



FC BARCELONA OFFICIAL PARTNER

Press Release

June 3, 2015

FC Barcelona and Lassa Tyres sign global partnership deal

- **FC Barcelona and Lassa Tyres, Turkey's leading tyre brand, have reached a partnership agreement which makes the Turkish tyre brand, with consumers in more than 60 countries, a global partner for the next 4 years.**
- **The global partnership deal, in effect as of June 1, 2015, makes Lassa Tyres the "Official Tyre Partner" of FC Barcelona.**
- **Under the global partnership rights, the club's basketball, handball, futsal and roller hockey teams, will officially be named as "FC Barcelona Lassa".**
- **Over the course of 4 years of partnership, world famous FC Barcelona stars such as Lionel Messi, Neymar Jr., Luis Suárez, Andrés Iniesta, Juan Carlos Navarro Víctor Tomàs, Sergio Lozano and Aitor Egurrola will star in Lassa Tyres' promotional advertising campaigns.**
- **With this partnership deal, Lassa Tyres made history as the first Turkish brand undertaking the global title partnership of all indoor sports teams of a club. Lassa Tyres also became the second global brand that supports more than one FC Barcelona team.**

The agreement between Brisa, Europe's 7th largest tyre manufacturer and owner of the Lassa Tyres brand, and FC Barcelona was signed on Tuesday June 2, 2015 at the Club's facilities and was attended by Brisa CEO Mr. Hakan Bayman and FC Barcelona President Mr. Josep Maria Bartomeu. An official partnership ceremony is expected to be held at Camp Nou by the beginning of the 2015-16 season

Generating 1.2% of the city of Barcelona's GDP, FC Barcelona has become the symbol of the city with its 115 years of history. FC Barcelona's sustainable approach to success, its traditional club values, academy culture, and social awareness are an example to the global sports industry. This partnership agreement represents the amalgamation of FC Barcelona's principles of respect, ambition, teamwork, effort and humility summarized in "More Than a Club" motto, with the sustainability vision of Brisa and Lassa Tyres' brand positioning as a whole in a shared global journey.

Four teams to be named "FC Barcelona Lassa" officially

The partnership term from June 1, 2015 to June 30, 2019 will also mark Lassa Tyres as the "Official Tyre Partner" of FC Barcelona, and naming partners for the club's four indoor sports teams. According to the partnership deal; basketball, handball, futsal and roller hockey teams will officially be named "FC Barcelona Lassa" for 4 years, starting from the 2015-16 season.

World famous stars of FC Barcelona's football, basketball and handball teams such as Lionel Messi, Neymar Jr., Luis Suárez, Andrés Iniesta, Juan Carlos Navarro, Víctor Tomàs, Sergio Lozano and Aitor Egurrola will star in Lassa Tyres' marketing campaigns and advertising.



FC BARCELONA OFFICIAL PARTNER

The brand's logo will appear on the jerseys worn by Navarro and Tomić for 4 years. The partnership deal also offers comprehensive branding and promotional rights subject to be fulfilled by Lassa Tyres through its global network of distributors, suppliers, employees and other main stakeholders.

Mr. Bayman: “More than a partnership deal, a shared vision”

Emphasizing the great importance of Lassa Tyres' partnership deal with the world famous FC Barcelona, Brisa CEO Mr. Hakan Bayman made the following remarks:

“FC Barcelona is among the world's most appreciated clubs. It is an example setting club in traditional values, social vision, and a strong academy culture. We believe that Brisa's respect for people and environment, and our focus on sustainable development are in line with FC Barcelona's deep-rooted values. As Brisa, we think our leading brand in the Turkish tyre industry, Lassa Tyres, is a perfect match for FC Barcelona. Today, the owners of vehicles and drivers meet with Lassa Tyres in more than 60 countries. We will continue to proudly represent our country in global markets. We are already excited to join forces in new projects with FC Barcelona, a club that values social responsibility highly just like Brisa.”

Mr. Faus i Santasusana: “A historic agreement for the Club's sections”

FC Barcelona Vice-President Mr. Javier Faus i Santasusana said; “This is a great day for FC Barcelona's Indoor Sports teams. We had an ambitious objective, which was to find a global partner for all of the Club's indoor sports teams and thus boost the strength of our multi-sport status. Now we have one and we feel very satisfied We couldn't wish to have a better partner. Lassa Tyres forms part of a leading industrial group in Turkey, where Barça is a big name and where we already have very important partners. This agreement takes us even closer to our fans around the world thanks to the worldwide arena in which Lassa Tyres operates. This partnership provides support and impulse for our indoor sports, which are an integral part of us being More Than a Club.”