

# ANNOUNCEMENT



Frankfurt, Germany, February 19, 2018

## Bundesliga International GmbH starts tender for stickers & trading cards for the Bundesliga (first division) and Bundesliga 2 (second division)

**FRANKFURT**, Germany, February 19, 2018 – On behalf of DFL Deutsche Fußball Liga e.V. and DFL Deutsche Fußball Liga GmbH, Bundesliga International GmbH will issue a tender for stickers & trading cards starting from the 2019/20 season and running until the end of the 2022/23 season. In this tender licenses in the categories sticker-products as well as trading card games & trading card collections for the Bundesliga and Bundesliga 2 will be offered. In addition, interested companies may acquire the rights to loyalty programs associated with these product categories.

The packages for sticker-, trading card- and loyalty-rights can be purchased as single packages or together as a package bundle. The respective packages Sticker, Trading Cards and Loyalty Promotion include both license rights for physical and digital products.

Companies interested in bidding for the rights packages can register for the tender process from today until February 26, 2018. The registration form can be downloaded at <http://www.dfl.de/en/tender/sticker-trading-cards>.

According to the provisional schedule, Bundesliga International GmbH will send a procedure letter to suitable companies registered properly and in time by the start of March 2018. Among other information, the letter includes the subsequent schedule and the rules of the tender process. It is further planned to provide those interested parties that meet the requirements of the procedure letter with the tender documents by the end of March. These documents detail the exact scope and content of the rights packages.

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