



## Press Release

October 3, 2025

### PPC and Euroleague continue their collaboration for a 2nd year

PPC is strongly continuing for a second year its collaboration with Euroleague Basketball, as Official Energy Sponsor until 2027, actively supporting the top European competitions, EuroLeague and BKT EuroCup, in Greece.

This season carries particular significance, as the EuroLeague Final Four 2026 returns to Athens after 19 years, reaffirming the city's pivotal role in European basketball.

### Strong visibility and sustainability initiatives

As part of the agreement, PPC will hold a prominent presence at the games of the Greek EuroLeague and EuroCup teams, both inside the arena and during TV broadcasts. In addition, the collaboration leverages Euroleague Basketball's extensive digital ecosystem, offering PPC unique opportunities for exposure and interaction across multiple digital platforms.

With the new season tipping off on September 30, PPC is launching its new TV campaign under the message: "PPC PowerUp The Game: The thrill of the game needs energy. Our Energy.", highlighting the power of energy to bring fans and teams together, while elevating the basketball experience.

At the same time, the partnership between PPC and Euroleague focuses on sustainability initiatives that are fully aligned with the Group's strategic plan. In this context, PPC strengthens its commitment to basketball, actively supporting the sport in all its forms – from the top Euroleague competitions to 3x3 basketball – showcasing values such as teamwork, passion, and sportsmanship.