



## RELEASE

Frankfurt, September 10, 2020

### **Mondelēz International to become official partner of the Bundesliga and Bundesliga 2**

The DFL Deutsche Fußball Liga has concluded a cooperation agreement with one of the world's largest food companies. From 1 January 2021 Mondelēz International, which owns brands such as Milka, Oreo, and TUC, will become an official partner of the Bundesliga and Bundesliga 2.

The partnership covers, among other things, the use of DFL and club rights, including using the logos of competitions and of the professional clubs, as well as images of players and trophies in promotional and communication measures for selected Mondelēz International brands. Stars from the "Bundesliga Legends Network" will also be involved in events arranged by Mondelēz International.

Mondelēz International intends to focus this partnership primarily on the Milka brand, which has been a long-standing sponsor of various sporting events and athletes.

"We are looking forward to the cooperation with our new partner over the coming years," said Robert Klein, CEO of Bundesliga International, a subsidiary of the DFL which concluded the agreement. "An investment in the Bundesliga and Bundesliga 2 by a global company like Mondelēz International with its strong brands serves to underline the attractiveness of German professional football. This sends out an important signal, especially in challenging times like these."

"We are proud to have gained such a high-profile partner in the Bundesliga," said Fridolin Frost, Managing Director Germany & Austria at Mondelēz International. "We believe the cooperation with the DFL offers great potential for us to address our target groups in an even more diverse way, and we expect to generate considerable new impetus with this investment in retail."

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