

# INFRONT SPORTS & MEDIA

## Company Profile

Infront Group 2011



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## Infront's Mission

The Infront Group has an international perspective with a focus on:

### Sports

Targeting sport at the core of an ever growing and widening matrix of the entertainment industry

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### Clients

Providing cutting-edge, client-focused solutions

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### Excellence

Striving for excellence in the execution of everything we do

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### Innovation

Innovating in sports media and marketing content as well as service solutions

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### Flexibility

Maintaining the flexibility to adapt quickly to the changing environment and capturing attractive opportunities

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### Partnerships

Ensuring we remain a sought-after partner in the industry

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### Sustainability

Seeking sustainable solutions and taking our corporate social responsibility to our stakeholders

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### People

Offering a fulfilling work environment so that we can attract, develop and retain exceptional people with a passion for sports marketing

## Executive Summary of the Infront Group

### Most respected in international sports marketing

Infront Sports & Media, based in Zug, Switzerland, has grown significantly in recent years and is now one of the leading international sports marketing companies in the world. It has expanded organically and through strategic acquisition, with the objective of building a full-service agency offering a comprehensive menu of specialised services to sport and a diversified portfolio of top sports rights.

It now has over 500 employees in more than 20 offices across 10 countries, including Austria, China, Finland, France, Germany, Italy, Singapore, Sweden, Switzerland as well as countries hosting a major sports event. The company enjoys successful partnerships with 120 rights-holders and hundreds of sponsors and media companies.

In 2010, Infront successfully delivered over 2,300 event-days including 13 World Championships. In addition, the Group is one of the largest distributors of sports content in the world. Over a 12-month period the events where Infront handled the media rights reached more than 33,200 broadcast hours - an equivalent to 3.6 years of non-stop programming.

### An innovative approach

An experienced team of passionate sports business professionals and high standards of delivery make Infront successful in an increasingly complex and competitive sports marketing landscape. In everything it does – including distribution of media rights, host broadcast, production, event operations, brand development and sponsorship – it has helped to introduce innovative, value-added solutions and services, ensuring the success of its client partners. The three innovation awards Infront has won in 2010 together with its partners confirm industry recognition for its imaginative solutions.

Infront is a dynamic private company, its Board of Directors is chaired by Dr Andreas Jacobs and its shareholders are business professionals, well-connected throughout the world. They have a genuine commitment to sport and believe in long-term relationships. As a result, some of Infront's contractual relationships go back almost 30 years and are among the longest in the industry.





## Number one in winter sports

Infront is the strongest, most experienced marketing agency in the winter sports arena, representing six out of seven Olympic winter sport federations. This includes a long-term partnership with the IIHF in world ice hockey and a major role in international skiing, where it is a partner of the majority of national skiing federations hosting FIS World Cup competitions. Through its close working relationship with the Fédération Internationale de Ski (FIS), Infront is also involved in the distribution of media and marketing rights of other FIS events.

In 2010 Infront began marketing the Vierschanzentournee (Four Hills Tournament) through a corresponding agreement with the German Ski Association (DSV) and the Austrian Ski Federation. The company also took its first step into club ice hockey, handling the media rights for the Red Bull Salute, the final of the European Trophy.

Partnerships with the FIBT for bobsleigh and skeleton, FIL for luge, the IBU for biathlon and the WCF for curling complete Infront's winter sports portfolio. As a result Infront is able to offer the very best winter sports opportunities from one central source.

## A unique heritage and portfolio in football

Infront has a unique heritage in football, supporting the game at every level. The company is involved in top European football leagues such as Italy's Lega Calcio and the French Ligue de Football Professionnel (LFP) - handling the host broadcast for both the respective first and second divisions. Furthermore, Infront is a partner of national football associations, including the DFB in Germany and several clubs like A.C. Milan, S.S. Lazio Rome, SV Werder Bremen and FC Schalke 04.

Infront is also best known for working with the sport's governing bodies. It successfully delivered the global media rights sales and host broadcast of the 2002 and 2006 FIFA World Cup™. Today, Infront is involved in the distribution of the Asian media rights to the FIFA World Cup™ (in a joint venture with Dentsu) and manages the FIFA Films archive. The company's dedicated and highly specialised host broadcast organisation - Host Broadcast Services (HBS) is handling the host broadcast of the 2014 FIFA World Cup™ and also contributes to UEFA Euro™ events.

## Leading in summer sports

Infront's summer sports portfolio goes far beyond football. Infront is a renowned player in various disciplines. The company has a long-standing relationship with the European Handball Federation (EHF), being its exclusive commercial partner for the media and advertising rights of the EHF EURO. Infront is also involved with the CEV European Volleyball Championships acting as marketing partner of the 2010 FIVB Men's World Championship. It was also responsible for the promotion of the 2010 NBA Europe Live Opening Game in Milan.

Through Infront Motor Sports, promoter of the FIM Superbike World Championship, Infront has a major, long-term property in motor sports. In 2010, Infront has also committed to horse racing as majority-owner of Baden Racing. The operating company took over the prestigious race course Iffezheim (Germany).

Through its subsidiary in China, Infront represents the country's top sport, basketball. The agreement with the Chinese Basketball Association (CBA) covers all key aspects of not just the marketing but also the development of the Chinese national teams and the CBA League.

### **A key player in media production**

Besides its dominant role in the field of media and marketing rights, Infront is also a key player in media production - delivering sports content at the highest quality.

Host Broadcast Services (HBS), Infront's wholly owned subsidiary, is a dedicated, independent host broadcast specialist. It helps sports federations, organising committees and rights holders worldwide to broadcast their events in the most exciting and effective way. It provides the full spectrum of host broadcast services, to a highly developed and technologically advanced standard.

HBS works with international federations including FIFA for the FIFA World Cup Brazil™ and UEFA for the UEFA EURO™, national leagues, such as Ligue 1 and 2 in France, as well as the organisers of multi-sports games such as the Asian Games 2010 and the Asian Winter Games 2011.

As well as the large host broadcast projects, mostly under the direct control of HBS, the Group is also involved in other production-led projects, managed through Infront Italy and/or local project teams. These include football (FIFA Films archive, Serie A and B matches), summer sports (Superbike, EHF EURO, CEV Volleyball) and winter sports events (FIS World Cup Skiing, IIHF World Championship, FIBT World Cup).



## Management structure

**The management structure of Infront Sports & Media allows the group to take advantage of opportunities in the fast-changing sports marketing business, by bringing greater clarity to and focus on the services it provides.**

Infront is led by a Group Management Committee (GMC) of four experienced managers. As President & CEO of Infront, Philippe Blatter, former Partner and Head of McKinsey & Company's Sports Practice, is responsible for the group strategy and leads the Group Management Committee in charge of the operational business.

Infront's GMC is completed by three Executive Directors: Stephan Herth (Football & Summer Sports), Bruno Marty (Winter Sports) and Wolfgang Streit (Finance, Legal & Administration).

The Extended Management Team (XMT) includes Francis Tellier (Media Production), Hans-Peter Zurbrügg (Business Development; Media & Marketing Competence Centre), Thomas Oehninger (Legal), Thomas Lessenich (Sports Services, including Account Management, Advertising Solutions, Event Management, Event Design & Look and Hospitality) and Uwe Ploch (Summer Sports).

Günter Netzer, Germany's Footballer of the Year in 1972 and 1973, is a member of Infront's Board of Directors. He represents the group as an ambassador in the world of sport.



## Key business divisions

### Winter Sports

Bruno Marty heads the Group's Winter Sports division. As former CEO of the Swiss Skiing Federation "Swiss-Ski", Bruno provides key expertise to help expand Infront's leading portfolio of winter sports properties. This includes FIS World Cup and World Championship events, the IIHF World Championship, as well as World Cup events and World Championships in Bobsleigh and Skeleton, Luge, Biathlon and Curling.

### Football & Summer Sports

Stephan Herth heads this division and is responsible for event marketing and sponsorship sales, as well as sales of all broadcast media and archive rights. The summer sports portfolio consists of Infront's extensive football properties on federation (international / national), league and club level as well as the FIFA Films archive. Furthermore, the Summer Sports portfolio includes the FIM Superbike World Championship, the CBA League in China, the EHF EURO, the CEV European Volleyball Championships and the horse racing events in Iffezheim.

### Media Production

The Production unit, led by Francis Tellier (CEO of HBS), is structured into two divisions, Host Broadcast Services (HBS) and Infront Production. It operates at a very sophisticated level thanks to Infront's long-standing experience in the field. The group's dedicated, independent host broadcast specialist is best known for host broadcasting the FIFA World Cup™ and being the first company to originate this broadcast entirely in High-Definition (HD) format starting from the 2006 event. HBS also consults on other major sports events across the world. Infront Production focuses on production-led projects, working on shorter time scales where a smaller infrastructure is required.

### Finance, Legal & Administration

Wolfgang Streit oversees Infront's Finance, Legal & Administration department, with responsibility for accounting, controlling, treasury, IT and Human Resources, as well as legal and tax affairs. Wolfgang is also responsible for the development of the corporate and financial strategy of the Infront Group.



## Other strategic business units

### Sports Services

Led by Thomas Lessenich, the unit is a function for rights delivery, for both media and marketing projects. It provides services such as Broadcaster Servicing and Account Management for clients, Event and full-service Hospitality Management, Management of Ticketing through a partnership with Ticketcorner as well as Advertising/Signage Solutions, including state-of-the-art LED boards and Space & Time, (computer-controlled advertising system).

### China

Ma Guoli leads Infront's China subsidiary. As founder of CCTV-5 and former COO for the Beijing Olympic Broadcasting, Ma is responsible for all projects and further expansion of Infront's business across China. Infront is the exclusive commercial partner to the Chinese Basketball Association (CBA), undertaking the marketing of the CBA Professional League through a joint venture and the development and global marketing of Team China basketball teams.

### Business Development

This unit, led by Hans-Peter Zurbruegg, is responsible for overseeing and driving new business activities at Infront. Together with the other business divisions, New Business Development makes sure that exciting and innovative new business ideas are captured and implemented as quickly as possible to stay ahead of the market. Business Development also supports the management of Infront's strategic investments.

### Media & Marketing Sales Competence Centre (MMCC)

This is Infront's Competence Centre for Media & Marketing Sales and Infront's network of sales resources. By working closely with the respective business divisions, MMCC provides effective marketing and sales support to the Infront Group as a whole and facilitates cross-fertilisation through different properties to optimise existing and new sponsorship platforms.



## Board of Directors

**Infront's Board of Directors is chaired by Dr. Andreas Jacobs and includes an experienced group of business professionals:**

- Dr. Andreas Jacobs (Chairman) - Executive Chairman of Jacobs Holding AG, Executive Chairman of Barry Callebaut AG and Member of the Board of Directors of Adecco SA.
- Nicole Junkermann (Vice Chairman) - Founding Executive Partner of United in Sports, a sports-focused private equity fund investing in Europe and Asia, Executive Director of Really Sports.
- Marco Bogarelli - Co-Founder, President & CEO of Media Partners (now Infront Italy), one of Europe's leading sports marketing agencies.
- Günter Netzer - Germany's Footballer of the Year in 1972 and 1973 represented his country throughout the 1970s in 37 international matches and plays a key role representing Infront in the world of sport.
- Daniel Pfister - Chief Financial Officer of Jacobs Holding AG and a specialist in investment management.
- Dr. Uli Sigg - Chairman of the Board of Directors of the leading Swiss media group Ringier. Served as Ambassador of Switzerland to the People's Republic of China, North Korea and Mongolia from 1995-98.
- Dr. Martin Steinmeyer - Economics and communications expert, President of the Communications Division of IMS International from 1973 to 1991 and subsequently the leading shareholder and Chairman of MediMedia International.



## Offices & Subsidiaries



### **Infront Sports & Media - Head office**

The head office of Infront Sports & Media AG is the nerve centre of the Infront Group. Based in the Grafenau Building in Zug (Switzerland), it is the driver of group strategy, growth and development and also handles a significant volume of operational business.

During the past three years, Infront's significant expansion has been managed from Zug, including the acquisition of specialised companies which have helped cement its strong international position.

The Group's main business units are based in Zug, including - Summer Sports, Winter Sports and the central Finance, Legal & Administration unit. In addition, all key service units - Production, Sports Services Business Development and the Media & Marketing Competence Centre - as well as the Host Broadcast Services (HBS) and the Infront Hospitality Management subsidiaries are here.

Functions performed at headquarters include managing key client relationships, the acquisition of marketing and media rights; a substantial proportion of group sales and consulting; group-wide creative services, communications and PR, IT management, accounting and the Legal & Tax team.

### **Infront Advanced Media Solutions**

Infront Advanced Media Solutions is Infront's dedicated competence centre for the distribution of new media sports rights through the provision of services to major web, mobile and IPTV players and telecoms. This service helps rights owners, such as sports federations and leagues, to exploit existing media rights more effectively by exposing sports to a highly targeted viewing group and increasing their audiences.

The company produces a variety of tailor-made new media services and broadcast programmes, including magazine programmes for the FIS Ski World Cup, the FIM Superbike World Championship, the Euroleague (Euroleague.tv) and Serie A. From the 2010/11 season onwards it is also managing Milan Time, the web-TV of AC Milan.

### **Infront Archive Management**

Infront Archive Management, based in Zug, Switzerland, handles the management of FIFA Films, a one-stop-shop for rights cleared footage from previous FIFA events.

While dominated by material from previous FIFA World Cup™ tournaments, the archive also covers other FIFA events, such as the FIFA Women's World Cup and the FIFA youth tournaments. All material is catalogued and quickly accessible through a purpose-built, state-of-the-art database managed by a dedicated team with long and detailed experience of the material.

[www.fifafilms.com](http://www.fifafilms.com)

## Infront Austria

Infront Austria, formerly APF Marketing Services, has been part of the Group since 2005.

The company has a strong expertise in winter sports marketing. It successfully distributed the marketing rights to the biennial FIS Alpine World Ski Championships and the FIS Nordic World Ski Championships in 2007 and 2009. Infront Austria also holds the major sponsorship rights to the E.ON Ruhrgas IBU World Cup Biathlon and the IBU World Championships Biathlon through an exclusive contract with the International Biathlon Union and the national biathlon federations up to and including the 2013/2014 season. Its impressive portfolio also encompasses the Title and Presenting Sponsorship of all FIS Nordic Skiing World Cups and the major marketing rights to the Vierschanzentournee.

Infront Austria's sponsor client list is equally impressive, with a group of long-standing partners including major brands such as Adidas, Bauhaus, DKB, Ehrmann, E.ON, Erdinger, Generali, Rauch, Viessmann, Helvetia, Jack Wolfskin, Vattenfall and Money Service Group.

[www.infrontsports.at](http://www.infrontsports.at)



## Infront China

Infront China is a wholly-owned subsidiary of Infront Sports & Media, based in Beijing. It has moved rapidly to become the leading sports marketing organisation in China, representing the country's top sport, basketball. It has an office in Beijing with around 50 staff, offering a powerful combination of international expertise and local market knowledge.

The agreement with the Chinese Basketball Association (CBA) covers all key aspects of not just the marketing but the development of the Chinese national teams and the CBA League, including the remarkable CBA All-Star weekend. No other international sports marketing company has been able to establish such close links with one of China's top sports.

Infront has also established a "Gateway China" service, specifically designed to encourage European based companies and sports to access the Chinese market by providing experienced consultancy advice and assistance with implementation.

## **Infront Finland**

Infront Finland is involved in many of the major sports and culture events in Finland. Its partnerships with the national federations for ice hockey, football, skiing, figure skating and athletics complement Infront's international involvement in these sports. The company has extensive experience in event organisation and marketing and played a pivotal role in the 2003 IIHF World Championship, the 2005 IAAF World Championships as well as the 2009 ISU European Championships in Figure Skating all of which took place in Finland.

Infront Finland owns rights to the Finnish Olympic Committee to handle sponsorship on its behalf and co-promotes the LET Finnair Masters in Golf. It also markets the FIS World Cup events in Alpine and Nordic Skiing for the venues of Lahti, Kuopio, Ruka and Levi. Outside sport Infront Finland represents the City of Turku as European Capital of Culture 2011 and the city of Helsinki as World Design Capital 2012. In addition, it was the marketing partner for the prestigious Millennium Technology Prize and played a key role for the Eurovision Song Contest 2007.

[www.infrontsports.fi](http://www.infrontsports.fi)

## **Infront Germany**

Infront Germany, based in Frankfurt/Main, is one of the leading companies in the stadium advertising business in Germany, with a successful track record dating back 30 years.

It currently markets the commercial rights of seven clubs in Germany, including three Bundesliga clubs - Werder Bremen (Weser-Stadion, stadium advertising), FC Schalke 04 (Veltins Arena, stadium advertising) and SC Freiburg (badonova-Stadion, major commercial rights), three clubs of the 2. Bundesliga - Energie Cottbus (Stadion der Freundschaft, shirt sponsorship), Fortuna Düsseldorf (Esprit Arena, stadium advertising) and VfL Bochum (rewirpowerSTADION, stadium advertising) and the third league club Hansa Rostock (DKB-Arena, all major commercial rights). In Rostock, Infront Germany also offers first-class hospitality opportunities.

Infront Germany also manages the group's majority shareholding in Baden Racing GmbH, a joint venture formed with DSV Deutscher Sportverlag GmbH (Cologne, Germany), Stars and Friends GmbH (a player consulting agency, Bad Harzburg, Germany) and Weiss media GmbH (Meerbusch, Germany) to host and promote the International Baden-Baden Horse Races, including the prestigious Great Festival Week.

[www.infrontsports.de](http://www.infrontsports.de)

[www.baden-racing.de](http://www.baden-racing.de)





## **Infront Hospitality Management**

Infront Hospitality Management is an internationally recognised full-service hospitality operation for major sports events. The company has global network capabilities and provides clients with a range of hospitality options, from concept development to full implementation and management. It is co-owned by Kofler & Kompanie, a leading international catering company, and Infront Sports & Media.

The client list of Infront Hospitality Management is an impressive one in the context of sport. In 2011, the company provides hospitality services for the home games of the Swiss Ice Hockey National Teams and the BNP Paribas Zurich Open (Tennis). It is also involved in several other events within the Infront portfolio such as the IIHF World Championship, DFB national team matches, the Great Festival Week Baden-Baden and FIS Ski events, including the finals of the Audi FIS Alpine Ski World Cup in March 2011.

## **Infront Italy**

Infront Italy was established in 2007, following Infront's acquisition of a 100% shareholding in Media Partners, based in Milan and Rome.

Infront Italy is the exclusive media rights advisor to Italy's Lega Calcio for all its properties including Serie A and B (starting from the 2010/11 season). It also handles the management and marketing of the broadcast rights, the new media rights and the majority of the marketing rights for the FIS Alpine and Nordic Ski World Cup, together with the FIS Snowboard and Freestyle World Cup events. The company holds an extensive portfolio of media and/or marketing rights, including five Serie A clubs - A.C. Milan, S.S. Lazio, Genoa Cfc, U.S. Palermo and Cagliari Calcio, the CEV European Championship and the annual Piazza di Siena equestrian event in Rome. In 2010, it was also responsible for the marketing of the FIVB Men's World Championship and the NBA Europe Live Opening Game in Milan.

## **Infront Motor Sports**

Infront Motor Sports, formerly FGSport, is based in Rome and is the promoter of the FIM Superbike World Championship and partner of the Fédération Internationale de Motocyclisme (FIM) since 1989. It is one of the leading promoters in motor sport. The company was founded in 1975 and is led by Maurizio Flammini (President), Paolo Flammini (CEO) and Vincenzo Lamaro (Managing Director).

The series is the only motorcycle World Championship using production bikes from the world's leading manufacturers such as Aprilia, BMW, Honda, Kawasaki, Suzuki and Yamaha, competitively engineered to boost performance, with top speeds exceeding 300 km/h. The 2011 FIM Superbike World Championship will be the 24th racing season in the history of the event consisting of 13 races staged in 11 countries and visiting the world's most prestigious circuits.

[www.worldsbk.com](http://www.worldsbk.com)

### **Infront Sweden**

Infront Sweden has a strong track record in event marketing. Its portfolio includes a major long-term partnership with the Swedish Ice Hockey Association for its commercial rights as well as the national federation for athletics and curling and the International Floorball Federation for the biannual World Championships.

[www.infrontsports.se](http://www.infrontsports.se)



### **Host Broadcast Services (HBS)**

Host Broadcast Services (HBS), as a dedicated, independent host broadcast specialist, helps sports federations, organising committees and rights holders worldwide to broadcast their events in the most exciting and effective way. It provides the full spectrum of host broadcast services, to a highly developed and technologically advanced standard.

HBS works with international federations including FIFA for the FIFA World Cup Brazil™ and UEFA for the UEFA EURO™, national leagues, such as Ligue 1 in France, as well as the organisers of multi-sports games such as the Asian Games 2010 in Guangzhou and the Asian Winter Games 2011 in Astana and Almaty, Kazakhstan. It is in charge of events which typically run for weeks or even months and involve several years of planning, the creation of an International Broadcast Centre (IBC) and the provision of tailored facilities and services.

HBS has established a dedicated production division to expand the multimedia and production capabilities of the Infront Group and develop new business in the area of sports production. This Production & Programming division focuses on production-led projects, working on shorter timescales with a lighter infrastructure. The division works to the same high quality level as the HB division and uses the same methodologies, systems and techniques to deliver world-class products and solutions.

[www.hbs.tv](http://www.hbs.tv)

### **Football Media Services (FMS)**

Football Media Services (FMS) is a joint venture, co-owned by Infront and the Japanese advertising company Dentsu. It is based in Singapore. The joint venture has been appointed by FIFA to act as its exclusive sales representative in key Asian territories with respect to the distribution of all television, radio, broadband internet and mobile broadcasting rights to the 2014 FIFA World Cup™ and all other FIFA Events until 2014. FMS is staffed by a team drawn from both Infront and Dentsu, all of whom have extensive experience in marketing the FIFA World Cups™ and related events.

[www.footballmediaservices.com](http://www.footballmediaservices.com)