

Allianz SE  
Group Communications

# Press

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## Allianz enlarges Family of Stadiums

- Two new stadiums support Allianz brand: “Allianz Riviera” in Nice and “Allianz Park” in London
- Allianz Arena’s success now transferred in three markets: Australia, France and UK
- Allianz brings people together through international language of sport

This week, Allianz added two new stadiums to the Allianz Family of Stadiums: Allianz France signed a long-term naming rights contract for the new “Allianz Riviera” in Nice and Allianz in the UK signed a partnership agreement with Saracens Rugby Club including rights to name their entirely refurbished stadium in London “Allianz Park.”

With the flagship and world-famous Allianz Arena in Allianz’ home town of Munich, the addition of two new partnerships brings the Allianz Family of Stadiums to four members: in addition to the French and UK partnerships, one of the main sports venues in Sydney, Australia was named Allianz Stadium earlier this year.

“Sport is an international language that brings together people from all walks of life, creating local and global communities based around shared passions and interests. Communities play an integral role in our business of helping people to progress in life; this is why Allianz is heavily involved in sport sponsorship around the world,” says Christian Deuringer, Global Head of Brand Management at Allianz SE.

“There is a strong emotional aspect to being the naming rights partner of a sport stadium – for a non-tangible brand like Allianz, it quickly becomes the “home of the brand” and a place of corporate pride for our employees,” Deuringer adds.

Currently, Allianz, the global financial services provider, serves clients in over 70 countries via some 600,000 brand ambassadors: employees, agents, brokers and other partners. After a decade of re-brandings, today most of Allianz’ business worldwide happens under the Allianz brand name, Allianz France rebranded to Allianz in 2009. “The Allianz sponsorships are carefully chosen to increase the brand recognition of Allianz,” says Deuringer.

### **On the “Allianz Riviera” naming rights partnership**

In the run up to the 2016 European Football Championship, Nice has been building a world-class football stadium. The brand-new arena will open in 2013 and will have a 45,000 seating capacity and will host football matches as well as other sport and cultural events including

concerts and shows. It will also be home to a French National Sports Museum.

Allianz France has partnered with an original and eco-aware architectural team for this innovative project. The technology and materials used will meet the highest environmental standards, or "HQE", which is a recognized green building standard in France. The new stadium will feature a translucent silhouette to allow light to enter along with a wooden structure to reduce the carbon footprint. The building will use geothermal energy and has a photovoltaic roof to offset energy consumption. The Allianz brand will be visible on the roof and front of the stadium.

"Allianz France is very proud to associate its name with the birth of a next generation stadium. The Allianz Riviera is a further symbol of the company's commitment to the world of sports, cultural events and sustainable development. It is also a means for Allianz France to share the values and events held with its clients, its partners, its distribution networks and, more generally, with the general public", said Jacques Richier, CEO of Allianz France.

### **On the Allianz – Saracens Partnership**

The Saracens Rugby Club is established as one of the leading professional rugby clubs in England, having reached the Premiership play-offs in each of the past three seasons, and becoming champions in 2011. Last season, Saracens were the only English club to reach the knock-out stages of the Heineken Cup.

The home of Saracens, Allianz Park, previously known as the Copthall stadium, will become a unique venue for Premiership rugby, athletics and community sport in 2013. Planned renovations to the existing stadium include incorporating an artificial turf pitch and an indoor training area. The new stadium will become a genuine community sports hub, used every day of the year and made available free of charge to schools in the Barnet area of London. On Saracens match days, Allianz Park will combine the very latest technology in giant screens, sound systems and wireless technology with a traditional warm rugby welcome to create one of the most comfortable and spectator-friendly stadiums in European rugby.

"Saracens and Allianz are an excellent fit and I am excited about the potential the partnership brings for us both," says Clement B. Booth, Member of the Board of Management of Allianz SE. "The work Saracens does with the local community is particularly impressive, in this way, the club shares Allianz' strong corporate social responsibility ethos."

Booth adds: "The partnership with Saracens will boost brand recognition for Allianz in the UK. UK is an important market for Allianz, with nearly 7,000 employees offering clients services in personal insurance, credit insurance, corporate insurance, assistance and asset management."

"We are delighted to welcome Allianz as a long-term partner not only because they are a company with an outstanding international reputation, but also because they are an organization that shares our core values and principles," says Nigel Wray, Chairman of Saracens. "Over the past three years, the club has made outstanding progress in terms of team performance on the field, building a strong global profile and securing a home ground. We are now starting to realize our commercial potential. This deal with Allianz represents a massive step forward for Saracens."

### **On the Allianz Arena**

The Allianz Arena is the home of long-term Allianz partner and world-renowned football club FC Bayern München and TSV 1860 München. The iconic stadium in Munich is known for its distinctive illuminated 'cushions' on the exterior facade, which change to red, blue or white

depending on who is playing inside. Allianz performed a key role in the Arena development, with its research laboratory, the Allianz Center for Technology (AZT), conducting fire resistance tests of the outer material. The Allianz Arena took three years to build, and since its official opening on May 31, 2005, has hosted nearly 15 million fans and over 300 matches - including the opening match and semi-finals of the 2006 World Cup and the 2012 Champions League Final. With the launch of [www.football-for-life.com](http://www.football-for-life.com) last year Allianz also provides a digital platform for all football activities, allowing our international football community to share knowledge and expertise.

Every year, Allianz invites youngsters from all over the world to take part in the Allianz Junior Football Camp. This year, 65 teenagers from 22 countries will meet in Munich in August to play soccer together at the FC Bayern München training ground with the FC Bayern München junior coaches. The kids will meet FC Bayern München star players like Manuel Neuer, Bastian Schweinsteiger or Arjen Robben, they will tour the Allianz Arena and watch a Bundesliga match. First and foremost, they get to spend time with youngsters from all over the world. Participating countries in 2012 include Australia, Brazil, China, India and many European countries, including the UK.

### **Allianz as a Sponsor of Sport**

In addition to being involved in active naming rights agreements and partnerships with football and rugby clubs, Allianz is also a long-term partner of Formula One™, the Paralympic Movement and St Andrews Link golf.

#### Formula One™

Allianz has been involved in Formula One™ motor racing since 2000 and the company stepped up a gear in 2007 to become “Global Partner of Formula1”. For the world’s largest car insurer in the world, F1 is an excellent platform to reach millions of motor fans throughout the season with the “Drive Safely” message. Allianz is the first company to have branded the Safety and Medical Car in F1.

#### Paralympics

Allianz was the first International Partner of the Paralympic Movement and supports athletes all over the world on their way to the Paralympics. There are currently ten Allianz cooperations with National Paralympic Committees. Working with Paralympic athletes is highly motivational, and Allianz brings them into the organization regularly to meet staff, agents or clients.

#### Golf

In 2009 Allianz agreed a unique, global partnership with St Andrews Links Trust, also known as the ‘Home of Golf’. Golf has been played at the Links on the east coast of Scotland for 600 years, and the courses have been the setting for some of the sport’s most memorable moments. Allianz also works with a number of top professional golfers, including Ryder Cup winner, Paul McGinley.

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**About Allianz**

Together with its customers and sales partners, Allianz is one of the strongest financial communities. Around 78 million private and corporate customers rely on Allianz's 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 2011, around 142,000 employees in some 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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