**Beko extends and expands sponsorship agreement with**

**FC Barcelona and announces Gerard Piqué as global ambassador for Eat Like a Pro initiative.**

**Beko becomes FC Barcelona’s new Main Global Partner**

**Barcelona, 15th February 2018.** Today, Beko, the leading domestic appliance brand in Europe, announced the extension of its sponsorship of FC Barcelona, which will see of a number of exciting joint initiatives over the next three sportive seasons.

Announced at the joint press conference at FC Barcelona’s Auditori 1899 of Camp Nou facilities, this new deal establishes Beko, as a main partner and officially bestows the title of FC Barcelona’s official Training Partner whilst remaining FC Barcelona’s first choice for home appliances.

Vice Chairman Koç Holding, the largest conglomerate of Turkey and parent company of Beko, Ali Y. Koç comments: “We are delighted to extend our relationship with FC Barcelona, one of the world’s greatest football clubs. Beko, like FC Barcelona has a proud and long-standing history of constantly striving to improve standards and break new ground. Not only this, but we believe that sport has an incredible power to bring people together through shared values, team spirit and the challenge to better ourselves day after day. We are therefore, proud to have FC Barcelona at our side, as we strive for even greater global growth and success in the years to come.”

Beko has been leveraging its brand awareness through FCB’s global fan-base which reaches approximately 300 million. Brand also enjoys being one of the first 3 top recalled sponsors in 13 countries lead by Eastern Europe countries which has the highest sponsorship awareness. Since the beginning of 2014-2015 season when the first term of the sponsorship has begun Beko pursued a consistent growth in Spain and became one of the top three brands of the market. As the leading standalone home appliances brand has also increased its brand awareness in especially Asia Pacific, Middle East & Africa and Eastern Europe.

Commenting on the signature Josep Maria Bartomeu, President of FC Barcelona, adds: “Today we are celebrating and formalising a strategic partnership agreement with a global brand and Europe’s leading home appliances brand active in 5 continents, in more than 140 countries, Beko. We are united by a close and trusting relationship that began in the summer of 2014. Over this period, our club’s sporting successes and global projection have also been associated to the Beko image. As a result, Beko becomes a Main Partner alongside Rakuten and Nike. This partnership with a leading brand in their field is fundamental in remaining at the forefront of the elite in world football, while we also tackle the development of our major equity project, the Espai Barça and the strategic projects that will strengthen our position and singularity on a worldwide level.”

**“NOT JUST A SPONSORSHIP BUT A SOCIAL CAUSE”**

Both brands enjoy shared values, rooted in the desire to truly make a difference to people’s lives both locally and globally. This shared vision has resulted in a global initiative from Beko, [‘Eat Like A Pro’](http://www.beko.com/eatlikeapro), and today Beko and FC Barcelona announced Gerard Piqué as the global ambassador for the program.

‘Eat Like A Pro’ aims to help tackle the global epidemic of childhood obesity by helping parents and children on the importance of healthy eating and nutrition by showing what their heroes eat to perform at their best.

Beko ‘Eat Like A Pro’ ambassador and FC Barcelona star Gerard Piqué comments: “I am thrilled to be the ambassador for such an important and ground-breaking campaign. As I started to compete from such an early age, I grew to appreciate the importance of healthy eating and nutrition and now as a father of two, it feels even more important than ever before. The global statistics surrounding childhood obesity are shocking and are not showing any signs of improvement, which is why I am proud to be working with Beko and my club to help tackle this global issue.”

‘Eat Like A Pro’ Campaign Film:

<https://youtu.be/EUdm3g4qUpY>

-ends-

**About Beko**

Beko is the international home appliance brand of Arçelik and a Global Premium Partner of FC Barcelona. It offers product lines that include major appliances, air conditioners and small appliances. Beko is the leading freestanding home appliances brand in Europe in the white goods sector and has been the fastest growing brand in the overall European market between 2000-2016 With its leading position, Beko is one of the most important players in the UK’s home appliances market and holds top position in the French freestanding and Polish total white goods market.

For more information on Eat Like A Pro, please visit [www.Beko.com/eatlikeapro](http://www.beko.com/eatlikeapro)

For more information or imagery, please contact:

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