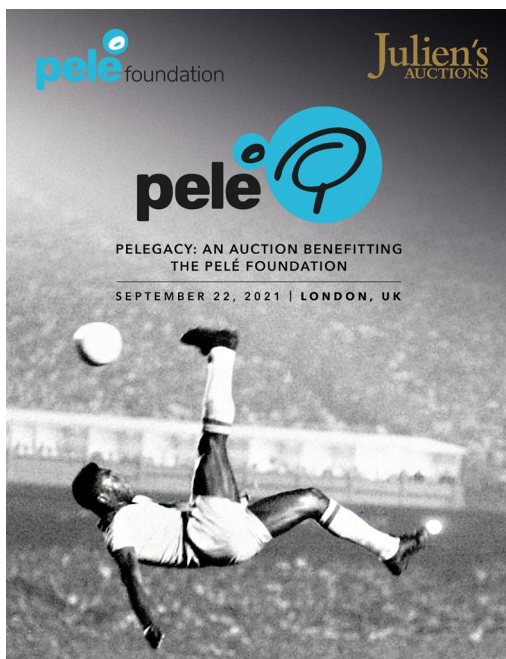


Julien's AUCTIONS

pele^o foundation

For Immediate Release:

JULIEN'S AUCTIONS PRESENTS PELEGACY: AN AUCTION BENEFITTING THE PELÉ FOUNDATION



Legendary Brazilian Football Icon's Collection Featuring Pelé's Personally Commissioned 18 Karat Gold Cast Bronze Foot Sculptures, Signed and Inscribed 1958 and 1962 FIFA World Cup Jerseys, Santos F.C. #1 Goalkeeper Shirt, Autographed Photos, Personal Wardrobe and Items on Offer at Star-Studded Charity Auction in London

Hundreds of Items Including Autographed Jerseys, Memorabilia, Sneakers, Sports Equipment and More Gifted to the Charitable Endeavour from Marquee Stars Such as Franz Beckenbauer, David Beckham, Doug Flutie and Gerard Phelan, Franco Harris, Jairzinho, Derek Jeter, Rafael Marquez, Kenyon Martin, Kylian Mbappe, Yao Ming, Luka Modric, Neymar, Lorena Ochoa, Cristiano Ronaldo, Rick Rubio, Maria Sharapova, Thiago Silva, Justin Timberlake, Mark Wahlberg and Mario Zagallo

All Proceeds to Aid the Pelé Foundation for COVID-19 Relief and Recovery in Brazil

WEDNESDAY, SEPTEMBER 22ND, 2021

Los Angeles, California - (August 23rd, 2021) - Julien's Auctions announced today that **PELEGACY: AN AUCTION BENEFITTING THE PELÉ FOUNDATION**, the world record-breaking auction house to the stars' charity auction benefitting the philanthropic mission of the Brazilian football icon and one of the most revered sports figures of all time, will take place **Wednesday, September 22nd, 2021** live at Mall Galleries in London and online at www.juliensauctions.com.



Pelé's personally commissioned 18 karat gold plated bronze foot

on Time's 100 list of most important people of the 20th century, was one of two joint winners of the FIFA Player of the Century and voted World Player of the Century by the International Federation of Football History and Statistics (IFFHS), among many other accolades and honors. The attacking midfielder and forward, who scored a goal in nearly every match that he played, racked a career total of 1,279 goals in 1,363 games and a Guinness World Record for this feat and is the all-time leading goalscorer for Brazil with 77 goals in 92 games. He is also revered as a hero to millions around the world when he became the first Black global sporting star at the 1958 World Cup and for his activism to improve the social conditions of the poor in Brazil and around the world.

To launch this initiative, superstars and public figures from the worlds of sports and entertainment gifted items to Pelé for the auction, some of which were originally given in his honor via Pelegacy, a grass-roots movement launched to commemorate both the 50th anniversary of the 1970 World Cup and Pelé's 80th birthday. Franz Beckenbauer, David Beckham, Channing Frye, David Beckham, Franco Harris, Derek Jeter, Cristiano Ronaldo, Maria Sharapova, Jairzinho, Justin Timberlake, Kenyon Martin, Rafael Marquez, Kylian Mbappe, Luka Modric, Doug Flutie and Gerard Phelan, Yao Ming, Mark Wahlberg, Rick Rubio, Neymar, Lorena Ochoa, Mario Zagallo and Thiago Silva are just some of the all-stars who have contributed.

All proceeds will go towards The Pelé Foundation, a new charitable endeavor that will benefit organizations around the world and their dedicated efforts to empower children, specifically around poverty alleviation, access to education and aid with refugee crisis, and the Pelegacy movement to help Brazil's fight against and recovery from the COVID-19 pandemic. For more info visit www.pele10.org

A sensational collection of nearly 300 sports artifacts and iconic memorabilia will be presented featuring signed and inscribed jerseys and photographs, team shirts, personal wardrobe and more offered directly from the legendary Brazilian footballer hailed by FIFA as "the greatest" of the game. During Pelé's record-breaking career from the 1950s to 1970s, he won three FIFA World Cups (1958, 1962 and 1970)-the only player to achieve this. He was named Athlete of the Century by the International Olympic Committee, included



Photo right, Pelé's signed and inscribed Santos F.C. #1 goalkeeper shirts



Highlights (with estimates) include Pelé’s personally commissioned 18 karat gold plated bronze foot (*photo on page 2*), which he sat for in its creation with the famous Roman sculptor, Dante Mortet, of the renowned Mortet family of sculptors who began making chalices for the Pope 120 years ago, who has created bronze sculptures of the hands of Robert De Niro, Samuel L. Jackson, Angelica Houston and Quentin Tarantino (\$4,000-\$6,000), as well as a personally commissioned 18 karat gold Dante Mortet gold plated bronze of his footprint attached to a board (\$3,000-\$5,000; Pelé’s signed finger printed photograph (*photo above*) of his infamous leap into the air with teammates at the Brasil 1970 World Cup Champions (\$200-\$300); his Santos F.C. collared shirt signed inscribed in honor of his 80th birthday and 50th anniversary of Pelé’s 3rd World Cup triumph in 1970 (\$300-\$500); two of Pelé’s signed and inscribed Santos F.C. #1 goalkeeper shirts (*photo on page 2*) as Pelé also played keeper during his career and guarded the net without a single goal scored, cementing his incredible athleticism and power (each \$400-\$600); a Kylian Mbappe game prepared and signed Euro Qualifier France football national team shirt (*photo right*) inscribed on the back “Happy 50th 3X World Champ King” (\$2,000-\$3,000); Cristiano Ronaldo’s Real Madrid match jersey worn during a La Liga match (\$1,000-\$2,000); David Beckham’s match worn AC Milan shirt (\$600-\$800); a Roberto Baggio 1994 match worn Italy national football team jersey (\$800-\$1,200); a rare Doug Flutie and Gerard Phelan signed Wilson college football (\$400-\$600);



Mark Wahlberg’s signed Everlast boxing glove used in the film “The Fighter” (\$300-\$600) (*photo left*); Ricky Rubio’s NBA game worn signed Adidas D.O.N. Issue 2 Crayola Blue sneakers (\$1,000-\$2,000) (*photo top page 4*); Abel Balbo’s match worn signed inscribed Argentina national team jersey (\$800-\$1,200); a straight razor by Scapicchio Accademia – one of the oldest barber shops in the world established in Italy over 200 years ago – engraved with Scapicchio’s name and emblem and encased in a wooden box inscribed to Pelé (\$200-\$300); a Pelé 80th Societa Sportiva S.S. Lazio Speed Skydiving club donated shirt (\$200-\$300); a Pelé signed and inscribed “Top



of the World" 1962 FIFA World Cup jersey (\$400-\$600); a Pelé signed inscribed 1958 FIFA World Cup Athleta brand jersey (\$500-\$700); a Pelé signed inscribed "Goooooool Pelé" Santos 1,000th Goal Athleta brand jersey, the official reproduction jersey of Pelé's shirt worn when he scored his 1,000th career goal on November 19, 1969 (\$600-\$800); a Justin Timberlake signed MathMastery.com T-shirt (\$300-\$500); an inscribed jersey to Pelé from Samuel Modiano, an Italian deportee holocaust survivor of the Auschwitz concentration camp (\$600-\$800); a Channing Frye signed number 8 Phoenix Suns jersey (\$200- \$300); a Yao Ming signed Reebok pump limited edition Olympic Dragon Omni Hexride shoe (\$600-\$800); a Shane Battier NBA game worn signed Converse basketball shoe (\$600-\$800); as well as

a David Guetta signed black T-shirt, a Derek Jeter signed photograph, a Neymar Jr. match worn Brazil Nike team shirt, a Maria Sharapova signed concert poster, a Lorena Ochoa inscribed Lacoste golf polo shirt and an array of team shirts, match worn jerseys and memorabilia from football greats such as Gianfranco Angelini, Richarlison de Andrade, Gustavo Henrique, Jairzinho, Roberto Miranda, and more.

(photo below left to right: jerseys from Cristiano Ronaldo, Franz Beckenbauer, and David Beckham)



"Julien's Auctions is honored to partner with the legendary Pelé, who is revered not only as an international sports hero and icon but a cultural figure for his activism and aid for the disenfranchised and poor around the world," said Darren Julien, President/Chief Executive Officer of Julien's Auctions. "In response to the COVID-19 crisis, we are proud to announce that all proceeds of this charity auction will go towards The Pelé Foundation, whose mission is to help the hardest hit and most underserved communities particularly in Pelé's native homeland of Brazil. We are most grateful to Pelé and all of the athletes and stars who have generously contributed nearly 300 spectacular items, many of which represent the biggest moments of their careers and championship seasons, to this most urgent endeavor."



JULIEN'S AUCTIONS PUBLIC EXHIBITION & LIVE AUCTION LOCATION

Mall Galleries,
The Mall,
London SW1,
United Kingdom

PUBLIC EXHIBITION

Monday, September 20th - Thursday, September 23rd, 2021
Daily 10:00 a.m. - 5:00 p.m. BST
Free to the Public

JULIEN'S AUCTIONS LIVE AND ONLINE AUCTION**PELEGACY: AN AUCTION BENEFITTING THE PELÉ FOUNDATION****Wednesday, September 22nd, 2021**

Session I: 1:00 p.m. BST

PROPERTY FROM THE ESTATE OF ALFREDO DI STÉFANO**Thursday, September 23rd, 2021**

Session I: 10:00 a.m. BST

PROPERTY FROM THE ESTATE OF ALFREDO DI STÉFANO**Friday, September 24th, 2021**

Session II: 10:00 a.m. BST

REGISTERING TO BID

Registration is required to bid in this online auction and can be done in person at the exhibition, or online before the sale at the [JuliensAuctions.com](https://www.juliensauctions.com) Registration page to bid by phone, proxy or in person, or online at [JuliensLive.com](https://www.julienslive.com) to bid live online, or by calling (310) 836-1818.

For inquiries, please email info@juliensauctions.com or call (310) 836-1818.

PLACING BIDS

There are four ways to bid in Live Auctions:

1. Bid with Julien's Auctions online and live in real time at [JuliensLive.com](https://www.julienslive.com) or via our iPhone App.
2. Bid over the telephone through an auction house representative.
3. Bid in person in the room at our auction events.
4. Bid in advance by absentee bid. Absentee bid forms are printed in the back of each catalogue, and are also available by calling Julien's Auctions or online by visiting www.juliensauctions.com/register-to-bid.

ABOUT JULIEN'S AUCTIONS

Julien's Auctions is the world record-breaking auction house to the stars. Collaborating with the famous and the exclusive, Julien's Auctions produces high profile auctions in the film, music, art and sports markets. Julien's Auctions has received international recognition for its unique and innovative auction events, which attract thousands of collectors, investors, fans and enthusiasts from around the world. Julien's Auctions specializes in sales of iconic artifacts and notable collections including Marilyn Monroe, John Lennon, Ringo Starr, Lady Gaga, Banksy, Cher, Michael Jackson, U2, Barbra Streisand, Les Paul, Neil Young, Elvis Presley, Frank Sinatra, Jimi Hendrix, Hugh Hefner, Pelé and many more.

In 2016, Julien's realized \$5 million in the historic auction of the Brazilian soccer icon, three-time World Cup Champion and FIFA Player of the Century's collection of memorabilia, personal property and awards, which featured the sale of Pelé's 3 World Cup Gold medals, sold for a combined total of US \$970,992 (£674,300), including his 1970 World Cup winner's medal sold for \$427,100 (£346,000), which set world records for the most expensive Pelé item and the most expensive soccer medal ever sold at auction. In 2020, Julien's shattered multiple records of sports jerseys sold at auction in the sale of a trio of historic #23 basketball jerseys worn by Michael Jordan (his historic 1984 "Signing Day" official Chicago Bulls rookie #23 which sold for \$320,000, a new world record sale for a jersey worn by the 14 Time All-Star and five-time MVP legend), Barack Obama (the forty-fourth U.S. President's 1979 #23 Punahou School jersey which sold for \$192,000, a new world record selling price for a high school jersey) and LeBron James (the NBA legend's 2003-2004 official Cleveland Cavaliers rookie year NBA jersey rookie season which sold for \$128,000) which combined totaled \$640,000 as well as Colin Kaepernick's official San Francisco 49ers rookie jersey which sold for \$128,000, a new world record for most expensive NFL jersey sold at auction. Other notable Sports memorabilia sold by Julien's Auctions include Babe Ruth's 1938 Brooklyn Dodgers coaching uniform which sold for \$187,500 and NASCAR legend Richard Petty's 1974 Dodge Charger Daytona race-winning car which sold for \$500,000.

In 2016, Julien's Auctions received its second placement in the Guinness Book of World Records for the sale of the world's most expensive dress ever sold at auction, The Marilyn Monroe "Happy Birthday Mr. President" dress which sold for \$4.8 million. Julien's Auctions achieved placement in the Guinness Book of World Records in 2009 for the sale of Michael Jackson's white glove, which sold for \$480,000 making it the most expensive glove ever sold at auction. In 2020, Julien's Auctions received its third Guinness Book of World Record placement for the sale of Kurt Cobain's "MTV Unplugged" 1959 Martin D-18E acoustic-electric guitar, which sold for \$6 million making it the world's most expensive guitar ever sold at auction.

Based in Los Angeles, Julien's Auctions has a global presence bringing their auctions and exhibitions to targeted destinations worldwide including London, New York, Las Vegas, Japan and China. Live auctions are presented for bidders on-site and online via live streaming video and mobile technology. For more information on Julien's Auctions, go to www.juliensauctions.com. Connect with Julien's Auctions at www.facebook.com/JuliensAuctions or www.twitter.com/JuliensAuctions or www.instagram.com/juliens_auctions.

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