolidating its position in the broadcasting of French football and enriching its Free FOOT service by adding exclusive content that will be available free of charge to all fans of the beautiful game, irrespective of their provider (including Free,Bouygues Telecom, Orange and SFR).

By becoming an official partner of three prestigious Ligue 1 clubs – PSG, OM and OL – Free will be able to give football fans even more great moments to enjoy, through:

- Live programs filmed directly from pitch-side.
- Exclusive creations, such as interviews with star players, coverage of training sessions and pre-match preparations, insight into players' daily lives, following youth teams, and match archives.
- Interactive content: live chats between players and fans.
- Unprecedented experiences for Free subscribers: unique immersion into the backstage area of a match, meeting players, and more.

These partnerships fit seamlessly with the strategy that Free has followed since 2020 of revolutionizing football fans' experience, by offering them **access to all Ligue 1 McDonald's matches** in the form of near-live clips on its Free Ligue 1 app, which has now become Free FOOT.

Available on iOS and Android, Free FOOT is accessible free of charge for all football fans, irrespective of their provider.

PSG, OM and OL – three of French football's most emblematic clubs – have already engraved their names in the history of sport and always aim for the greatest heights, both on and off the pitch. These are values that we fully share at Free, as clearly illustrated by our commitment to offer our subscribers best-quality, competitive broadband and mobile services at a fair price.
Free is proud to be sharing this passion for the game and to be teaming up with these top-name clubs to support football in France.

About Free

Free – the inventor of the world's first triple-play box – is a Fixed and Mobile Ultra-Fast Broadband operator in France, standing out for its innovative, straightforward and attractive offerings. At end-June 2024, it had 22.9 million retail subscribers (15.3 million Mobile subscribers and 7.5 million Fixed-line subscribers). Free is a subsidiary of the iliad Group, which was created in France in the early 1990s and now also operates in Italy under the iliad brand and in Poland under the Play brand. In March 2021, the iliad Group launched its BtoB business in France under the Free Pro brand.

www.free.fr

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** Free FOOT service: offer subject to terms and conditions, valid in Metropolitan France on a compatible smartphone or Freebox (the app needs to be downloaded from the App Store or Google Play and a user account created). No-cost access to News ("Actus"), Goals ("Buts"), Round-ups ("Résumés"), Series ("Séries") and highlights (in the form of clips) of the matches of the 2024/2025 season of the Ligue 1 McDonald's championship (nine matches per match day). Service provided by Free SAS.*