

SPORTFIVE

PRESS INFORMATION

Global sports business agency reintroduces as **SPORTFIVE**

- Lagardère Sports and Entertainment is rebranded as **SPORTFIVE** effective immediately across all regional operations
- **SPORTFIVE** functions as masterbrand and includes majority of subsidiaries
- New global leadership team with a four-member executive committee, led by CEO Stefan Felsing
- Agency rebranding completes transformation process after finalized transaction between Lagardère Group and H.I.G. Capital

***Hamburg/Insert location here*, 28 May 2020 – Today, the global sports business agency previously known as Lagardère Sports and Entertainment has changed its brand identity to **SPORTFIVE**, following the sale completion of the business from Lagardère Group to H.I.G. Capital in mid April. The private equity firm now owns a majority of 75.1 % stake in the business.**

As part of the transformation process, **SPORTFIVE** shifts focus to a dual organizational structure of dedicated market areas and global growth units. Within this new framework, the agency will be managed and steered on a global scale by a four-member Executive Committee, consisting of Stefan Felsing (Chief Executive Officer), Philipp Hasenbein (Chief Operating Officer), Robert Müller von Vultejus (Chief Growth Officer) and Christian Peters (Chief Financial Officer) in close collaboration with a worldwide leadership circle.

CEO Stefan Felsing and his executive committee are based out of Hamburg (Germany) with leadership team members in North America, Europe, Africa and Asia overseeing the agency's global operations.

SPORTFIVE's business model continues under the principle of customer centricity. Whilst believing in the power of sports and that its responsible commercialization benefits all, the agency creates and grows sustainable long-term value for brands, media partners, and rights-holders. **SPORTFIVE** continues to provide end-to-end solutions to stakeholders with its global and regional expertise in consultancy and management. The agency enables its clients privileged access to a sporting world, where individual solutions to meet the customers' dedicated objectives are of the highest priority.

The brand naming is derived from two reasons. Firstly, **SPORT** as the agency and its people believe in the power of Sports and secondly the **FIVE** as it represents the five core stakeholder groups it serves: brands, rights-holders, media platforms, fans and its people. **SPORTFIVE** also emphasizes some of the company's historic roots – in terms of emotion, professionalism and pioneering mindset. This initial company backbone has been developed

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over the years into a strong, global conglomerate of sport business agencies and now serves as guidance for the new SPORTFIVE masterbrand, as an even more focused, efficient and data-intelligent way forward emerges.

“Today marks a milestone for our agency. A new leadership team, new ownership and reintroducing to the world of sport a legacy brand name, SPORTFIVE, that not only represents our founding pioneering spirit, but also our strong future of being one of the most progressive and respected partner in sports,” said CEO Stefan Felsing.

“SPORTFIVE is made up of pioneers in sports across different regions, we believe in the power of sports and that its responsible commercialization can benefit the society as a whole. I look forward to bringing our tenacity, energy, experience, integrity and trust earned from our stakeholders to make SPORTFIVE synonymous for innovative and emotional sports marketing”, added CEO Stefan Felsing.

A number of agency subsidiaries are integrated into the new SPORTFIVE brand, including *Lagardère Sports*, *Lagardère PLUS*, *U! Sports*, *VIP Sportstravel*. The subsidiaries *Rooftop2 Production* and *Event Knowledge Services (EKS)* will continue to operate under the own brand but will receive an endorsement as a SPORTFIVE company. Off-season football event organisation service *Onside* and creative agency *Brave* will continue to operate under their existing brand name.

About SPORTFIVE

SPORTFIVE utilizes the unique emotional power of sports to create and enable pioneering partnerships in sports. By delivering responsible commercialization, full-service-solutions and long-term value for all stakeholders in sports, SPORTFIVE strategically and creatively connects brands, rights-holders, media platforms and fans by leveraging a global network paired with decades of experience and innovative spirit. As market leader and with customer centricity and vast data intelligence at its core, SPORTFIVE often leads the sports business into the future through its innovative digital solutions and thereby always aims to be the most progressive and respected partner in sports. SPORTFIVE operates as an international sports business agency with a global mindset and network of over 1,200 local experts based in 15 countries around the world, active in Football, Golf, Esports, Motorsport, Handball, Tennis, American Football, Basketball, Ice Hockey, Multi Sport Events and many more. For more information please [visit our website](#) or follow our [LinkedIn channel](#).



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