



DIRECTV is a new sponsor of San Lorenzo and supports the club's men's and women's soccer teams

The entertainment company signed a comprehensive agreement with the club that will be in force for one year. The DIRECTV brand will be present on the jerseys of the men's, women's and reserve teams. In addition, the leading sports programming company will support El Ciclón in its continental dream by broadcasting all CONMEBOL Sudamericana matches.

Buenos Aires, February 9, 2023 - DIRECTV Latin America, leader in content production and distribution in the region, and Club Atlético San Lorenzo de Almagro sealed an agreement for the sponsorship of the jerseys of the first division of the men's and women's soccer teams, as well as the reserve team, for one year.

In this way, San Lorenzo adds a brand of international prestige on the back of the jerseys that will be used in the championship of the Women's First Division, Professional Soccer League, Argentine Cup and CONMEBOL Sudamericana. The debut will be next Saturday, starting at 5 p.m., when they host Godoy Cruz in the local league at the Pedro Bidegain stadium.

Horacio Arreceygor, president of San Lorenzo, said: "It is a joy for San Lorenzo to establish this strategic relationship with an internationally renowned company that is expanding rapidly in the region and is undoubtedly a leader in the information and entertainment industry. We are sure it will be a fruitful relationship for both parties. We are also proud that DIRECTV has chosen us. We hope this is the beginning of a story that will last for many years."

Silvana Lettieri, director of DIRECTV Latin America for the Southern Region, stated that the company "is where the sport is and gives it a main place in its work philosophy. We have the most outstanding and complete programming of sporting events in the region, bringing millions of people content that feeds the passion for soccer, basketball, motor racing and dozens of other disciplines. We have also positioned it as one of the pillars of our sustainability policy."

"Vrio Corp, a company integrated by DIRECTV, DGO and SKY Brasil, promotes sports as a way of social integration and education in human values such as solidarity, teamwork and cooperation. Sport is fundamental to the well-being of communities, from the point of view of its positive impact on quality of life and as a vehicle for socialization," Lettieri stated.

This partnership will allow the entertainment company to get even closer to its customers throughout the country and offer exclusive benefits to club members.

The agreement also goes beyond DIRECTV's brand presence on the club's official apparel. The leading sports programming company will broadcast all the matches played by San Lorenzo in the CONMEBOL Sudamericana through its exclusive sports signal DSPORTS and DGO, the streaming platform.



In addition, the company and the sports institution will undertake joint social responsibility and sustainability actions throughout the contract year, ratifying with concrete actions the commitment with the communities in which they are present through sports.

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