



MaxBet to remain Euroleague's Premium Betting Partner in Serbia and Montenegro through 2026

The deal extends the partnership which first began in 2021

Euroleague Basketball and MaxBet will continue their fruitful partnership for another two seasons. The start of the prestigious competition was marked by a special event for media representatives at MaxBet Sportcaffe, where attendees had the opportunity to have fun and test their basketball knowledge.

MaxBet first joined the family of sponsors for the Turkish Airlines EuroLeague and the BKT EuroCup as the Premium Betting Partner in Serbia and Montenegro for the 2021-22 season. As such, the two sides have locked in their commitment to one another for a fifth season.

The relationship between Euroleague Basketball and MaxBet is a perfect fit for the long-term strategic interests of both parties. The exclusivity and lasting partnership with Europe's premier basketball competitions help raise MaxBet's brand awareness as one of the leading gaming operators in Central and Eastern Europe.

"Collaboration with the Euroleague is not only a strategic step for MaxBet, but also a strong signal of our commitment to further enhancing the quality of offerings for sports fans. The upcoming season will be marked by even more exciting moments, and our users will have the opportunity to enjoy exclusive promotions and prizes, as well as to become part of a unique sports experience during the EuroLeague and EuroCup. I want to thank the Euroleague for the trust and support we have received so far. I expect that we will continue to develop and strengthen our collaboration together, taking advantage of all the opportunities that premium status offers, in order to enrich our users' experience and contribute to the popularization of basketball in the markets of Serbia and Montenegro," said Savo Bakmaz, CEO of MaxBet.

"Our previous experiences with MaxBet have been incredibly positive, so it is a pleasure to partner with one of the leaders in the betting and gaming business once again," said Gawain Davies, Euroleague Basketball Chief Commercial Officer. "Serbia and Montenegro remain two key markets for Euroleague Basketball. MaxBet have been a great partner for Euroleague Basketball, and we look forward to working together to deliver value for our customers in this market"

As the Premium Betting Partner, MaxBet will have a prominent on-court presence in EuroLeague and EuroCup games in Serbia and Montenegro. That presence includes engaging local fans with contests and promotions involving EuroLeague merchandise and game tickets. In accordance with the agreement, MaxBet, whose network includes more than 400 gaming locations in addition to online channels, will soon release a new enhanced package of advertising rights both on court and digital, too.



Euroleague Basketball (EB) is a global leader in the sports and entertainment business, devoted to running the top European competitions of professional basketball clubs under a unique and innovative organizational model. Owned and administered by some of the most successful and historic clubs in the world, EB manages the continent's two premier men's basketball competitions, the Turkish Airlines EuroLeague and the BKT EuroCup, as well as the sport's premier under-18 showcase, the EB Adidas Next Generation Tournament.

The EB competitions bring the elite of European basketball to all five continents and to the entire sports community through the OTT platform EuroLeague TV. EB also organizes a series of community and educational activities, led by the One Team program, in alignment with the United Nations Agenda 2030 Sustainable Development Goals. On the academic side, the EB Sports Business MBA trains future professionals in sports management.



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