

ANNOUNCEMENT



Frankfurt, Germany, June 7th, 2018

Licensing rights for stickers and trading cards: Partnership with Topps continues

The Bundesliga International GmbH has once again licensed the rights for stickers and trading cards of the Bundesliga and 2nd Bundesliga for the season 2019/20 to a trusted partner. The subsidiary company of DFL Deutsche Fußball Liga GmbH and current copyright holder Topps Deutschland GmbH entered into a four year contract.

Topps who has already been an official license partner of the Bundesliga, acquired within the framework of a forthright, transparent and non-discriminatory tender a rights package for the Sticker Collections as well as Trading Card Games and Trading Card Collections. In addition, Topps will have the rights to realize official licensed products in these categories as part of customer loyalty programs, sampling activities and so-called product bundling which stands for implementing the bundles of further consumer goods in regard to quotation request and sales promotion. In addition to classic stickers and trading cards, the licensing rights also include the option of realizing digital products.

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