



Press release



Movistar renews its official sponsorship of Unicaja Baloncesto for the twelfth consecutive year

- The partnership includes the Malaga-based club's men's and women's first teams, as well as its youth academy.

Malaga, 13 October 2026.- Movistar will continue as Official Sponsor of Unicaja Baloncesto for another season, consolidating a partnership that has now reached its twelfth consecutive year. The agreement was renewed today at the José María Martín Carpena Sports Arena by Antonio Jesús López Nieto, President of Unicaja Baloncesto, and Joaquín Segovia, Southern Territory Director at Telefónica España. They were joined by Alberto Díaz and Sofía Arcos, captains of the men's and women's teams, respectively.

The sponsorship includes Movistar's support for the club's men's and women's first teams and youth academy, reinforcing the company's commitment to sport and to the growth of Unicaja Baloncesto across all its categories.

This partnership is underpinned by shared values such as talent, effort, teamwork and innovation. Movistar and Unicaja Baloncesto will continue to promote a range of initiatives designed to bring basketball closer to fans and offer experiences linked to sport and digital entertainment. In this way, the agreement reflects Telefónica's commitment, through its Movistar brand, to becoming the best gateway for citizens to digital technologies, placing innovation at the service of people and reaffirming its vocation to contribute to social and cultural development beyond its business activities.

During the season, customers and club supporters will be able to enjoy a variety of activities through social media, competitions and other digital initiatives coinciding with Liga Endesa and Basketball Champions League games.

The renewal of the agreement follows a season in which the men's team won the Intercontinental Cup in Singapore, its seventh title in four years, while the women's team qualified for the promotion Final Four.

Joaquín Segovia, Southern Territory Director at Telefónica España, said: "We are delighted to renew our agreement with Unicaja Baloncesto for another year. At Telefónica, our purpose is to become the best gateway for citizens to digital technologies; through sport, we can bring innovative solutions and experiences closer to people in familiar and accessible settings."

Antonio Jesús López Nieto, President of Unicaja Baloncesto, added: "For Unicaja Baloncesto, it is a great pleasure to continue our partnership with Movistar for another year and to retain the support of a leading company and benchmark in its sector. This relationship now spans twelve

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years and has grown and strengthened over time, built on values that we fully share, such as potential, hard work, commitment, innovation and teamwork. It is especially important to us that Movistar continues to support not only our first team, but also women's basketball and our youth academy, contributing to the Club's growth in every area. We are very excited to continue working together and to keep bringing basketball and its values closer to our fans and to the people of Malaga."

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