

Press release

Ellwangen, 10 February, 2020

Concentrated energy – VARTA is now FC Bayern Munich’s official partner

Two strong, energetic brands are joining forces: VARTA AG, the globally successful battery company, is now the official partner of German record-breaking soccer champion FC Bayern Munich. The cooperation includes the mutual use of trademark rights for advertising purposes and the joint marketing of VARTA products. While the VARTA Group has been using its economic success for many years to actively support sports clubs, the new partnership is the first sponsoring commitment in German professional soccer. The cooperation is planned to run for a period of just over three years to start with.

FC Bayern Executive Board Member Andreas Jung commented: "VARTA has developed from its base in southern Germany into a national industry leader and globally successful company, so there are unquestionable parallels with FC Bayern. For this and many other reasons, we are committed to the new cooperation and are looking forward to exciting projects together."

VARTA AG CEO Herbert Schein is also delighted by the agreement: "For us the partnership is spot on, because VARTA and FC Bayern are united by a special level of commitment and success. With roots in southern Germany, both have managed to inspire people all over the world over the past decades, through team spirit, passion and the commitment of all those involved. That’s why I’m particularly pleased to have FC Bayern at our side, a partner who shares the same values."

More exciting information about the partnership is available on our microsite at fcb.varta-ag.com.

About VARTA AG

VARTA AG produces and markets a comprehensive battery portfolio, ranging from microbatteries, household batteries, energy storage systems to customer-specific battery solutions for a wide range of applications, and, as a technology leader, sets industry standards in key areas. As the parent company of the Group, it operates in the business segments "Microbatteries & Solutions" and "Household Batteries".

The "Microbatteries & Solutions" segment focuses on the OEM business for microbatteries as well as on the lithium-ion battery pack business. Through intensive research and development, VARTA sets global standards in the microbattery sector and is a recognized innovation leader in the important growth markets of lithium-ion technology and primary hearing aid batteries. The "Household Batteries" segment comprises the battery business for end customers, including household batteries, rechargeable batteries, chargers, portable power (power banks) and lights as well as energy storage devices. The VARTA AG Group currently employs almost 4,000 people. With five production and manufacturing facilities in Europe and Asia, and distribution centers in Asia, Europe and the USA, VARTA AG's operating subsidiaries are currently active in over 75 countries worldwide.

Press image:



Partnership agreement: VARTA CEO Herbert Schein, Karl-Heinz Rummenigge, CEO of FC Bayern AG (both in the middle), Andreas Jung, Marketing Director of FC Bayern Munich (left) and Dr. Michael Tojner VARTA Chairman of the Supervisory Board (right)

Image source: VARTA AG

Contact:

Nicole Selle

Corporate Communications

Tel: +49 79 61 921-221

nicole.selle@varta-ag.com