

Press Release

March 4th, 2025

PPC and Euroleague Basketball announce multi-year partnership

PPC becomes Official Partner until 2027

Euroleague Basketball and PPC Group, the leading energy group in Southeastern Europe, have announced the launch of their multi-year partnership. PPC becomes the official partner for the Turkish Airlines EuroLeague and BKT EuroCup competitions in Greece until 2027.

As part of this agreement, PPC will have a prominent presence during Greek teams' games in the EuroLeague and EuroCup, both through in-arena and television broadcasts. Additionally, the partnership will leverage Euroleague Basketball's expansive digital ecosystem, offering PPC with unparalleled visibility and engagement opportunities across multiple digital platforms. The partnership will also focus on sustainability initiatives, fully aligned with PPC's mission to promote clean energy solutions and energy efficiency.

"We are delighted to welcome PPC to the Euroleague Basketball partners family. Having a leading energy group join our sponsorship portfolio strengthens our commitment to working with top-tier brands in key industries," said Gawain Davies, Euroleague Basketball Chief Commercial Officer. *"Greece is one of our core markets, and partnering with PPC is a perfect fit for our aspirations to continue growing the Euroleague brand in this territory, enhancing the sport's reach while delivering an electric experience for our passionate basketball community."*

Sofia Dimtsa, Chief Corporate Affairs & Communications Officer at PPC Group, stated: *"It is a great honor for us at PPC to collaborate with a top-tier sports organization that highlights talent, passion, and fair play. The launch of our partnership with Euroleague Basketball marks a new chapter in our already strong relationship with the sport, strengthening our presence in basketball in all its forms. We actively support sports, sustainability, and the values that bring our communities together. We look forward to experiencing powerful moments on the court alongside fans and teams that inspire us."*

As part of its strategic energy transformation, PPC Group is reinforcing its commitment to basketball by supporting the sport across all its forms—from elite Euroleague competitions to 3x3 basketball. This collaboration aligns with PPC's dedication to promoting sports and sustainable development, emphasizing the core values of teamwork, passion, and sportsmanship. With sustainability at the heart of its mission, PPC invests in initiatives that inspire positive social impact, contributing to a better and more sustainable future for all.



This partnership reinforces Euroleague Basketball's commitment to sustainability and innovation, ensuring that Europe's top basketball competitions continue to engage fans while promoting responsible and sustainable energy solutions.

About PPC:

PPC is the leading South-East European electric utility, with activities in electricity generation, distribution and sale of advanced energy products and services in Greece, Romania and North Macedonia. PPC has a total installed capacity of 12.2GW, consisting of thermal, hydro and RES installations with a total annual generation amounting to approximately 21TWh. It is the leading energy supplier in Greece and Romania, servicing 8.8m customers in total, providing them with approximately 33TWh of electricity and a wide range of energy products and services.

About Euroleague Basketball:

Euroleague Basketball (EB) is a global leader in the sports and entertainment business, devoted to running the top European competitions of professional basketball clubs under a unique and innovative organizational model. Owned and administered by some of the most successful and historic clubs in the world, EB manages the continent's two premier men's basketball competitions, the Turkish Airlines EuroLeague and the BKT EuroCup, as well as the sport's premier under-18 showcase, the Adidas NextGen EuroLeague.

The EB competitions bring the elite of European basketball to all five continents and to the entire sports community through the OTT platform EuroLeague TV. EB also organizes a series of community and educational activities, led by the One Team program, in alignment with the United Nations Agenda 2030 Sustainable Development Goals. On the academic side, the EB Sports Business MBA trains future professionals in sports management.

For more information:

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