
DURACELL POWERING ADDED TIME OF LALIGA

BE UNSTOPPABLE – DURACELL AND LALIGA JOIN FORCES TO CELEBRATE FOOTBALL'S MOST DECISIVE MOMENT

NEW LALIGA STATS REVEAL 8.1% OF GOALS ARE SCORED AFTER 90 MINUTES + 65% OF THOSE GOALS CHANGE THE OUTCOME OF THE GAME

Barcelona, 8 May 2026: Duracell today announces a new three-year global collaboration to become the Official Partner of Added Time of LALIGA, one of the biggest global football properties.

The collaboration will celebrate the effort, perseverance, and longevity of the game. Those are the elements that are elevated in the time after the 90 minutes – where added time makes a big difference, the drama lasts longer and fan emotions peak. The partnership will be brought to life in-stadia during LALIGA matches from 2026/27 season onwards through the 4th official boards and a range of touchpoints.

LALIGA legend, Luís Figo, joined Duracell and LALIGA to launch the partnership in Barcelona ahead of El Clásico, Spain's biggest match, and one of sport's global cultural moments between Real Madrid CF and FC Barcelona.

Over the past five seasons, eight percent¹ of goals in LALIGA were scored after the 90th minute, and 65%² of those goals changed the result of the match. From last-minute title deciders to iconic moments such as Jude Bellingham's consecutive stoppage-time winners at El Clásico, Iago Aspas's 96th minute equaliser for Celta Vigo to complete a remarkable comeback against Barcelona in 2021, and Lionel Messi's unforgettable 93rd-minute celebration at the Bernabéu. Added time is where matches, and legacies, are defined.

This partnership positions the Duracell brand at the heart of football's most high-stakes minutes. It reinforces Duracell's core brand proposition: long-lasting power that performs when it matters most, giving players, teams and fans the power to be unstoppable to the final whistle.

The collaboration also marks a significant step in Duracell's global sports marketing strategy, as the brand deepens its connection with consumers through elite sport. LALIGA becomes Duracell's first European football property to partner with, building on recent global high-profile engagements in the world of sports.

Jorge De Le Vega Fernández, Business General Manager, LALIGA said:

“LALIGA is home to some of the most dramatic moments in world football, many of which happen in added time. Partnering with Duracell allows us to celebrate these moments in a fresh and compelling way, connecting with fans through the emotion and unpredictability that defines our league.”

¹ LALIGA official statistics, 2021-2026

² LALIGA official statistics, 2021-2026

Javier Hernandez Reta, Duracell's Global Chief Marketing Officer added:

"Duracell stands for long-lasting power, effort, and endurance – the qualities that carry you when everything is on the line. Football doesn't stop at regular time, and neither do we. Added time is where hearts race, where heroes rise, and where the game comes alive. That's when power matters most."

Gülhande Sanay, Duracell's President Europe & Africa added:

"We are connecting our core "lasting power" equity to the drama and emotion of football. LALIGA gives us a year-round cultural stage across our priority markets worldwide and a platform to reach passionate consumers around the globe."

Luís Figo added:

"When you're on the pitch or in the stadium and the Added Time board goes up, something changes. The intensity rises, the crowd is louder, and every touch carries more weight. I've seen so many decisive LALIGA moments happen after the clock reaches 90 minutes. The goals, the saves, the decisions that decide LALIGA matches and titles. Those aren't lucky moments. They're the product of players who keep going when others stop. That's why this partnership makes sense to me, Duracell stands for exactly the same thing: lasting longer, and the power to be unstoppable when everything is on the line."

With a cumulative 2.7 billion TV audience per year, LALIGA is one of the most supported sports leagues in the world. The games are broadcasted in more than 185 countries, with an international audience of 98%. LALIGA has more than 268 million followers on social media, and is home to some of the biggest stars and moments in football.

The upcoming El Clásico draws the league's highest viewership, with more than 60,000 fans in the stadium and 650 million global viewers, making it one of the most-watched club football matches in the world.

The partnership will launch globally from the new season in August 2026, with activations spanning broadcast, digital, social and in-stadium experiences.

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About Duracell

Started in the 1920s, the Duracell brand and company was acquired by Berkshire Hathaway Inc. (NYSE-BRK.A, BRK.B) in 2016 and has grown to be a global leader in the primary battery market. The iconic Duracell brand is known the world over. Our products serve as the heart of devices that keep people connected, protect their families, entertain them, and simplify their increasingly mobile lifestyles. Berkshire Hathaway Inc. is a holding company owning subsidiaries that engage in diverse business activities.

Visit www.duracell.com for more information and like us on [Instagram](#), [Facebook](#), [TikTok](#).

About LALIGA

LALIGA is the largest football ecosystem in the world. It is a private sports association composed of the 20 public limited sports companies (SADs) and clubs of LALIGA EA SPORTS and the 22 of LALIGA HYPERMOTION, and is responsible for organising professional football competitions in Spain. LALIGA has over 268 million followers globally across social networks, on 16 platforms and in 20 different languages. With its headquarters in Madrid (Spain) it has the most extensive international network of any sports property and is present in 35 countries through 8 offices. The organisation carries out its social work through its foundation FUNDACIÓN LALIGA and was the world's first professional football league to establish a league for intellectually challenged footballers: LALIGA GENUINE Moeve.