



NFC-Enabled Levi's® Patch from Avery Dennison delivers unique 49ers Season Ticket Holder Gift Experience

MENTOR, Ohio – November 22, 2023 – Avery Dennison (NYSE:AVY), a global materials science and digital identification solutions company and The Official Cutting Edge Embellishment Partner to the San Francisco 49ers, recently worked with 49ers marquee sponsor Levi Strauss & Co (NYSE:LEVI) to produce an NFC-chip enabled patch that was included in season-ticket-holder gift boxes at the beginning of the regular season.

The commemorative patch from Levi's® and Avery Dennison celebrates ten seasons of the 49ers in Levi's Stadium®. Embedded into the embroidered patch via AD TexTrace™ Heat Seal LoG is an NFC chip that unlocks a special "Thank You, Season Ticket Holders" video message from General Manager John Lynch featuring highlights from the past ten seasons.

Sent to all 49ers season ticket holders as part of their annual start-of-season gift box, the digitally enabled patch is a home iron-on patch; the NFC chip is activated by a single tap from any smartphone. The digitally enabled garment landscape remains a largely white space opportunity for brands, teams, and leagues alike worldwide. This proud partnership between Avery Dennison and the San Francisco 49ers is enabling case-in-point examples of what is possible.

Speaking on the patch, technology, and the opportunity for two official brand partners to work collaboratively toward a shared mission in fan engagement, VP of Corporate Partnerships at the 49ers, Kevin Hilton noted, "This effort is a prime example of partner cross-collaboration. We're grateful to Avery Dennison for their proactive offer of NFC

technology to Levi's®, and thrilled that all sides came together to create this commemorative patch as a way to thank season ticket holders in a distinctive, relevant way." 49ers Chief Marketing Officer, Alex Chang added: "The annual Season Ticket Member gift is an important way we show our appreciation to our most loyal fans. For this season's gift, we are proud to partner with Avery Dennison and Levi's® to provide an exclusive and highly engaging experience leveraging Avery Dennison's Embelex™ solutions."

Steve Mason, vice president & general manager Embelex, Avery Dennison added, "Fan engagement opportunities are at the core of any professional sports team. Avery Dennison prides itself on our Digital Solutions which connect the physical Embelex product with our digital capabilities. In a competitive landscape such as professional sports we anticipate further adoption of these 1-to-1 fan engagements and new lines of communication to open. Possibilities are endless."

Avery Dennison has made a number of significant acquisitions over the course of the past year - Lion Brothers, Thermopatch, and RTV Print - that signify its intent to expand their Embelex footprint in the team sports marketplace. This anticipated growth and added capabilities further support Avery Dennison's plans for Embelex in the marketplace. 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 San Francisco 49ers:

The San Francisco 49ers, owned by Denise and John York, currently play in the NFC West division and have won five Super Bowl trophies including Super Bowl XVI, XIX, XXIII, XXIV and XXIX. The franchise also has seven conference championships and 20 divisional championships and was the first major league professional sports team to be based in San Francisco over 75 years ago. Please visit 49ers.com and follow the 49ers on Facebook and Twitter @49ers.

About Levi's® Stadium

Named Sports Facility of the Year for 2015 by Sports Business Journal, Levi's® Stadium is home to the San Francisco 49ers and serves as one of the world's most technologically advanced and sustainable sports and entertainment venue. The \$1.2 billion venue consists of 1.85 million square feet and 68,500 seats, including 175 luxury suites and 9,000 club seats, and was designed by HNTB and built by Turner/Devcon for the Santa Clara Stadium Authority. It is a multi-purpose facility with flexibility that has allowed it to host a wide range of events – including international soccer, college football, ice hockey, motorsports, concerts and various civic events – since opening in 2014. The venue is also expandable for major events such as 2026 FIFA World Cup, WrestleMania 31, Super Bowl 50 and the 2019 College Football Playoff National Championship Game. Levi's® Stadium is owned by the Santa Clara Stadium Authority, a public joint powers authority established to provide for development and operation of Levi's® Stadium to ensure the stadium serves the goals of the City of Santa Clara. For more information, go to LevisStadium.com.