



RELEASE

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Innovative digital cooperation: Sorare to become official partner of the Bundesliga and Bundesliga 2

6 October 2021 – Bundesliga International is taking an innovative approach to the marketing of the Bundesliga and Bundesliga 2. The subsidiary of DFL Deutsche Fußball Liga has agreed a partnership in the growing sector of non-fungible tokens (NFTs) with the successful digital company Sorare. Effective immediately, the popular fantasy football game will be an official partner of the Bundesliga and Bundesliga 2 until at least the 2022-23 season.

Sorare, founded in Paris in 2018, has since become market leader for NFTs as part of a fantasy football game. NFTs are digital assets made unique with individual encryption using blockchain technology. In Sorare's case, for example, limited-edition NFTs featuring professional football players can be purchased in order to create virtual teams. Sales are set to start in October; further details will be provided soon.

The official partnership centres on NFTs in the form of digital player items that can be played in the integrated fantasy football game and also collected, exchanged and traded on the Sorare platform. Next year, Sorare will also publish NFT-based videos from the Bundesliga and Bundesliga 2, known as "Moments", which can likewise be collected and played in the fantasy football game.

"We are delighted to be partners with such a dynamic and exciting company. NFTs are a digital technology of the future that should not be underestimated – especially in the sport sector. I am therefore convinced that this collaboration will give rise to further impulses. At the same time, Sorare will benefit from the appeal of one of the most popular sport brands," says Robert Klein, CEO of DFL subsidiary Bundesliga International.

"Germany usually attracts the highest average attendance in football stadiums. It is football as it's meant to be, where fans engage with their favourite players and club each weekend. We're thrilled to allow Bundesliga fans in Germany and globally to come together online and to feel ownership of the sports they love," says Nicolas Julia, CEO and co-founder of Sorare. "The Bundesliga is one of the best leagues in the world, home to some of the most exciting clubs and footballers on earth. We are very proud to partner with them to launch our first NFT Moments – we are building the future of fandom together."

Sorare already has 600,000 registered users from over 170 countries, 40,000 of whom are from Germany. Between the second quarter of 2020 and the second quarter of 2021, the number of monthly active users of Sorare increased by a factor of 34. A total of more than 200 clubs are available on Sorare.

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