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VELUX Group signs up as Official Sponsor for the Men's EHF EURO 2016 in Poland

The roof window and blind manufacturer joins as sponsor of the Men's EHF EURO 2016 to benefit from extensive brand exposure and event hospitality.

The VELUX Group, the largest producer of roof windows in the world, headquartered in Denmark, has signed up as an Official Sponsor of the Men's EHF EURO taking place in Poland from 15 to 31 January 2016. The company, already well-known throughout handball as the title sponsor of the VELUX EHF Champions League, is now expanding its involvement to the national team flagship event. The official sponsorship agreement has been closed by Infront Sports & Media, exclusive media and marketing partner of the European Handball Federation for the EHF EURO events.

The VELUX Group will benefit from two prominent floor advertising positions as well as an extensive LED advertising presence at the EHF EURO and possibilities to activate the sponsorship towards customers and partners.

Extending reach of handball commitment

Michael Rasmussen, the VELUX Group, Senior Vice President of Branding and Marketing, commented: *"With the EHF EURO 2016, we can extend our handball commitment in multiple key markets for the VELUX Group and share the passion and professionalism that best describes the VELUX Group. The wide reach of the tournament especially in northern, central and eastern Europe, combined with the most extensive hospitality involvement we have ever had at an international sports event, provides a valuable avenue for us to create and strengthen our relationship with customers and partners."*

Stephan Herth, Executive Director Summer Sports at Infront, said: "The EHF EURO platform enables the VELUX Group to exploit its sponsorship with an ideal mix of regional activation in local and international media exposure across Europe and beyond. The last edition in 2014 reached a cumulative audience of close to 900 million with over 2,300 broadcast hours and was complemented by an extensive digital strategy which triggered additional exposure for the Official Sponsors involved."

Jean Brihault, EHF President, added: *"The VELUX brand has already developed a strong presence on the handball market through its successful long-term title sponsorship of the*

VELUX EHF Champions League. The Men's EHF EURO 2016 is set to be the biggest European Championships of all time and by further extending its sponsorship activities within handball, the VELUX Group now has an even greater opportunity for brand exposure and activation both in Poland, a market with a huge handball following, and worldwide."

Besides the VELUX Group, the Official Sponsor line-up will feature a maximum of eight brands, including BAUHAUS (workshop, house and garden specialist), AJ (mail order office furniture, materials handling and storage solutions) and Intersport (sporting goods retailer) – already confirmed. Thanks to a streamlined marketing concept initiated by Infront in 2012, sponsors benefit from a clear and recognisable advertising platform that guarantees high exclusivity.

About the VELUX Group

For more than 70 years, the VELUX Group has created better living environments for people around the world. Making the most of daylight and fresh air through the roof. Our product programme includes roof windows and modular skylights as well as a range of decoration and sun screenings, roller shutters, installation solutions and intelligent home controls. These products help to ensure a healthy and sustainable indoor climate. For work and learning. For play and pleasure. We work globally – with sales and manufacturing operations in more than 40 countries and around 10,000 employees worldwide. The VELUX Group is owned by VKR Holding A/S, a limited company wholly owned by foundations and family. For more information about the VELUX Group and sponsorships, visit www.velux.com.

About Infront Sports & Media

Infront Sports & Media is the most respected sports marketing company in the world, managing a comprehensive portfolio of top properties. Led by President & CEO Philippe Blatter, Infront covers all aspects of successful sporting events – including distribution of media rights, sponsorship, media production and event operation – and has won a reputation for its high standards of delivery. As the number one player in winter sport and with a leading role in football, summer and endurance sports, Infront enjoys long-lasting partnerships with 160 rights-holders and hundreds of sponsors and media companies. Headquartered in Zug, Switzerland, Infront has a team of experienced staff working from 25 offices across 13 countries, delivering 4,000 event days of top class sport around the world every year.

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