

Herbalife Becomes New Sponsor of FC Barcelona



We are excited to announce a three-year, multi-million dollar agreement with FC Barcelona making Herbalife the club's Official Nutrition Sponsor. At the same time, Lionel Messi has agreed to a personal sponsorship agreement.

The deal with FC Barcelona includes global association rights as well as various publicity assets and rights held by the club to promote its name internationally, which will include the Herbalife logo appearing on the left sleeve of the team's shirt in all international friendly matches. We will also have a strong presence in Barca's pre-season friendly games and on the international tours the club undertakes each year before official competitions begin.

The agreement also states that as nutrition sponsor, doctors and nutrition experts from our Nutrition Advisory Board will meet with team leaders to develop specific nutrition programs to support them.

Leo Messi also reaches deal

In addition to the deal with the club, Herbalife has also reached an agreement with Leo Messi for its global promotional activities for the next three years.

Solidarity

One of the more notable features of the agreement is that a percentage of the sponsorship fee will be paid to the FCB Foundation whose XICS Centres work to help children at risk all over the world.

In a similar vein, the agreement with Messi involves the development of programs to assist nutritional health and education initiatives carried out via the Leo Messi Foundation in collaboration with the Herbalife Family Foundation.

“FC Barcelona is one of the greatest clubs in the world, made up of extraordinary athletes who perfectly illustrate our philosophy of living a healthy, active life. Our Independent Distributors around the world are incredibly excited that FC Barcelona and its players are representing our company, bringing together two leaders in our fields,” according to Michael O. Johnson, chairman and CEO of Herbalife.



HERBALIFE®

Official Nutrition Sponsor
of FC Barcelona

