

Press Release

Betclic Becomes Official Partner of the Portuguese Football Federation

Lisbon, 3 June 2026 – In a year marked by the 2026 FIFA World Cup, Betclic and the Portuguese Football Federation (FPF) have announced a strategic partnership that makes Betclic the Official Partner of Portugal's Men's and Women's Senior National Football Teams.

The agreement was formalised at the City of Football and reinforces Betclic's long-term commitment to Portuguese football, as well as to the promotion of a fairer and more responsible sporting environment.

This partnership represents the natural evolution of Betclic's journey in Portugal. Following its continued investment in the Liga Portugal Betclic and the Liga Betclic Basketball League, the agreement adds a national dimension, institutional relevance and an emotional connection through Portugal's national teams, aligning the brand with the country's governing body for football.

The partnership was officially launched with the campaign **"It's a Privilege to Support Portugal"**, now available across the digital channels of both organisations, marking the beginning of this new chapter of collaboration.

Youtube Link: <https://youtu.be/hK9IK1D2q9Q>

A Continued Commitment to Portuguese Football

This partnership further strengthens Betclic's presence within Portugal's sporting ecosystem. While Liga Portugal Betclic positions the brand at the heart of the domestic football competition followed by fans every week, the FPF partnership brings an institutional, national and emotional dimension through the country's national teams.

Together, these partnerships reflect Betclic's consistent investment across different levels of Portuguese football and its ambition to be recognised as a long-term strategic partner, rather than simply a sponsor seeking visibility.

A Proven European Model

Betclic is Portugal's leading online sports betting operator, operating under the country's regulated framework since 2015. This partnership follows an established model across European football. Since 2021, Betclic has been the official partner of the French Football Federation, supporting its men's, women's and youth national teams.

In Portugal, Betclic operates under the same standards of responsibility and transparency that define its approach across every European market in which the Group is present.

Equal Support for Men's and Women's National Teams

A defining feature of this partnership is that it covers both the men's and women's senior national teams equally from day one.

This commitment reflects a broader vision of Portuguese football and aligns with Betclic's long-standing support for gender equality in sport, recognised through the Portuguese Institute for Sport and Youth's Gender Equality in Sport Award.

The equal treatment of both national teams is not simply a statement of intent; it will be reflected throughout the partnership in terms of visibility, activations and public storytelling.

A Regulated Operator Committed to Responsible Gaming

Responsible gaming is a core pillar of this partnership, not an afterthought.

Betclic was the first operator to obtain a legal licence in Portugal and has played a leading role in the regulation and development of the sector. The company maintains dedicated responsible gaming teams that monitor player behaviour using artificial intelligence models, while permanently offering tools such as deposit limits, self-exclusion periods and access to specialist support.

As a regulated operator, Betclic extends this commitment to responsibility through its association with the Portuguese Football Federation.

Protecting Athletes and Promoting Well-being

Through this partnership, Betclic intends to develop concrete initiatives aimed at protecting athletes and promoting their well-being, inspired by programmes already implemented in other markets where the Betclic Group operates.

The company believes that the relationship between sports betting and sport requires active responsibility, and that athletes should be protected from abuse and harassment. This commitment will be translated into practical initiatives throughout the partnership.

A Long-Term Vision for Portuguese Football

This partnership has been built with continuity and long-term impact in mind.

Betclic's ambition is to leave a lasting legacy based on credibility, responsibility and meaningful contributions to Portuguese sport through sustained investment, support for

the national teams, the promotion of equality and initiatives that protect and empower athletes.

Within five years, Betclic aims to be recognised not only for its commercial leadership, but also for the quality of its partnerships and its positive contribution to Portuguese football and sport.

Statements

"We are extremely proud to join the Portuguese Football Federation and Portugal's Men's and Women's Senior National Teams in what is a particularly significant year for Portuguese football with the FIFA World Cup taking place."

"This partnership represents a major milestone for Betclic, given the importance of the FPF and the National Teams in Portugal. It is a central step in the journey we have been building to support Portuguese sport and promote a more representative and inclusive sporting landscape. Supporting both the men's and women's national teams equally from the very beginning reflects one of Betclic's core values and will continue to guide the way we develop this partnership."

Betclic Portugal

"This partnership with Betclic brings together two organisations that believe in the potential of Portuguese football and its ability to create a positive impact both on and off the pitch. We have found in Betclic a partner with a consistent track record of investment in football and a clear commitment to areas we consider fundamental, such as gender equality, athlete protection and responsibility within the sector in which it operates."

"We are delighted to welcome Betclic as a partner of our Men's and Women's Senior National Teams, in a collaboration that strengthens the visibility of the teams representing Portugal and helps bring the Portuguese people even closer to their National Teams."

Portuguese Football Federation

About Betclic

Betclic is Portugal's leading online sports betting brand. Part of the Betclic Group, which operates across several European markets, Betclic was the first operator to obtain a legal licence in Portugal and has played a key role in the regulation and development of the sector.

In Portugal, Betclic sponsors Liga Portugal Betclic, the Men's and Women's Liga Betclic Basketball League and the Estoril Open. In 2025, the company was awarded the Portuguese Institute for Sport and Youth's Gender Equality in Sport distinction.

More information: www.betclic.pt.

About the Portuguese Football Federation

The Portuguese Football Federation (FPF) is the governing body responsible for regulating, promoting and developing football in Portugal, representing the country before the main international football organisations.

Founded in 1914, the FPF's mission is to foster football at every level, from grassroots development to elite performance, while promoting values such as inclusion, equality, integrity and fair play.

Responsible for Portugal's Men's and Women's National Teams in Football, Futsal and Beach Soccer, the FPF has played a central role in establishing Portugal as one of the world's leading football nations.

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