La Trobe financial

MEDIA RELEASE

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La Trobe Financial Partners with the NFL in Australia

Partnership unites two high-performance brands ahead of Australia's historic first-ever regular season NFL game.

As Melbourne prepares to host one of Australia's most significant sporting events, La Trobe Financial has announced a multi-year agreement as an Official Partner of the National Football League (NFL) in Australia, bringing together Australia's leading alternative asset manager with one of the world's most recognised sporting organisations.

The partnership comes at a time of significant momentum for both organisations. The NFL has identified Australia as one of its fastest-growing international markets, with more than **8.8 million Australian fans** following the sport, while La Trobe Financial recently surpassed **$25 billion in assets under management**, reflecting the continued growth of the business and the trust placed in it by investors across Australia.

More than a sponsorship announcement, the partnership is built on a shared belief in the power of sport to bring people together, create lasting memories and unite communities through common passions.

Chris Andrews, Chief Executive Officer of La Trobe Financial, commented that the partnership reflects the company's long-standing belief in the power of bringing people together.

"Sport has an extraordinary ability to bring people together.

Whether it's families gathering around the television, friends travelling across the country to support their team, or tens of thousands of fans sharing a moment in a stadium, some of life's most memorable experiences are built around shared passions.

The inaugural NFL Melbourne Game is far more than a sporting event. It is a cultural moment that will bring together fans from Australia, the United States and around the world, while showcasing Melbourne on the global stage.

The partnership reflects La Trobe Financial's continued commitment to create opportunities that bring people together, strengthen relationships and deliver meaningful value for clients, partners and the broader community.

At La Trobe Financial, relationships have been at the heart of everything we do for 74 years. As we celebrate our own milestone of surpassing $25 billion in assets under management, we are proud to partner with the NFL as it prepares to create history in Australia."

Charlotte Offord, NFL General Manager of Australia & New Zealand **commented** ***the partnership demonstrates the growing excitement surrounding the league's expansion into Australia.***

"We're thrilled to be able to announce our partnership with La Trobe Financial, as we continue to build momentum towards the 2026 NFL season and our first-ever regular season NFL game in Melbourne.

The NFL is committed to growing the game in Australia year-round, and having strong commercial partnerships to support the work we are doing is pivotal to that success.

Our partnership with La Trobe Financial is built on a shared belief in the power of sport to bring people together, and we're looking forward to working with them to create more incredible opportunities to do that leading into the NFL Melbourne Game and beyond".

Melbourne has long been recognised as a destination for the world's biggest sporting events. The arrival of the NFL adds another chapter to that legacy, bringing one of the world's most watched sports to Australian shores for the very first time.

For La Trobe Financial, the partnership forms part of a broader strategy to align with premium brands that share its values of performance, excellence and community. Through a series of fan engagement initiatives, customer experiences and game-week activations, the partnership will create opportunities to connect with people through their shared passion for sport.

The announcement comes as the NFL continues its preparations for the 2026 NFL season which officially kicks off on Thursday, September 10 when the defending Super Bowl Champions, the Seattle Seahawks, host the New England Patriots in a Super Bowl LX rematch.

Together, La Trobe Financial and the NFL will work together to create more opportunities to bring fans together, celebrating the unique ability of sport to connect people, inspire communities and create memories that last a lifetime.

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

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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 over 130,000 investors^ – including some of the world's largest financial institutions – and 4,500 supporting 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 across 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 recognised as one of Australia's fastest growing funds (per Rainmaker) across the Australian wealth management industry*.

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

^Total investors is calculated by adding all individual & joint investors (which includes some investors with a current zero balance in their account) to reasonable estimates of investors investing via platform, trusts or SMSFs.

* To view our Awards please visit the Awards and Ratings page on our website.