

Companies of Schwarz Group and DFL Deutsche Fußball Liga Enter into a Strategic Alliance: Close Cooperation in the Area of the Circular Economy and Marketing in the Media

- **PreZero and DFL join forces to support Bundesliga and Bundesliga 2 clubs in the areas of sustainability and the circular economy**
- **Companies of Schwarz Group and DFL reach a basic agreement on an investment in the sports streaming service provider Dyn Media**

Frankfurt am Main / Neckarsulm, July 2, 2025 – Two squads, one team: DFL Deutsche Fußball Liga and the companies of Schwarz Group are entering into a pioneering partnership with the aim of boosting and advancing German professional football for the long term. The initial focus of the cooperation is on sustainability and the circular economy and marketing in the media. Additional opportunities for cooperation are being reviewed.

Goal: Together for more sustainability in the Bundesliga and Bundesliga 2

With their unique ecosystem, the companies of Schwarz Group cover the entire value chain. Ranging from production and retail to recycling and digitalization, they offer innovative solutions for the challenges of tomorrow. As an environmental service provider, PreZero is a major contributor to establishing and promoting closed-loop systems. Together with DFL, PreZero will implement and further develop specific sustainability and circular economy measures for Bundesliga and Bundesliga 2 clubs.

The Bundesliga and Bundesliga 2 accept their responsibility when it comes to the importance of sustainability and, as the first major sports leagues to do so, have anchored a binding sustainability policy covering all dimensions – ecological, economical and social – in their Licensing Regulations.

The strategic alliance will enable Bundesliga and Bundesliga 2 clubs to benefit from PreZero's expertise, including concepts based on PreZero's "Road to Zero Waste" vision. PreZero is already supporting selected Bundesliga clubs as a partner for sustainability and the circular economy in reducing avoidable waste to zero, conserving natural resources and maximizing recycling. As part of the strategic alliance, DFL is creating an additional service offer for Bundesliga and Bundesliga 2 clubs, thus enabling progress to be made in securing raw materials and reducing carbon emissions in the leagues. The next step will involve coordinating specific projects and selecting suitable clubs.

Marketing in the media: Investment in innovative sports streaming platform

In addition to cooperating in the areas of sustainability and the circular economy, the companies of Schwarz Group and DFL have together reached a basic agreement with Axel Springer SE and Christian Seifert on an investment in the sports streaming service provider Dyn Media. The implementation of the investment is subject to approval by the authorities.

The companies of Schwarz Group consider sports to be an important communication platform and will contribute digital solutions and end customer reach in 32 countries to the planned strategic partnership with Dyn Media. In view of the changes in media markets and changing media usage behavior, DFL is creating the basis for a strategic, global marketing alternative for the Bundesliga and Bundesliga 2.

The cooperation in the area of sustainability and the respective investment in Dyn Media are the first pioneering steps in the partnership, with the clear intention of more to follow.

DFL Managing Director Marc Lenz on the partnership: "The strategic alliance with the companies of Schwarz Group will strengthen the further development of the Bundesliga divisions. We are responding to changed conditions and addressing key topics, including the area of media and sustainability, together. The companies of Schwarz Group have created a strong ecosystem which is the flagship of the German economy and from which the clubs and DFL can benefit. Following the excellent exchange over the past few months, we look forward to this new approach and are convinced that we will make strides together."

DFL Managing Director Steffen Merkel on DFL's investment in Dyn Media: "Global media markets are changing, as is usage behavior. The increase in income from national media rights tenders ensures a positive economic outlook for the next few years. In addition to reliable media partnerships, DFL's corporate strategy and responsibility also includes assessing new marketing opportunities for the Bundesliga and Bundesliga 2. The investment in Dyn Media now gives us as shareholders direct access to a company with convincing expertise and state-of-the-art technology, particularly for implementing and distributing media products."

Marc Hohenberg, Vice President of Sports Marketing & Cross Business at Schwarz Group: "Football has the power to galvanize the masses and raise awareness for global challenges. This is why the companies of Schwarz Group have been actively engaged for years now as a reliable partner in sports. The cooperation brings together the ideal combination of expertise in order to further develop sports broadcasting in Germany to make it fit for the future and communicate the positive values of sports to all parts of society. The strategic alliance with DFL demonstrates how technological innovation and sustainable thinking can go hand in hand to shape the future of sports responsibly and competitively."

Marcus Sagitz, Vice President of Marketing & Corporate Affairs at PreZero: "Acting sustainably also means positioning yourself to be fit for the future and to secure existing business models. The circular economy can and will play a major role in this regard. Together with DFL, we intend to take responsibility for the circular transformation of sports, industry and society. Both PreZero and DFL

are thus continuing on their ongoing ambitious path toward achieving and further developing sustainability targets. Together we intend to send a clear message supporting the circular economy and conserving resources in the Bundesliga."

Additional Information

For further information on the Schwarz Group, see www.gruppe.schwarz/en/press

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About Schwarz Group

Schwarz Group is an international leader in the retail industry with about 14,200 stores and 595,000 employees. In the 2024 fiscal year, the companies of Schwarz Group generated a total sales volume of 175.4 billion euros. Their unique ecosystem lets them cover the full value cycle: from production and retail to recycling and digitalization. They create solutions to make peoples' lives safer, healthier and more sustainable, both right now and in the future – they act ahead.

Lidl and Kaufland form the pillars of the food retail market and are an integral part of their customers' daily lives in 32 countries. Many of the own-brand products and much of the sustainable packaging come directly from Schwarz Produktion. Through its recycling management solutions, the environmental service provider PreZero promotes a functional circular economy and is investing in a clean future. The IT and digital division, Schwarz Digits, provides compelling digital products and services that meet the high German data protection standards, thus ensuring the maximum degree of digital sovereignty. As a partner service provider, Schwarz Corporate Solutions assists the companies of Schwarz Group with all matters related to administration, HR, operational activities and everything in between.

About DFL Deutsche Fußball Liga

In 2000, the 36 clubs of the Bundesliga and Bundesliga 2 formed DFL Deutsche Fußball Liga e.V. as a professional football association. The operating business is managed by DFL Deutsche Fußball Liga GmbH, based in Frankfurt am Main, which, together with its subsidiaries, is responsible for the organization and global marketing of German professional football, among other things.