

Press

Allianz and acclaimed pianist Lang Lang enter global partnership

- Lang Lang will become Allianz Brand Ambassador
- “Lang Lang International Music Foundation” and Allianz intend to initiate a youth program supported by Allianz

On January 31, Allianz and Lang Lang have started a global partnership: Lang Lang will become a global Allianz brand ambassador. At the same time, Allianz and the Lang Lang International Music Foundation announced that the Foundation plans to run a dedicated youth program to be sponsored by Allianz.

Chinese born pianist Lang Lang is an international superstar, who tours the world with more than 120 performances each year and has launched a list of celebrated recordings. Regular performances with the world’s top orchestras, including the Berlin Philharmonic and the Vienna Philharmonic, make Lang Lang one of the most desired music stars of our times.

“Lang Lang is an outstanding personality and an inspiring role model to unite people around the world”, says Oliver Bäte, Member of the Board of Management of Allianz SE. “We are proud to partner with Lang Lang. As a global company, we believe in the power of music as a global language.”

With its support of the exclusive youth program, Allianz will promote the Foundation’s aim to inspire the next generation of classical musicians and to encourage music performance as a means of social development.

The program will give young pianists from around the world the opportunity to work with Lang Lang. The aim is to share Lang Lang’s passion for music and make the young musicians ambassadors amongst their peers through a life-changing experience. “Music makes life better. It heals, unites and inspires - and it makes us better people,” is the artist’s conviction.

“Extending our existing sponsorship portfolio by adding a high calibre engagement in arts & culture opens up a new world to us,” says Joseph K. Gross, Global Head of Market Management of Allianz SE. “As a trusted partner and insurer of sports, culture and youth we always strive to make our brand tangible and emotional. Lang Lang gives us a great opportunity to get involved with music lovers of all ages.”

The new partnership reflects the strategic Allianz approach to sponsorship. The involvement of young people and activities in the area of education are main pillars of Allianz Group’s sponsorships activities. The annual “Allianz Junior Football Camp” for example assembles teenagers from all over

the world to train with FC Bayern Munich coaches in Munich, giving them a once-in-a-lifetime experience. The Formula One™ related “Drive Safely” program aims at making roads safer via information and edutainment. Corporate Social Responsibility is another vital component, visible for example in the partnership with the Paralympic Movement, which brings the topic of “inclusion” to the forefront. In the Golf partnership with St Andrews Links, Allianz contributes to the preservation of the Scottish coastline.

Apart from the cooperation with Lang Lang, Allianz also supports the arts via the Allianz Cultural Foundation. In the area of music, its activities comprise the “Ulysses – European Center for Young Composers” which aims at connecting young composers helping them to explore professional opportunities. The Foundation also supports the “Ensemble Modern” to run the “Biennale for Modern Music” in Frankfurt. The “Bayreuther Richard Wagner Festspiele” as well as the “Stuttgarter Jazz Open” Festival belong to the cultural sponsorship engagements of Allianz Germany.



Left to right: Pianist Lang Lang and Oliver Bäte, Member of the Board of Management of Allianz SE
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For more information on Lang Lang and the Lang Lang International Music Foundation please visit:

<http://www.langlang.com>

<http://langlangfoundation.org>

For more information on the Allianz Cultural Foundation please visit:

<https://kulturstiftung.allianz.de/en/index.html>

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In 2011, around 142,000 employees in over 70 countries achieved total revenue of 103.6 billion euros and an operating profit of 7.9 billion euros. Benefits for our customers reached 86.5 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 ageing society and the challenges of climate change. Transparency and integrity are key components of sustainable corporate governance at Allianz SE.

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