

Deutsche Familienversicherung and German football club Eintracht Frankfurt expand premium partnership

- Deepening the exclusive partnership for the next three years
- Additional support for women's and girls' football
- Clear commitment also in Corona times

DFV Deutsche Familienversicherung AG ("DFV", "Deutsche Familienversicherung"), a fast-growing and leading InsurTech company in Europe, and the traditional football club from the federal state of Hessen 'Eintracht Frankfurt' will enter into a more profound cooperation over the next three years and expand the premium partnership, adopted in 2018. In addition to the already existing core topics with a focus on the area of digitalisation, Eintracht's official insurance partner has been represented at all Eintracht 'Bundesliga' matches at the stadium Deutsche Bank Park since the 2020/21 season, among other things through extensive TV presence. As a digital insurance company, DFV is pleased to be the exclusive insurance partner of the digital regional platform created by its digital subsidiary EintrachtTech, which will be an important part of the partnership in the coming years.

The extension of the contract focuses on the premium partner commitment to Eintracht Frankfurt women. As a company located in Frankfurt, DFV now also wants to support the ambitious goals of the women's 'Bundesliga' club and make its contribution as a sponsor of women's and girls' football in the Rhine-Main region.

As the only independent insurance company headquartered in Frankfurt and the exclusive insurance partner of Eintracht Frankfurt Fußball AG, it is also involved as a partner of the eSports team and Eintracht Frankfurt e.V. with its more than 50 sports. DFV will thus become a reliable partner across the various parts of the Eintracht family.

Axel Hellmann, Member of the Board of Eintracht Frankfurt Fußball AG, is pleased about the strong sign of the Frankfurt digital insurer. "We have been able to expand our partnership with Deutsche Familienversicherung in a difficult phase for all sides. We are very proud that we were able to extend the cooperation to all parts of the club and Fußball AG. This is an important sign during the Corona pandemic and demonstrates the clear commitment of Deutsche Familienversicherung to Eintracht Frankfurt. Furthermore, DFV is helping us to push ahead with our digitisation plans in the Deutsche Bank Park".

Dr. Stefan Knoll, founder and CEO of Deutsche Familienversicherung on the reasons for the expansion of the partnership: "Intensifying this partnership is not a matter of course, especially in view of the corona pandemic. But Eintracht Frankfurt can rely on us. Conversely, I hope that members and fans will also appreciate this when choosing their insurance company. We are 100 percent committed to the club and are a reliable partner of the Eintracht family. The Eintracht Frankfurt e.V. is of the greatest concern to me with its many women and men engaged on a voluntary basis. Our partnership with the emerging digital platform "EintrachtTech" is also very well positioned for the future".

Siegfried Dietrich, General Representative of Eintracht Frankfurt Fußball AG, adds: "I am delighted that the Deutsche Familienversicherung is deliberately making its appearances at Eintracht Frankfurt "family-friendly" and is also extensively involved in women's football. In this way, DFV also supports the overall social orientation of the 'Eagle Family'".

About DFV Deutsche Familienversicherung AG

DFV Deutsche Familienversicherung AG (ISIN DE000A0KPM74) is a fast-growing Insurtech company. As a digital insurance company, DFV covers the entire value chain with its own products. The aim of the company is to offer insurance products that people really need and understand immediately ("Simple & Sensible"). DFV offers its customers award-winning supplementary health insurance (dental, health and long-term care insurance) as well as accident and property insurance policies. Based on its ultra-modern and scalable IT system developed in-house, the company is setting new standards in the insurance industry with consistently digital product designs and the option of taking out policies via digital language assistants. The shares of DFV Deutsche Familienversicherung AG (ISIN: DE000A2NBVD5) are listed on the Regulated Market of the Frankfurt Stock Exchange (Prime Standard).