

Media Release: Allianz extends partnership with FC Bayern and launches financial coaching offer for female athletes

- **Long-standing, successful partnership between Allianz and FC Bayern Munich extended for another ten years.**
- **Allianz launches the first personalized and free financial coaching initially for women aged 18 to 22 who are on the way to becoming professional athletes.**
- **Current Allianz survey: financial barriers are still the main reason why women do not pursue their dream job.**

Munich, 21 March 2023

Allianz has enjoyed a trustworthy partnership with FC Bayern for more than 20 years. It encompasses, extending from the naming of the Allianz Arena, to the men's, women's and youth teams, and increasingly covers into digital and social media. The performance of the teams on the pitch and the interest of fans around the world has significantly contributed to the Allianz' rise to #1 insurance brand globally adding emotion and sympathy. Allianz will extend this partnership with the German record champion for a further ten years from the 23/24 season until 2033. To coincide with this the company is launching a new financial coaching service called "Ready Coach," designed to give young professional female athletes greater financial literacy and confidence in financial dealings.

Allianz has long supported young generations, for example through the Move Now programme, which includes an annual youth camp with FC Bayern. The annual Allianz FC Bayern Team Presentation also allows fans to get even closer to their footballing heroes and idols.

"By continuing our partnership between Allianz and FC Bayern, we are enabling fans to continue to enjoy the unique atmosphere and special experiences at the Allianz Arena," said Christian Deuringer, Head of Global Brand Management at Allianz SE.

Andreas Jung, FC Bayern's executive board member for marketing commented: "Allianz is an internationally active Munich-based company that people around the world associate with FC

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Bayern's stadium. In the future, we will work together to drive forward the expansion of the partnership with our women's team, implement projects to promote young talent, and more."

To strengthen the abilities of young professional female athletes when it comes to financial transactions, Allianz is introducing the first personalised and free financial coaching for ambitious female athletes aged 18 to 22. The coaching sessions can be booked online at allianz.com. The FC Bayern women's team will be among the many football teams to benefit from the financial coaching and will receive permanent access to a personal financial coach. Later, there are also plans to extend the service to other sports and professions.

Daniela Bauer, Head of Global Partnerships said: "Financial coaching is just as important as fitness coaching when it comes to a career path in professional sports. From the early days to signing a contract right through to long-term career planning, financial knowledge is a crucial building block for getting ahead in the game and turning your passion into a career."

According to a recent survey by Allianz, financial barriers are still the main reason why women do not pursue their dream job. For example, 59 percent of 6,000 working women surveyed in Germany, the UK and the US said that their current job is not what they dreamed of. As many as 77 percent don't feel fulfilled in their current job. And more than half (51%) of the women surveyed said they never had the courage to follow their passions when they were younger. However, 64 percent believe they would be making more money now if they had followed their dreams.

The financial situation also has a major influence on athletic ambitions: 27 percent of the women surveyed said they would have liked to become a professional athlete. However, 41 percent of respondents felt that female athletes are held back because they do not earn as much as their male colleagues.

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** As of Sep 30, 2022

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