

Press release  
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## **Truecaller new official main partner for AIK Football - wants to make a difference in society**

**AIK has closed a deal with Truecaller, which will now be the new official main partner. The agreement extends over three years starting with the 2023 season and includes, in addition to jersey sponsorship, the implementation of joint community improvement projects in low socio-economic areas.**

Truecaller is the leading global platform for verifying contacts and blocking unwanted communication. The company, with more than 310 million active users globally, is headquartered in Stockholm and was founded in 2009 by Nami Zarringhalam and Alan Mamedi from Stockholm. In October 2021 Truecaller was listed on the Nasdaq Stockholm Stock Exchange.

“AIK Football is as much a football club with international ambitions as an association well established in our immediate region. It says a lot about the appeal of AIK, partly as a brand but above all as a social actor, that a global company like Truecaller with its roots in Stockholm chooses to collaborate with AIK Football. We now have a partner who shares our values and wants to make a real difference and we look forward to the coming years together”, says Fredrik Söderberg, vice president AIK Football.

Truecaller will, among other things, adorn the men's and women's teams' game jerseys. Together with AIK Football, they also plan to implement joint and community improvement projects in Stockholm's western and northern suburbs.

“Even though we are a global company today, we at Truecaller do not forget our roots and we want to be a positive force in the countries we are active in. AIK Football is a strong partner in Sweden with whom we share both vision and values. We look forward to being able to make a real difference”, together, says Alan Mamedi, Co-founder and CEO of Truecaller.

The agreement will start in 2023, but this autumn, AIK Football, together with Truecaller, will organize a series of seminars along Stockholm's metro that reach western and northern suburbs.

“The purpose is to listen to the residents and together create an understanding of how we can best be a positive force in the local community. Inclusion and positive societal development are important for Truecaller, regardless of which region we are active in. AIK Football has considerable experience and an established presence in these areas, and we now take the chance to discover the opportunities before we start work in earnest in 2023. We believe that together with local forces, we make a difference in the community”, says Nami Zarringhalam.

For the past five years, AIK Football has played with the main partner Notar on the chest, a collaboration that continues throughout the 2022 season. AIK Football would like to take this

opportunity to thank Notar for their great efforts for the club and look forward to continuing the collaboration in other forms.

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**About Truecaller:**

Truecaller (TRUE B) is the leading global platform for verifying contacts and blocking unwanted communication. We enable safe and relevant conversations between people and make it efficient for business to connect with consumers. Fraud and unwanted communication are endemic to digital economies, especially in emerging markets. We are on a mission to build trust in communication. Truecaller is an essential part of everyday communication for more than 310 million active users, with half a billion downloads since launch and around 38 billion unwanted calls identified and blocked in 2021. Headquartered in Stockholm, since 2009, we are a co-founder led, entrepreneurial company, with a highly experienced management team. Truecaller is listed on Nasdaq Stockholm since 8 October 2021. For more information, please visit [corporate.truecaller.com](https://corporate.truecaller.com)

**About AIK Fotboll AB:**

AIK Fotboll AB conducts AIK Football Association's elite activities through a men's team, women's team and a junior team for men. In 2022, the men's team will play in the Allsvenskan, the women's team in the OBOS Damallsvenskan and the junior team, which constitutes an important recruitment base for future players, will play in the P19 Allsvenskan Norra. AIK Fotboll AB is listed on NGM Nordic Growth Market Stockholm. For further information about AIK Football, visit [www.aikfotboll.se](http://www.aikfotboll.se).