



FOR IMMEDIATE RELEASE: Hamburg/Zurich, 21 December 2016

2018 FIFA WORLD CUP™ HOSPITALITY PACKAGES NOW ON SALE IN GERMANY & SWITZERLAND

MATCH HOSPITALITY APPOINTS LAGARDÈRE SPORTS AS SALES AGENT IN GERMANY AND SWITZERLAND FOR THE 2018 FIFA WORLD CUP RUSSIA™ OFFICIAL HOSPITALITY PROGRAMME

MATCH Hospitality has confirmed today that leading sports marketing agency, Lagardère Sports, has been appointed as its Sales Agent in Germany and Switzerland for the sale of the Official Hospitality Programme of the 2018 FIFA World Cup Russia™ and the FIFA Confederations Cup 2017.

MATCH Hospitality is the exclusive rights holder of the 2018 FIFA World Cup Russia™ Official Hospitality Programme and is the only company worldwide that has been officially appointed by FIFA to promote and sell, either directly or via its global network of sales agents, official commercial hospitality packages including guaranteed match tickets. MATCH Hospitality 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 over 290,000 commercial hospitality packages were sold, significantly surpassing the previous largest hospitality programme in international sports events.

JAIME BYROM, Executive Chairman of MATCH Hospitality, said: "We feel a tremendous sense of pride in the product range offered by MATCH Hospitality as FIFA's official hospitality rights holder for the 2018 FIFA World Cup Russia™. And we know that Lagardère Sports are ideally placed to open the door to a German and Swiss market ready for the extraordinary experiences promised by this exceptional FIFA World Cup™ environment."

PHILIPP HASENBEIN, Managing Director at Lagardère Sports Germany, said: "The 2018 FIFA World Cup Russia™ is an absolutely top of the range hospitality product. Since 2010, we have played an important role at every major sporting event in the marketing of hospitality packages, which makes it all the more pleasing to be involved once more with 2018. We firmly believe in the official 2018 FIFA World Cup Russia™ Official Hospitality Programme, which perfectly fits our strategy as well as our core business. Our sales team is in an ideal position - each year we market more than 650,000 hospitality tickets for premium sporting events, including the Bundesliga. We are proud to be part of the marketing teams of this big event and to contribute to its success."

In cooperation with VIP Sportstravel, Lagardère Sports also optionally offers travel packages for the hospitality tickets, incl. flights, accommodation, transport and a social program.

PASCAL PORTES, Chief Operating Officer of MATCH Hospitality, said: "Germany and Switzerland represents two of the most significant territories within our overall strategic sales operations for the FIFA Hospitality Programme. The size and potential of these markets is such that we are extremely optimistic about the sales potential for our hospitality programme in 2018".

"We believe that the track record and calibre of Lagardère Sports leaves them ideally positioned to market our exciting range of hospitality packages in Germany and Switzerland and they will no doubt carry on the excellent work that has been done in developing the awareness and appetite for corporate sports hospitality".



About the FIFA Hospitality Programme

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

For more details about the Official Hospitality Programme of the 2018 FIFA World Cup Russia™ please visit www.fifa.com/hospitality.

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**.

About Lagardère Sports Germany GmbH

Lagardère Sports, formerly SPORTFIVE, has brokered valuable sports marketing partnerships in Germany for over 25 years - from stadium advertising, shirt sponsorship and digital solutions to hospitality programs and media rights. Its core business is football: Lagardère Sports is the marketing partner of 17 professional football clubs, including Borussia Dortmund and Hamburger SV, and has comprehensive and partial marketing partnerships with more than 70 football clubs across Europe.

Further information under: www.lagardere-se.com

Lagardère Sports has also been commissioned with the marketing of hospitality packages for the FIFA Confederations Cup Russia 2017. In the period from 17th June to 2nd July 2017, hosts Russia, 2014 World Cup winners Germany, 2015 Asian Champions Australia, 2015 Copa America Champions Chile, 2015 CONCACAF Cup Champions Mexico, 2016 Oceania Champions New Zealand, 2016 European Champions Portugal as well as the winners of the 2017 African Cup of Nations will compete for the coveted cup.

For more information, please contact:

MATCH Hospitality AG media@match-hospitality.com

Nadine Otto – Associate Corporate Communications
+49 (0)40 37 67 71 41/ notto@lagardere-se.com

- ENDS -