



PRESS RELEASE

A.S.O. and AEG work together for the German market

- A strategic partnership for long-term support of cycling in Germany
- With a focus on the new Deutschland Tour, which will start again in August 2018, and cycling classic Eschborn-Frankfurt

Berlin, Paris, Los Angeles – 16. May 2017. The Amaury Sport Organisation (A.S.O.) and the Anschutz Entertainment Group (AEG) have agreed to a strategic partnership to work together to further develop cycling in Germany. As part of this co-operation, AEG will work closely in the A.S.O.'s German cycling projects. These include above all the rebirth of the new Deutschland Tour in August 2018 and the cycling classic Eschborn-Frankfurt, the 55th running of which was carried out on May 1 as a WorldTour race for the first time. The co-operation was announced by representatives of the A.S.O. And AEG at the Amgen Tour of California – a race which is organized by the AEG in partnership with the A.S.O.

As part of the extensive cooperation between the two worldwide active sport organizations, the AEG will lead the marketing for the cycling classic Eschborn-Frankfurt and the new Deutschland Tour, which is being developed with the innovative concept of a Cycling Festival and will close the gap between professional and everyday cycling.

Yann Le Moënner, director of the A.S.O.: "Our strategic partnership with AEG underlines our commitment to the German market. The Grand Départ of the Tour de France 2017 in Düsseldorf, the renewed partnership with the ARD for live coverage of the Tour de France, the adoption of the cycling classic Eschborn-Frankfurt into the family of A.S.O. Races and the new Deutschland Tour are important milestones, which will lead to the growth of cycling in Germany. We are happy to work together with AEG as a strong partner to keep this vision going."

This partnership combines the strengths of two major organizations in the sports business: the A.S.O. As one of the world's leading organizers of sports events with 270 events pro year in 20 countries, and AEG as the world's leading company in the areas of sport and entertainment, with more than 100 million visitors each year. The A.S.O. Brings it international cycling expertise and comprehensive knowledge of outdoor sports, and AEG brings to the partnership extensive know-how in marketing, entertainment, sales, hospitality and event presentation. This a further step after the already successful co-operation around the Amgen Tour of California, which was founded by AEG in 2006. Since 2009, when the A.S.O. Took over the tv production and marketing, the two have worked together on North America's most popular and prestigious stage race. Since 2015 the A.S.O. Is also responsible for the operative implementation of the race.



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Steven A. Cohen, Chief Strategic Officer of AEG: "The German market is for more than 10 years a fixed part in the worldwide sport, entertainment and real estate portfolio of AEG and today's announcement builds up our position in Germany even further. Through our partnership with the A.S.O., which is the worldwide leader in cycling and many other competitions, two organizations with the same vision and which complement each other, will work closely together. Not only the unique events in Germany will benefit but also cycling fans around the world."

Preparations for the new Deutschland Tour under the motto "Deutschland. Deine Tour." are already underway: ever since last July, fans have been able to take part in shaping the Cycling Festival on the platform DeutschlandDeineTour.de. In the meantime, a large number of ideas have been gathered, the first "Tourmaker" and "Ambassador" have been chosen and the course of the first running of the pro race in August 2018 is taking form.

About the Amaury Sport Organisation (A.S.O.):

The Amaury Sport Organisation is a company which owns, develops and organizes sports events. Specializing in "non-stadium" events, it unites the needed expertise for organization, media and marketing of sports event in one group. The A.S.O. Organizes 270 competitions each year, divided into 100 events in more than 20 countries. The A.S.O. Works with five major sport arts, including cycling with Le Tour de France, motor sport with Le Dakar, golf with the Lacoste Ladies Open de France, sailing with Le Tour de France a la Voile and mass events such as the Schneider Electric Marathon de Paris. The Amaury Sport Organisation is a subsidiary of the Amaury Group, the media and sport group which owns amongst others the newspaper L'Equipe.

About the Anschutz Entertainment Group (AEG):

The Anschutz Entertainment Group (AEG), based in Los Angeles, is the world's leading company in the areas of sport and live entertainment. With locations on five continents, AEG covers the following business areas: AEG Facilities owns, runs or advises more than 120 of the leading arenas, stadiums, concert halls, clubs and convention/meeting facilities around the world, including the O2 Arena in London, the Sprint Center in Kansas City, the Mercedes-Benz Arena Berlin and the Barclaycard Arena in Hamburg; AEG Presents is devoted to all facets of current music, such as the production and promotion of worldwide and regional concert tours, musical and special events and well-known festivals; AEG Real Estate develops sport and music arenas from complete sports and entertainment centers such as the STAPLES CENTRE and L.A. LIVE or the current Mercedes Platz in Berlin, which should open in 2018; AEG Sports is the world's larger operator of sport teams, including the Eisbären Berlin, and famous sporting events, such as the Amgen Tour of California; and AEG Global Partnership, which is responsible for the overall worldwide marketing and sponsoring rights, for example naming rights, premium seats and other strategic partnerships. With its worldwide network of arenas, a portfolio of sport and music brands, the AXS.com ticketing platform, the AXS TV cable channel and its integrated entertainment divisions, AEG reaches more than 100 million guests each year. More information about AEG can be found at www.aegworldwide.com