MEDIA RELEASE

La Trobe Financial Expands Longstanding Collingwood Partnership to AFLW

La Trobe Financial has expanded its nearly two-decade partnership with Collingwood Football Club, becoming a Major Partner of the Club's AFLW program as the competition enters its 2026 season.

Over the past 19 years, La Trobe Financial's partnership with Collingwood has continued to evolve, with this latest extension reflecting the strength of the relationship and a shared commitment to community, inclusion and opportunity.

Already a Premier Partner of Collingwood's AFL program, La Trobe Financial's branding will now feature across the AFLW program, including on the sleeves of all off-field apparel, as well as across signage and digital assets.

La Trobe Financial CEO Chris Andrews said the extension reflects the company's belief in backing organisations that share its values and long-term vision.

"Our partnership with Collingwood has been founded on a shared commitment to community and bringing people together.

Extending that partnership to the AFLW is a natural next step. The AFLW has transformed the sporting landscape, creating greater opportunities, while inspiring young Australians to pursue their ambitions both on and off the field.

We're proud to support a competition that continues to grow in strength, influence and impact and to partner with an organisation that shares our commitment to inclusion, leadership and community connection."

Collingwood CEO Craig Kelly adding *"For almost two decades, La Trobe Financial has been an important partner of Collingwood and we are thrilled to see them now represented across all our football programs.*

Their long-standing commitment to our Club has played a significant role in supporting our athletes, Members and wider community.

With the ongoing collaboration with Chris and the whole team at La Trobe Financial, we look forward to elevating this partnership and bringing our communities together through AFLW."

As the AFLW competition continues its rapid growth and rising national profile, La Trobe Financial looks forward to working alongside Collingwood to support the next chapter of the game's development and engage with communities across Australia.

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About La Trobe Financial

La Trobe Financial is Australia's premier alternative asset manager and a proven and trusted investment partner for institutional and retail investors with over A$25 billion AUM. Established in 1952, La Trobe Financial has been building the wealth of its investors across seven decades through careful attention to quality, discipline and consistent performance across the economic cycle.

Today, La Trobe Financial manages assets on behalf of more than 135,000 investors^, including some of the world's largest financial institutions, and is supported by 5,500 financial advisers.

La Trobe Financial's retail asset management business is spearheaded by the c.$14bn La Trobe Australian Credit Fund, the largest retail credit fund in Australia. Its flagship 12 Month Investment Account has been recognised as "Best Credit Fund – Mortgages" for 17 consecutive years by Money magazine, and is consistently ranked by Rainmaker among Australia's fastest-growing funds in the wealth management industry*.

To find out more visit www.latrobefinancial.com.au

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