

Press

Allianz and Football: “A passion we all share”

On September 15, Allianz will launch an international campaign entitled “The Passion Behind Football.” The focus will be on FC Bayern München and the Allianz Arena.

The heart of the campaign is a TV format that will offer viewers exclusive glimpses behind the scenes of professional soccer, and that will deal with people’s passion for their club. The films were shot at the Allianz Arena and other famed sites of international football.

The first of a total of six successive episodes will be made available to international television broadcasters on September 15, and can also be viewed online on various platforms worldwide, including <http://sponsoring.allianz.com>. A companion infographic to the first episode will be available online as early as September 10, providing fans with exciting information about the Allianz Arena.

“We want to make Allianz’s commitment to sports come alive for a broad target audience,” says Michael Maskus, head of Group Market Management at Allianz SE. “Our partnership with FC Bayern München and our Allianz Arena commitment offer a unique chance to give football fans all over the world a fascinating experience.” Football makes it especially clear how a crowd’s passion for an idea or a task can carry a team to success. From the club’s kit manager, to countless employees at the stadiums, to the fans and their favorite players: they all form a big community whose dedication and loyalty create a fun-filled and emotion-packed football experience.

Uli Hoeness, manager of FC Bayern München, says: “We at FC Bayern München are very happy that Allianz – a partner of ours for many years – has decided to address a subject without which nothing can happen in sports, and especially in football – passion. For us the focus is on the people whose boundless personal commitment and enthusiasm have made FC Bayern what it is today. They and we are all linked together by a passion for football and for our club.”

In each episode, a member of the FC Bayern community leads through a particular topic, with authentic glimpses into the world of the German record champion, as well as many

other top international clubs and temples of the sport.

On September 15, everything will focus on the last few meters to the playing field. Player Mark van Bommel talks about players' rituals in the tunnel and about his very personal experiences in the Allianz Arena, at Camp Nou, and at other international stations of his career.

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About Allianz

Allianz SE is member of Transparency International Germany and supports the Principles of the United Nations Global Compact and the OECD Guidelines for Multinationals through its Code of Conduct.

Allianz SE is one of the leaders of the insurance sector in the Dow Jones Sustainability Index, listed in FTSE4GOOD and in the Carbon Disclosure Leadership Index (Carbon Disclosure Project, CDP6).

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