

# PRESTIGIOUS PORTFOLIO

Infront Sports & Medias's portfolio of prestigious sports properties is growing in range and geographic spread, as the group diversifies and expands into new sports and new areas of business.

## SUMMER SPORTS

### FIFA World Cup & other FIFA events

In recognition of its outstanding distribution and production of the 2006 FIFA World Cup Germany™, the Infront Group has been appointed to handle the broadcast rights to the 2010 & 2014 FIFA World Cups™ and all other FIFA Events 2007 – 2014 in Asia. This is being carried out through a joint-venture with Japanese advertising agency Dentsu.

### FIFA Films

FIFA Films is serviced by Infront Archive Management, which handles distribution of FIFA archive footage, including film and television coverage of previous FIFA World Cups™ and the other FIFA Events.

### European National Football Associations and Clubs

Infront manages the broadcast and stadium advertising rights for all home qualification matches of several European national football teams. It also handles the distribution of live broadcast rights and/or stadium advertising for a selection of European football clubs, including Werder Bremen, FC Schalke 04 and S.S. Lazio.

### German Football Federation (DFB)

The DFB is one of Infront's long-standing clients, based on a relationship that goes back almost 30 years. Infront's role includes the advertising and marketing rights of the DFB National team, as well as the DFB Pokal and the DFB Additional Events (Women, U19, U20 and U21).

### Lega Calcio (Lega Nazionale Professionisti)

The Italian Lega Calcio, has appointed Infront as its exclusive advisor in exploiting the national and international media rights for all its properties including Serie A and B, starting from the 2010/11 season.

### EHF European Handball Championships

Infront is the exclusive commercial partner of the European Handball Federation (EHF), handling the media and marketing rights of the EHF EURO events.

### FIM SBK Superbike World Championships

Infront holds all type of media and marketing rights to the FIM SBK Superbike World Championship, the world's leading production motorcycle event. The SBK World Championship consists of 14 rounds in 13 countries, covering 5 continents and visiting the most prestigious circuits in the world.

### CEV European Volleyball Championships

Infront's relationship with the Confédération Européenne de Volleyball (CEV) dates back to 1993. It is responsible for marketing all electronic media rights for the bi-annual CEV European Championships on a worldwide basis.

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## WINTER SPORTS

### IIHF World Championship

Infront's long relationship with ice hockey has been extended to cover the marketing of the annual IIHF World Championship until 2017 – a relationship that will have lasted more than 30 years.

### FIS World Cup / National Skiing Federations

Infront is the commercial partner of more than 90% of national skiing federations hosting FIS Alpine Ski and Nordic World Cup races, including France, Germany, Italy, Switzerland and USA. As a result of its skiing market position, Infront is offering the very best FIS World Cup skiing opportunities from one central source.

### International Biathlon Union (IBU)

Through its subsidiary APF, Infront has a marketing partnership with the International Biathlon Union and its local members for the IBU World Championships and World Cup races.

### International Bobsleigh and Skeleton Federation (FIBT)

Infront's relationship with the International Bobsleigh and Skeleton Federation (FIBT) includes a representation agreement to market FIBT's most prestigious sponsorship rights. It also markets all forms of media rights worldwide.

### International Luge Federation (FIL)

Infront works with FIL, the international governing body of the sport of luge, handling major marketing rights for the World Cup, the Challenge Cup, the European and the World Championships.

### World Curling Federation (WCF)

Infront's partnership with the World Curling Federation covers the exploitation of all media and marketing rights for the annual Men's and Women's World Curling Championships and the annual European Curling Championship.

### National Ice Hockey

Infront has also relationships with the national ice hockey federations of Finland, Germany and Sweden to manage the marketing rights of the relative national ice hockey teams.

## ASIA

### CBA – Team China Basketball

Infront is the exclusive global marketing partner for China's national basketball team. It markets all commercial rights and is also implementing a comprehensive technical development programme for the teams, to help increase their competitiveness on the international stage.

### CBA Professional League (basketball)

Infront is the exclusive commercial partner to the Chinese Basketball Association (CBA) and is undertaking a major, long-term marketing and re-branding of the CBA Professional League. The far-sighted decision by the CBA to market the League and the national teams through the same agency creates a powerful, central marketing model for basketball in China.