



Brussels / London / Zurich, 6 September 2016

MATCH HOSPITALITY AG APPOINTS VERHULST EVENTS AND PARTNERS AS IT'S EXCLUSIVE SALES AGENT IN BELGIUM AND LUXEMBOURG FOR THE FIFA CONFEDERATIONS CUP 2017 AND THE 2018 FIFA WORLD CUP RUSSIA™ OFFICIAL HOSPITALITY PROGRAMME

Leading events and marketing company Verhulst Events and Partners has been appointed by MATCH Hospitality as the Exclusive Sales Agent in Belgium and Luxembourg for the sale of the official hospitality programme of the 2018 FIFA World Cup Russia™ and FIFA Confederations Cup 2017.

MATCH Hospitality is the only company worldwide that has been officially appointed by FIFA to promote and sell, either directly or via a network of sales agents, official commercial hospitality packages including guaranteed match tickets and has successfully operated the FIFA Commercial Hospitality Programmes for the 2010 FIFA World Cup South Africa™ and more recently, the 2014 FIFA World Cup Brazil™ where MATCH Hospitality sold over 290,000 commercial hospitality packages, which significantly surpassed the previous largest hospitality programme in international sports.

Jaime Byrom, Executive Chairman of MATCH Hospitality, said: "We feel a tremendous sense of pride in being FIFA's official hospitality rights holder for the 2018 FIFA World Cup Russia™ and the FIFA Confederations Cup Russia 2017. MATCH Hospitality has successfully delivered the FIFA Hospitality Programme for the last two FIFA World Cup™ events in South Africa and Brazil and have already spent the last three years working closely with the 2018 FIFA World Cup™ Local Organising Committee who are setting new high standards as they prepare to stage what will no doubt be a memorable FIFA World Cup™.

From a hospitality perspective, I believe we have risen to the challenge once again by devising a range of products that will give our clients the very best possible FIFA World Cup™ experience in Russia in 2018". The product range unveiled by MATCH Hospitality in Moscow in April opens the doors to an extraordinary experience in a country of superlatives"

Pascal Portes, Chief Operating Officer of MATCH Hospitality, said: "Belgium and Luxembourg are key territories within our overall strategic sales operations for the FIFA hospitality programme and we are extremely optimistic about the sales potential these territories represent for our hospitality programme in 2018. It therefore gives us great pleasure to announce the appointment of Verhulst Events and Partners whose experience and track record ideally positions them to market our exciting range of hospitality packages in Belgium and Luxembourg."

Alexandre de Chaffoy, Managing Partner of Verhulst Events and Partners, added: "Verhulst is honored and privileged to act as the Exclusive Sales Agent for the 2018 FIFA World Cup™ hospitality programme in Belgium and Luxembourg.

Thanks to this great opportunity our company will bring these territories a lot closer to the most coveted football competition in the world, offering fans a unique opportunity to purchase official ticket-inclusive hospitality packages to the 2018 FIFA World Cup™ and the FIFA Confederations Cup 2017."



About the FIFA Hospitality Programme

The FIFA Hospitality Programme offers clients guaranteed match tickets bundled together with a wide range of hospitality services such as facilities at the stadiums (including private suites and lounges and marquee tents), gourmet catering, preferential parking, entertainment and gifts.

Details about the Official Hospitality Programme of the 2018 FIFA World Cup Russia™ are available on www.fifa.com/hospitality. Please also visit www.verhulst.be.

MATCH Hospitality, whose portfolio also includes other major high-profile sports events, is based in Zurich with offices in London, Manchester, Moscow, Johannesburg and Rio de Janeiro.

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