



ASSEMBLEA
GENERAL EXTRAORDINÀRIA
ABRIL 2022

RATIFICATION OF THE SPONSORSHIP AGREEMENT WITH SPOTIFY





STRATEGIC ALLIANCE

BETWEEN TWO LEADING
AND PIONEERING
ENTERTAINMENT BRANDS
THAT SHARE A COMMON
PHILOSOPHY AND VALUES





**PROVIDES THE
CLUB WITH THE
KEY ECONOMIC
RESOURCES**

TO MEET FUTURE
STRATEGIC AND
SPORTING CHALLENGES



EXCLUSIVE BENEFITS FOR CLUB MEMBERS AND SUPPORTERS

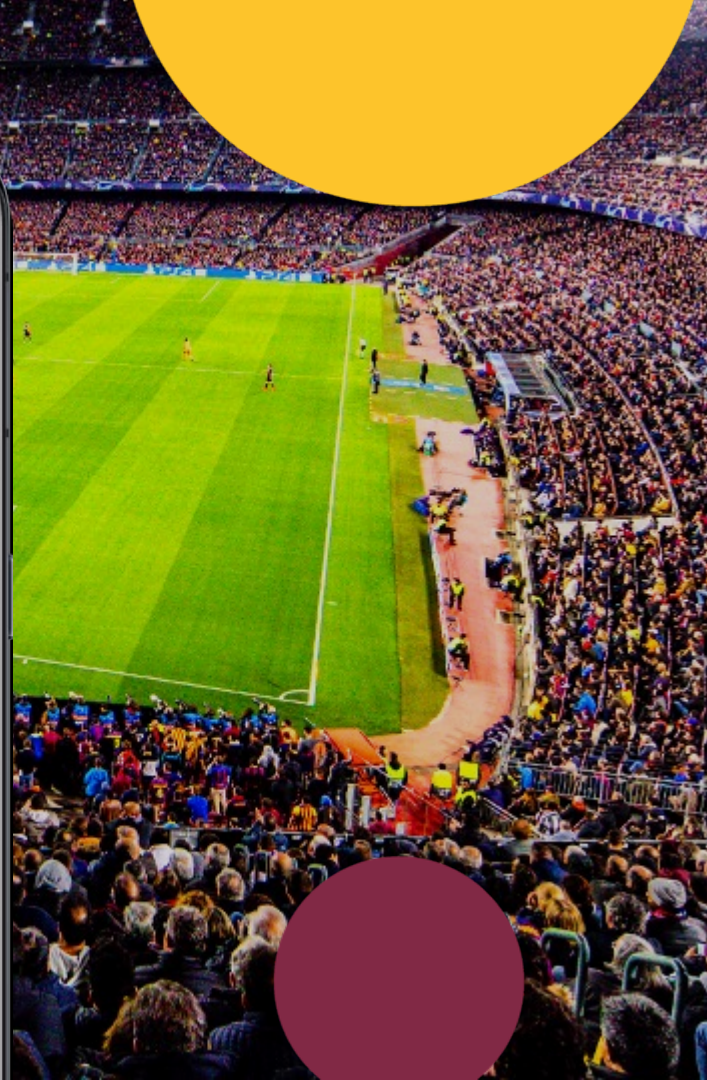
UNIQUE EXPERIENCES AND
DISCOUNTS ON SUBSCRIPTION
PLANS ARE SOUGHT





JOINING MUSIC AND FOOTBALL

THE AGREEMENT WILL
CONNECT ARTISTS AND
PLAYERS WITH FANS
AROUND THE WORLD





AN ICONIC SPACE FOR THE PROMOTION OF TALENT

SPOTIFY CAMP NOU WILL
BECOME A HOME FOR ARTISTS,
PLAYERS AND FANS WHERE
TALENT AND CREATIVITY WILL BE
EMPOWERED.

Company information



THE WORLD'S LARGEST AUDIO
STREAMING COMPANY

MISSION

EMPOWERING THE POTENTIAL
OF HUMAN CREATIVITY



Company information

FINANCIAL INFORMATION

REVENUE 2021: €2.69 BILLION

EMPLOYEES: 7,600 (END OF Q4 2021)

HEADQUARTERS: NEW YORK (USA)

STOCK EXCHANGE: NEW YORK STOCK EXCHANGE

FOUNDATION: FOUNDED IN 2006 IN STOCKHOLM, SWEDEN

LAUNCH DATE OF THE PLATFORM: 2008

OFFICES: 15 WORLDWIDE

CEO AND CO-FOUNDER: DANIEL EK

SPOTIFY IN FIGURES

NO. OF SUBSCRIBERS:	180 MILLION
NO. OF MONTHLY ACTIVE USERS:	406 MILLION
PRESENCE:	184 COUNTRIES
AVAILABLE CONTENT (TRACKS):	82 MILLION



Summary of the agreement

TERRITORY AND EXCLUSIVITY

- TERRITORY: GLOBAL
- EXCLUSIVITY:
AUDIO STREAMING



PATROCINADOR PRINCIPAL
DEL FC BARCELONA



OFFICIAL AUDIO STREAMING
PARTNER OF FC BARCELONA



KIT



*Illustrative images for the reference of the members.

CAMP NOU



ADVERTISING ASSETS



EXPERIENCES AND CONTENT





SUMMARY OF THE AGREEMENT

KIT

CAMP NOU

ADVERTISING ASSETS

EXPERIENCES AND CONTENT

FRONT OF THE MATCH SHIRT

FRONT OF THE TRAINING SHIRT

FRONT OF THE ACADEMY PRO T-SHIRT

FRONT OF THE MEN'S AND WOMEN'S 1ST TEAM MATCH SHIRT

DURATION:

4 SEASONS

22/23 TO 25/26



*Illustrative images for the reference of the members. This image of the shirt with the Spotify logo will not be marketed.



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SUMMARY OF THE AGREEMENT

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ADVERTISING ASSETS

EXPERIENCES AND CONTENT

FRONT OF THE MATCH SHIRT

FRONT OF THE TRAINING SHIRT

FRONT OF THE ACADEMY PRO T-SHIRT

FRONT OF THE MEN'S AND WOMEN'S 1ST TEAM TRAINING SHIRT

DURATION:

3 SEASONS

22/23 TO 24/25



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ADVERTISING ASSETS

EXPERIENCES AND CONTENT

FRONT OF THE MATCH SHIRT

FRONT OF THE TRAINING SHIRT

FRONT OF THE ACADEMY PRO T-SHIRT

- **FRONT OF THE PRO ACADEMY TEAMS SHIRTS**
- **VISIBILITY ASSETS IN SELECTED INTERNATIONAL BARÇA ACADEMIES**



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SUMMARY OF THE AGREEMENT

KIT

CAMP NOU

ADVERTISING ASSETS

EXPERIENCES AND CONTENT

TITLE RIGHTS

VISIBILITY ASSETS

STAGE 1

CAMP NOU

Remodelling
period agreement

STAGE 2

NEW CAMP NOU

Long-term
agreement



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Spotify CAMP NOU



BARÇA CAFE

BARÇA STORE

*Illustrative images for the reference of the members.



SUMMARY OF THE AGREEMENT

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CAMP NOU

ADVERTISING ASSETS

EXPERIENCES AND CONTENT

TITLE RIGHTS

VISIBILITY ASSETS

- **FACHADE** OF THE STAND
- SPOTIFY LOGO ON THE **SEATS IN THE** NORTH GOAL STAND



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SUMMARY OF THE AGREEMENT

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CAMP NOU

ADVERTISING ASSETS

EXPERIENCES AND CONTENT

TITLE RIGHTS

VISIBILITY ASSETS



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CAMP NOU

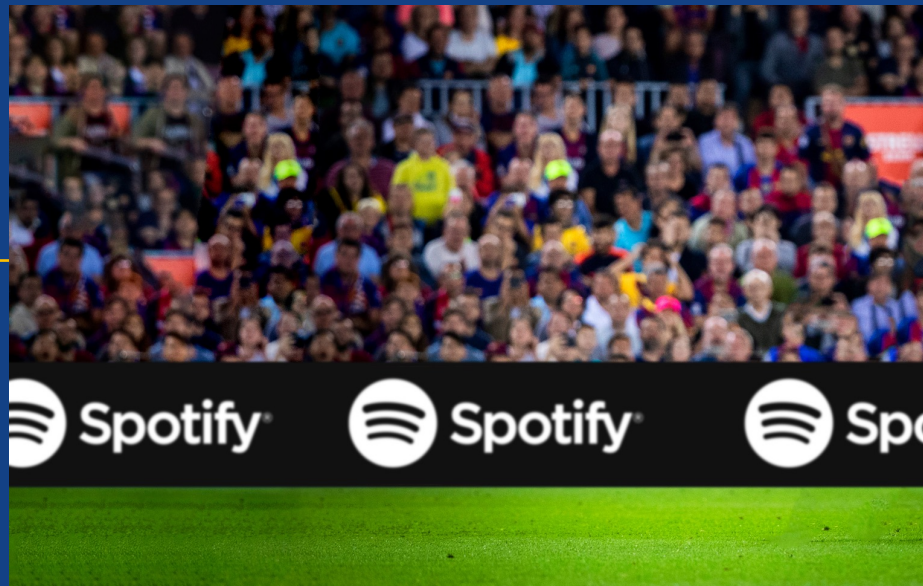
ADVERTISING ASSETS

EXPERIENCES AND CONTENT

CAMP NOU

SPORTS CITY

- **PERIMETER ADVERTISING** ON THE U-TELEVISION (LED) CAMP NOU AND JOHAN CRUYFF STADIUM
- PLACEMENT OF THE **SPOTIFY CAMP NOU DESIGNATION** ON THE STADIUM **TURF**
- **ADVERTISING PANELS** IN THE PRESS ROOM, MIXED ZONE AND FOR OTHER INSTITUTIONAL ACTIVITIES HELD AT THE CAMP NOU AND THE JOHAN CRUYFF STADIUM



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CAMP NOU

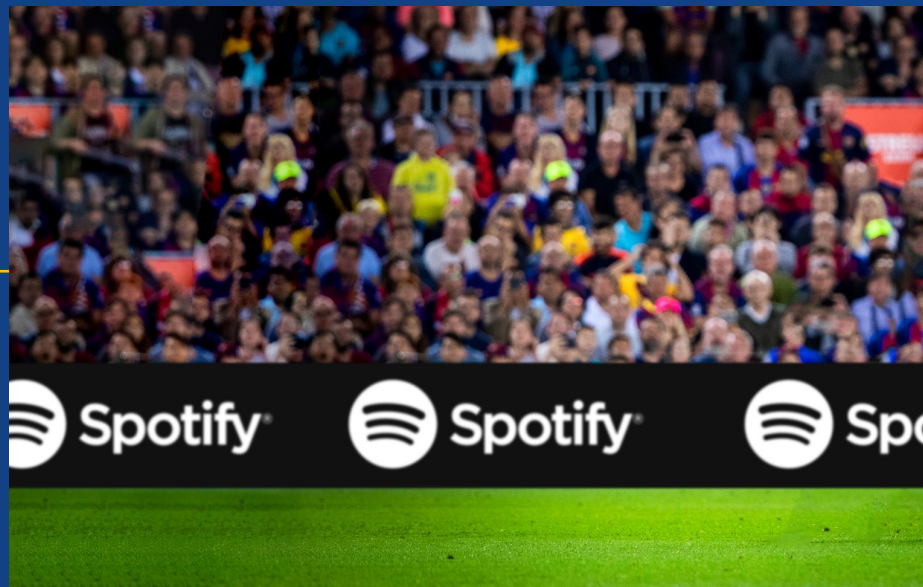
ADVERTISING ASSETS

EXPERIENCES AND CONTENT

CAMP NOU

SPORTS CITY

- BRAND PRESENCE ON THE **BENCH** OF THE 1ST TEAM AND VISITING TEAM
- **ADVERTISING BANNERS** NEXT TO THE GOAL
- **GOAL AND STAND** AT THE FOOT OF THE PITCH



*Illustrative images for the reference of the members.



SUMMARY OF THE AGREEMENT

KIT

CAMP NOU

ADVERTISING ASSETS

EXPERIENCES AND CONTENT

CAMP NOU

SPORTS CITY

- **TARPAULINS** FOR THE MEN'S AND WOMEN'S FIRST TEAM FOOTBALL **TRAINING PITCHES**
- **ADVERTISING PANELS** IN THE PRESS ROOM OF THE SPORTS CITY OF THE MEN'S AND WOMEN'S FIRST FOOTBALL TEAMS

*Illustrative images for the reference of the members.





SUMMARY OF THE AGREEMENT

KIT

CAMP NOU

ADVERTISING ASSETS

EXPERIENCES AND CONTENT

MARKETING

HOSPITALITY AND EXPERIENCES

DIGITAL CONTENT

- **ACCESS TO 1ST TEAM MEN'S AND WOMEN'S FOOTBALL PLAYERS TO DEVELOP EXCLUSIVE CONTENT**

*Illustrative images for the reference of the members.



KIT

CAMP NOU

ADVERTISING ASSETS

EXPERIENCES AND CONTENT

MARKETING

HOSPITALITY AND EXPERIENCES

DIGITAL CONTENT

PREMIUM HOSPITALITY PACKAGE

- **VIP BOXES** AT CAMP NOU
- **VIP TICKETS AND INVITATIONS** FOR CAMP NOU, JOHAN CRUYFF STADIUM AND SPECIAL EVENTS

BARÇA EXPERIENCES

- **PRIVATE MATCH** AT THE CLUB'S FACILITIES
- **CLINICS** WITH COACHES FROM THE BARÇA SCHOOL
- COLLABORATION TO HOLD SUMMER TOURS IN STRATEGIC MARKETS WHERE THE SPOTIFY CUP WILL BE ESTABLISHED

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EXPERIENCES AND CONTENT

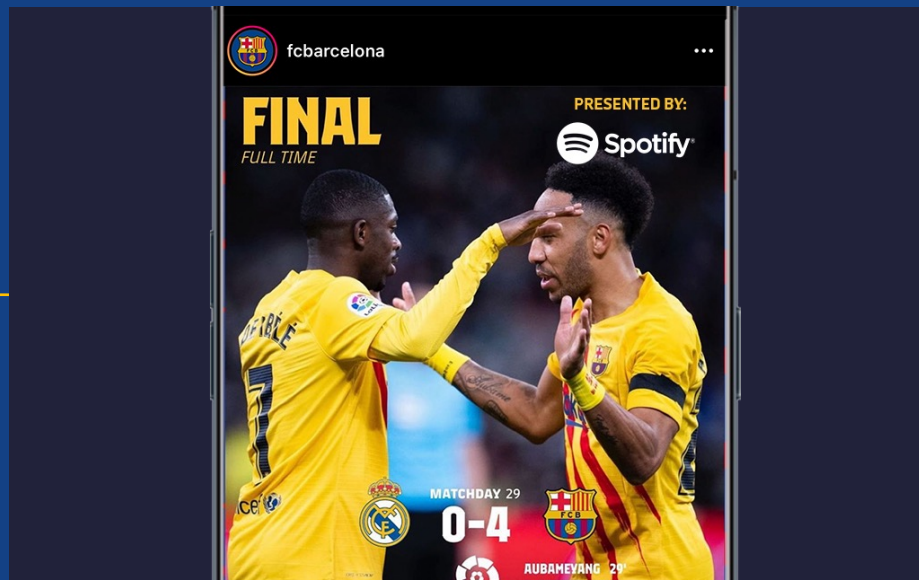
MARKETING

HOSPITALITY AND EXPERIENCES

DIGITAL CONTENT

- **INTEGRATION OF SPOTIFY IN REGULAR PUBLICATIONS OF CONTENT FROM THE MEN'S AND WOMEN'S 1ST TEAM FOOTBALL:**
 - MATCH **SCHEDULES, RESULTS, LINE-UPS, TRAINING** COVERAGE OR **HIGHLIGHTS** AMONG OTHERS.
- COLLABORATION WITH **BARÇA STUDIOS** FOR THE CREATION OF AUDIOVISUAL CONTENT.
- **INTEGRATION OF THE BARÇA BRAND ON THE SPOTIFY PLATFORM**

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SUMMARY OF THE AGREEMENT

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CAMP NOU

ADVERTISING ASSETS

EXPERIENCES AND CONTENT

MARKETING

HOSPITALITY AND EXPERIENCES

DIGITAL CONTENT

- **EXCLUSIVE BENEFITS** FOR MEMBERS AND FAN CLUB MEMBERS. **DISCOUNTS** IN SUBSCRIPTION PLANS (PREMIUM AND FAMILY SUBSCRIPTION)

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SUMMARY OF THE AGREEMENT

Financial agreement

Biggest sponsorship deal in the Club's history

- **THE AGREEMENT ON THE TITLE RIGHTS IS IN LINE WITH THE PARAMETERS REQUIRED FOR THE DEVELOPMENT AND FINANCING OF THE ESPAI BARÇA**
- FUNDAMENTAL AGREEMENT TO **PROVIDE** FC BARCELONA WITH THE **RESOURCES** TO BE ABLE TO UNDERTAKE **NEW STRATEGIC AND SPORTING PROJECTS**



SUMMARY OF THE AGREEMENT

Financial agreement

CONCLUSIONS OF FC BARCELONA'S ECONOMIC COMMISSION

MR. J. CUBELLS

Conclusion

Most ambitious sponsorship deal in the Club's history



STRATEGIC
ALLIANCE



EXCLUSIVE BENEFITS
FOR CLUB MEMBERS
AND SUPPORTERS



ECONOMIC
VALUE



RELEVANT
ASSETS



LEADERS IN
ENTERTAINMENT



