



DIRECTV IS A NEW SPONSOR OF BOCA JUNIORS

The entertainment company, leader in sports broadcasting in Latin America, and Club Atlético Boca Juniors signed a sponsorship agreement that will materialize with the presence of DIRECTV's brand on the back of the official apparel worn by the first division xeneize men's team. The alliance will be in effect until 2025.

Buenos Aires, March 4, 2023 - DIRECTV Latin America, leader in the production and distribution of entertainment and information content in the region, and **Club Atlético Boca Juniors**, the most awarded club in Argentine soccer, agreed to a strategic alliance until December 31, 2025.

The company will support Boca as main sponsor in all the competitions in which it participates at national and international level. In this way, Boca adds a brand of global prestige to the back of their jerseys that will be used in all local and international tournaments.

"We celebrate this agreement with DIRECTV because it consolidates the club's leading position in all fields. And we welcome our new sponsor with the achievement of the Argentine Supercopa, our 74th star. We look forward to celebrating more titles together," commented **Jorge Amor Ameal**, president of Club Atlético Boca Juniors.

The DIRECTV brand, a Vrio Corp company, will be on the players' jerseys from next Monday, March 6, starting at 9 p.m., when the Xeneize will host Defensa y Justicia for the sixth game of the Argentine Professional Soccer League.

Darío Werthein, president of Vrio Corp, highlighted the agreement reached with Boca Juniors and pointed out that for the company it is strategic to support sports, which is why the DIRECTV Latin America, SKY Brasil and DGO brands are present in multiple disciplines throughout Latin America.

"We support sports with the best programming of events and sports content in the region and we also promote it with direct sponsorship agreements and social impact actions from our sustainability area," said Werthein. He continued, *"We are proud to announce today that we are joining a team as powerful as Boca, which arouses the passion of many fans in Argentina and the world."*

This partnership will allow DIRECTV to get even closer to its customers throughout the country and offer exclusive benefits to members of all categories of the club.

In addition, as part of the agreement, the entertainment company and Boca will develop joint social responsibility and sustainability actions during the term of the contract in order to improve the quality of life of the most vulnerable communities where the company produces and distributes content.



About DIRECTV

DIRECTV Latin America delivers the best entertainment experience in the region. DIRECTV subscribers enjoy 100% digital quality and sound, industry-leading customer service, technological superiority, the most distinctive HD content including original and exclusive series, complete coverage of the most important events, leagues and sports packages, and the opportunity to enjoy programming on different screens wherever and whenever the user prefers. For more information, visit www.directvla.com

About VRIO CORP

Vrio is the leading digital entertainment services company with more than 10 million subscribers in 11 countries in Latin America and the Caribbean. It offers high-quality live and on demand content through DIRECTV Latin America, SKY Brasil and DIRECTV GO, with sporting events, international events and exclusive programming in Brazil through the SKY brand and in Argentina, Barbados, Chile, Colombia, Curaçao, Ecuador, Peru, Trinidad and Tobago and Uruguay through the DIRECTV brand. DGO is its subscription service (OTT) via the Internet that provides access to a variety of live and on demand programming in Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru and Uruguay. The company has state-of-the-art satellites and transmission centers, thanks to which it is able to deliver a wide variety of content to homes in 4k format. The company also controls Torneos y Competencias in Argentina and Colombia. For more information, please visit: www.vriocorp.com