

From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] FW: [REDACTED] News Embargo?
Date: Thursday, June 5, 2025 11:24:21 AM
Attachments: [REDACTED]

[REDACTED]
Senior Vice President

[REDACTED]

From: [REDACTED]
Sent: Thursday, June 5, 2025 11:21 AM
To: [REDACTED]
Subject: RE: [REDACTED] News Embargo?

Yes, here you go – sorry about that [REDACTED]

[REDACTED]
Senior Vice President

[REDACTED]

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From: [REDACTED]
Sent: Thursday, June 5, 2025 11:20 AM
To: [REDACTED]
Subject: Re: [REDACTED] News Embargo?

Can you send over the image file(s) directly. I don't have access to [REDACTED]

[REDACTED]

From: [REDACTED]
Sent: Thursday, June 5, 2025 9:55 AM
To: [REDACTED]
Subject: RE: [REDACTED] News Embargo?

Thanks for agreeing, [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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From: [REDACTED]
Sent: Wednesday, June 4, 2025 3:43 PM
To: [REDACTED]
Subject: Re: [REDACTED] News Embargo?

Hey [REDACTED]. Sorry I missed your call. Happy to take a look.

[REDACTED]

From: [REDACTED]
Sent: Wednesday, June 4, 2025 3:41 PM
To: [REDACTED]
Subject: [REDACTED] News Embargo?

Hi [REDACTED], hope all's well since we last worked together on the [REDACTED]

I just tried calling you. Reaching out because [REDACTED] that I'd like to offer to [REDACTED] under embargo. I'm waiting for the green light to share details, but wanted to check whether you're online today/tomorrow morning to [REDACTED]

Please let me know if you're around, thanks!

[REDACTED]
Senior Vice President

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] FW: [REDACTED] News Embargo?
Date: Thursday, June 5, 2025 10:01:06 AM

[REDACTED]
Senior Vice President

[REDACTED]

From: [REDACTED]
Sent: Thursday, June 5, 2025 9:57 AM
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: [REDACTED] News Embargo?

Thanks for agreeing, [REDACTED]

Later today, [REDACTED] we will be announcing [REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

- [REDACTED]
[REDACTED]
- [REDACTED]
[REDACTED]
- [REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Many thanks,

[REDACTED]
Senior Vice President

[REDACTED]

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[REDACTED]

- [REDACTED]
- [REDACTED]
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- [REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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From: [REDACTED]

Sent: Wednesday, June 4, 2025 4:17 PM

To: [REDACTED]

Cc: [REDACTED]

Subject: Re: [REDACTED] News Embargo?

Hi [REDACTED]

I'll accept the embargo.

On Wed, Jun 4, 2025 at 1:54 PM [REDACTED] wrote:

Hi [REDACTED] hope all's well.

Reaching out because [REDACTED] that I'd like to offer to [REDACTED] under embargo. I'm waiting for the green light to share details, but wanted to check whether you're online today/tomorrow morning to [REDACTED]

Please let me know if you're around and I can follow up with details shortly – thanks in advance.

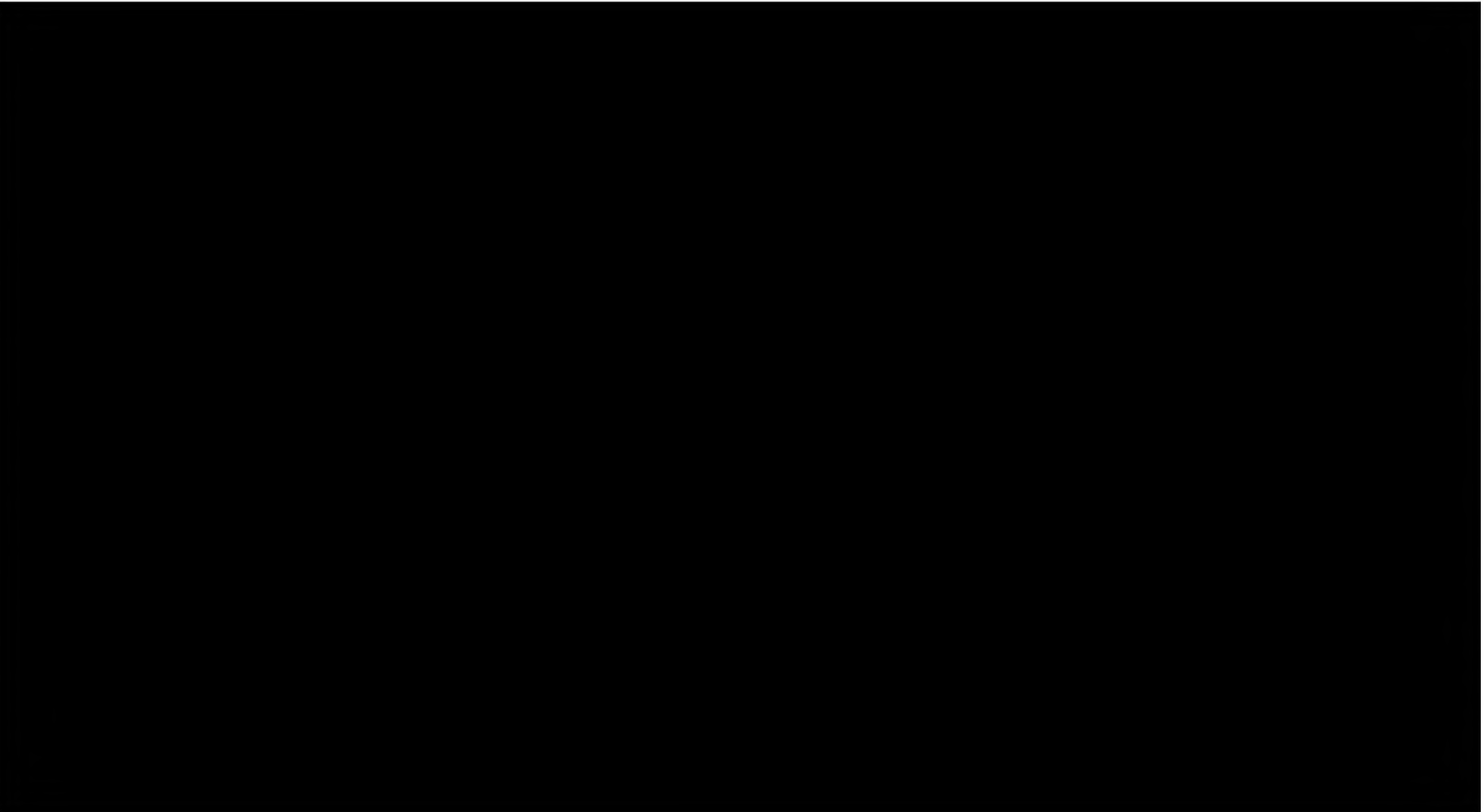
[REDACTED]

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[REDACTED]

[REDACTED]

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The partnership kicks off with PIF serving as a main sponsor of the inaugural 2025 FIFA Club World Cup™, which will bring together 32 of the world's top clubs for a month-long tournament across 11 U.S. cities from June 14 to July 13.

Longer-term, the collaboration will center on youth participation and grassroots development, with more tangible initiatives and programs to be announced soon.

This collaboration expands PIF's global footprint in sports through creative/impactful partnerships that address critical needs. Recent tangible examples of PIF's contributions include:

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The partnership reflects FIFA and PIF's shared vision to enable greater participation in sports by unlocking new opportunities, fostering innovation and engaging fans around the world. With a focus on youth, the partnership will provide opportunities for young people, supporting FIFA in its efforts to engage and inspire at a grassroots level.

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Romy Gai, Chief Business Officer at FIFA, said: "We are delighted to welcome PIF as a partner of the FIFA Club World Cup 2025™. Together, we look forward to delivering a historic tournament that inspires and unites fans from around the world.

"The partners of the first-ever 32-team FIFA Club World Cup believe in our vision to make football truly global. Their support of the tournament will not only be integral to its success but will underpin investment in supporting the development of club football everywhere."

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"PIF is at the forefront of growing football around the world following our Concacaf partnership announced last year and our continued investment in football. We are unlocking opportunities to drive the growth of the sport around the world."

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[REDACTED]
Senior Vice President

[REDACTED]

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PIF and FIFA forge partnership for FIFA Club World Cup 2025™

- PIF joins inaugural FIFA Club World Cup™ ahead of kick-off on June 14 in Miami
- The partnership expands PIF's global footprint in sports and reflects a shared commitment with FIFA to fuel growth and engagement in football

- FIFA Club World Cup 2025™ will make history, redefining club football and bringing 32 of the world's best clubs together for the first time

ZURICH and RIYADH, June 5, 2025 – PIF and FIFA today announced PIF as an official partner of FIFA Club World Cup 2025™, which will take place in the U.S. from June 14 to July 13, 2025.

The partnership reflects FIFA and PIF's shared vision to enable greater participation in sports by unlocking new opportunities, fostering innovation and engaging fans around the world. With a focus on youth, the partnership will provide opportunities for young people, supporting FIFA in its efforts to engage and inspire at a grassroots level.

The new FIFA Club World Cup 2025™ marks a fresh chapter for club football on the global stage. It will feature 32 of the world's top football clubs, bringing together champions from all six FIFA confederations for a month-long tournament in 11 cities across the U.S.

Romy Gai, Chief Business Officer at FIFA, said: "We are delighted to welcome PIF as a partner of the FIFA Club World Cup 2025™. Together, we look forward to delivering a historic tournament that inspires and unites fans from around the world.

"The partners of the first-ever 32-team FIFA Club World Cup believe in our vision to make football truly global. Their support of the tournament will not only be integral to its success but will underpin investment in supporting the development of club football everywhere."

Mohammed AlSayyad, Head of Corporate Brand at PIF, said: "PIF is creating a legacy of transformative impact in sports including through its partnerships, delivering positive and lasting results at every level, from players and fans to host communities.

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The FIFA Club World Cup 2025™ will be played in 12 stadiums across 11 U.S. host cities. The 63-match tournament will culminate with what promises to be a spectacular final at MetLife Stadium New York New Jersey, on Sunday, July 13, when the FIFA club world champion will be crowned.

All tournament fixtures will be live-streamed for free on [DAZN.com](https://www.dazn.com), bringing the excitement of the first edition of the competition to every football fan around the world. Tickets and ticket-inclusive hospitality packages are on sale via [FIFA.com/tickets](https://www.fifa.com/tickets).

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Since 2017, PIF has established 103 companies and is driving the transition to a more sustainable economy through strategic investments and partnerships across the Saudi public and private sector. PIF is laying the foundations for local and international partners to invest in the economic and societal transformation of Saudi Arabia.

+++

From: [REDACTED]
To: [REDACTED]
Subject: Breaking: PIF & FIFA forge partnership for FIFA Club World Cup 2025™

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transformation of Saudi Arabia.

+++

From: [REDACTED]
To: [REDACTED]
Subject: Breaking: PIF & FIFA forge partnership for FIFA Club World Cup 2025™

Hello [REDACTED]

-
Sharing a breaking 1pm ET announcement that [PIF](#) (Saudi Arabia's Public Investment Fund) has entered into a long-term partnership with [FIFA](#), football's global governing body. A full press release can be found [here](#) and embedded below.

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Senior Vice President

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+++

From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] FW: PIF and FIFA forge partnership for FIFA Club World Cup 2025
Date: Thursday, June 5, 2025 1:12:07 PM

[REDACTED]
Associate Vice President

[REDACTED]



From: [REDACTED]
Sent: Thursday, June 5, 2025 1:11 PM
To: [REDACTED]
Subject: PIF and FIFA forge partnership for FIFA Club World Cup 2025

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Let me know if you have any questions.

Best,

[Redacted]

[Redacted]

Associate Vice President

[Redacted]



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From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] FW: PIF and FIFA forge partnership for FIFA Club World Cup 2025
Date: Thursday, June 5, 2025 1:12:16 PM

[REDACTED]
Associate Vice President

[REDACTED]



From: [REDACTED]
Sent: Thursday, June 5, 2025 1:08 PM
To: [REDACTED]
Subject: PIF and FIFA forge partnership for FIFA Club World Cup 2025

Hi [REDACTED] hope you are well.

I know my colleague [REDACTED] reached out yesterday teasing an announcement was coming. Here it is...

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[Redacted]

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[Redacted]



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From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] PIF and FIFA forge partnership for FIFA Club World Cup 2025
Date: Thursday, June 5, 2025 1:20:02 PM

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###



Assistant Account Executive



prosek

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[REDACTED]

Assistant Account Executive

[REDACTED]



From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] PIF and FIFA forge partnership for FIFA Club World Cup 2025
Date: Thursday, June 5, 2025 1:20:23 PM

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[REDACTED]

Assistant Account Executive

[REDACTED]



From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] PIF and FIFA forge partnership for FIFA Club World Cup 2025
Date: Thursday, June 5, 2025 1:20:52 PM

Hi [REDACTED],

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[REDACTED]

Assistant Account Executive

[REDACTED]



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[REDACTED]

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[REDACTED]



From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] PIF and FIFA forge partnership for FIFA Club World Cup 2025
Date: Thursday, June 5, 2025 1:21:04 PM

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[REDACTED]

Assistant Account Executive

[REDACTED]



From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] PIF and FIFA forge partnership for FIFA Club World Cup 2025
Date: Thursday, June 5, 2025 1:21:26 PM

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[REDACTED]



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To: [REDACTED]
Subject: [EXTERNAL] PIF and FIFA forge partnership for FIFA Club World Cup 2025
Date: Thursday, June 5, 2025 1:21:39 PM

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Subject: [EXTERNAL] PIF and FIFA forge partnership for FIFA Club World Cup 2025
Date: Thursday, June 5, 2025 1:19:39 PM

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