Continental Extends Exclusive Partnership with German Soccer Club Hannover 96

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Partnership extended for a further five years until 2028

- Long-term commitment shows special connection with the club, city and region

- Cooperation for more than 120 years – additional focus on young talent

Continental and Hannover 96 have signed a new sponsorship agreement, extending their exclusive partnership for a further five years until 2028, with a particular focus on young talent in the 96 Academy.

The international automotive supplier, headquartered in Hanover, Germany, and the northern German club have enjoyed a trustful partnership since the 2002/2003 season. The new contract will run for five years, starting with the 2023/2024 season, and is independent of the league affiliation of the club. Continental will therefore continue to advertise its premium tires in the TV-relevant area and continue to use one of the largest boxes in the “Heinz von Heiden Arena”. In addition, the Continental logo will be displayed at all Hannover 96 home matches in the second Bundesliga in the mixed zone, on the interview back wall and on the video screens. A digital package, the right to use the cooperation logo and inclusion in all club media activities complete the sponsorship package. A new component of the agreement is an increased commitment to the youth teams of the 96 Academy. The performance center serves the 96 junior teams from U11 to U23 as a training ground and footballing home.

> The extension of our partnership with Hannover 96 is a clear commitment by Continental to the club, the city of Hannover and the entire region,

says Timo Röbbel, Head of Marketing Replacement Tires Continental Germany.

> Continental was founded in Hanover over 150 years ago and, precisely because our company has developed into an international corporation since then, we feel a special connection to the city and the region. It was therefore important to us to continue our reliable and trustful cooperation, which has already lasted 21 years, in the long term.
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> We are delighted to have extended our exclusive partnership with Continental for another five years. I think it's very rare in soccer to find such a long-standing relationship between a partner and a club,

says Marcus Mann, sport director Hannover 96.

> We are particularly proud that the extension of the partnership to our 96 Academy was an important concern for Continental. If such a global corporation wants to explicitly support us there, it's a great sign that our increased commitment to young talent is being noticed.

Cooperation for more than 120 years

The collaboration between Continental and Hannover 96 is a very special one - it has existed for over 120 years. The first connection goes back to before 1900, when the Hanover-based company, then called Continental Pneumatic, was already present as a partner in the stadium at the time. In 1954, several players from the 96 championship-winning team worked at the Continental plant in Hanover.

The tire manufacturer has also supported the club's more recent history: Continental has been the exclusive tire partner of Hannover 96 since 2002 and since then has also equipped the team buses with premium tires so that the professionals can travel safely to their home and away games. Since then, the company has gradually expanded the scope of the partnership.

Spokesperson Car & Van Tires Germany

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