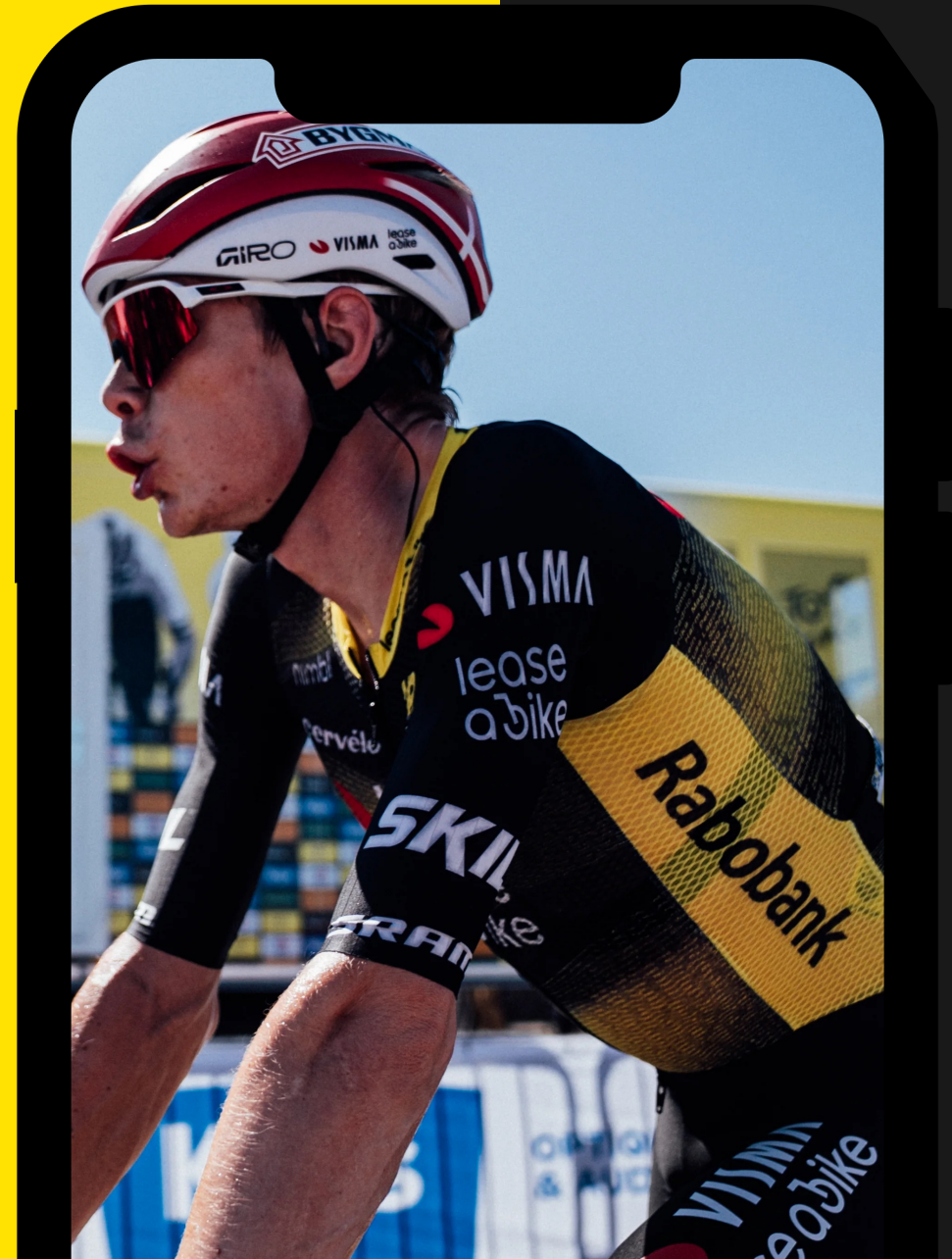


**A few things
about Rabobank's
return as a major
sponsor of a UCI
World Tour team.**

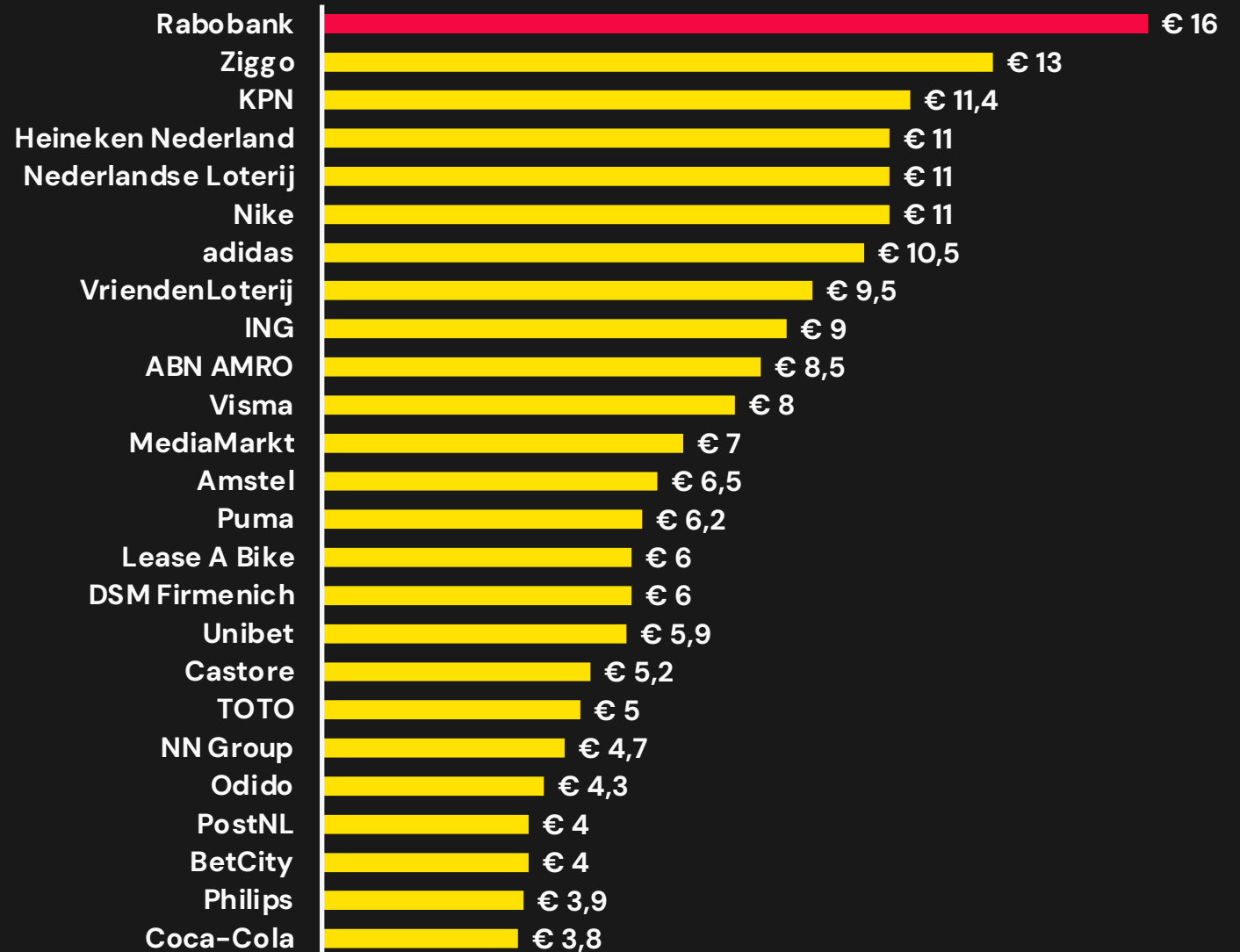
Marcel Blijlevens
LinkedIn post, July 14th 2025



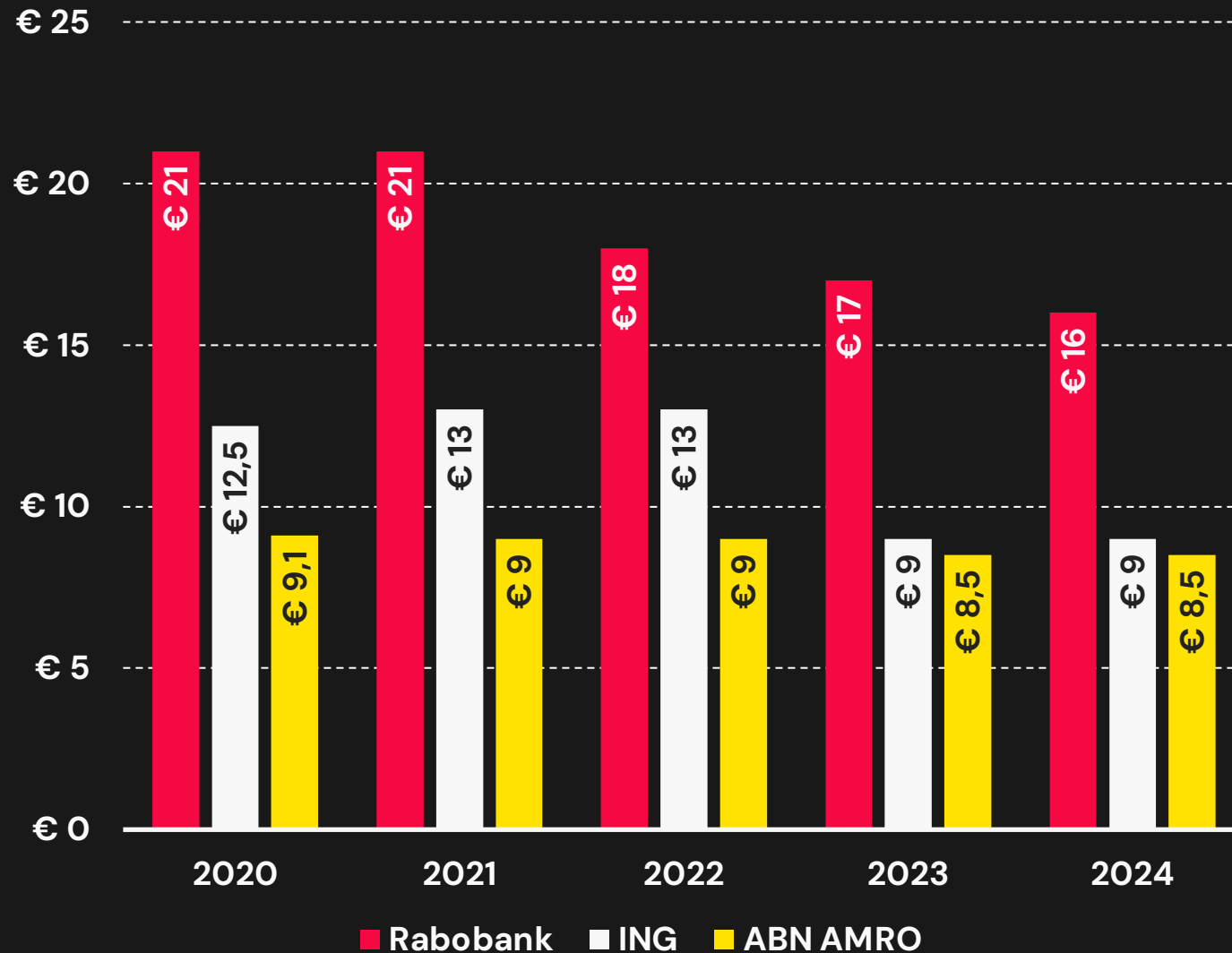
2. Within the Netherlands, Rabobank tops the list of brands that invest the most in sponsorship.

Source: SponsorMonitor 2025

Top 25 Sponsorship spend in the Netherlands by brand in 2024 (fees only x million €)



Annual sponsorship spend by the three biggest
retail banks in the Netherlands
(fees only x million €)

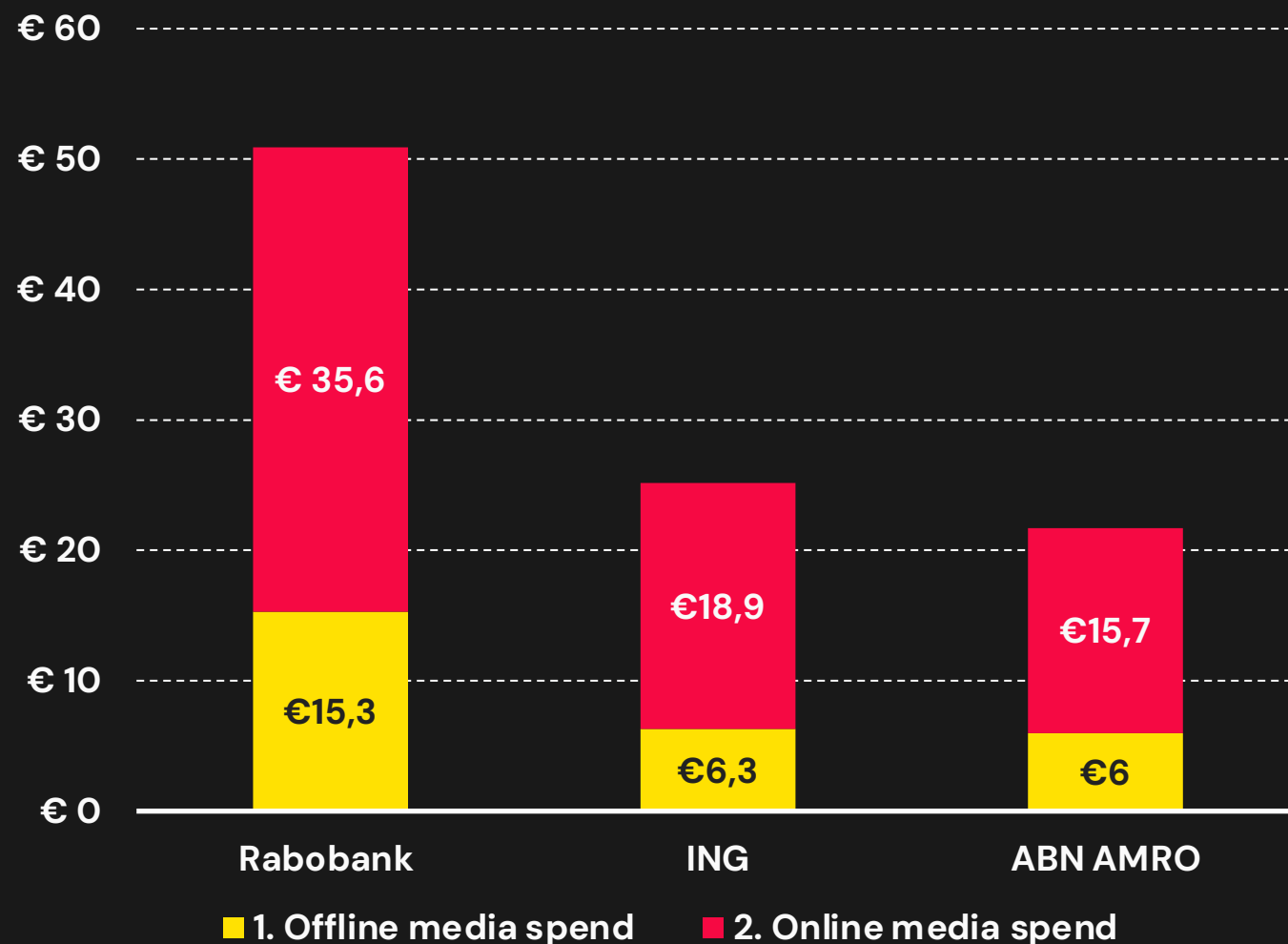


3. Despite a decline in sponsorship spending in recent years, Rabobank continues to allocate a significantly higher budget than its direct competitors, ING and ABN AMRO.

Source: SponsorMonitor 2025

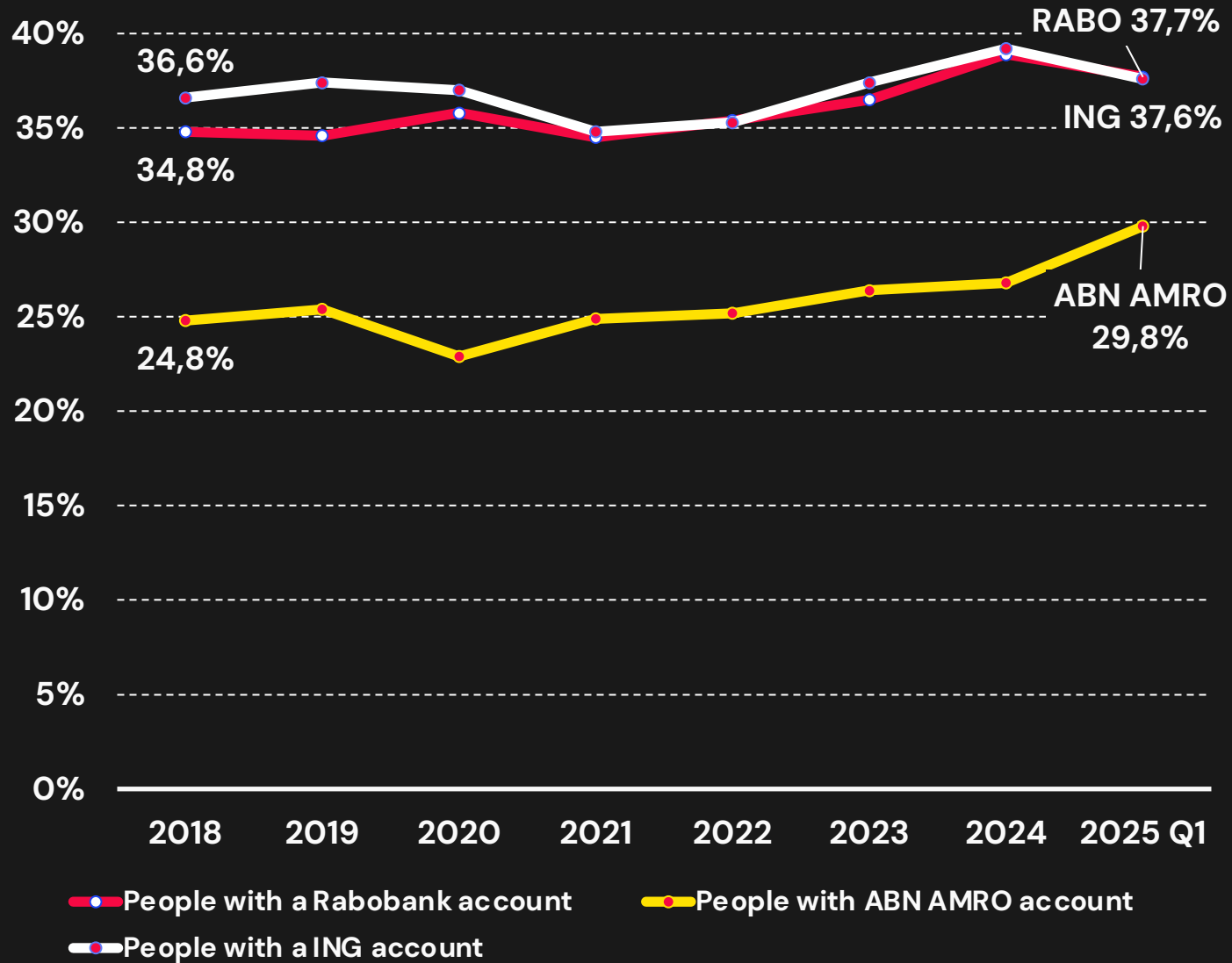
4. Rabobank's expenditure on paid advertising media is also higher than that of its two largest competitors.

Estimated total net ad spend in 2024
x Million Euro



Sources: 1. Gross media spending from Nielsen Ad Intel per medium type converted to net media spend using a specific factor. | 2. Estimation based on the share that retail bank brands typically allocate to online advertising in their total ad spend, with a small variation applied.

Percentage of the Dutch population 16–64 years old
with a bank account at one of the three major retail
banks



5. If having a bank account says anything about market shares, then this situation has been fairly stable for years.

Remark: people can have more than one bank account with different banks.

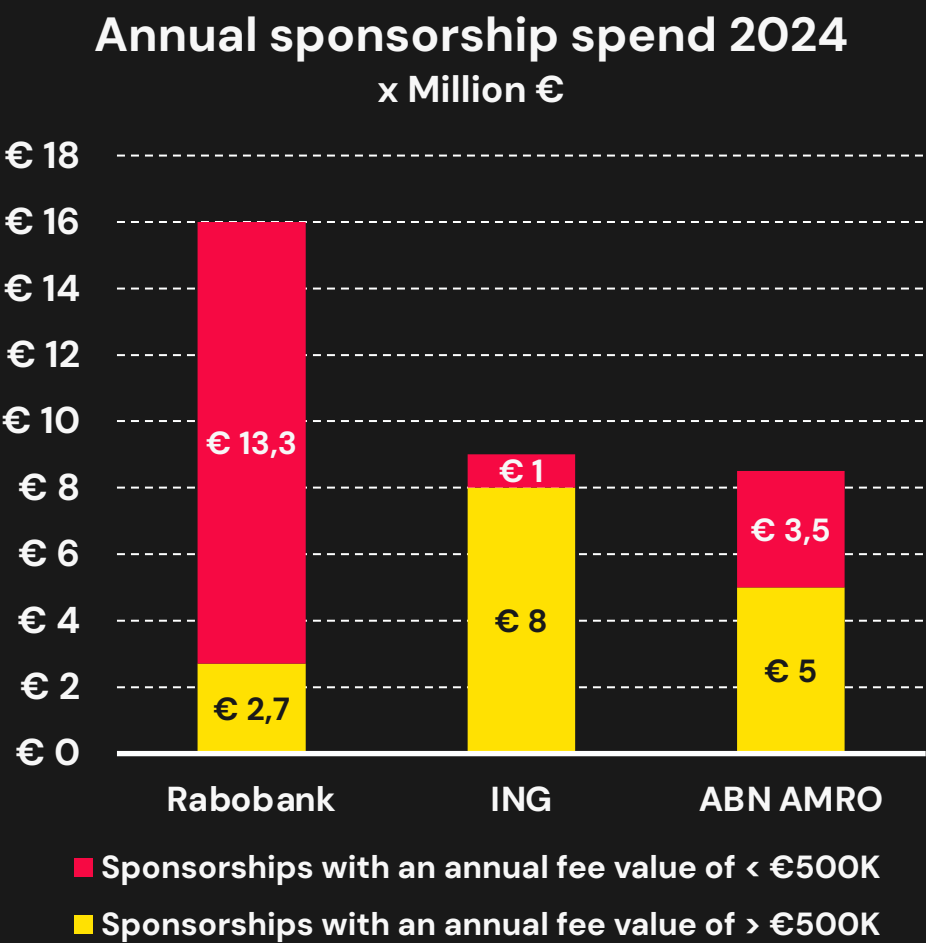
Source: GWI Core, Dutch data set.

6. Sponsorship connects a brand with society. It is used by brands to improve their relationship with multiple stakeholders.

- Sponsorship is a versatile business tool.
- Brands use sponsorship to build brand preference and trust.
- It enables targeted communication with multiple stakeholder groups.
- Effective across both emotional and rational decision-making paths.



7. Rabobank's sponsorship portfolio was full of small, grassroots partnerships. They had to add a high-visibility sponsorship.



Rabobank's three biggest sponsorships in 2024:

| Rights holder / Sponsoree | Category | Annual fee |
|------------------------------------|-----------------------|------------|
| NOC*NSF (Verenigingsondersteuning) | Sports | € 1,5M |
| KNHB | Sports / Field hockey | € 1,2M |
| Kunstbende | Arts & Culture | € 0,4M |

ING's three biggest sponsorships in 2024:

| Rights holder / Sponsoree | Category | Annual fee |
|---------------------------|-------------------|------------|
| KNVB (National Teams) | Sports / Football | € 4M |
| Amateur football clubs | Sports / Football | € 2,5M |
| Rijksmuseum | Arts & Culture | € 1M |

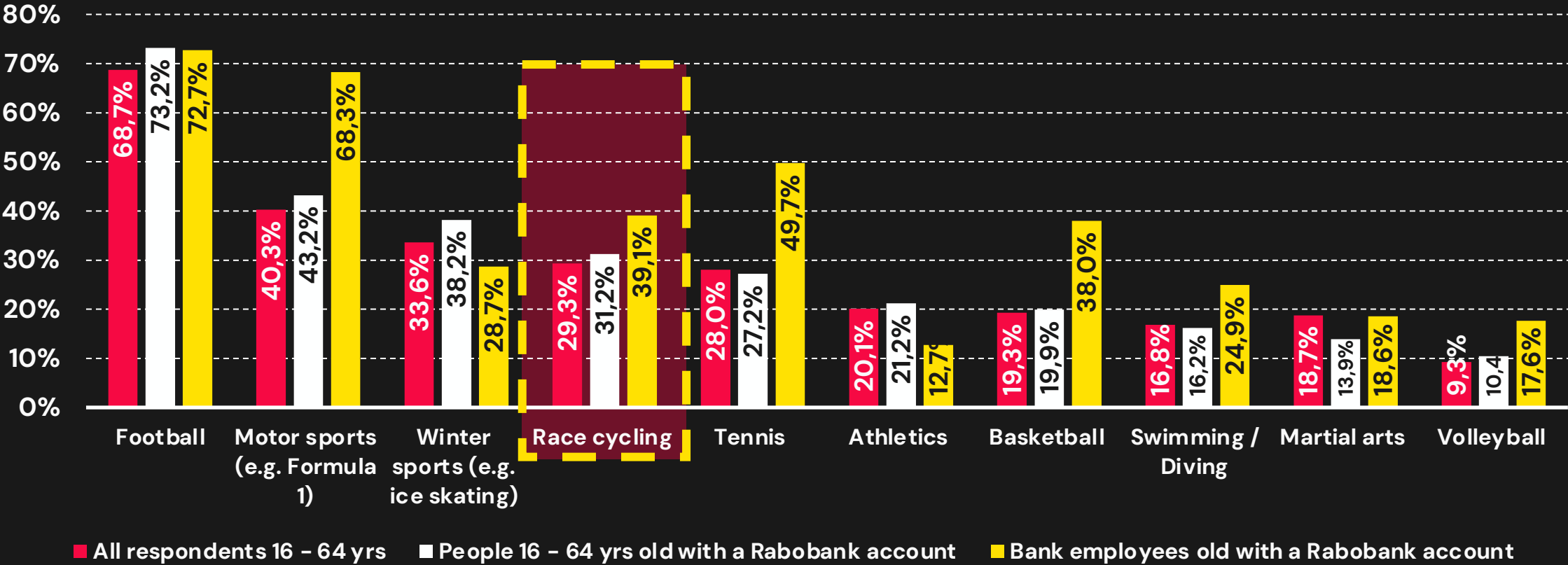
ABN AMRO's three biggest sponsorships in 2024:

| Rights holder / Sponsoree | Category | Annual fee |
|---------------------------|-----------------------|------------|
| ABN AMRO Open | Sports / Tennis | € 3,5M |
| Ajax Vrouwen | Sports / Football | € 1,5M |
| Euro Hockey League | Sports / Field Hockey | € 0,25M |

Source: SponsorMonitor 2025

8. The renewed partnership with Team Visma Lease a Bike is based on both availability and history with the team and cycling. In addition, race cycling is the fourth most popular sport in the Netherlands.

Top 10 most popular sports in the Netherlands
Popularity = Follow via any media

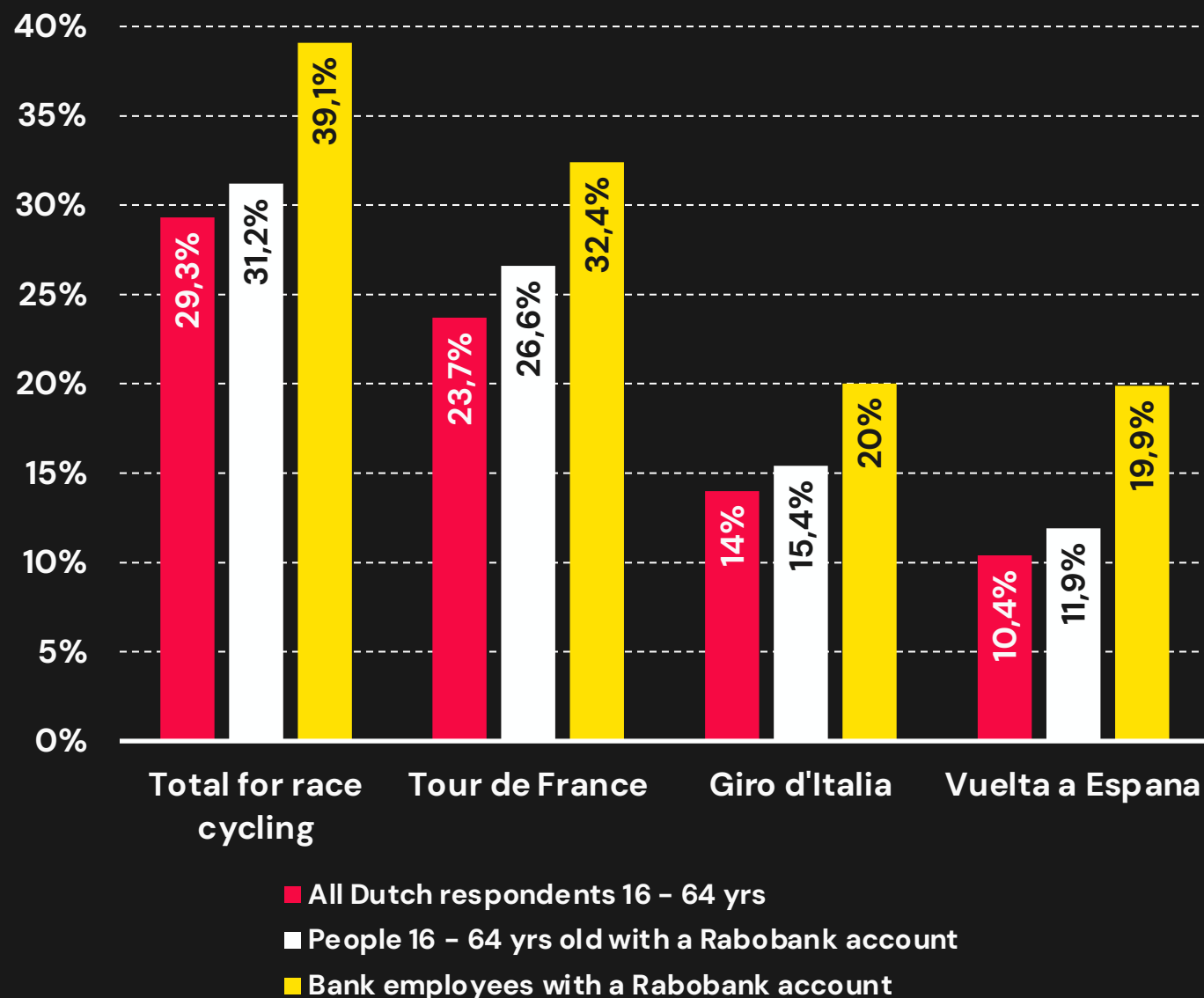


Source: GWI Core, Dutch data set, 2024 Q2 until 2025 Q1

9. Cycling and its tent-pole events also realise an above-average target affinity among Rabobank customers and Rabobank staff.

Source: GWI Core – Dutch data 2024 Q2 – 2025 Q1

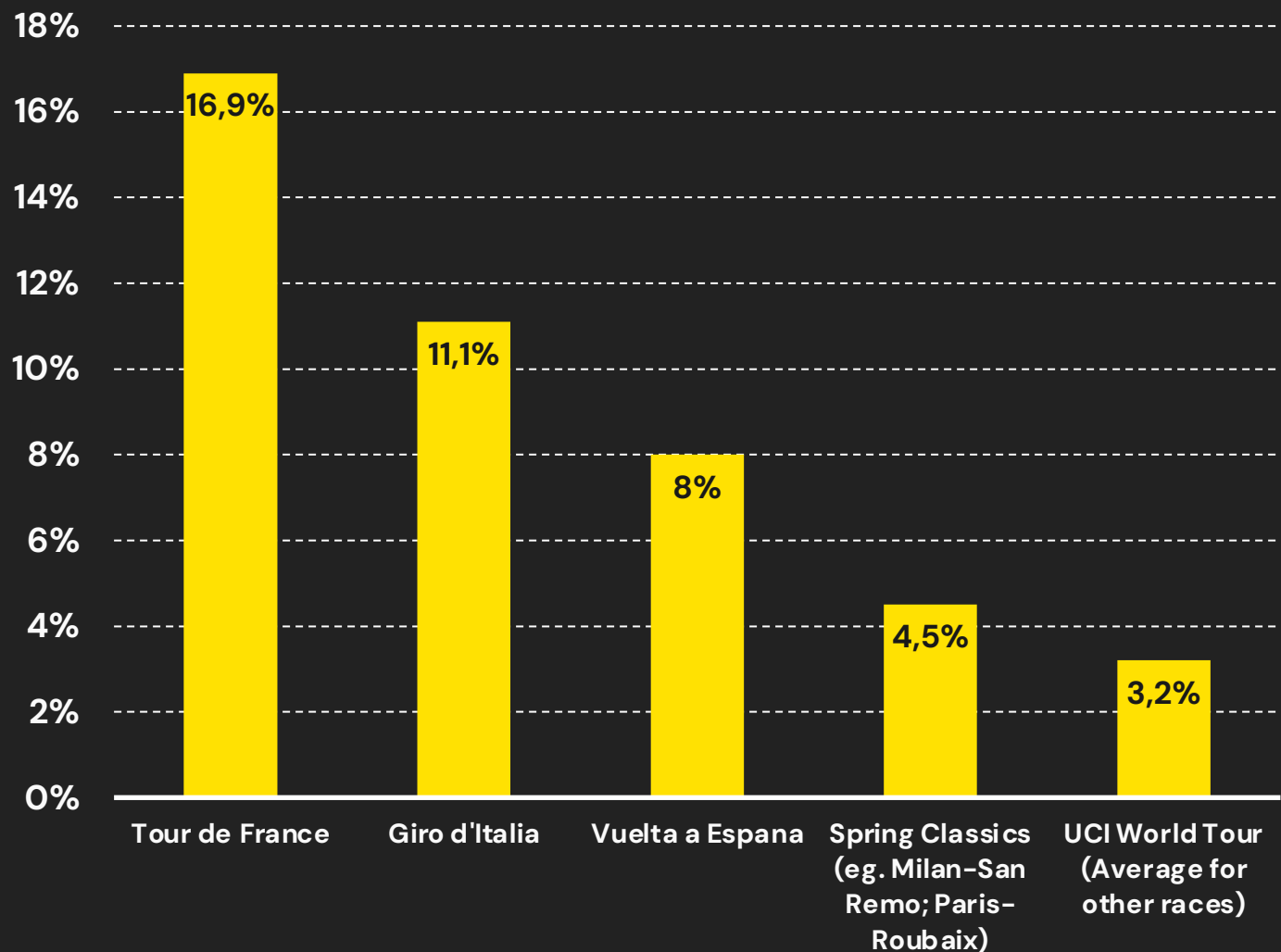
Popularity of race cycling and the Grand Tours in the Netherlands | Popularity is follow via any media



European popularity of race cycling events

% of the population 16 – 64 yrs old in the five major countries of Europe: France, Italy, Spain, Germany and the UK.

Popularity is follow via any media.




10. For those who are curious: I can demonstrate with international data that there is a huge difference in interest between the Grand Tours and other races.

Source: GWI Sports 2024 Q2 + Q4



11. Rabobank will activate the partnership in a variety of ways. These include hospitality events at or during multi-day stage races, where they can welcome representatives from various stakeholder groups.



But another initiative does have a grass-roots character again: enthusing Dutch youth for cycling through fat tyre races accessible to all.

The background image shows two cyclists from the Rabobank team riding on a grassy field. They are wearing orange and white jerseys with 'Rabobank' written on the back. The image has a yellow tint. Overlaid on the image is a text block.

12. Personally, I think Rabobank will eventually become the team's main sponsor again. In the length of that I also believe that the current Yellow Bees identity will then be swapped again for a team tenue in which the Rabobank brand and the bank's brand colours take centre stage.

Marcel Blijlevens

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