



OneFootball and Bluecode Start European Football Championship Ticket Giveaway with 444 Tickets in Partnership with Alipay+

- To kick off their partnership, OneFootball and Bluecode are giving away 444 tickets to this year's European Football Championship, in cooperation with Alipay+, the official UEFA EURO 2024™ sponsor
- Fans and visitors of the official fan zones and stadiums of the European Football Championship can use OneFootball Pay by Bluecode to pay on the go during the tournament

Berlin, Wien, Lachen (Schweiz), 08.05.2024 - Football fans around the world are eagerly awaiting the UEFA EURO 2024™, and the anticipation is now even greater thanks to the partnership between OneFootball and Bluecode, the European open payment system and network partner of UEFA EURO 2024™ official sponsor Alipay+.

This year's European Football Championship promises to be the biggest football event of the year, and the partnership between OneFootball and Bluecode is the perfect way to boost fan anticipation. Thanks to the collaboration, fans from Germany and Austria have the exclusive opportunity to experience the European Football Championship live in stadiums and cheer on their teams. The start of the partnership is marked by the **EM 2024 Ticket-Run**, which starts on May 7, 2024, and runs until shortly before the opening match on June 14, 2024. Football fans who pay with OneFootball Pay, the digital payment solution from OneFootball and Bluecode, get the chance to win **222 x 2 tickets** to European Football Championship 2024 games. To take part, users need to make their purchases at participating Alipay+ merchants and have a bank account at one of the participating banks. Every euro spent with OneFootball Pay is a ticket for the EM 2024 Ticket-Run.

OneFootball Pay: Payment within the app

In the run-up to the European Football Championship 2024, OneFootball and Bluecode are launching a new, exciting feature for users: With OneFootball Pay, users can pay with Bluecode directly from within the OneFootball app before and during the Championship to participate in the EM 2024 Ticket-Run. During the European Football Championship, OneFootball Pay will be available as a mobile payment method at game venues and in official fan zones.

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OFFICIAL PAYMENT PARTNER OF UEFA EURO 2024™

ONEFOOTBALL

bluecode

**MIT ONEFOOTBALL,
BLUECODE UND
ALIPAY+ AM EM
2024 TICKET-RUN
TEILNEHMEN!**

**GEWINNE
444 TICKETS**

UEFA EURO2024 GERMANY
TICKET
14 JUNE 2024 – 14 JULY 2024
GERMANY

“The upcoming UEFA EURO 2024™ is an event that will delight millions of people around the world, and we are thrilled to be part of that excitement,” says OneFootball CEO **Patrick Fischer**. “Our partnership with Bluecode allows us to offer fans not only first-class information and services about the tournament, but also the exclusive opportunity to participate, true to our claim ‘No One Gets You Closer!’. We are particularly proud about bringing OneFootball Pay to the market and provide fans with a smooth payment experience at stadiums and in fan zones.”

Bluecode CEO **Christian Pirkner** joins the excitement: “As a European payment brand, we are proud to be able to offer the spectacular EM 2024 Ticket-Run to Austrian and German football fans, together with Alipay+ and OneFootball, and to put together such a strong network of merchants and banks for it.”

Pietro Candela, General Manager of Europe at Alipay+, adds “This is fantastic opportunity for Bluecode and OneFootball users to have the chance to win a set of tickets for one of the biggest sporting events of the year. We look forward to engaging with football fans visiting Germany for UEFA EURO 2024, as well as all the tourists coming to Europe this summer when making payments with their Alipay+ supported partner wallets, enabling a hassle-free payment experience.”

For more information and how to participate, visit the [OneFootball](#) app or the [Bluecode website](#).

About OneFootball:

Founded in 2008, OneFootball is one of the world's leading football platforms for a new generation of football fans interested in mobile devices. OneFootball plans to become the football marketplace of the future for content, products, and services. OneFootball reaches more than 200 million people every month through its own platform, video network and social media, bringing fans closer to the game with breaking news, highlight clips, live-streaming and much more. OneFootball is supported by the biggest clubs in the football world, such as Real Madrid, FC Barcelona, PSG, FC Bayern Munich, Borussia Dortmund, Manchester City, Chelsea FC, Arsenal, Olympique de Marseille, Liverpool FC, Juventus, Turin, and the German Football Association. OneFootball works with over 200 clubs, leagues, associations, players and broadcasters to bring their content to the OneFootball platform in 194 markets and has a video distribution network that includes around 250 premium publisher partners worldwide. For more information about OneFootball, visit: <https://company.onefootball.com/>

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About Bluecode:

Bluecode is a European mobile payment provider dedicated to creating better payment experiences to end users, merchants, and banks. Based on the blue barcode, the payment solution works with any Austrian and German bank account and allows customers to use digital value-added programs and pay quickly, easily, and securely within the Bluecode acceptance network. Merchants also benefit from this solution, as it links loyalty with payment and processes them with just one scan. Bluecode payments can be made from either the Bluecode app or directly from any cooperating third-party apps. Leading Austrian and German retail partners (including Kaufland, Müller, Rossmann, Globus Group, Burger King, REWE International subsidiaries Billa, Billa Plus, and Bipa, and the Spar Austria Group), sports clubs (including TSG Hoffenheim, Adler Mannheim, Fortuna Düsseldorf, FC Augsburg), and partner banks (issuers and acquirers alike) are part of the Bluecode network. Bluecode collaborates with international networks and organizations such as the European Mobile Payment Systems Association (EMPSA) and Alipay+ to establish payment interoperability in Europe and worldwide. Bluecode also provides white-label QR code payment and interoperability technology to other local payment providers in Europe and emerging markets. www.bluecode.com

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About Alipay+:

Alipay+ is a suite of cross-border mobile payment and digitalization technology solutions that help connect global merchants to consumers. Consumers enjoy seamless payment and a broad choice of deals using their preferred payment methods while travelling abroad. Small and medium-sized businesses may use Alipay+ digital tools to enhance efficiency and achieve omni-channel growth.

Alipay+



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