



Avery Dennison nets National Basketball Association retail license agreement as part of Embelex™ portfolio expansion

MENTOR, Ohio – September 12, 2023 – Avery Dennison (NYSE:AVY), a global materials science and digital identification solutions company, has announced an agreement with NBA Properties, Inc. (“NBAP”) to license National Basketball Association (NBA) team marks, logos, fonts and more in the production of on-court and retail apparel embellishments.

This initial license agreement affirms Mentor, Ohio based Avery Dennison’s intentions to expand its Embelex™ business in the United States. It follows recent acquisitions in the apparel trims space of Rietveld (Netherlands), Thermopatch, and Lion Brothers, all of which add production and materials science capabilities to the growing Embelex solutions portfolio.

Avery Dennison will produce licensed marks, logos, fonts and more for NBA teams and retailers under this agreement. The agreement means teams and retailers can benefit from the entire Embelex portfolio including digitally connected garment capabilities with the consistency and scale of global manufacturing coupled with fast response production capacity in the USA.

"The NBA is the preeminent leader in global basketball. This iconic brand is synonymous with world-class basketball, fan engagement and quality retail products that represent the NBA with equal reverence. Avery Dennison is proud to be working with official NBA team marks and embellishments. And we look forward to producing Embelex solutions for teams

and retailers alike," said Steve Mason, vice president and general manager, Embelex and Aftermarket, Apparel Solutions, Avery Dennison.

This agreement is the latest in a series of partnerships for Avery Dennison's Embelex, a suite of solutions for on-garment branding used by some of the most iconic sports teams and leagues globally. Other partners include the San Francisco 49ers, Major League Soccer, LALIGA, Real Madrid and the English Premier League, a long-standing partnership with over 15 million names, numbers and sleeve badges produced annually. Avery Dennison also has embellishment partnerships in place with the Sacramento Kings and the Cleveland Cavaliers. To explore more about Embelex™, visit embelex.averydennison.com.

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About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides branding and information labeling solutions, including pressure-sensitive materials, radio-frequency identification (RFID) inlays and tags, and a variety of converted products and solutions. The company designs and manufactures a wide range of labeling and functional materials that enhance branded packaging, carry or display information that connects the physical and the digital, and improve customers' product performance. The company serves an array of industries worldwide, including home and personal care, apparel, e-commerce, logistics, food and grocery, pharmaceuticals and automotive. The company employs approximately 36,000 employees in more than 50 countries. Reported sales in 2022 were \$9.0 billion.

Learn more at www.averydennison.com.

About the NBA

The NBA is a global sports and media business built around four professional sports leagues: the National Basketball Association, the Women's National Basketball Association, the NBA G League and the NBA 2K League. The NBA has established a major international presence with games and programming in 215 countries and territories in 47 languages, and merchandise for sale in more than 100,000 stores in 100 countries on six continents. NBA rosters at the start of the 2019-20 season featured 108 international players from 38 countries and territories. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with 1.8 billion likes and followers globally across all league, team, and player platforms. Through NBA Cares, the league addresses important social issues by working with internationally recognized youth-serving organizations that support education, youth and family development, and health-related causes.

Learn more at [NBA.com](https://www.nba.com).

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