



MEDIA RELEASE

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TAG Heuer “Official Bundesliga partner”

Watchmaker TAG Heuer has been named “Official Bundesliga Partner” with immediate effect and will be sponsoring TV graphics with its logo superimposed during coverage of German professional football matches. The partnership, which will initially run for three seasons up to and including the 2017/18 season, also includes the use of Bundesliga brands and content and integration in the Bundesliga digital channels, title rights to the EA Sports Virtual Bundesliga as well as the exclusive right to manufacture and market licensed Bundesliga watch and timekeeping products.

TAG Heuer is a member of the Paris-based LVMH luxury goods group and has been active for many years as a sponsor of top international sports events and athletes as well as outstanding personalities.

“We are thrilled to have found in TAG Heuer a partner whose quality standards and international outlook are a very good fit for Bundesliga – especially as sponsored graphics have a high global visibility. We are convinced that looking forward over the next few years both parties stand to benefit from this partnership,” says Christian Seifert, CEO Bundesliga, who announced the partnership together with Jean-Claude Biver, CEO of TAG Heuer and president of LVMH’s watch division.

“Bundesliga is one of the most influential and comprehensive communications platforms,” says Jean-Claude Biver, speaking on this partnership. “In this way, we will be able to harness entirely new sponsoring possibilities. It marks a perfect entry into the future of the TAG Heuer brand in the digital area in particular.”

About DFL Deutsche Fußball Liga

The organisation and marketing of professional football in Germany are the core functions of the DFL Deutsche Fussball Liga (DFL). Founded in May 2001, the DFL has a wide and multi-faceted brief, with the organization of the league schedule ensuring smooth-running, well-balanced and above all exciting competition in Germany's professional leagues. The licensing of the 36 professional clubs in the Bundesliga and Bundesliga 2 is a core element of the DFL brief and the further

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enhancement of the Bundesliga brand is a central pillar of DFL strategy. The continuous development and marketing of "in-house" products is part of that strategy and the DFL has accordingly long since established itself as a content provider. Strategic brand management in both a national and international context as the basis for the further growth of marketing revenues is another constituent part of the DFL's day-to-day operations.

About TAG Heuer:

Domiciled in La Chaux-des-Fonds, Switzerland; CEO: Jean-Claude Biver; world's fourth largest luxury watch brand; sales of EUR 2.7 billion in the jewellery and watch segment in 2014; 1,600 employees in 120 countries; core markets: Europe, the United States, Asia; structure: subsidiary of LVMH, Paris, the world's leading luxury goods group; divisions: wine & spirits, fashion and leatherwear, watches (TAG Heuer, Hublot, Zenith) & jewellery, perfume & cosmetics, selective retailing, yachting; annual sales of EUR 30.6 billion in 2014; 120,000 employees around the world.

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