



PRESS RELEASE

Avery Dennison and Wolverhampton Wanderers team up to create historic event jersey

Mentor, OH — 01/08/23 — Avery Dennison (NYSE:AVY), a global leader in materials science and digital identifications solutions, announces collaboration with the renowned UK Premier League side Wolverhampton Wanderers (Wolves) as part of a project to engage their fanbase in the UK and US.

The incredible untold story of Wolves' impact in introducing football (soccer) to a wide audience in the US will be brought to life in a new documentary from Wolves Studios – 1967: When LA Wolves Conquered the USA. Wolves' internal production house has teamed up with leading football media company Footballco and their football magazine, MUNDIAL, to tell the tale behind the club's involvement in kickstarting the popularity of soccer and helping the sport grow in the States. The documentary's trailer was released on Friday 14th July 2023, to mark the 56-year anniversary of the United Soccer Association's championship final at the Los Angeles Memorial Coliseum and can be watched on the [new LA Wolves microsite](#).

As branding partners, Avery Dennison has created a limited edition, digitally-connected jersey to commemorate the Wolves team's remarkable relationship with US soccer. Fans will be able to scan the official smart embellishments on their jersey to reveal a unique Wolves experience. The jerseys will debut at premiere events in Los Angeles, California and Wolverhampton, England to launch the documentary produced by Wolves, celebrating the club's history.

To engage their fan base, Avery Dennison will also support Wolves by offering application and personalization of names and numbers at the events. This specialized service will draw on the expanding capabilities of Avery Dennison's Embelex™, a suite of solutions for on-garment branding used by sports teams globally. Already partnering as the official embellishment providers of the UK Premier League, NBA Sacramento Kings, Cleveland Cavaliers and NFL San Francisco 49ers, this alliance further cements Avery Dennison's position as an integral part of the global teamsports market, driving their ambitions to enhance fan engagement and support teams of all shapes and sizes.

Simon Allen, EU aftermarket commercial director, at Avery Dennison, said: "Wolverhampton Wanderers have a rich history that Avery Dennison is now a part of. Sports apparel is a conduit for team spirit, and this is not only a moment to celebrate history, but to make it, supporting the Wolves story using our expertise in team sports apparel and digital

embellishment technology. We're excited about creating a new breed of jersey, designed to open new innovative ways to engage with fans."

Russell Jones, general manager, marketing & commercial growth at Wolverhampton Wanderers adds, "Identity is at the heart of the fan experience, and this collaboration adds yet another level to an already rich history for Wolves. We are pleased to be working with Avery Dennison to bring a glorious journey that ended with one of the greatest finals ever seen on American soil to life again, and we have the opportunity to offer our supporters a lasting memento through this exclusive shirt."

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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 Wolverhampton Wanderers FC

Wolverhampton Wanderers FC, known as Wolves, is a Premier League football club, founder member of the English Football League and one of the fastest growing football brands in Europe. Wolves boasts one of the richest histories in the game, having won 17 major trophies, including 11 league titles, four FA Cup and two League Cups. Wolves is owned by Fosun, a global innovation-driven consumer group, that is located in 16 countries and is one of the largest privately owned conglomerates in China.

We are Wolves. Progressive, determined, bright, unified and humble. A pack that is hungry for success. For more information, visit www.wolves.co.uk