



## **ANNOUNCEMENT**

### **of the "Invitation to Submit an Offer" for Media Exploitation Rights for Matches of the Bundesliga, the Bundesliga 2 and the Supercup for the seasons 2021/2022 to 2024/2025**

DFL Deutsche Fußball Liga e.V. ("**DFL e.V.**"), the association of the clubs and corporations of the German football leagues Bundesliga and Bundesliga 2, is authorized according to its articles of association to exclusively exploit in the own name the marketing rights arising from the operation of the Bundesliga and the Bundesliga 2. DFL Deutsche Fußball Liga GmbH ("**DFL GmbH**") has been entrusted with conducting the operational business of DFL e.V. and carries out on behalf of DFL e.V. the marketing of the Bundesliga and the Bundesliga 2. DFL GmbH hereby announces on behalf of DFL e.V. the tender of the

- Audiovisual Exploitation Rights,
- Audio Exploitation Rights, and
- Exploitation Rights for Digital Advertising and Information Systems

(together, the "**Media Exploitation Rights**") for the Matches of the Bundesliga, the Bundesliga 2 and the Supercup for use in Germany, Austria, Switzerland, Lichtenstein, Luxembourg and South Tyrol for the four seasons 2021/2022, 2022/2023, 2023/2024 and 2024/2025 in the context of an open, transparent and non-discriminatory tender process.

All companies interested in acquiring Media Exploitation Rights can register with DFL GmbH starting today for participation in the tender. The corresponding registration form is available at:

**[www.dfl.de/de/aktuelles/ausschreibung2020](http://www.dfl.de/de/aktuelles/ausschreibung2020)**

Registrations for participation in the tender process must be submitted in written form using the registration form and must be addressed to:

**DFL Deutsche Fußball Liga GmbH  
Department for Audiovisual Rights  
Dr. Holger Blask  
Guiollettstraße 44-46  
60325 Frankfurt am Main**

Transmission of the executed registration form by telefax to the telefax number **(+49)(0)69-65005-1585** or as an attachment to an email to be sent to the email address **ausschreibung2020@df1.de** satisfies the requirement of written form.

DFL GmbH is scheduled to send the so-called "Procedure Letter" at the end of February to all companies which have registered to participate in the tender process and have paid to DFL GmbH a one-time registration fee in the amount of EUR 2,500.00 (net). The Procedure Letter contains the schedule as well as the procedural rules for conducting the tender process, especially the deadlines and criteria for admission to the tender process, the procedure for submitting offers and the criteria and procedure for awarding the tendered rights packages. An English version of the Procedure Letter is available upon request. This English version serves only as non-binding convenience translation and has no legally binding effect.

As soon as the Federal Cartel Office has finally completed the examination of the tender model, the DFL GmbH will send the so-called "Tender Documents" which contain the final structure of the rights packages as well as the other contractual terms to all admitted companies. This is expected to be the case around the middle of March. A non-binding English convenience translation of the Tender Documents is available upon request as well.

Frankfurt am Main, 10 February 2020

A handwritten signature in black ink, appearing to read "C. Seifert".

Christian Seifert  
Speaker of the DFL e.V. Executive Committee  
Chief Executive Officer of DFL GmbH

A handwritten signature in black ink, appearing to read "Holger Blask".

Dr. Holger Blask  
Director of Audiovisual Rights DFL GmbH  
Member of the Management Board of DFL GmbH