

## MEDIA RELEASE

UEFA and ECA joint venture UC3 enters into exclusive negotiation period with Relevent Sports for global commercial rights for the UEFA men's club competitions from 2027

*Agency bidding to support UC3 in selling commercial rights including for UEFA Champions League, UEFA Europa League and UEFA Conference League*

Nyon, Switzerland – 11 February 2025

The Board of UC3, the joint venture between UEFA and the European Club Association (ECA), has agreed to enter into an exclusive period of negotiation with Relevent Sports over the global commercial rights to the UEFA men's club competitions for the period 2027 - 2033.

The decision follows an open tender process, launched last summer, which attracted bids from a number of global and regional agencies.

UC3 anticipates concluding the process in the coming weeks and shall not be making any further comment in the meantime.

- Ends -

### Note to Editors

UC3 unites European football's governing body UEFA and the European Club Association (ECA), representing more than 700 top European clubs, around a new vision for managing commercial rights to UEFA club competitions (the "UCCs"). It is the commercial entity responsible for generating revenues from the UCCs and creating value for our partners. UC3 oversees the management, sales and delivery of all commercial rights (including media, sponsorship and licensing rights) for UEFA's elite men's and women's club competitions.