

# ANNOUNCEMENT



Frankfurt, Germany, February 23, 2018

## Peter Leible the New Head of Global Audiovisual Rights at Bundesliga International – Kevin Sim Takes over at Singapore Office

**FRANKFURT**, Germany, February 23, 2018 – Effective August 1 2018, Peter Leible will take over the role of Head of Global Audiovisual Rights at Bundesliga International in Frankfurt. Leible has currently been managing the DFL subsidiary's office in Singapore for six years. His successor is Kevin Sim, who on April 15 will take over from Leible as Head of Asia Pacific.

Robert Klein, CEO of Bundesliga International, is delighted by the new appointment from Singapore: "We are very happy to have secured Peter Leible for this important role. He is a highly experienced industry expert who, with his international experience and connections, is perfect for this position."

Peter Leible: "I'm looking forward to this new challenge in Frankfurt, and I'm delighted that, with Kevin Sim, we have found the ideal candidate for the position in Singapore. He has a deep understanding of the Asia-Pacific-region, across all media and in business development. This will be invaluable as we seek to maximise our presence in the region and opportunities to grow the Bundesliga brand by connecting with our fans on a higher and more meaningful level."

Kevin Sim was previously Director of Global Media Rights at ONE Championship.

### About Peter Leible

50-year-old fully qualified lawyer Peter Leible was previously Managing Director for the Asia-Pacific territory of the international sporting rights agency MP & Silva in Singapore. Prior to this, he was Director of Business Development at the Sportsman Media Group and Marketing and Sponsoring Director at TSV 1860 Munich. Since 2012, he has been heading up the Bundesliga International branch in Singapore as Chief Representative Asia Pacific. He has more than 20 years of professional experience in the fields of marketing, media and sport, and in particular in football.

### About Kevin Sim

Kevin Sim has been Director of Global Media Rights at ONE Championship since 2016. Before he worked as Marketing Director for the international sports rights agency MP & Silva and lastly for five years at Multi Channels Asia in a number of different roles. His last post at Multi Channel Asia was that of Commercial Director. His previous positions have focused, among other things, on the development of existing and new media channels.

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