

German Bundesliga chooses OneFootball as Official Distribution Platform Partner to serve the Brazilian football audience.

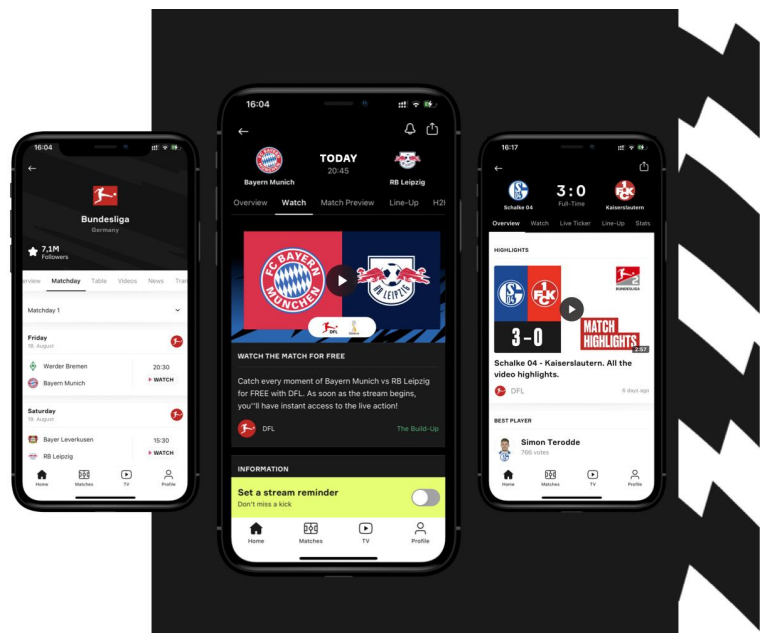
- German top-flight competition to stream all Bundesliga & Bundesliga 2 matches free-to-air on OneFootball
- DFL Supercup between Bayern Munich and RB Leipzig kicks off this landmark cooperation tonight.
- Commentators Gerd Wenzel and Dudu Monsanto will bring Bundesliga's match of the week even closer to the fans.

OneFootball will be the Home of Bundesliga for their Brazilian fans and community until season 2025/26: All matches, in one place, for free. After first partnering ahead of the season 2020/21 and delivering a meaningful audience expansion over the past three seasons for the German top-flight competition in the Brazilian market, OneFootball will amplify the league's innovative, digital-first and free distribution approach yet again.



**ONEFOOTBALL DESIGNATED AS
OFFICIAL DISTRIBUTION PLATFORM
FOR BUNDESLIGA IN BRAZIL**

NO ONE GETS YOU CLOSER



Showcasing the broad range of Bundesliga's original product and content portfolio, including alternative feeds (e.g. Social Media Matchday, Interactive and Tactical Feed), original off-the-pitch storytelling, exclusive interviews, and engaging short-form formats.

All live and on-demand contents will be available for free on the OneFootball Mobile Apps, OneFootball Website, and OneFootball Connected TV Apps. Highlights and additional spin-off programming will be further amplified via the OneFootball Embed Player and its vast video distribution network of local publishers.

The community will profit from a wide range of innovative products and formats like Bundesliga's international live productions of all matches, selectively localized with Brazilian commentary, and exclusive scenes directly from reporters on site in the stadiums. Additionally to that, OneFootball-signature near-live clip experience for all Bundesliga matches will be provided. More innovative products and formats such as the "Goal Arena - the Bundesliga Konferenz" whip-around show follow in the near future as the German Bundesliga rolls out its full content offering on OneFootball.

We are also delighted to share that the long-time Brazilian voice of Bundesliga, Gerd Wenzel, partnering with well-known play-by-play commentator Dudu Monsanto, will be the duo to bring the Bundesliga's top match each round even closer to the OneFootball community.

The Bundesliga product will be embedded into OneFootball's all-in-one experience that has become a daily companion for many digital-native fans in Brazil: Live scores and stats to stay up to date with the football world, complemented by the latest original article and video content from leading Brazilian football blogs, German and Brazilian top-flight clubs and selected local broadcasters.

Yannick Manuel Ramcke, Head of OTT OneFootball, sums up:

"We are delighted that yet another football league has chosen OneFootball as a platform to connect with an international audience. Bundesliga's in-house content production and portfolio is truly market-leading among the world's biggest football competitions and ahead of the innovation curve. We are looking forward to not only bringing all their live matches and highlights for free to the Brazilian audience, but also together delivering new experiences and ways of watching football to our digital-native community."

About OneFootball:

Founded in 2008, OneFootball is the leading football media platform for a new generation of mobile-first football fans. It serves over 200 million fans every month through its channels,, bringing fans closer to the game with breaking news, highlight clips, live streaming, and more. OneFootball partners with over 1,000 clubs, leagues, federations, broadcasters, players, brand partners, publishers and creators to bring their content to the OneFootball Platform across 194 markets, and with a video distribution network that includes around 250 premium publishers partners globally.

For more information, please visit:

- company.onefootball.com
- linkedin.com/company/onefootball/