

The Tipico logo, featuring the word "tipico" in a white, lowercase, sans-serif font with a small dot over the first "i".

WWW.TIPICO.COM

SALES PARTNER OF TIPICO CO. LTD

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A close-up photograph of a white and black soccer ball resting on a vibrant green grassy field. White boundary lines are visible on the grass.

AT THE HEART
OF THE GAME

SPORTS BETTING WITH TIPICO



YOUR BET IN SAFE HANDS

Dear readers and friends of Tipico

In today's world, in which we not only want to capture moments but also want to share them with the entire digital globe, it's not easy to pick out the biggest highlights: moments that have truly captivated, fascinated and enthralled us.

The first time I explored the FC Bayern Munich Erlebniswelt, the official FCB Museum, I stood in front of a wall that displays the club's core values in big letters: responsibility, serious economic management, innovation, respect, self-confidence and pleasure. Terms that made a tremendous impression on me. Why? Because everything we do at Tipico is based on exactly the same key values. These common values are an excellent foundation for a successful partnership on an equal footing.

We became a platinum partner of FC Bayern Munich at the start of the 2015/16 season, and are delighted to be part of the biggest sports club in the world. Together with FC Bayern Munich, our other sponsoring partners and popular brand ambassadors, we want to continue to demonstrate that sports betting is a truly integral part of sports entertainment.

This brochure provides a brief insight into our company. I wish you a lot of fun and excitement with Tipico.

Yours sincerely
Jan Bolz
CEO Tipico Co. Ltd.

A handwritten signature in black ink, appearing to read "Jan Bolz".

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OUR LINE-UP

THE TIPICO SPORTSBOOK - A SUCCESS STORY



Premium brand status in just a decade: our success story

The secret behind every sporting and economic success is a good line-up. This is particularly true of how our company started. What began as a small activity run by three students in a betting shop in Karlsruhe, Germany, soon developed into a flourishing business, thanks to an outstandingly intelligent business model for betting brokerage. Tipico Co. Ltd. was then finally established in Malta in 2004.

Within just a few years, we have developed into one of the leading sportsbook operators in Europe. Besides Tipico's excellent online offering, the brand's most valuable asset is its 1,100 betting shops, over half of which are equipped with Tipico's high-quality shop concept. This makes us one of the industry's most sustainable and attractive sports betting companies in the brick-and-mortar business in Europe. A success we are particularly proud of.

Also the Tipico family has kept on growing. With shops and teams in Germany, Gibraltar, Columbia, Croatia, Malta and Austria, we are among the industry's leading operators, providing stable jobs to more than 5,000 people.

Tipico's excellent reputation as a trustworthy but demanding employer, who actively furthers employees' careers through internships and training programmes and offers support to international staff, extends far beyond the borders of the sports betting industry.

Why did Tipico choose the small Mediterranean island of Malta as the site for its company headquarters? Malta was one of the first EU countries to establish sustainable regulations for the licensing of sports betting and other gambling. Tipico holds a licence there allowing us to conduct betting and online casino business.

The Malta Gaming Authority continuously monitors compliance with strict licensing requirements. As the regulatory efforts of numerous EU countries proceed apace, we aim to keep on growing. In order to maintain continuous growth, Tipico follows the unconditional guideline of only being present in regulated and licensed markets where serious business is possible. Thanks to our successful business model and experienced multinational team, we are well positioned to reach our goals.

FIRST-CLASS ENTERTAINMENT

OUR BUSINESS MODEL



Sport & betting: a unique history

There is hardly any form of entertainment as popular around the world as sports betting. Every year, several billion individual bets are placed around the globe, and a huge market of legal sportsbook operators has emerged.

The origin of professional sports betting is horse racing. Placing bets on racehorses is still a popular trend today. However, with the advent of the internet era and the popularity of football, Europe's most popular sport has displaced classical horse racing as the betting man's main pastime. Nowadays, several million bets are placed on football every day.

The principle behind sports betting is actually quite simple. In accordance with regulatory frameworks, providers like Tipico determine the range of sports and type of bets they offer, e. g. bets on a win or a defeat. Bookmakers then calculate the odds for each

individual bet. Setting the odds requires extensive analysis of league standings, performance curves and previous match results, to name but a few. Eventually, these analyses are converted into probabilities, which are then converted into odds.

This can be illustrated with a simple example: in a football match the probability of a home win is calculated at 50 percent, with the probability of a draw or defeat calculated at 25 percent respectively. After deducting a margin of 10 percent, for instance, for the company (margins may vary according to the type of sport and league), the odds are 1.8 for a home win and 3.6 for both a draw and a defeat. In other words, a one euro bet on a home win pays out €1.80, whilst both other potential results pay out double the amount.

Contrary to other types of gambling, between 80 and 95 percent of wagers in sports betting are paid back as winnings, depending on the sporting event. Leaving all the maths aside, it is the excitement of making the right choice that attracts punters in the end so that every game feels like a final.

Besides
sportsbo
ment of

ve a real idea of the bookmaker's problem? That's not surprising as the bookmaking is a classically occupation requiring for the few that do have a clue about what it entails, think of Hollywood films showing minds juggling figures and doing calculations lightning speed without using a calculator or phone.

shape Tipico's strategic orientation. The Board comprises Dr Gerhard Florin, the former Manager of International Publishing at E.ON, as well as Dr Dirk Refaeuter, who worked for Mann as International Strategy Director for three years. Frank Briegmann, CEO and President of Universal Music Group, and Mike Morley, producer of formats such as 'Big Brother' and 'Deal Or No Deal'.

ers at Tipico really do, in fact, have a
rstanding of mathematics. They are the
t to any development on screen, in real
calculate new odds in a flash. In an in-
portant financial decisions are taken
business methods and processes have
dge as our goal is to maintain our cus-
ence and stay transparent about bet-
and transactions.

Tipico's Board of Directors also comprises
executives. Our Chief Executive Officer Ja
senior positions at Bertelsmann and Elec
representing these companies on the na
ternational stage for many years. Chief C
ficer Ian McLoughlin, who holds a PhD de
perial College London as well as a Master
from Cambridge University, worked in the

among others. Andreas Toedten, Chief Financial Officer, was Director at a private investment bank in Berlin before joining Tipico. It is precisely this type of recruitment of skilled employees in Malta, which is unique at any other Tipico locations as well as the rest of Europe.

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develop-
This is
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r General
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Bertels-
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f Univer-
TV for-
al', are
ry Board.

A large graphic element consisting of the letters 'STI' in a bold, red, sans-serif font. Below it, on a dark grey rectangular background, the words 'TIPICO'S SUCC...' are visible in a smaller, white, sans-serif font.

FACTORS



FAIR PLAY

SAFETY AND RESPONSIBILITY

- » / NO ADMISSION & GAMBLING FOR PERSONS UNDER THE AGE OF 18
- » / TÜV DATA PROTECTION SEAL
- » / COMPLETE CONTROL OVER YOUR ACCOUNT
- » / LIMITS FOR EFFECTIVE SELF-CONTROL
- » / PREVENTION BY HIGHLY-QUALIFIED PERSONNEL

Sports partner: for integrity & player protection

Tipico Sportsbook's work and success across all markets is based on our ambition to be a reliable partner as well as an upright sportsbook operator. Therefore, our top priority is to protect our customers and partners. In order to achieve this aim, we have established sustainable processes and guidelines.

A special focus is on building awareness of responsible gaming. Tipico takes every single case of problem gambling very seriously. Our extensively trained personnel, certified in 'Excellence in Responsible Gaming', is always on hand to deal with what fortunately only represents a small number of people. We explicitly refer to the dangers of compulsive gambling and provide specific information on addiction counselling services in both our online offerings and our betting shops. Employees in our franchise shops are also trained to look out for warning signs and react accordingly. We offer all our customers a comprehensive and approved programme to help them set themselves limits, up to and including permanent suspension of their customer account.

We are also committed to guaranteeing the protection of minors. Young people under the age of 18 are not admitted into Tipico's betting shops. In order to monitor adherence to these conditions, we undertake regular

inspections of our franchise partners' shops. In addition, we conduct in-company training to show them the crucial importance of the responsible protection of minors. Tipico excludes minors from using its online offerings as only persons aged 18 years or over are allowed to gamble online. This warning is also displayed when opening the Tipico sites. To underline our responsible approach, we refrain from any advertising aimed at minors.

Data protection also has very high priority at Tipico: our employees keep all information relating to betting transactions strictly confidential and our exclusive software eBet uses secure SSL encryption for every kind of data transfer.

Furthermore, our software comprises special features that track irregular transactions at an early stage. A specialised team at our headquarters in Malta meticulously monitors any indication of potentially criminal activities, be it attempted fraud, match-fixing or money laundering. In the process, we closely cooperate with authorities involved, associations and further security organizations to exchange important information and prevent or trace criminal intent. In August 2012, we became the first private provider of sports betting services to hold a TÜV Rhineland data protection seal. It's precisely our integrity - which includes the trustworthy handling of our customers' money - that has made Tipico so popular.

FOCUS ON DIALOGUE

THE TIPICO SPORTSBOOK AND ITS PARTNERS



Clubs, associations, media & foundations: we seek close dialogue with our partners.

The core of all Tipico partnerships is sport, and preserving the integrity of sport is at the heart of every Tipico commitment.

We work on key topics in professional and amateur sports through constructive dialogue with our partners. The promotion of competitive athletes, help with infrastructural measures for smaller amateur clubs or support for various sporting events are vital parts of this cooperation. Furthermore, we continue to foster a close alliance with several organisations such as the Bundesliga Stiftung (Foundation of the German Bundesliga), among others.

Promotion of amateur and trend sports

We were all beginners once: the promotion of amateur clubs is of special importance to us. This is why we have established extensive cooperation with KARSTADT sports. Tipico supplies sports clubs with high-quality brand name team kits and equipment at very attractive prices or even free of charge.

Membership of associations and organisations: German Sports Betting Association and Play Fair Code

Tipico has a responsibility to serve as a role model in the sports betting market. The German Sports Betting Association (DSWV) provides an excellent platform to support common corporate interests, develop substantial industry topics and jointly promote ideas. Together with other members of the association we endeavour to foster constructive dialogue with all parties involved in the regulatory process.

We are also committed to the Play Fair Code, an Austrian association for the protection of integrity in sport. Play Fair Code provides prevention education programmes in Austria's two professional football leagues and has established an outstanding reputation throughout Europe over the years.

Cooperation with the media

Tipico has always been a sought-after partner for the media. And not just for match day coverage: together with our media partner Sky we support several social projects in the field of sport. As a member of the German Association for Telecommunication and Media (DVTM), we are also delighted to be able to pursue our ideas with strong partners.

Sports betting in Europe: tradition & history

The sports betting market was widely liberalised back in the 1960s in the betting-mad United Kingdom. Several large companies were able to establish themselves there. More often than not, their shops are located in the best areas of the big cities, as, for instance, in London. It is not even unusual for members of the Royal Family to bet money on sports or horse racing at Ascot. Our neighbours in Austria also liberalised large parts of the market more than 20 years ago, resulting in a huge sports betting market. It is therefore hardly surprising that some of the industry's biggest providers are headquartered in Austria. In recent years, more and more countries in Europe have turned towards a liberalisation of the sports betting market, not least due to rulings by the European Court of Justice in Brussels. Malta was among the first countries to implement comprehensive regulations for the provision of sports betting services.

Today, the small island republic in the Mediterranean Sea is home to dozens of gambling companies, offering jobs to more than 5,000 people. Tipico is one of these companies headquartered in Malta, employing around 200 people from 28 different nations in areas such as product development, information technology, marketing, customer service, finance and human resources, among others.

Tipico was one of the first companies to obtain a licence in the German federal state of Schleswig-Holstein, which was issued under stringent conditions. In the recent past, we have also been granted licences in Denmark, Italy, Belgium, and Austria and have applied for a licence in the Netherlands. Tipico is also making every effort to obtain licences in other German federal states after Schleswig-Holstein. At the same time, we endeavour to assist legislative institutions in their attempt to establish workable regulations. Our ambition is to help develop substantial customer-friendly playing fields in the sports betting sector, not only in Germany but throughout Europe.



OUR PLAYING FIELDS

THE TIPICO SPORTSBOOK IN EUROPE

» /

DENMARK

» /

GERMANY

» /

BELGIUM

» /

AUSTRIA

» /

ITALY

A NEW DIMENSION IN BETTING

TIPICO'S INNOVATIVE ENTERTAINMENT OFFERINGS



We have developed Tipico into Germany's leading digital sports betting brand within only a decade.

Besides leading the brick-and-mortar segment of Germany's sports betting industry, Tipico also offers numerous means of accessing its wide range of Tipico products from wherever you are, whether at home or on the go. In recent years, we have also introduced several successful innovations in the types of bets we offer.

However, the most important part of our entertainment offering continues to be the betting shop. We have consistently focused on a high-value franchise concept from the beginning. Prospective franchisees need to fulfil an array of criteria before they qualify as Tipico franchise partners. These include an impeccable reputation, various official licences and a conclusive business concept, among others.

Acceptance of and adherence to our Tipico standards, from business operation to customer protection, is mandatory for all franchisees. In return, our partners can rely on our market-leading shop concept and benefit from the strength of the Tipico brand.

The shop concept includes important components such as the exclusive eBet sports betting software as well as state-of-the-art devices for cash management and accounting. The concept roll out began in 2012. It has a modern atmosphere and embodies professionalism, security and reliability, making it possible to attract new target groups.

Customers in the betting shop can track the progress of their open bets live on screens and in the company of fellow punters. Those who are unsure of what to bet on can examine Tipico's full betting schedule, which is updated daily. A central information system also constantly displays live odds, results, previews and conferences.

Whilst a cashier is still on hand to accept a betting slip, all Tipico shops now offer **BETTING-TERMINALS**, allowing the customer to comfortably choose the right bet from a wide range of offerings on touch-screen terminals. We also provide a vast variety of additional information about events and teams.

For those who prefer betting on sporting action from home, Tipico provides a comprehensive online offering. Once punters have created a user account, they can easily access the sportsbook as well as a range of additional helpful information and features at **TIPICO.COM**.

Accessible on every smartphone, our **TIPICO APP** enables those who love mobile betting to place bets on the go. No matter whether they are at the stadium cheering on their favourite team, on a trip or at a sports bar with friends: the Tipico app is the ideal companion in every situation. The Tipico app also allows punters to view gaming and account balances as well as place bets.

Live betting is particularly popular. Bets can be placed or adjusted during the course of a match, making betting considerably more exciting. We offer in-play betting for more than 100 sports events every day. Live betting is a real crowd-puller in our shops, creating a genuine stadium atmosphere among the punters. Alternatively, in-play bets can be placed online at home or via the Tipico app when on the go.

To round off our wide range of offerings, we provide **PERSONALISED CUSTOMER CARDS** to our betting shop customers, combining all the advantages of the entire Tipico world. This includes, for example, the current account balance as well as an overview of all money transactions and the punter's entire betting history. Moreover, holders of a Tipico customer card do not require a bet printout and thus benefit from special access to terminals that process all transactions electronically.



Our mobile sportsbook offering

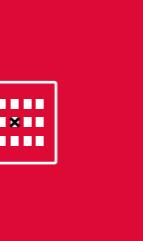
Last but not least, our new **TIPPN** app, a newcomer in our digital Tipico world, offers our customers a unique mix of entertainment and innovation.

BETTING ACROSS ALL CHANNELS

TIPICO'S SPORTSBOOK OFFERING IS ACCESSIBLE IN MULTIPLE WAYS



Via touch-screen betting terminals



Classic: with a betting slip (over the counter & at the terminal)



Via the convenient Tipico app and Tippn



Online at www.tipico.com



Using the Tipico customer card

TECHNOLOGY CONNECTS THE WORLD

TIPICO AND BOOXWARE



Booxware: innovative software & technology

Strong partnerships are vital for a company's sustainable success. Tipico's success story would therefore be unthinkable without Booxware, the innovative technology and software provider from Karlsruhe, Germany. Founded in 2002, the company was born out of collaboration between bookmakers and software developers who set themselves the common goal of developing high-quality hardware and software solutions for the sports betting industry.

To date, Booxware is a pioneer in this specialist field. To safeguard this success, more than 100 IT and technology experts from around the world are constantly working to enhance eBet, the market-leading bookmaker software, and develop new, intelligent hardware and software modules. Tipico and Booxware have been partners since their respective inceptions. Without the technological innovations of Booxware, our customers would not be able to enjoy the entertaining and secure betting experience we offer across all established channels.

Booxware has been a reliable partner, not least to our franchisees, from the word go. Booxware GmbH provides our shops with the entire range of technical

equipment, from cash systems to display servers through to automatic betting machines. Furthermore, Booxware's qualified and solution-oriented support team is available 24/7. Quick help with technical problems is vital especially on weekends and football matchdays when crowd-pulling events are pending in around 1,100 Tipico betting shops across Germany, Austria, Denmark and Belgium. Available seven days a week, Booxware guarantees technical support around the clock. Whenever something gets broken, spare parts or replacements are delivered across Germany within just a few hours, and a technician is always there to assist the franchisee. Tipico franchise partners benefit from a service that is second to none in the entire sports betting industry.

Booxware is undoubtedly considerably more than a technical service provider for the Tipico family. Within just a decade, Booxware has earned itself an excellent reputation for being an innovative think tank. This success has extremely positive side effects: more and more masterminds and young talent from across Germany and around the globe see Booxware as an attractive employer and key player in the IT and software industry. As a result, Booxware Software Development GmbH will provide 100 new jobs next year. This marks an investment in innovation and enhancement that the entire Tipico partner network will benefit from.

SPORTS FIGURES

TIPICO'S WORLDS IN FIGURES

NUMBER OF LIVE EVENTS



NUMBER OF BETS PLACED

2014 WORLD CUP
40/SEC

MOST INTENSE BETTING DAY OF THE WEEK

SA

MOST INTENSE BETTING MONTH WITH 17,000 SPORTING EVENTS*

NOV

115 BPM



AVERAGE PULSE OF A FAN DURING A GOAL-SCORING OPPORTUNITY

* IN 2014

TOTAL NUMBER OF BETS PLACED*

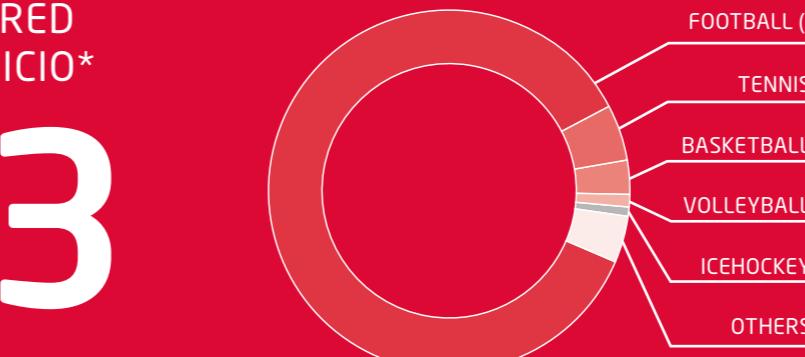
1,200,000,000

243,000,000

51,030 KILOMETER

DISTANCE COVERED IF ALL BET SLIPS HANDED IN OVER THE COURSE OF A YEAR WERE LAID END TO END. THIS WOULD CIRCLE THE GLOBE 1.25 TIMES OR MATCH THE LENGTH OF 500,000 FOOTBALL PITCHES.*

BETS PLACED PER SPORT*



SPORTS OFFERED BY TIPICO*

23

~ 1,100
SHOPS IN GERMANY, AUSTRIA, DENMARK, BELGIUM





LOCAL EXPERTS ON HAND

TIPICO GERMANY

Tipico Deutschland Marketing & Vertriebs GmbH

As the biggest sportsbook operator in Germany, we can count on reliable local experts in our core market. Tipico Germany executives Thomas Wolter and Christian Gruber have established professional high-performance structures at the Tipico branch in Frankfurt/Main, Germany within a short period of time. Not least due to their many years' experience in various fields of business and sport: Thomas Wolter held executive positions with international logistics companies for fifteen years. Christian Gruber worked as Head of Media and Public Relations in professional football for twelve years. Before that he spent several years as a corporate communications consultant specialising in corporate and crisis communication for renowned companies in the chemical industry, among others. Together with the more than 40 employees at Tipico Deutschland Marketing & Vertriebs GmbH, they handle the corporate image of the Tipico brand. Our regional sales managers, field and office staff are always on hand to provide on-site support for any enquiries regarding the retail business: from basic information to concrete location requests right through to that special moment of a shop opening.

Every day, our marketing and sales experts develop tailored solutions for all the needs of our franchise partners. A modern shop concept was recently

designed to create a consistent and engaging interior for the growing number of Tipico shops across Germany. Tipico franchisees can also rely on experienced shop-fitting experts, who will find customised solutions for the planning and implementation of the concept in each individual shop. Together with our technology service provider Booxware, Tipico supplies its franchise partners with high-performance equipment, designed to meet the individual needs of each partner or customer. Tipico's Frankfurt-based team conducts effective training sessions and comprehensive employee briefings to fully prepare our franchisees' employees for work in the betting shop.

The Tipico Germany team also provides a highly-efficient and comprehensive marketing and communications service. An interdisciplinary team of sports enthusiasts is in charge of Tipico's corporate image and ensures brand compliance - primarily in Germany, but also beyond. In addition to creating and producing attractive advertising media for Tipico franchise partners, the team's range of services also includes supervision of our sponsoring partnerships and high-profile brand ambassadors from the field of sport. Working in close cooperation with authorities, associations as well as politics and the media, the team has a reputation for being an expert partner for the topic of sports betting in Germany.

UNITED IN SUCCESS

LET'S HEAR FROM THE TIPICO BRAND AMBASSADORS



The big game
»Kahn vs Schmeichel«

TIPICO / Many people dream of being as successful as you. Most people do, however, know that discipline and endurance are vital to achieving success. What other skills does it take to be a top-class goalkeeper?

Michael Konsel (MK): Mental strength is of crucial importance for a goalkeeper, and this is a hidden talent at first. Whether or not a goalkeeper has the ability to adjust to difficult situations only becomes obvious when he is under pressure during a match. Everyone develops his own strategies. I always memorised all kinds of situations in my head. I made sure I analysed negative experiences thoroughly and tried to turn mistakes into something positive.

When it comes to world-class goalkeepers, you can't help thinking of the three Tipico brand ambassadors. In our interview with Oliver Kahn, Michael Konsel and Peter Schmeichel, we talked about sporting success, modern goalkeeping and integrity in sport.

Former FC Bayern Munich goalkeeper Oliver Kahn, now a prominent football expert, is delighted to collaborate with his two former goalkeeping colleagues. Peter Schmeichel was renowned for his outstanding performance with Manchester United in the nineties, while Michael Konsel caused quite a stir during his time at Rapid Vienna and AS Rome. Today, the trio are joint brand ambassadors for Tipico.

TIPICO / Good advice for future generations of goalkeepers. And speaking of generations - has goalkeeping changed over the years?

Peter Schmeichel (PS): Today, a goalkeeper must have good football skills. A few years ago, when kids kicked a ball about on the street it was always the tallest, the fattest or worst player who was sent between the posts. This has totally changed. Kids want to become a goalie, it's seen as cool position to play nowadays.

Oliver Kahn (OK): I absolutely agree. The goalkeeper's physique has also changed. Today, goalkeepers are more lithe and athletic instead of being big and chunky. During my active career, especially at the beginning, there was a great demand for large goalkeepers built like bodybuilders.

TIPICO / *The goalkeeper for the reigning world champions looks nothing like a bodybuilder ...*

PS: Manuel Neuer is currently one of the world's best goalkeepers. He embodies something really special that no one else offers. I can't even say precisely what it is, but he is extremely close to perfection.

MK: Absolutely. Neuer has the right philosophy. A goalkeeper also needs to be an outfield player to help his team and he is very good at that.

TIPICO / *Oliver Kahn, did you have any role models during your active career?*

OK: Peter Schmeichel was actually a role model for my generation. I still remember a friendly match between Karlsruher SC and the Danish club Brøndby IF, where Peter was playing at that time. I was just 18 years old and he stood in the opposite goal without any gloves on! That really impressed me (laughs).

PS: I can't actually remember that ...

TIPICO / *You faced each other again in the 1999 Champions League finale. What memories do you have of that match?*

OK: I can still clearly picture those final minutes when Manchester United took advantage of an element of confusion in our team. What followed afterwards was not what we had hoped for...

PS: Bayern should never have taken Lothar Matthaeus off. However, you got over it. Two years later, you won the Champions League title. It might have been a worse setback if you hadn't won the title then.

OK: That's true.

PS: It was a very emotional match for me by the way as it was my final appearance for Manchester United. I had family and friends in the stadium. It was an overwhelming feeling.

TIPICO / *And Oliver Kahn almost became your successor at Manchester United - even if it was a few years later.*

OK: Yes, I did in fact have an offer to join Manchester United from Alex Ferguson, who wanted me to move to Old Trafford. To be honest, I was close to accepting the offer. However, I finally decided to stay at FC Bayern Munich.

TIPICO / *While we're talking about the international stage: are there any differences between football in Germany, England and Italy?*

MK: Tactical training still plays a vital role in Italy. Sometimes it was just exhausting to keep on repeating the same exercises for hours on end at AS Rome.

PS: In England, the atmosphere in stadiums changed when terraces were banned. Stadium safety and security management is now excellent and terraces should be allowed again. The German Bundesliga is a positive example, showing how safe standing can work. It's not easy to create a good atmosphere in an all-seater stadium. You can't dance when you're sitting (laughs).

OK: In the last years, a lot has changed in Germany regarding atmosphere. Many families now come to the stadiums. Although modern arenas are bigger and always packed, this had led to a decline in the classic match atmosphere. Attendance figures have increased, but the fans don't make as much noise.

TIPICO / *There are also differences between the two countries when it comes to sports betting. Can you explain why?*

OK: Betting is totally different in Germany and England. While some Germans still view betting rather dubiously, it is very popular in England. It's a substantial part of all kinds of sporting events and a popular activity among people from all social classes including the Royal Family.

PS: Absolutely, English football supporters love to meet up at a pub before kick-off to bet on matches. For them a match is much more than 90 minutes. They can't wait for kick-off time. It's a very emotional thing, it unites people. And that is, in my opinion, a great thing.

TIPICO / *One last question for the three of you: integrity in sport - a topic that can also cause controversy in relation to sports betting. What is your opinion on this topic as a former professional athlete?*

PS: I think that the level of integrity in professional sport is very high and I want to underline that right from the beginning. I think that moral standards are very high in this field. However, it is important not to forget that sports teams are a reflection of society. A cross-section of society always includes people who don't stick to the rules. From my point of view, we're only talking about a very small number of cases and I don't see it as a fundamental problem for professional sport.

OK: I can't think of any occasion during my active career where there was any suspicion of match-fixing. We're talking about top-level athletes who want to win every match.

MK: Clubs and federations also have a major role to play here. In Austria, a lot more is now being done to build awareness and offer prevention education.

I know that Tipico works in close cooperation with the Austrian Bundesliga and the Play Fair Code initiative. I think this is definitely the right approach.

Thank you for talking to us!

The Tipico Golden Ball: A €1 million prize to kick off the 2014 World Cup

From Hamburg's HafenCity district to the Marienplatz in Munich - ten thousand golden footballs were waiting to be found between the rivers Elbe and Isar in June 2014 in any one of 14 German towns across the country, from its northern tip to its southern-most border. Tipico gave people across Germany reason to cheer even before the first whistle at the 2014 FIFA World Cup in Brazil, as each one of the hidden balls carried a unique code, enabling the lucky finder to participate in a €1 million prize draw without placing a bet or purchasing a betting slip.

All the finders had to do was to register on the campaign homepage and upload a selfie showing them with the golden ball. Of all those who registered on the homepage, one hundred finalists were drawn to take part in the big live TV show 'Golden Ball - One Will Be a Millionaire'.



[More information about »Golden Ball«](#)

At the beginning of June 2014, Sky hosts Esther Sedlaczek and Collien Ulfen-Fernandes welcomed several celebrity guests, including the Brazilian Werder Bremen legend Aílton, to a TV show sponsored by Tipico. The lucky winner of the Tipico Golden Ball campaign was picked at random during the show. German goalkeeping legend and Tipico brand ambassador Oliver Kahn saved the golden winning ball fired at him by a ball machine.

The winning ball belonged to David Wanner, a 20-year old law student from Freiburg, who - beaming with delight - announced he would share the €1 million prize with two friends. The trio intends to build a house for the three of them to share - a worthwhile investment to end our successful Tipico World Cup campaign.

FOR REAL WINNERS

THE TIPICO GOLDEN BALL CAMPAIGN



EXPERIENCE SHARED EMOTION

TIPICO - A SPONSORING PARTNER



Week after week football enthrals millions of fans throughout Germany and across Europe.

Millions of fans turn up at football stadiums every week to cheer on their teams, chant their support, bemoan defeats or celebrate wins. As a long-term football sponsor, Tipico has become a permanent feature of several football leagues.

As team play is as essential to football as it is to us, Tipico commits itself to promoting sport at various levels. In Germany, Tipico cultivates a total of four partnerships with clubs from the Bundesliga and 2. Bundesliga, the top two tiers of the German football league system.

As a naming rights partner of the Austrian Tipico Bundesliga and sponsor of Austria's reigning champions RB Salzburg, Tipico's reputation as a reliable partner extends far beyond the German borders.



"We have gained a top international partner in Tipico. I am particularly proud of the three-year deal we have signed with such a strong and well-established company. Now we can look forward to expanding the Tipico Bundesliga as Austria's number one sport organisation over the next few years."

(Hans Rinner, President of the Austrian Bundesliga)

Tipico also demonstrates its commitment in Denmark: as the official sponsor of the Danish Football Association DBU, we are not only a direct partner of the Danish national men's team, but our brand is also visible at the matches of the Danish Under-21 side and the women's national team.



"We are extremely proud to have gained Tipico as the official partner of the DBU. Tipico is an ambitious international player with a strong focus on football. Tipico joins us with the clear objective of getting even closer to football fans."

(Katja Moesgaard, Executive Director of the Danish Football Association DBU)

Together with our brand ambassadors Oliver Kahn (Germany), Michael Konsel (Austria) and Peter Schmeichel (Denmark), all Tipico partnerships are based on the core values of our brand - a brand that stands for safe entertainment, trust and pioneering spirit.

WE PARTNER THE BEST

TIPICO AND FC BAYERN MUNICH



Five UEFA Champions League titles, 25 German Championships, 17 DFB Cup wins.

FC Bayern Munich is the most successful German football club of all time. The club's continuity at all levels of management as well as its sporting and economic success story has had a lasting influence on German football. This is also reflected in the club's unbeatable popularity among football fans in Germany and all around the world. Tipico became an official platinum partner of the record-holding club at the start of the 2015/16 season, with a four-year deal, joining more than 400 million Bayern fans worldwide in one of the world's biggest football families.

"Tipico has been very successful in European football for quite some time. It is therefore logical for FC Bayern Munich and such an excellently positioned international company to join forces."

(Karl-Heinz Rummenigge, Chairman of the Executive Board of FC Bayern Munich)

"Tipico has developed into an excellent brand and fits perfectly into the circle of our high-profile partners."

(Joerg Wacker, Board member & Director of Internationalisation and Strategy at FC Bayern Munich)

This exclusive partnership with the German record-holding champions will considerably increase Tipico's advertising presence on the national and international stage and thus boost its recognition as a premium brand. The partnership also includes joint PR and marketing activities as well as regular matchday events for FCB fans. The Tipico brand will also be integrated into FCB media channels thus reaching millions of fans worldwide.



WE'RE HERE FOR YOU

OUR TIPICO PARTNER NETWORK IN GERMANY



We rely on strong teams to achieve great goals.

We have established quite a number of partnerships over the past years. Tipico enters into every partnership determined to explore new opportunities as a team, develop strategies for mutual success and promote our ideas together with our partners. We are proud to have four strong teams at our side in FC Bayern Munich, Hamburger SV, SC Freiburg and RB Leipzig.

RB LEIPZIG

"RB Leipzig are already an amazing success story. An exemplary talent development programme, attractive football and an outstanding stadium offer perfect conditions for achieving that great goal of promotion to the Bundesliga. We are absolutely delighted to accompany the Red Bulls on this incredible journey."

(Christian Gruber, Managing Director at Tipico Germany)

SC FREIBURG

"We are extremely happy to have been able to enter into a long-term partnership with Tipico in such a strategically important market for a Bundesliga club."

(Fritz Keller, President and Chairman of the Management Board of SC Freiburg)

HAMBURGER SV

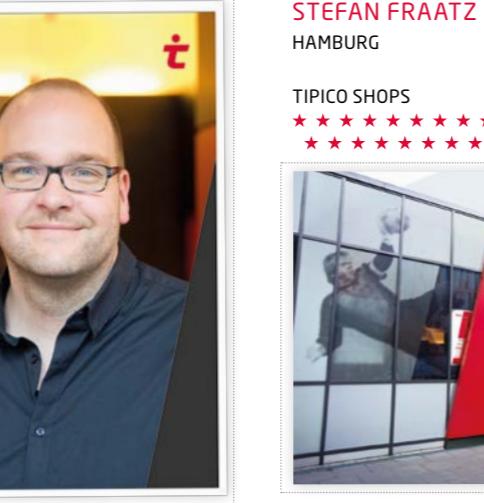
"HSV and Tipico are not only united by a good cooperative relationship and enthusiasm for the sport, but also by a common idea of how to pursue our business objectives. Renewing our partnership was therefore a logical step, and we are delighted to continue working with Tipico."

(Joachim Hilke, Board member & Director of Marketing & Communications of Hamburger SV)

SPORT IS OUR LIFE

OUR FRANCHISEES

HAMBURG



STEFAN FRAATZ
HAMBURG

TIPICO SHOPS



SIX QUESTIONS FOR OUR FRANCHISEES

QUESTION 01

HOW LONG HAVE YOU BEEN RUNNING
TIPICO SHOPS?

QUESTION 02

WHY DID YOU DECIDE TO BECOME A TIPICO
FRANCHISE PARTNER?

QUESTION 03

WHAT DISTINGUISHES TIPICO FROM OTHER
BETTING PROVIDERS?

QUESTION 04

WHAT MAKES SPORTS BETTING SO
FASCINATING IN YOUR OPINION?

QUESTION 05

WHEN IS THE ATMOSPHERE AT ITS BEST
IN YOUR SHOP?

QUESTION 06

WHAT DOES RESPONSIBLE BETTING MEAN
TO YOU?

INTERVIEW WITH STEFAN FRAATZ TIPICO HAMBURG

QUESTION 01

Since 2005.

QUESTION 02

It all started out with bets on horse racing in 1999, and it then seemed logical to move on to sports betting. I was very impressed by Tipico's wide product range.

QUESTION 03

Tipico shops are more welcoming and friendly, and are much more professionally run.

QUESTION 04

For me as an entrepreneur: not having a boring office job. My day is a succession of exciting and varied tasks.

QUESTION 05

When lots of goals are scored during Champions League rounds.

QUESTION 06

It is above all the strict adherence to provisions for the protection of minors.



INTERVIEW WITH CARSTEN WENZEL TIPICO DRESDEN

QUESTION 01

Since 2012.

QUESTION 02

I have been working in the betting industry since 2003 and was therefore able to draw comparisons between different providers. Tipico simply stood out.

QUESTION 03

Tipico's service offerings are second to none.

QUESTION 04

It's the pleasure of combining sports and betting.

QUESTION 05

During European Cup matches and Champions League matches. And certainly during derbies between East German football clubs.

QUESTION 06

In my opinion, a common sense approach is most important. This includes not gambling with borrowed money. You should only bet what you can afford.



INTERVIEW WITH ALEJANDRA ARNDT TIPICO KOBLENZ

QUESTION 01

Since the end of 2004.

QUESTION 02

Because Tipico's corporate management approach appealed to me right from the start. The chemistry must be right, that's very important.

QUESTION 03

Definitely Tipico's wide range of betting offerings,

and the quality of the Bookware systems which is

absolutely exceptional.

QUESTION 04

Sports betting connects people encouraging interaction. Everyone wants to join the conversation, everyone wants to be right, and above all: have fun.

QUESTION 05

On Bundesliga and Champions League matchdays.

QUESTION 06

It means keeping an eye on the customers' betting behaviour. Our employees regularly attend training courses focused on pathological gambling and betting behaviour. It is important to recognise the signs of problem gambling.





OUR SHOPS

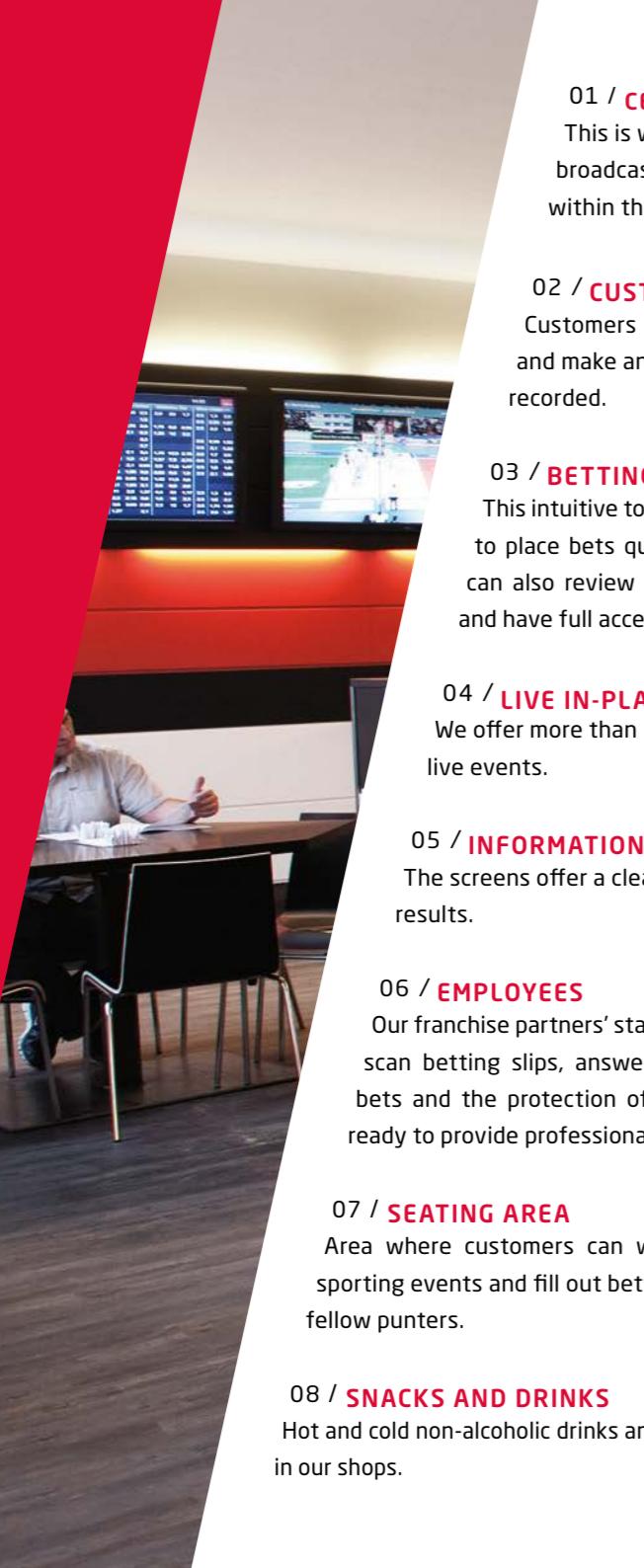
AROUND 1,100 IN EUROPE

Around 1,100 shops make us the unrivalled market leaders.

Tipico Sports Betting is a rapidly growing company in the entertainment industry and a large family, united by one common passion: sport. Almost all Tipico franchisees are sports fans. Many are members or supporters of their local football clubs while others are recreational sport enthusiasts.

This passion is the bond that unites us with our customers. For many of our customers wagering is not the only reason to visit a Tipico shop. They are looking for company and conversation with fellow sports fans. The intense relationship between our Tipico franchisees and our customers is the key to success. Tipico customers know that their bet is in safe hands at Tipico, so they are able to relax and enjoy the atmosphere.

The relationship between the shop operators and their staff is also characterised by mutual trust and respect. All members of the Tipico family believe in the basic principle that success can only be achieved through teamwork. A friendly atmosphere amongst Tipico family members, irrespective of their origins, is a core aspect of our open-minded, modern and liberal corporate culture.



01 / CENTRAL CASH DESK

This is where we accept and record bets, run live broadcasts and manage odds and result information within the shop.

02 / CUSTOMER SCREEN

Customers can view their bet on this display screen and make any necessary corrections before it is finally recorded.

03 / BETTING TERMINAL

This intuitive touch-screen interface enables customers to place bets quickly and easily. Customer card users can also review all information relating to their bets and have full access to their account information.

04 / LIVE IN-PLAY BETTING

We offer more than 100 in-play betting markets on live events.

05 / INFORMATION SYSTEM

The screens offer a clear overview of all odds and results.

06 / EMPLOYEES

Our franchise partners' staff is happy to help customers scan betting slips, answer detailed questions about bets and the protection of minors. They are always ready to provide professional on-site assistance.

07 / SEATING AREA

Area where customers can watch live coverage of sporting events and fill out betting slips amongst fellow punters.

08 / SNACKS AND DRINKS

Hot and cold non-alcoholic drinks and snacks are on sale in our shops.



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