

19 August 2020

Plus500 Ltd.
("Plus500" or "the Company")

Partnership with Atalanta B.C.

Plus500 to become exclusive main sponsor of leading Italian football team for the next three years

Plus500, a leading technology platform for trading Contracts for Difference ('CFDs') internationally, is pleased to announce that it has signed an agreement ('Agreement') with Atalanta Bergamasca Calcio ('Atalanta B.C. '), a professional football club based in Bergamo, Lombardy, Italy, to become its sole and exclusive main sponsor for a three year period beginning 1 September 2020.

Founded in 1907 and based in Bergamo, Atalanta B.C. is one of the main football teams of Italy's top flight, finishing in the top four of Serie A three times in the last four seasons. In the UEFA Champions League, the team qualified for the 2019-2020 Final-8 tournament in Lisbon and will participate in the 2020-2021 UEFA Champions League season starting from the group stage.

This Agreement is Plus500's third sponsorship agreement this year, following the recent announcements of the Company's partnerships with BSC Young Boys Football Club in Switzerland and Legia Warsaw in Poland. Plus500 now sponsors five major international sports teams, including the longstanding and successful partnership as the main sponsor of Spanish football club Atlético Madrid and the sponsorship of the Plus500 Brumbies rugby team in Australia.

As part of the Agreement, the Plus500 logo will feature on the front of the Atalanta B.C. jersey for both national and international games and, in addition, Plus500 will have access to branding rights. The Agreement will begin on 1 September 2020 and will continue for a period of three years.

Plus500 has derived significant returns to date through sponsorship of successful sports' teams internationally, increasing brand recognition globally, growing brand awareness in important markets and expanding the customer base of the Company in new and existing territories. Atalanta B.C. will participate in the UEFA Champions League group stage next season making Plus500 one of the only companies to sponsor more than one club playing in the UEFA Champions League.

David Zruia, Chief Executive Officer of Plus500, said:

"We are pleased to be partnering with Atalanta B.C., a club that is full of soul and has a special place in the hearts of the people of Bergamo. Atalanta is a rising power in Italian and international football, and we look forward to supporting them as they continue to grow and progress, particularly as they enter another season in the UEFA Champions League.

"This partnership, alongside our existing sponsorship agreements, adds to the fantastic strength of our sponsorship programmes globally. It also strengthens our presence in Italy, an important market with good growth potential, and supports the international brand recognition of Plus500 and our ability to increase customer base globally."

Luca Percassi, Chief Executive Officer of Atalanta Bergamasca Calcio, said:

"We are really happy to announce the partnership and thus welcome Plus500, a leading international company, which will be Atalanta's main sponsor for the next three seasons. It is a great satisfaction for us to be able to collaborate with such a prestigious brand that will undoubtedly and significantly contribute to the Club's growth. It is also a source of pride for us that Plus500, to help develop and strengthen its brand in Italy, has decided to forge this partnership with Atalanta."

Enquiries

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About Plus500

Plus500 operates an online trading platform for individual customers to trade CFDs internationally. The Group offers more than 2,500 different underlying global financial instruments, comprising equities, indices, commodities, options, ETFs, foreign exchange and cryptocurrencies. Customers of Plus500 can trade CFDs in more than 50 countries and in 32 languages. The trading platform is accessible from multiple operating systems (Windows, iOS, Android and Surface) and web browsers. Plus500 retains operating licences and is regulated in the United Kingdom, Australia, Cyprus, Israel, New Zealand, South Africa, Singapore and the Seychelles. Customer care is and always been integral to Plus500, as such, customers cannot be subject to negative balances. A free demo account is available on an unlimited basis for platform users and sophisticated risk management tools are provided free of charge to manage leveraged exposure, and stop losses to help customers protect profits, while limiting capital losses. Plus500 does not utilise cold calling techniques and does not offer binary options. Plus500 shares have a premium listing on the Main Market of the London Stock Exchange (symbol: PLUS) and are a constituent of the FTSE 250 index. www.plus500.com