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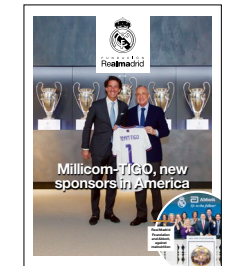
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*Some of the international
images in this publication
are from countries where
the use of a face mask
is not mandatory when
playing sports.



Florentino Pérez and Mauricio Ramos pose in front of the 13 European football Cups.

This partnership will support the projects developed in the United States, Bolivia, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama, and Paraguay



Millicom-TIGO, new sponsors of projects in America



This partnership with the Real Madrid Foundation will help continue 69 projects on the American continent for more than 11,000 children in 10 countries

Florentino Pérez, Real Madrid president, received Mauricio Ramos, CEO of the Millicom-TIGO corporation, at Real Madrid City to sign a partnership that confirms the connectivity giant's new sponsorship of the Foundation's American projects. During the next five years, it will facilitate the sustainability of 69 of the Real Madrid Foundation's social sports projects in nine countries in Latin America (Bolivia, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama, and Paraguay) and the United States.

Millicom-TIGO, leading provider of land and mobile connection services with more than 55 million customers in 10 countries of Latin America and Africa, is now a new global sponsor for the Real Madrid Foundation's social sports projects.

Bringing people together
Thanks to this partnership with Millicom-TIGO, 11,200 children and their families will be taught how to make responsible and productive use of internet, and how to use digital tools and prevent cyberbullying. It will also help empower women to improve their job prospects.

Mauricio Ramos, during his meeting with the president of Real Madrid, noted that: "This partnership is based on the values we share with Real Madrid to improve children's education and future because connectivity and football bring people together."

Millicom-TIGO joins the group of sponsors that supports the sustainability of the Real Madrid Foundation's projects in America, like the Mapfre Foundation, Banco Mercantil Santa Cruz, AT&T, the Inter-American Development Bank, Globalvia, and Kontiki Expeditions. ❖

Mauricio Ramos

Millicom-TIGO CEO

The partnership between the land and mobile communications company Millicom-TIGO and the Real Madrid Foundation will allow us to reach more than 11,200 at-risk disadvantaged American children

What does this new partnership with the Real Madrid Foundation mean for Millicom-TIGO?

It will reinforce the sustainability of more than 65 of the Foundation's social sports projects in nine Latin American countries where we operate (Bolivia, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama, and Paraguay). The partnership also includes a project in the United States.

What are your thoughts on the Foundation's use of sports as an educational tool?

When you make connections with children, you spark their curiosity and teaching becomes much easier. And there's no better way to make that connection based on good sportsmanship and enthusiasm than sports. Using it, we can strengthen discipline and teamwork and convey valuable knowledge to them for their future. Sports also has a positive impact on health and can improve their concentration on goals, like their studies. Uniting sports and digitalization in the lives of coming generations will help integrate them socially and improve their job prospects.



Beneficiaries of the partnership between the Real Madrid Foundation and Millicom-TIGO in Nicaragua, where the Real Madrid organization collaborates with local partner the Sister María Romero Charity Association.

What type of activities does Millicom offer the beneficiaries of the social sports schools?

They and their families will be trained in the responsible and productive use of the internet, how to take advantage of digital tools, and how to prevent cyberbullying. They will also be able to participate in women's empowerment programs to improve women and young adults' job prospects. This has been made possible thanks to the implementation of our flagship social responsibility programs Conéctate Segur@ (Connect Safely), Conectadas (Connected), Acci@n Tigo (Tigo Action), and Maestr@s Conectad@s (Connected Teachers) on the Foundation's and local partner's social sports school's curriculum.

What's the key to children using the internet in a safe way?

There have to be measures to prevent them from having access to explicit content which has a negative impact on their development. Besides, blocking mechanisms, education, and digital awareness are crucial for an appropriate interaction between young people and the internet.

What are the most common digital deficiencies in Latin America and what are the solutions you propose?

Only 60% of people in the region today have a 4G cellphone and only 30% to 40% of the population has access to broadband. Digital inclusion means more education, more creativity, more services, and, in the end, more social and economic energy. That's why at Tigo we're working to close up the digital gap bringing connectivity to areas with zero or next to zero access to the internet and focusing especially on young people.

What are the women's empowerment programs that are associated with this partnership based on?

Under the umbrella of Conectad@s, we're working on closing up the gender gap through the use of mobile technology and digital literacy and educational initiatives that promote women's entrepreneurship and financial inclusion with mobile platforms like our Tigo Money wallet. ↔

Connectivity and football

We're convinced that connectivity and football bring people together and are the perfect ways to share values and experiences.

Responsible digital citizens

We train the beneficiaries and their families in a responsible and productive use of the internet and how to prevent cyberbullying.



The president of Colombia visits Real Madrid City

Iván Duque and the president of Real Madrid, Florentino Pérez, analyzed the social sports projects that the Foundation is running in this South American country

The role of the Real Madrid Foundation and the promotion of sports and values for the 360° education of children at risk of exclusion in Colombia was studied at the meeting as well as its contribution to the development of communities under the United Nations' framework of the 2030 Agenda's Sustainable Development Goals. The Foundation has been present in the country since 2008 and has 36 social sports schools that it operates with several local partners which benefit 8,000 children.

Last season ties were tightened even more

with the partnership with Colombia's National Learning Service (SENA) for remote learning for people with limited resources over the Foundation's e-learning platform, Sports&Values Academy TV. 🏆

Colombia is the Latin American country where Real Madrid Foundation develops the most projects



The partnership between the Real Madrid Foundation and Abbott marked the opening of the Wall Street Stock Exchange in New York City.

Real Madrid Foundation and Abbott raising awareness about malnutrition

A play by the beneficiaries of the social sports school that the Real Madrid Foundation runs in New Jersey with the Ducatus Foundation was put on during the presentation of the partnership between



Roberto Carlos was in the opening ceremony of the new social sports schools in Ukraine

More than 800 children in vulnerable situations learn values through sports with the support of Epicentr For Children

Real Madrid ambassador Roberto Carlos visited Kiev to inaugurate two new social sports football schools that the Real Madrid Foundation has opened in the Ukrainian city. Thanks to the collaboration with its local partner, the Epicentr for Children Foundation, and the ongoing support of Epicentr K, 800 children at risk of exclusion benefited from these activities that started in 2018.

Today seven social sports schools operate in Ternopil, Irpin, Khmelnytskyi, and the two in Kiev which have had support from the City Council. Since last season, the projects in Ukraine have included basketball at some of the schools. ❖

Abbott, Real Madrid, and its Foundation to fight malnutrition.

The executive deputy chairperson of Abbott Nutrition, Daniel Salvadori, accompanied by the Real Madrid Foundation's head of projects in America, Mateo Figueroa, rang the bell that marks the start of the day's trading on the Wall Street Stock Exchange. Project beneficiaries gathered on a football field laid out for the occasion next to the New York Stock Exchange building.

The children also enjoyed the company of the actor Jaso Sudeikis, who plays a football coach on the series Ted Lasso. The actor joked clarifying that "Real Madrid hasn't gone nuts, they haven't signed me to coach, I'm here to support the fight against malnutrition."

Thanks to the partnership with Abbott, thousands of beneficiaries of the Real Madrid Foundation in 12 countries will have access to nutritional diagnoses and nutritional education and treatment (if needed) over the coming three years. ❖





From left to right, Álvaro Arbeloa (RMF); Ezenwo Nyesom Wike, governor of Rivers State; Enrique Sánchez (RMF), and Jihad Saade, president of Interact Sport.

Renewed collaboration with Interact Sport in Nigeria

The partnership between the Real Madrid Foundation and Interact Sport, in which the Nigerian state of Rivers collaborates, started in January 2018. Thanks to its renewal, a social sports school and a high school will be opened that will benefit 300 children from vulnerable situations in the industrial city of Port Harcourt. During the renewal of the collaboration, the Real Madrid Foundation ambassador Álvaro Arbeloa presented the benefits of education which he considered “the key

to the future and, thanks to which, a comprehensive training for coming generations of Nigerians will help build a much better community, country, and world with more equality, more justice, a more conscious world.”

A social sports school and a high school will be opened for 300 children

#donatuslatidos #donateyourheartbeats to research

The Real Madrid Foundation, the Iker Casillas Foundation, and IDOVEN join the #donatuslatidos project to research and prevent sudden death amongst those at high risk of heart conditions.

As explained by Iker Casillas, the goal is to remotely monitor the hearts of 800 beneficiaries of the Foundation's social sports projects for free, “a great opportunity for families but also for medical and scientific research,” because the monitoring will provide assessment data that are relevant to research in the field of sudden cardiac death.

The Real Madrid Foundation wanted to participate because almost half a thousand of the beneficiaries of its inclusive and adapted football and basketball schools have different abilities and heart disease is associated with conditions like Down Syndrome and developmental disorders.

Led by a scientific and technical team, IDOVEN is creating pioneering technology in the automation of diagnosis of heart diseases with artificial intelligence. The agreement with the start-up is another step along the lines of prevention in healthcare in which the Real Madrid Foundation participates during the year.



Iker Casillas presents IDOVEN's monitoring device.

The goal is to remotely monitor the hearts of 800 beneficiaries of the Real Madrid Foundation for free

Collaboration to prevent strokes with information and prevention

The Real Madrid Foundation and the Prevent Strokes Foundation will kick off joint projects to teach about the importance of preventing and early detection of strokes as well as promoting sports and healthy habits. An outreach project is slated to be de-

veloped among the beneficiaries of the Real Madrid Foundation to provide the keys to knowing about, preventing, detecting, and knowing how to act when faced with the disease. Coordinators and coaches will also receive specific training.

Julio Agredano, president of the Prevent Strokes Foundation, underscored the major impact the agreement will have on the community because the fact that 90%

of strokes are preventable “from adopting a healthy lifestyle” will become common knowledge. He also underlined the importance of early detection of symptoms “so we can reduce the impact of strokes around us, saving lives and preventing dependence.” Álvaro Arbeloa, Real Madrid ambassador, explained the importance of prevention and education for the adoption of healthy lifestyles, “one of the main values the Real Madrid Foundation teaches.”



120,000 people are affected by strokes every year in Spain and it is the n° 1 killer worldwide

Successful 2nd Charity Paddle Tennis Circuit by Santander

The Rafa Nadal Academy by Movistar was the scene of the sixth and last amateur tournament of the Real Madrid Foundation's 2nd Charity Paddle Tennis Circuit by Santander. After Pozuelo de Alarcón, Madrid, Roquetas de Mar, Almería, Mijas, Malaga, Las Rozas, Madrid, and Cordoba, the circuit arrived at Manacor, Mallorca with an overwhelming success in terms of participation at over 1,350 players in total. The day was brightened by the participation of tennis player Rafa Nadal, who wanted to show his support for this charity initiative.

Real Madrid ambassador Arbeloa and world champion Seba Nerone took a few swings with Felipe Martín, director of Santander Bank's Sponsorships, Events, and Social Media, and Maribel Nada, Commercial and Marketing Director of the Rafa Nadal Academy by Movistar.

The 2nd Charity Paddle Tennis Circuit organized by the Real Madrid Foundation by Santander was sponsored by Santander Bank in collaboration with organizations like Carmencita, La Caja Saludable, Silestone, FCC, Ecovidrio, Clear Channel, and Adidas Pádel. ❖

The Real Madrid Foundation's 2nd Charity Paddle Tennis Circuit ended at the Rafa Nadal Academy early October.



The Foundation renews its agreement with San Fernando de Henares

The renewal of the agreement between the Real Madrid Foundation, the City Council, and Exolum will allow the San Fernando de Henares' social sports football school to continue its work. It just started its 11th season in this Madrid suburb.

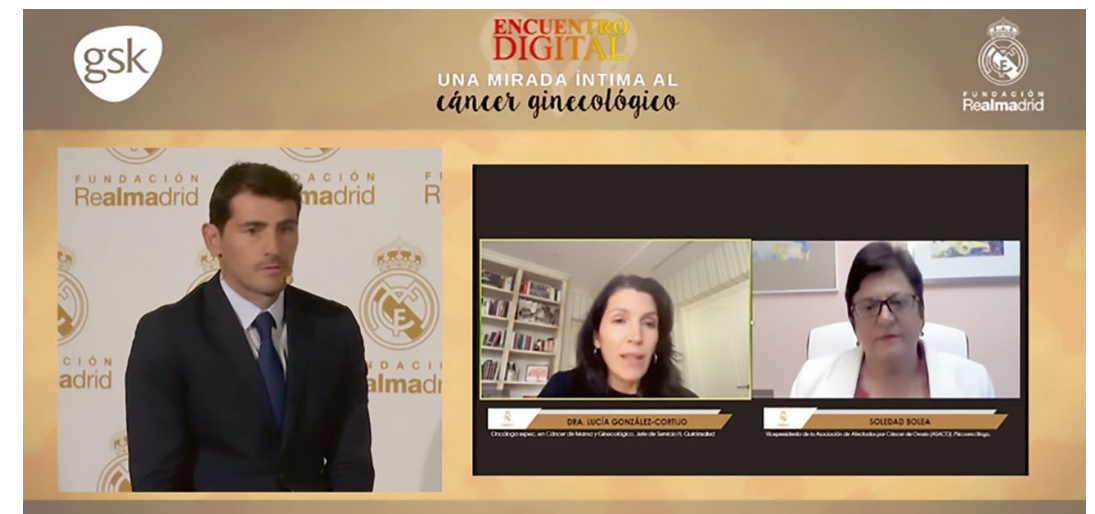
The mayor expressed his satisfaction at having this school "which instills healthy lifestyle habits in young people and teaches them how to live together, about integration and equality, using sports as a tool to promote values like good sportsmanship and respect," educational sports values that Real Madrid ambassador Álvaro Arbeloa also stressed. ❖



Digital meeting on gynecologic cancers

ker Casillas, assistant general manager of the Real Madrid Foundation, participated in the digital meeting "An Intimate View of Gynecologic Cancers," organized by the Real Madrid Foundation with the support of the pharmaceutical company GSK, which works with the Foundation on a number of projects.

Players from the women's Real Madrid team joined the campaign, with the participation of doctors Leticia Luján and Lucía González Corijo and the president of the Ovarian Cancer Association, Soledad Bolea, who explained the symptoms and treatments for these diseases and underlined the importance of prevention. ❖



The Foundation renewed its collaboration with SAUCE in Cambodia

This agreement will give continuity to the social sports schools that since 2015 have been operating in Battambang and serve vulnerable groups in collaboration with the NGO SAUCE (Solidarity, Help, and Union Create Hope, in Spanish)



Kike Figaredo, Prefect Apostolic of Battambang, participated remotely in the renewal signing with the NGO SAUCE to give continuity to the Real Madrid Foundation project in Cambodia.

Kike Figaredo, Prefect Apostolic of Battambang, participated remotely in the signing during the event held in the Real Madrid City auditorium and presided over by Enrique Sánchez, executive deputy chairperson of the Real Madrid Foundation. Javier Álvarez Cienfuegos, president of SAUCE, had the pleasure of signing the agreement in the presence of Emilio Butragueño, Real Madrid Director of Institutional Relations.

Butragueño stressed the special connection to this project and its beneficiaries, many of whom have been affected by polio or landmines. Some of them visited Madrid to have their conditions treated medically, coinciding with the release of the documentary "Mission in Battambang. Following in the Footsteps of Kike Figaredo," that can be streamed on Amazon Prime Video.

The social sports schools of Cambodia serve a hundred children, including students

with functional diversity, who thanks to the collaboration with SAUCE have access to quality education and a wide array of inclusive activities. ♦♦



The Real Madrid and Dr. Palomo Foundations, together in Equatorial Guinea

The Real Madrid and Dr. Palomo Foundations have signed an agreement to develop projects in Africa. The partnership kicks off with a social sports and health and sexual training initiative in the Piarists school in Bata, Equatorial Guinea for a hundred children at risk of exclusion.

Real Madrid ambassador Álvaro Arbeloa pointed out that this collaboration with the African country "is a wonderful opportunity to improve lives combining healthcare, education, values, and sports."

The Dr. Palomo Foundation, presided over by Ignacio Palomo, will give the workshops in the Real Madrid Foundation's social sports schools on the African continent. They will add value to the beneficiaries' training, since sub-Saharan Africa has the highest rates of infertility and sexually transmitted diseases on the planet.

Ignacio Palomo underlined the importance of education on gynecologic and sexual health "for the future of African women."

The Dr. Palomo Foundation collaborates in the management of the healthcare systems in Equatorial Guinea, country where it recently opened the Oyala fertility and gynecologic medical center to promote the integration of people with difficulties to have children and to improve their quality of life. ♦♦



Both foundations will promote health, education, and sports with training workshops in all the projects in Africa

Butragueño presents the program "Real Football & Study"

The Real Madrid Foundation, the Real Madrid University School at the European University, and Victory Sports launch the training program Real Football & Study, which will combine the high performance technical and tactical sports training with introductory classes on professional dedication to sports. Thanks to this partnership, for the first time a semester program on sports specialization is being offered that, in addition to physical activity at a professional intensity guaranteed by Real Madrid, includes academic training at

the pre-college stage (18 and up) with classes on Sports Fundamentals and History..

Starting in January

The initiative will start next January with 25 young people from America.

During the semester, they will attend morning athletic sessions at the Real Madrid City led by the Foundation's coaches and in the afternoon will attend courses in the European University's classrooms.

The School's director, Emilio Butragueño, explained: "Being

able to share our experience with young people before they start their studies or even while they play on professional teams is a major step forward." ♦♦



Enrique Sánchez and Emilio Butragueño preside over the presentation.



Practice of a group of the students of the social sports football school that the Foundation operates in the Municipal Sports Center Faustina Valladolid in Madrid.

The schools start the season with 5,000 spots

With the worst of the pandemic behind us, an exciting season starts for the Real Madrid Foundation's social sports schools in Spain, 42 for football and 26 for basketball, filled with values

The 68 social sports schools of the Foundation in Spain started their activities on October 1 after summer vacation and after the difficult 2020-2021 season, marked by the pandemic. Encouraged by the strict health protocols applied to the different projects and the excitement of practicing their favorite sports outside again, this season started with spots for 5,000 girls and boys. More than 70% of the beneficiaries have full or partial scholarships in

BASKETBALL

The adapted, inclusive, and wheelchair basketball schools, are also back



collaboration with companies like Endesa or la Caixa Foundation.

The Real Madrid Foundation's different projects include 35 social sports football schools, 13 adapted basketball schools, nine social sports basketball schools, seven inclusive football and basketball schools for minors with ASD, Down's syndrome, or PDD (with the new three schools in Móstoles), three wheelchair basketball schools, and two adapted football schools for integration.

As this season advances, the rest of activities in penitentiaries, youth correctional facilities, nursing homes, and centers to assist the disadvantaged like Entrepresports (for the unemployed), and the physical activity programs for the homeless will start up.



Coaches trained in the Real Madrid Foundation's own methodology lead the sessions in all categories

Own methodology

The social sports schools follow the educational methodology created by the Real Madrid Foundation, *For a REAL Education: Values and Sports* which is broken down into the different manuals for each group served and each sport: *Training Football, Teaching Values; Introduction to Valusketball, Inclusive Football and Valusketball, and Competing to Share... Values*. More than 200 professional coaches specially trained according to this methodology will guide the weekly practices of the groups at each school, from pre-Benjamins and babybasket to cadets and youth. They will continue working on promoting healthy and green lifestyles promoting recycling, as well as offering additional training on adapted road education, developed by the Foundation and Gonvarri.

There are still some spots at some schools and registration is still open. ♦♦



Different scenes from the return to football and basketball with values practice at the Municipal Sports Center Faustina Valladolid in Madrid.

Casillas presents two new inclusive schools in Móstoles.

The Real Madrid Foundation will develop two new inclusive social sports schools in Móstoles, one for football for minors with PDD and another for adapted basketball for people with different abilities.

The Real Madrid Foundation's assistant general manager, Iker Casillas, and the Foundation's general manager, Julio González Ronco, were received by the local authorities to sign the collaboration agreement, which includes the use of municipal facilities. These schools, one for football for minors who are on the autism spectrum (PDD) and one for adapted

basketball for people with different abilities, will be supported by the Iker Casillas Foundation for the scholarship program. The football school will be developed on the Iker Casillas football fields and the adapted basketball school at the Villafontana municipal sports complex.

An integration opportunity

Casillas noted that it was a joy "to be able to come back to Móstoles with projects as gratifying as these" and reminded those in attendance that sports "are a great inclusion and social integration

tool, which allows us to educate in values." Noelia Posse, mayor of Móstoles, noted that these schools "will serve to offer children with functional diversity equal opportunities."



Noelia Posse, mayor of Móstoles, with Iker Casillas at the agreement signing.

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Social sport programs



Beneficiaries of the Guimarães, Portugal social sports schools, developed in collaboration with the UEFA Foundation for Children.

Second season of collaboration with UEFA Foundation for Children

The Real Madrid Foundation's social sport programs developed with the support of UEFA Foundation for Children in Spain, Italy, Portugal, the United Kingdom, and Romania started their activities for this 2021-2022 season. The Bucharest schools are included under this collaboration framework, where the Foundation is supported by the Protagonists in Education Association; Milan's, backed by the Portofranco and Fatima Traccia Association; Funchal's, with the Salesian Missions; Guimarães', with Alma Branca; London's, with Kinetic, and the 14 programs at shelters in Spain that benefit a total of 600 children in vulnerable situations.

It is the second season that Real Madrid Foundation and UEFA Foundation for Children work together to give children the opportunity to participate in sports, education, and social activities that are fundamental for their development.

Thanks to this program, the young people participate in weekly sessions and tournaments in which they can interact with other children who follow the same educational program

drawn up by the Real Madrid Foundation.

Despite the adversities due to the pandemic and thanks to the support of the UEFA Foundation for Children, the schools have been able to continue working with all the beneficiaries, adapting to the changing circumstances with online practice, distribution of food and basic materials, and other interventions. ➡

CONTINUITY

During the worst of the pandemic, these schools continued with online activities



AT&T,
supporting the
Real Madrid
Foundation's
social sports
projects.



Álvaro Arbeloa with the football Campus Experience participants at Real Madrid City.



Iker Casillas with the football Campus Experience participants at the Real Madrid City.

Real Madrid's legends visited the Campus Experience

Butragueño, Arbeloa, Casillas, Roberto Carlos, and Felipe Reyes visited some of the participants of the recreational-educational football and basketball program that was held in Madrid and in other towns in the five Spanish autonomous communities, in addition to Koos, Greece, bringing together nearly four thousand children

With the end of the pandemic and the return to normalcy closer and closer, the Real Madrid Foundation's basketball and football Campus Experience in all of its modalities recovered high participation figures last summer.

During the different summer program sessions, Real Madrid football and basketball legends like Casillas, Arbeloa, Roberto Carlos, Butragueño, and Reyes made exciting visits to participants. The majority of visits were at the Real Madrid City, which hosts the most dates of the program and which brings together the most kids every year. The exception was Butragueño's visit to the Cartagena campus, where the program made its first visit. For the kids, being close to their idols, getting tips from them, and being able to take a selfie with them was hugely motivating. The players took advantage of these occasions to invite the children to take the values associated with the Foundation's specific methodology that they had internalized on the playing field off of it.

The children found their idols' visit and their advice highly motivating.

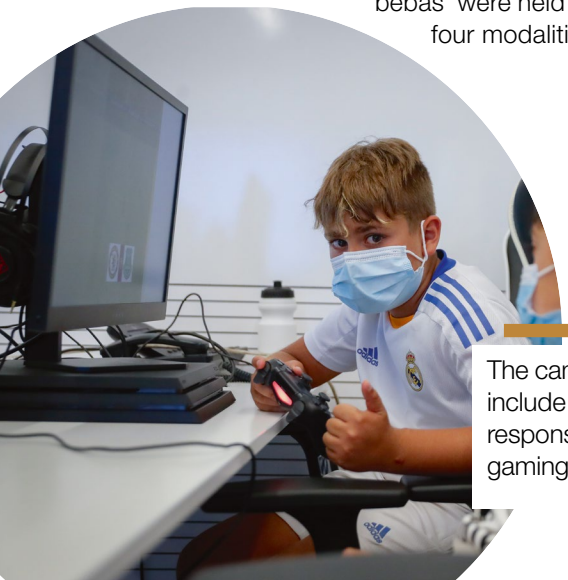




Felipe Reyes with the basketball Campus Experience participants at the Real Madrid City.

Formats and locations

This year, the Campus Experience was held from June to September at the Real Madrid City and nine towns in the five Spanish autonomous communities, as well as outside of Spain in Koos, Greece. Only the high performance Campus Experience and in Valdebebas were held over 11 weeks in four modalities and had more



The campuses include responsible gaming sessions.

than 2,700 participants, 10% of which came from other countries.

The rest of the Spanish towns to host individual program experiences were Azuqueca de Henares, Benidorm, Cartagena, Guadalajara, Quesada, Toledo, Torre del Campo, Lanzarote, and Puertollano. The latter two were the locations with the highest participation.

Other modalities

During the summer, the number of participants at the goalie specific campus increased, with almost 250 children, and the campus for high performance young people also rose, with 900 players. The basketball campus, which was held in its adapted and inclusive social sports modalities for overnight and day students gathered more than 300 participants at the Real Madrid City pavilion, the Dawn Dormitory in Alcorcón, and the Saint Patrick school in Toledo. The campuses saw their highest number of participants this summer; this activity line grows every year.



Emilio Butragueño with the football Campus Experience participants in Cartagena.

This season, the campuses collaborated with the Alcohol and Society Foundation, which gave use prevention sessions, were sponsored by PS Talents, for the responsible gaming and football campus activities, and collaborated with Oliver, in technological innovation.

Sports technology

Oliver's contribution was a smart device that placed on shin guards and using sensors gathers real time information about the player's health, performance, and technique, transforming it into metrics that can be checked on an app. The device gathers several kinds of metrics: football (contacts with ball, power of the kick, possession), athletic (activity time, distance covered, speed, acceleration/braking, sprints, and intensity), and health related (heat map, effort perceived, and risk of injury). This improves the player's evolution and prevents injuries, and allows coaches to plan sessions after they analyze the data. ↔

Teamwork and the urge to improve one's game are two constants at these campuses.



Clinics

The Foundation's clinics huge successes in America, Asia, and Europe

Canada, the Dutch Antilles, Kazakhstan, Croatia, Greece, and the United Kingdom enjoyed this experience that combines short high intensity practices with the values of the Real Madrid Foundation

The Foundation's clinics are short high intensity experiences to improve technique, backed by the Real Madrid youth team and with its own coaches that are traveling around the world. They are designed for children who already know the basics of football who want to soak up the Foundation's values during their vacations.

America

This summer the Real Madrid Foundation's clinics program came to Canada through Kaptiva Sports to four of the country's big cities: Toronto, Ottawa, Montreal, and Quebec.



Athens hosted the first basketball clinic in Greece.



Clinic in Saint Martin, Dutch Antilles.

More than 200 children participated in this five-day long football experience to improve their tactics and technique following the Foundation's values and methodology. Of note was the increase in the participation of girls. The experience continues for some 12 to 17 year old players with a visit to Madrid in November to practice at Real Madrid City, go on the Bernabéu Tour, and visit the city. Next year, more cities from the North American country will be added: Vancouver, Edmonton, Calgary, Kitchener, and Victoria.

In the Dutch Antilles, a total of 220 children, 60% on scholarships, participated in the three weeks of clinics held this summer in Saint Martin, Sint Maarten, and Aruba. The program was supported by Noord FC, Banco di Caribe, Digicel, Coca Cola - CC1 Sint Maarten, Magical Sint Maarten, and Collectivité de Saint Martin.

Asia

Last August the Real Madrid Foundation's first clinic was held in the city of Aktau, Kazakhstan, with 135 participants in the Rixos Water World hotel's facilities. The young people, nearly 18% of whom were girls, already knew the basics of football and were there to improve their game. The initiative was supported by The Spanish Way and Be Free Football.



Clinic in Kazakhstan.



Clinic in the United Kingdom.

Europe

In Croatia, nearly a hundred children six to 16 years old, 30% of them at risk of exclusion or social disadvantage, were able to enjoy the experience of a four-day-long Real Madrid Foundation clinic, thanks to the support of Spanish Way and Be Free Football. The practices were organized in bubble groups in turns and by category to meet strict health protocols. The experience is planned to be repeated during the season. This is the fourth year that the program takes place in this country, in which the Croatian midfielder for Real Madrid Luka Modric is an inspiration.

In Rodas, Greece, 150 children participated in the clinics held over six weeks last summer, 30% of whom are in a situation of social disadvantage and received a scholarship to be able to enjoy the experience. In this country, the program is also supported by and has the collaboration of Be Free Football, The Spanish Way, and the MITSIS hotel chain. The football clinics also took place in Athens and Santorini last summer.

The Foundation also held its first basketball clinic since the start of its partnership with MGC Soccer Central in the 2018-2019 season and football clinics took place simultaneously in Thessaloniki and Nafplio.



Clinic in Greece.



Clinic in Canada.



Clinic in Croatia.

This first basketball clinic was visited by the Greek basketball legend Konstantinos Tsartsaris, who accompanied the children during a practice session to support the program.

Last August, the Real Madrid Foundation organized nine clinics in eight cities of the United Kingdom, kicking off the collaboration with Coerver Coaching England. More than 500 children enjoyed this experience in Saint Albans, Bushey, Uxbridge, Coventry, Solihull, Boston, Washington, and Guisborough. The program continued in October, to transfer the experience of those children to Real Madrid City, as has been done in previous seasons. ♣



The Annual Football Program kicks off in South Korean schools

Promoted by the Real Madrid Foundation, this international initiative to offer sports consulting in schools has benefited nearly a hundred Korean children

The Real Madrid Foundation's Annual Football Program, which is developed in collaboration with C&P Sports in South Korea, kicked off its initial stage in this country's schools with the participation of nearly a hundred students.

The program, which has been run since 2017 around the world, completes the academic curriculum with sports improvement in several of the Global Education Ministries (GEM) schools in the Korean cities of Mungyeong and Sejong. Since the initiative was presented last May, a Spanish expert trained in the Foundation's own methodology has been present to guide the rest of coaches-educators. The 90 participating students, organized in seven practice groups in Mungyeong and Sejong City, are 12 to 17 years old and already know the basics of football. The final goal of the schools involved is for the students to improve their game. ♣

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 <p>PROGRAMA 5 Estrategias de intervención en conductas disruptivas (marzo)</p>	 <p>PROGRAMA 6 Baloncesto y Discapacidad (abril)</p>	 <p>PROGRAMA 7 Trastorno por Déficit de Atención (mayo)</p>	 <p>PROGRAMA 8 Competición Inclusiva (junio)</p>



The online Sport Values Academy classes are back

After the success of the first of these classes, the interactive platform resumes its activity and its participative format offering content that go from neuroeducation to inclusiveness in sports education

The Real Madrid Foundation's Training area launches its 2nd year of online classes with the Sport Values Academy, which offers distance training backed by 25 years of experience in education in values through sports. The Foundation has been offering classes and specialization workshops online since 2019-2020, as well as the International Coaches Congress. They are all based on their philosophy *For a REAL Education: Values and Sports*.

The Sport Values Academy classes are streamed through the organization's channel on Yunbit or can be viewed later on the omnichannel e-learning platform launched last season by the Real Madrid Foundation in collaboration with adidas.

During the training sessions, students are the true protagonists since debates, group activities, watching videos, reading, and games are all pushed to the front. Each class adapts to the pace of each student.

Highlighted classes

One of the trainings available this season is the education in values through sports course which covers the selection of the educational values associated with team sports and the way of teaching them in the practices, as well as other key content in the process like neuroeducation and emotional education applied to educational sports.

A course on inclusive sports will also be available, which includes content on functional diversity and values, sports and inclusion, intervention strategies dealing with disruptive behavior, and diversity case studies, specifically those on the autism spectrum and inclusive sports and attention deficit disorder and sports, amongst others.



This season the platform includes courses with neuroeducational and emotional education content applied to inclusive sports

SVA TV, winner of the Top Developer Awards 2021

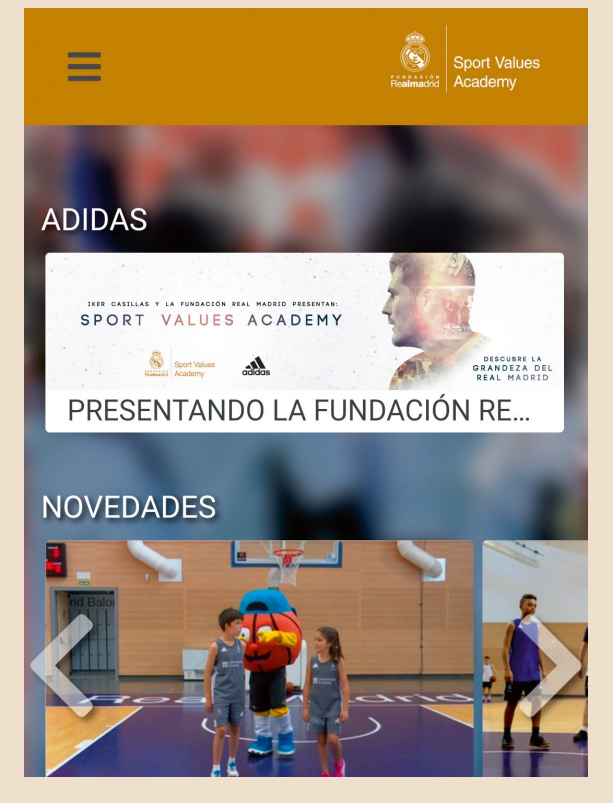
The Real Madrid Foundation's Sport Values Academy TV e-learning platform has been chosen the best smart TV content platform in the Top Developer Awards 2021, barely four months after its launch in June 2021.

It is the first and only OTT (over the top) interactive omnichannel platform with educational content on sports and values in the world. It is accessible to the general public from anywhere in the world and from any device with an internet connection: smartphones, smart tvs and over the web.

Exclusive content

With exclusive own production content, the platform today hosts over 150 hours of free information, training, and entertainment with educational tools for parents, kids, and educators.

Sport Values Academy TV is based on the Real Madrid Foundation's global edutainment philosophy and its own methodology *For a REAL Education: Values and Sports*.





Match Foundation promotes coach exchange

The Real Madrid Foundation's Training Area is committed to the continued training of its social sports projects' coaches around the world organizing the Foundation Match meetings

After putting the coaches in Asia and Africa in contact, the online Foundation Match educational workshop, which promotes exchanges of experiences between the specialists from the Foundation's social sports schools, was participated in by coaches from eight Spanish-speaking countries.

Hispanic connection

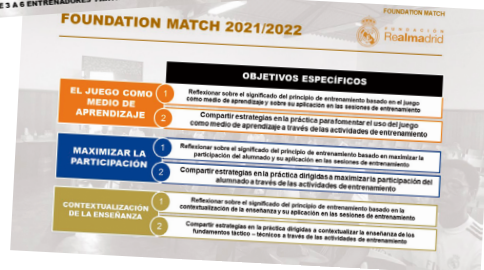
Although each country's situation is different, coaches, instructors, monitors, and coordinators from Honduras, Argentina, Bolivia, Equatorial Guinea, Mexico, Peru, and Spain have discussed strategies, tools, best practices, and new challenges to be

adapted to the practices in the social sports schools in the season starting up. The participants work on projects developed in collaboration with the Diunsa Foundation, Values and Sports, Bafa Group, Action Aid, Alalay, Salesian Missions, Martin Luther King, and Our Lady of Luján, which bring together the specialists from the social sports basketball schools in Spain.

African connection

The Foundation Match online training was extended to coaches from social sports schools in Benin, Senegal, and Morocco, all French-speaking countries from northern and central Africa. In projects like those in Porto Novo, Thies, and Dakar run in collaboration with the Salesian Missions, the one in Akassato with the support of Proyde, and the one in Tangier backed by Paideia, the need to individualize

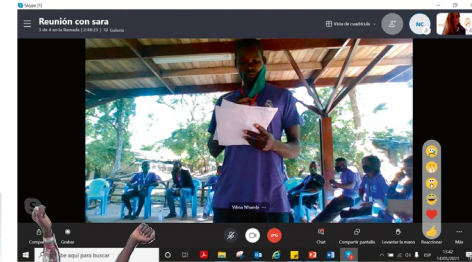
the teaching model to the beneficiaries is prioritized. The coaches consider this a positive opportunity.



First online trainings in Mozambique

The sports specialists from the Real Madrid Foundation's social sports school in the Gorongosa National Park, Mozambique received an online training course on football and values. The project, which started in 2018 and is supported by the NGO Children's Crusade, serves nearly 800 beneficiaries from rural communities.

These training sessions had to be split into four meetings. Due to the conditions on the ground, the organization moves the coaches for two days. They remain at the training space to ensure they have the necessary internet connection. The coaches receive orientation on how to put the *For a REAL Education: Values and Sports* manual into practice and they demonstrated their firm commitment to learning about fun ways to teach football and convey values.



Online training for basketball coaches in the United States

The specialists from the Real Madrid Foundation's social sports school in Lawrence, Massachusetts participated in the first online basketball training sessions for coaches. They were focused on how to teach values and basketball's tactical and technical practice at the same time and in a fun way. With this initiative, coaches acquired educational tools, ideas, and resources.



The Lawrence project, which is supported by the Mapfre Foundation, benefits 50 immigrant beneficiaries from the Enlace (Engaging Newcomers in Language and Content Education) program to facilitate their language and educational integration. This initiative was started in 2019 and most of its students are Spanish speakers.

More Sport Values Academy TV for the Colombian SENA

The sixth program of the Sport Values Academy TV for the Colombia's National Learning Service (SENA) kicked off in September with workshops, courses, and webinars. This course is on teaching values

through sports within the framework of the webinars open to the SENA student and professionals community. These programs are focused on using education as a device for personal and social

transformation as well as using new tools like neuroeducation. The goal is to provide sports educators-coaches with technical knowledge, provide them with social and emotional skills, and strengthen their soft skills.



Since the beginning, Real Madrid's fans have accompanied this legendary team faithfully and enthusiastically, in good times and bad



After being separated from their idols during the pandemic, Real Madrid's fans are back at Bernabéu with more enthusiasm than ever. And they're doing it in the best conditions yet, since the best stadium in the world is now even more comfortable and digital. But in the beginning, at the turn of the 20th century, the players of the Madrid Football Club played on abandoned lots surrounded by their first fans.

Fans grew at a frenetic pace

In 1920, the white team set up shop next to the old Goya bullfighting ring, where the WiZink



Center is today. The players showed off their skills before an at-times casual audience still unfamiliar with this new sport from England. In the following decade, the team gained followers and built the O'Donnell field, its first playing field with fences, which allowed it to be used as an event.

In 1923, Real Madrid moved to the Ciudad Lineal racetrack, with capacity for 8,000 spectators and which was their first grass pitch. Hardly a year later, in 1924, the Viejo Chamartín was inaugurated. They quickly grew out of it, despite the renovations to increase its capacity from 14,000 to 22,000 people, of which only 2,000 watched the match sitting down.

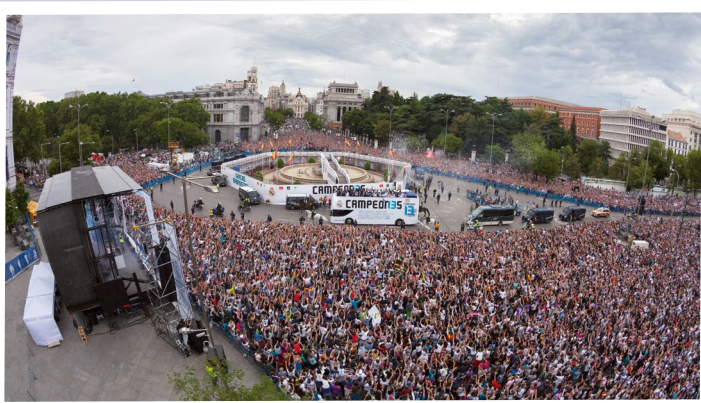
Real Madrid's fanbase did not decrease during the Civil War or afterwards. In 1947, the

team moved to Nuevo Chamartín, which the then-president of the team, Santiago Bernabéu, had decided to turn into the best stadium in the world. The facility multiplied its capacity to accommodate 75,342 spectators, with seats for 27,842. In 1954, a year after the name change to Santiago Bernabéu, the facility had a capacity for 125,000, but in 1997 had to reduce that to 86,000 to adapt to the new regulations, which required everyone to have a seat. In the 1990s, capacity hit 104,000 but in 2000 contracted to 81,004, a figure which increases to 84,000 with the current renovation.

Near their idols

In its first years, the white team's fans wanted

Pictures that show how fans experience and experienced their team's wins over its first decades of existence.

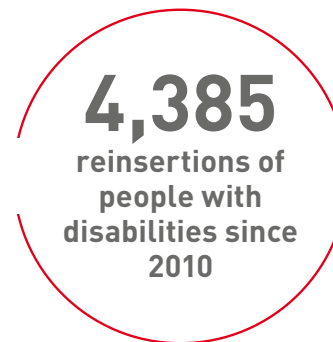


to be closer to the players and crowded together around their bus; they also leapt onto the playing field to celebrate their victories - something fined today-, and gathered in major squares in Madrid, a few feet from the cups that had been won, to celebrate.

In the black and white photographs that memorialize those fans there are always hand painted flags waving in the stands, banners to accompany the Virgin of Paloma procession, and promotional posters of the players stuck on a fan's van. It wasn't strange to see a girlfriend in the stands, a mother with her daughter dressed in white tramping out onto the Bernabéu pitch, and stands filled with fans shielding themselves from the sun with cardboard visors. Some of the scenes include the never ending lines-today are all virtual-to get a ticket to the football game and the fans gathering before a poster announcing a competitive match with any of the 30 sports sections that Real Madrid had at one time, chess and boxing amongst them. ♡



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