

Press

Allianz Arena celebrates round birthday

Ten years of dreams, goals and titles

- 24 million viewers watched more than 470 games
- Allianz Arena reaches 750 million households in 200 countries
- Arena fans called to post their favourite moments

It's a stadium of superlatives. Ten years after its opening, the Allianz Arena presents an impressive bunch of numbers: 471 games, including 57 Champions League and UEFA Cup games, 1,318 goals, and six German championship wins by Bayern Munich. The Allianz Arena is a stadium that brings the audience close to the match on the field, an architectural masterpiece, and symbol of the city of Munich.

"The arena annually attracts about four million visitors from all over the world and was venue of numerous international competitions the last ten years," says Dr. Christian Deuringer, Head of Global Brand Management at Allianz SE. "After such a successful decade we are looking forward to the next few years, especially as another major event in the Allianz Arena is coming up: the European Football Championship in 2020."

The Allianz Arena, home of FC Bayern and 1860 Munich, reaches ten years of age a week after the end of the Bundesliga. After two years of construction the Allianz Arena the two opening games took place on May 30-31, 2005. Since then Philipp Lahm was on the field 205 times, making him the most selected player in the Allianz Arena. Top scorer is still Mario Gomez with 68 goals, but it was Roy Makaay who scored the fastest goal: just 10 seconds after kick-off in a Champions League game. Arena guests saw six games at the FIFA World Cup 2006™, including the World Cup opening match and one semi-final. In total 50 UEFA Champions League matches took place in the Arena, the most important one without a happy ending for the FC Bayern Munich – the final against FC Chelsea in 2012.

During the European Football Championship in 2020 games will be held in various European cities for the first time, but the Allianz Arena is a fixed venue. Three matches will probably take place at the Arena two of them with the German team in the preliminary round and one quarterfinal. The public attention corresponds to the sporting importance: The matches in the Allianz Arena regularly reach 750 million households in more than 200 countries worldwide. Its Facebook page currently counts over one million fans.

From Allianz Arena to Family of Stadiums

The Allianz Arena is arguably the most famous German soccer stadium. Three quarters of all Germans identify the Munich insurer as the provider of the Arena's name. Internationally it is selected by the media consistently as one of the top football stadiums in the world. Based on the model of the Munich Arena, Allianz became partner and name provider of five more international sports stadiums: Allianz Stadium in Sydney, Allianz Park in London, Allianz Riviera in Nice, Allianz Parque in Sao Paulo and Allianz Stadion in Vienna, which will open next year.

The best Arena moments

The fans and visitors are an important part of Allianz Arena's great success – 24 million people visited the Arena since 2005. Therefore, Allianz calls on everyone to post their best memory or personal highlight of the past decade under the motto "My Arena Moment" with the hashtag #10yAA on Facebook, Twitter, Instagram or YouTube. All participants of the stadium festival in the Allianz Arena on May 30-31 are invited to share their favourite moments on their social media profiles as well. Prizes, like VIP packages for the Allianz FC Bayern Team Presentation and autographed jerseys, will be raffled among all users who participate until June 6.

More dates, facts and pictures about ten years Allianz Arena:

<http://sponsoring.allianz.com/>

More information about the cooperation between Allianz and FC Bayern Munich:

<http://www.fcbayern.de/de/versicherung/>

Further information and rights-free material available for media use:

<http://sponsoring.allianz.com>

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About Allianz

Together with its customers and sales partners, Allianz is one of the strongest financial communities. About 85 million private and corporate customers insured by Allianz rely on its knowledge, global reach, capital strength and solidity to help them make the most of financial opportunities and to avoid and safeguard themselves against risks. In 2014, around 147,000 employees in over 70 countries achieved total revenues of 122.3 billion euros and an operating profit of 10.4 billion euros. Benefits for our customers reached 104.6 billion euros.

This business success with insurance, asset management and assistance services is based increasingly on customer demand for crisis-proof financial solutions for an aging society and the challenges of climate change. Transparency and integrity are key components of sustainable corporate governance at Allianz SE.

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