

# PRESTIGIOUS PORTFOLIO

Infront Sports & Media's portfolio of prestigious sports properties is growing in range and geographic spread, as it expands into new sports and new areas of business. Infront enjoys successful partnerships with 130 rights-holders worldwide.

## 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 Asian broadcast rights to the 2010 & 2014 FIFA World Cups™ and all other FIFA Events 2007 – 2014. This is being carried out through a joint-venture with Japanese advertising agency Dentsu. The Infront subsidiary HBS has also been appointed as the Host Broadcaster for the 2010 FIFA World Cup™ in South Africa as well as for the 2014 FIFA World Cup™ in Brazil, carrying forward its experience with the 2002 and 2006 events.

### FIFA Films

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

### European Football Leagues

The Group is in relationship with two of the top European football leagues, including Italy's Lega Calcio (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) and the French Football League – Ligue 1 (handling the host broadcast for the first division until 2011/2012 through HBS).

### European National Football Associations

Infront holds media and/or marketing rights for all home qualification and preparation matches of ten European national football teams, including Finland, Israel, Romania and the DFB in Germany, the largest single sports federation in the world and one of Infront's longest-standing clients – going back almost 30 years. Infront's role with the DFB is a comprehensive one and includes the advertising and marketing rights of the DFB National team, as well as the successfully restructured DFB Cup and the DFB Additional Events (Women, U19, U20 and U21).

### European Club Football

Infront markets the commercial rights of seven clubs in Germany, including four Bundesliga clubs (Werder Bremen, FC Schalke 04, VfL Bochum and SC Freiburg) as well as three clubs of the 2. Bundesliga (Energie Cottbus, Fortuna Düsseldorf and F.C. Hansa Rostock). Infront also handles the marketing of stadium advertising rights for several Serie A clubs, including A.C. Milan, Cagliari Calcio, S.S. Lazio and U.S. Palermo.

### EHF European Handball Championship

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

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## **FIM Superbike World Championship**

Infront holds all media and marketing rights to the FIM Superbike World Championship, the world's leading production motorcycle event. The 2010 SBK series consists of 13 rounds in 12 countries, covering four continents and visiting the most prestigious circuits in the world. The world's leading manufacturers take part in this exciting series.

## **FIVB Men's World Championship**

Infront is the marketing partner of the 2010 FIVB Men's World Championship in Italy. As a full-service agency, Infront is handling the global distribution of most sponsorship rights.

## **CEV European 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.

## **WINTER SPORTS**

### **IIHF World Championship**

Infront's long relationship with ice hockey has been extended to cover the worldwide distribution of marketing and media rights to the annual IIHF World Championship until 2017 – a relationship spanning more than 30 years.

### **National Ice Hockey**

Infront has relationships with the national ice hockey federations of Finland, Germany and Sweden and manages the marketing rights of their national ice hockey teams.

### **FIS World Cup / National Skiing Federations**

Infront is the commercial partner of more than 90% of national skiing federations and Organising Committees hosting FIS World Cups, including France, Germany, Italy, Switzerland and USA. As a result of its strong, central position in skiing, Infront can offer the best FIS World Cup skiing opportunities from one central source, including the prestigious International Four Hills Tournament.

### **FIS World Ski Championships**

As a partner of the Fédération Internationale de Ski (FIS), Infront handles the marketing of the Title and Presenting sponsor packages for the FIS Nordic and Ski Jumping World Cups as well as the ex-European media rights for the 2011 and 2013 FIS World Ski Championships for the Alpine and Nordic disciplines.

It is also a joint venture partner to FIS Marketing AG, the company tasked with enhancing the value of FIS marketing rights; developing sponsorship projects and providing improved service to FIS partners.

### **International Biathlon Union (IBU)**

Infront has a marketing partnership with the International Biathlon Union in respect of the IBU Biathlon World Championships and the e.on Ruhrgas IBU World Cup as well as all national federations staging an IBU World Cup race.

### **International Bobsleigh and Skeleton Federation (FIBT)**

Infront's relationship with the International Bobsleigh and Skeleton Federation 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 the Fédération Internationale de Luge de Course, the international governing body of the sport of luge, handling the 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 Capital One Men's and Women's World Curling Championships and the annual Le Gruyère European Curling Championships.

## **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**

Infront is the exclusive commercial partner to the Chinese Basketball Association (CBA) in respect of the CBA Professional League and is undertaking a total branding and marketing exercise for this property now the most popular league in Asia. The decision to market the League and the national teams through the same agency creates a powerful, central marketing model for basketball in China.