

Press Release

DEKRA e.V.
Corporate
Communications
Handwerkstraße 15
D-70565 Stuttgart

DEKRA and DFB end football referee partnership

www.dekra.com/en/press

DEKRA says thank you!

After 18 successful years, the partnership between DEKRA and Germany's football federation, the DFB, is coming to an end. The agreement will expire on June 30, 2021. The international expert organization has been a DFB referee partner since 2003.

In 2003, DEKRA teamed up with the DFB to develop the "official partner of DFB referees" sponsorship platform. Lengthy talks were held to discuss a potential extension. However, both parties have not found sufficient grounds to continue the partnership.

As the partnership wraps up, this also symbolizes a new chapter for the expert organization: "Today, almost 100 years after its founding, DEKRA is the global partner for a safe world. This means adopting an increasingly international outlook and consistently focusing on the challenges of digital transformation," says DEKRA CEO Stefan Kölbl. These strategic priorities are going to play an even more significant role in the future in terms of brand management, especially regarding sponsorships.

"Our logo on the referees' uniforms has been the symbol of a long-standing sponsorship based on a set of common values that is unparalleled in the world of sports: our shared attributes of independence, expertise, team spirit, and integrity," explains Stephan Heigl, Executive Vice-President for Communications and Brand Management at DEKRA. "Going forward, we want to give our continued best wishes to the DFB referees and hope they enjoy every success in the matches they officiate."

Captions

The DFB's referees will only be wearing the DEKRA logo until the end of this season.

About DEKRA

DEKRA has been active in the field of safety for more than 90 years. Founded in 1925 in Berlin as Deutscher Kraftfahrzeug-Überwachungs-Verein e.V., it is today one of the world's leading expert organizations. DEKRA SE is a subsidiary of DEKRA e.V. and manages the Group's operating business. In 2020, DEKRA generated preliminary sales totaling 3.2 billion euros. The company currently employs more than 43,000 people in

Date Stuttgart / Frankfurt am Main, 19 April 2021 / No. 025-A
Contact Wolfgang Sigloch
Phone +49.711.7861-2386
Fax +49.711.7861-742386
E-Mail wolfgang.sigloch@dekra.com

approximately 60 countries on all six continents. With qualified and independent expert services, they work for safety on the road, at work and at home. These services range from vehicle inspection and expert appraisals to claims services, industrial and building inspections, safety consultancy, testing and certification of products and systems, as well as training courses and temp work. The vision for the company's 100th birthday in 2025 is that DEKRA will be the global partner for a safe world. With a platinum rating from EcoVadis, DEKRA is now in the top one percent of sustainable businesses ranked.