



Made to Remember

FC Barcelona and PortAventura World join forces to explore synergies in entertainment experiences

- **The club will work together with the resort to design and assess themed attractions for the new Espai Barça**
- **The two entities are working on the development of entertainment zones around the world as well as large-scale theme parks**

Barcelona, 17 October 2023 - FC Barcelona and PortAventura World have decided to join forces, pooling together their experience and knowledge to explore the feasibility of implementing new recreational entertainment projects that offer themed experiences. This strategic collaboration aims to create synergies and generate new experiences to reach new global audiences for both partners.

The first task for this strategic collaboration is to study possible entertainment experiences for the new Espai Barça. These experiences would complement the future museum, commercial and leisure experience within Espai Barça as it anticipates the restart of Spotify Camp Nou in November 2024. These projects will combine the history and importance of FC Barcelona, its special relationship with the city and football worldwide, with PortAventura World's experience and knowledge in the development of theme parks.

In addition, the two entities have joined forces to create a working group to study projects on an international scale, such as the opening of specific entertainment areas on the one hand and, on the other, larger format theme parks under the FC Barcelona brand. The first concept would combine interactive, educational and entertainment experiences through different themed attractions, dining and merchandising experiences, in mostly indoor spaces of between 500 and 2,000 m², while the second envisages the development of large theme parks (more than 7 Ha), centred around attractions, restaurants, shops, museums, shows and other related services.

These projects would combine the history of FC Barcelona with PortAventura World's experience and expertise in theme park development, demonstrated in its existing parks: PortAventura, FerrariLand and Caribe Aquatic Park.

Juli Guiu, Vice President of FC Barcelona's Marketing Department, said: "This partnership with PortAventura World responds to FC Barcelona's strategy of exploring new ways to generate resources within the entertainment industry. The spirit of this Board of Directors is to be imaginative, so that FC Barcelona can find ways to maximise the potential of the brand worldwide. Doing so, moreover, with a partner with the level experience and accomplishment in the area that PortAventura has is for us, one of the greatest guarantees of success".



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Arturo Mas-Sardá, Chairman of the Board of Directors of PortAventura World, confirms that "we are excited to announce today our new collaboration between FC Barcelona and PortAventura World to create a unique entertainment zone", and points out that "this agreement is a further step in PortAventura World's continued diversification in the football and sports segment, demonstrated by its previous successful partnerships with various clubs, as well as the formation of our joint venture with LaLiga". Mr. Mas-Sardá adds, "We firmly believe that this new and challenging project will not only strengthen the FC Barcelona and PortAventura World brands, but will also provide visitors with unforgettable experiences that unite fun and passion for sport. Together, we are ready to take the intersection between sport and entertainment to new heights".

Portaventura World stands out as a leading holiday destination - with 5.2 million visitors in 2022 - providing unforgettable experiences for the whole family. Considered one of the best theme parks in the world, its commitment to innovation and leisure is unwavering as it continues to lead the leisure industry.

About FC Barcelona

FC Barcelona was founded in 1899 and is currently owned by more than 144,000 members. With more than 120 years of history, it is considered the best multi-sports club in the world. Although it is deeply rooted in its home city and country, Catalonia, its vision is global. It has official headquarters in cities on three different continents: Barcelona, Hong Kong and New York.

Barça wants to change the world through sporting excellence, a milestone that will transcend the game, reaching areas as diverse as knowledge and innovation, via the Barça Innovation Hub (BIHUB); or that of solidarity, with the help of the FC Barcelona Foundation; and last but not least, training and education, through La Masia. The visibility and popularity of Barça in recent years has positioned it as one of the most loved entities in the world, and today it has more than 486 million followers on social media.

About PortAventura World Parks & Resort

PortAventura World Parks & Resort is one of the largest family holiday and leisure destinations in Europe. Throughout its 28-year history, it has received more than 100 million visits. With a privileged location close to Barcelona, the resort operates 5 4-star themed hotels and 1 5-star hotel (PortAventura Hotels), and has 2 hotels under management offsite, totalling nearly 2,700 rooms, as well as a convention centre (PortAventura Convention Centre) with capacity for up to 6,000 people. PortAventura World Parks & Resort also has a theme park, Ferrari Land Park, the only of its kind in Europe, and a water park that is a leader in Europe, with a range of world-class attractions. In December 2022 it received B Corp certification, which recognises the company's work in terms of sustainability, social responsibility and good governance.