



WELCOME TO SPORTFIVE

Lagardère Sports and Entertainment, following the recent acquisition by H.I.G. Capital has been rebranded to SPORTFIVE. The combination of specialized market leading agencies under one unified Masterbrand will cater to the agency's ambition to be one of the world's leading full-service sports marketing agencies.

The following subsidiaries are part of the new SPORTFIVE brand:



Lagardère Sports was a global sports marketing agency with a network of local experts based around the world.

Lagardère Sports' unique position in the world of sport has enabled the agency to build relationships with stakeholders across the entire range of sports, from football and esports to handball, motor sports, golf and a variety of other sports. Its core business is to connect companies with the ideal players, clubs, leagues and associations in the sports environment through sponsorships, hospitality services and media rights. In addition, Lagardère Sports developed innovative products and services that enable clubs, leagues and associations to create powerful connections with their fans. The company's global network of local experts is dedicated to deliver customer centric solutions that meet its clients' needs.



Lagardère PLUS was the consulting brand of Lagardère Sports and Entertainment. Founded in 2017, Lagardère PLUS delivered solutions for global brands and offered 'brand-first' partnership expertise, even beyond sport. PLUS offered an innovative range of strategic, creative and technological capabilities and has been working closely with Lagardère Sports and Entertainment and its London-based agency subsidiary Brave to develop and deliver creative campaigns for global brands including BMW, EA Sports and Heineken. Lagardère PLUS will be merged under SPORTFIVE and continue to grow its consulting capabilities across the world under the brand of SPORTFIVE.



U! Sports, formerly known as UFA Sports, was a Hamburg-based sports marketing agency, with a core business of marketing the commercial rights for sports rights holders in Germany. Other business cornerstones were services in the marketing of sponsorships or corporate hospitality products, the development of tailor-made communication solutions for clients in the sports sector as well as classic sports marketing consulting for rightsholders. U! Sports focused in particular on the sport of football.

U! Sports was acquired by Lagardère Sports in 2015 and has been operating under its individual brand since then. U! Sports is now fully integrated into SPORTFIVE and will continue to provide its bespoke servicing and innovative solutions to clients worldwide.



VIP Sportstravel, founded in 2008 in Germany, was a global hospitality agency providing full services to guests of sponsors, companies and sports organizations for major events such as FIFA World Cups and UEFA Euros. VIP Sportstravel developed customized solutions for clients worldwide including global brands such as Coco-Cola, Hyundai and Carlsberg. VIP Sportstravel will continue to provide world-class hospitality & travel management under the SPORTFIVE brand.

SPORTFIVE ENDORSED BRANDS:



Rooftop2 is a sports & entertainment agency that provides end-to-end solutions that deliver meaningful experiences at live and sporting events. Core services include live event development and production, sporting event design and management, experiential marketing and activation, media and content production and hospitality solutions. Based in New York, Rooftop2 was acquired by Lagardère Sports in 2016 to enhance Lagardère's marketing consulting and practice and services. Rooftop 2 will continue to operate under its own brand but will receive an endorsement as a SPORTFIVE company.



EKS (Event Knowledge Services) is a specialist independent consultancy supporting the technical delivery of major sporting events. Core services include strategic guidance, event planning, production services and operation consultancy. Acquired by Lagardère Sports, EKS has managed bid processes for Olympic Games and international competition include bid strategies and technical Games plan development. EKS will continue to operate under its own brand but will receive an endorsement as a SPORTFIVE company.