



DIRECTV IS THE NEW SPONSOR OF RIVER PLATE'S JERSEY

Buenos Aires, January 10, 2023.

River Plate and DIRECTV signed yesterday a sponsorship agreement whereby the leading company in digital entertainment services in the region will have a presence on the back of the official men's and women's jersey, and on the training apparel of the men's soccer team.

The agreement will be in place until 12/31/2026. With this new sponsorship, Club Atlético River Plate adds a new brand of international prestige to its jersey, the most sought-after in Argentine soccer.

"We are very proud to add a leading company like DIRECTV to our jersey," said Jorge Brito, president of River Plate. "Every time we establish a new agreement like this we confirm the value River has for the different brands, and all the possibilities that arise when we work with them to leverage each other's assets."

Vrio Corp's president, Dario Werthein, said, "Through DIRECTV and DGO we support sports throughout the region. As content producers and distributors, we place sports at the center of our entertainment proposal in satellite TV and streaming not only because we are passionate about it but also because, in any of its professional or amateur disciplines, it is a fundamental mechanism for education in values". And he added: "We have no doubt that teamwork makes us go further. Sport unites us, it empowers us. Today, it is a real pleasure to be part of and to join this love of many."

About DIRECTV:

DIRECTV is a Vrio Corp. brand, a leading digital entertainment and information services company in the region. Vrio has more than 10 million subscribers in 11 countries and nearly 9,000 employees in the region. It provides the best entertainment experience in Argentina, Chile, Colombia, Ecuador, Peru, Uruguay and the Caribbean (Barbados, Curaçao and Trinidad and Tobago). Produces, acquires and distributes exclusive sports and entertainment content, information, as well as the widest variety and offer of entertainment, to provide the best user experience.