Charlotte FC & Ally Partner in Commitment to Youth Soccer in Charlotte

Impact plan includes funding to youth soccer organizations, play-at-home soccer kits for youth and donatior of youth soccer goals

CHARLOTTE, N.C. – July 23, 2020 - Charlotte FC and Ally Financial Inc, the founding and lead partner of the new club, announced today a three-phase impact program demonstrating the organizations' commitment to the youth soccer community in the greater Charlotte area. The program begins this month with donations to three local youth soccer organizations and continues through the summer and fall with distribution of free play-at-home soccer kits, and the gifting of youth soccer goals to these organizations to help facilitate afterschool programming.

"Charlotte FC is committed to making a positive impact in our community, and this partnership with Ally helps us do that," said Tom Glick, president of Tepper Sports & Entertainment. "Ally, like our organization, believes in soccer as a unifying force in our community, and we are proud to help those in need as well as encourage the continued growth of youth soccer in our city."

"As an ally for Charlotte and the local soccer community, it was really important to us to work with the team to give back and help grow the future of the sport locally," said Andrea Brimmer, chief marketing and public relations officer for Ally. "These donations are an incredible opportunity to share our passion for the game by introducing soccer to hundreds of children throughout the area."

In the coming weeks, Charlotte FC and Ally will donate $80,000 between three Charlotte FC-supported youth soccer organizations the Creative Player Foundation, the Soccer Foundation of Charlotte and Street Soccer 658 – for continued support of their programming needs.

"The work these nonprofit organizations are doing in their communities is critical to meeting the immediate needs of their players and families during this difficult time," said Dustin Swinehart, director of community engagement for Charlotte FC. "We are thankful to be able to support the ongoing services that these groups provide and help them continue to make a lasting impact in Charlotte."

The free play-at-home soccer kits will include a soccer ball, a t-shirt, and other co-branded items, and will be distributed this summe to more than 450 kids that participate in the three organizations. The kit will also include a book, *Planet Zeee and the Money Tree*ir English and Spanish. The book, developed by Ally, helps families and teachers educate children on the fundamentals of budgeting, smart saving and giving back to the community.

The final phase of the impact program will commence in the fall when Charlotte FC and Ally will provide co-branded youth soccer goals to the organizations that are participating in Charlotte FC afterschool programming.

About Ally Financial Inc.
Ally Financial Inc. (NYSE: ALLY) is a leading digital financial-services company with $184.1 billion in assets as of June 30, 2020. As a customer centric company with passionate customer service and innovative financial solutions, we are relentlessly focused on "Doing it Right" and being a trusted financial-services provider to our consumer, commercial, and corporate customers. We are one of the largest full-service automotive finance operations in the country and offer a wide range of financial services and insurance products to automotive dealerships and consumers. Our award-winning online bank (Ally Bank, Member FDIC and Equal Housing Lender) offers mortgage lending, personal lending, and a variety of deposit and other banking products, including savings, money-market, and checking accounts, certificates of deposit (CDs), and individual retirement accounts (IRAs). Additionally, we offer securities-brokerage and investment-advisory services through Ally Invest. Our robust corporate finance business offers capital for equity sponsors and middle-market companies.

For more information and disclosures about Ally, visithttps://www.ally.com/#disclosures.

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