

Amsterdam, 22 March 2021

Just Eat Takeaway.com to partner with UEFA Champions League in comprehensive UEFA deal

- One of the most extensive partnerships in the history of UEFA
- Long-term partnership for broad range of both Women's and Men's competitions and events

Just Eat Takeaway.com, one of the world's largest online food delivery marketplaces, has signed as an official partner of UEFA for a wide range of UEFA football competitions, including the men's and women's UEFA Champions League, UEFA Europa League, women's and men's EURO as well as youth and futsal competitions. The long-term partnership follows the company's current UEFA EURO 2020 partnership, and makes Just Eat Takeaway.com to support twelve UEFA competitions and events in total.



From Left to Right: Maurine Alma (CMO, Just Eat Takeaway.com), Marijn Luchtman (Head of Sponsorships, Just Eat Takeaway.com) and Jitse Groen (CEO and Founder, Just Eat Takeaway.com)

“Just Eat Takeaway.com are a market leader in their field and we were delighted when they joined as a UEFA partner for the UEFA EURO at the end of 2019,” said Guy-Laurent Epstein, UEFA marketing director. “This latest deal to partner with eleven UEFA competitions, including the UEFA Champions League, the UEFA Europa League and Europa Conference League and all women’s competitions, shows their commitment to supporting all levels of football across Europe, while with their digital expertise,

Just Eat Takeaway.com will be providing fans with an easy and seamless way to order food, as they simultaneously watch some of European football's biggest stars compete in some of the world's most important club and national team competitions."

"This is such an exciting time to be connected with women's football, which is growing at an incredible rate and we are delighted to have Just Eat Takeaway.com joining us for the next four years," said Nadine Kessler, UEFA chief of women's football.

"Our strategy is to pair our premium household brands with the most premium sports events on the planet," said Jitse Groen, CEO and Founder of Just Eat Takeaway.com. "It is especially important for us to sponsor both the women's and the men's tournaments. Our brand is for everybody, and sports should be too. We share these goals with UEFA."

Just Eat Takeaway.com is a leading global online food delivery company, connecting consumers and restaurants to empower every food moment, active in 23 markets worldwide. Together with restaurant partners we are making ordering food as quick, easy and enjoyable as possible and create positive and memorable experiences in everything we do. The partnership with UEFA is a unique opportunity to engage with football fans at the time they are enjoying their favourite food, during their favourite football competitions.

The partnership is one of the most comprehensive in UEFA's history, and will provide Just Eat Takeaway.com with brand exposure across in-game perimeter LED boards, media interview backdrops, and broadcast sponsorship, to exclusive activation opportunities on-site around matches. Also included in the partnership is broadcast sponsorship for the UEFA Champions League and premium brand exposure during the 282 UEFA Europa League and UEFA Europa Conference League matches per season from the 2021/22 season through to the 2023/24 season. The partnership for UEFA Women's competitions will last four years until 2025.

Full list of events and competitions included in the partnership:

- UEFA Champions League
- UEFA Women's EURO
- UEFA Women's Champions League
- UEFA Europa League
- UEFA Europa Conference League
- UEFA Super Cup
- UEFA Youth League
- UEFA Futsal Champions League
- UEFA Women's Futsal
- UEFA Women's Under 17 Championships
- UEFA Women's Under 19 Championships

Previously announced:

- [UEFA EURO 2020](#)



Photo and video material:

Hi-res materials can be downloaded [HERE](#).

Media:

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For more information please visit our corporate website: <https://justeattakeaway.com>

About Just Eat Takeaway.com

Just Eat Takeaway.com (LSE: JET, AMS: TKWY) is a leading global online food delivery marketplace outside China.

Headquartered in Amsterdam, the Company is focused on connecting consumers and restaurants through its platforms. With nearly 250,000 connected restaurants, Just Eat Takeaway.com offers consumers a wide variety of food choice. Just Eat Takeaway.com mainly collaborates with delivery restaurants. In addition, Just Eat Takeaway.com provides its proprietary restaurant delivery services for restaurants that do not deliver themselves.

The combination of Just Eat and Takeaway.com has rapidly grown to become a leading online food delivery marketplace with operations in the United Kingdom, Germany, the Netherlands, Canada, Australia, Austria, Belgium, Bulgaria, Denmark, France, Ireland, Israel, Italy, Luxembourg, New Zealand, Norway, Poland, Portugal, Romania, Spain and Switzerland, as well as through partnerships in Colombia and Brazil.