

3 September 2025
ASX Market Release

Mayfield Announces Partnership with Melbourne Victory

Mayfield Childcare Limited (ASX: MFD) (**Mayfield** or the **Company**) is pleased to announce a landmark partnership with Melbourne Victory Football Club (**Melbourne Victory**), one of Australia's leading professional football clubs with over 25,000 members.

This collaboration expands Mayfield's commercial offering, providing children with new opportunities to develop physical literacy and fundamental movement skills through sport in our centres. Under the partnership, Mayfield and Melbourne Victory will co-design unique programs for children across Mayfield centres, drawing on Melbourne Victory's intellectual property, coaching expertise, and deep community presence.

As part of the agreement, Mayfield's branding will feature across Melbourne Victory's junior academy programs, providing strong community visibility and reinforcing Mayfield's commitment to supporting children's growth and development in the communities it serves.

Mayfield families will also benefit from exclusive opportunities, including:

- Discounted Melbourne Victory family memberships
- Invitations to exclusive family days and centre-based community events
- Access to the inaugural Melbourne Victory A League fixture "Mayfield Childcare Kids Round" celebrating children's participation in football

Daniel Stone, Chief Executive Officer, stated: *"This partnership represents an important step in expanding our presence and reshaping our commercial offering to be more inclusive and supportive of children and family interests. Melbourne Victory has a significant presence in the communities we serve, and this collaboration will create meaningful experiences for our families."*

Seeing the Mayfield brand proudly displayed on youth jerseys and throughout junior academies is a powerful way to inspire children to reach their full potential and support their growth through physical literacy and community-based sport.

I look forward to seeing all our Mayfield children participating in the program and accelerating their learning in our beautiful centres. Perhaps the next Australian soccer star will emerge from a Mayfield Childcare program powered by Melbourne Victory."

This initiative supports the Company's strategy to enhance the child and family experience, strengthen community connections, and deliver sustainable growth across its network of centres.

This announcement has been approved for release by the Board.

For further information please contact:

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