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adidas and DFB extend partnership until 2026

Frankfurt/Herzogenaurach, September 10, 2018 – One of the most successful partnerships in sport continues: Today, the German Football Association (DFB) and adidas announced the extension of their partnership. adidas will remain the Official Supplier of the world's largest sports federation until 2026. DFB President Reinhard Grindel and Kasper Rorsted, adidas CEO, look forward to continuing a close and trusting cooperation.

Reinhard Grindel commented on the extension as follows: "We are delighted to have adidas at our side as a long-term, reliable partner. The early extension of our agreement is a display of trust in the strength and attractiveness of the DFB. In addition, it sends an important signal to UEFA that we stand on solid financial foundations in the long term and, also with respect to our bid to host the EURO 2024, that we fulfil the requirements of a tournament organizer. The agreement gives us planning security for implementation of our future-oriented construction project and further scope for implementation of our numerous community tasks. At the same time, it enables us to sustainably support our associations on a regional level going forward and thus to drive the development of amateur football in Germany."

Kasper Rorsted added: "I am delighted to be continuing this collaboration. The DFB and adidas simply belong together. The timing underlines adidas' unique sponsorship philosophy: We stand by our long-time partners – particularly when it is important to do so. In the coming years, together with the DFB, we will do our utmost to promote the further development of football in Germany on all levels, from youth football via the



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regional associations up to the men's and women's national teams. In addition, with what will hopefully be a successful bid to host the 2024 European Championships and the DFB Academy, there are two highly interesting and innovative projects in the pipeline where we will be happy to contribute our expertise."

The DFB and adidas have been working together for more than 60 years. Company founder Adi Dassler sat on the bench next to coach Sepp Herberger when the German team became World Champions for the first time – wearing adidas screw-in stud boots. Since then, a total of 17 titles have been celebrated together at the men's and women's World Cup and European Championships.

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