

## Golden Palace Casino Sports, new main partner of Cercle Brugge

Cercle Brugge and Golden Palace Casino Sports are proud to announce their new partnership. This "marriage" started July 1, 2023 and will last four seasons.

### ***Shared values and commitments***

As the club's new main partner, Golden Palace is committed to supporting Cercle in its sporting and social ambitions. Passion, courage, commitment, fun... These are just a few key words that show that Golden Palace and Cercle Brugge have a lot in common. Golden Palace pays great attention to the social impact of betting, which is expressed in an active CSR policy at various levels. This includes support for social initiatives and sustainable development. Cercle and Golden Palace not only share the same ethical and responsible vision of sport: both are aware of the role we play as key players in our society.

### ***The uncertain future of sponsorship for gaming, definitely not a brake***

The question can be asked why Golden Palace and Cercle Brugge are entering into a new partnership at a time when sponsorship is being curbed and advertising banned. The answer is simple: because we believe in each other. Besides supporting Cercle's continued growth, the partnership is also fully in line with Golden Palace's ambitions to promote local football teams, with all the positive aspects that come with it. With this active partnership we also enter into a festive year: while the Golden Palace Group Casino & Sports is blowing out 60 candles this year, Cercle is preparing for its 125th anniversary. A double occasion to celebrate!

♣ *Jeroen Ost, Commercial & Marketing Director – Cercle Brugge KSV*

*"At Cercle, we would like to thank Golden Palace for its confidence in our positive growth story, in which we pursue sporting success with our own energetic and dynamic style of football that clearly results. Moreover, Golden Palace will also support us in many of the actions we take towards Cercle fans and the wider community on which Cercle relies. Four great seasons ahead with our ambitious new main partner!"*

♣ *Diane Magne, Chief Brand & Communication Officer – Golden Palace*

*"At Golden Palace Casino Sports, we are passionate about sport and believe in its power to bring together and inspire local communities. We share the passion of fans of Cercle Brugge for football and are proud to support a renowned team that upholds the values of excellence, fair-play, and determination. We thank Cercle for the trust placed in us and look forward to seeing our partnership over time evolve."*

**FOR MORE INFORMATION, PLEASE FEEL FREE TO CONTACT:**

♣ ***For the Golden Palace Group***

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♣ ***For Cercle Brugge KSV***

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