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Siemens and FC Bayern Munich go into extra time

- **Global partnership to being extended for another three years**
- **Cooperation involves FC Bayern's soccer and basketball sections**
- **Strong focus on sustainability and digital solutions in infrastructure**

After three successful seasons, Siemens and FC Bayern Munich have extended their collaboration for three more years. The global technology powerhouse and the sport club with the most championship titles in German soccer are lengthening their "Performance Partnership" until the end of the 2022/23 season. The focus will remain on future-oriented solutions and innovative technologies as well as on infrastructure-related digital products and solutions.

In addition, the collaboration is to be strengthened at the beginning of the new season, especially in the area of sustainability. In particular, this focus includes solutions for, and the use of, efficient energy-storage technology and energy-management systems for the Allianz Arena and the training facilities on Saebener Street in Munich. These technologies are to help FC Bayern Munich take the next steps toward boosting the energy efficiency of its operations in sports and business activities – and thus enable the club to play a leading role in Europe when it comes to sustainability.

"Siemens and FC Bayern are two strong brands with global reputations. We're united by our shared passion for top performance and quality. This new agreement enables us to take our successful partnership to the next level. Now, we'll be making an even stronger contribution through our expertise and solutions, especially in sustainable technologies," said Joe Kaeser, President and CEO of Siemens AG.

Karl-Heinz Rummenigge, Chairman of the Executive Board of FC Bayern München AG: “Since the beginning of our partnership, we’ve maintained a close relationship with Siemens that has been marked by trust. So, we’re all the more pleased that we’ll be continuing our journey together in the future, too – and that we can benefit from one another at a variety of levels.”

In addition to the Siemens solutions that are already in use today at the Allianz Arena, on Saebener Street and in the Audi Dome, further products and solutions have been developed in recent years as part of the partnership. Projects include, for instance, the Greenkeeper App for analyzing data on the pitch grass in the Allianz Arena with the aid of interconnected sensors on the field. This information – on parameters such as light, temperature, moisture, salinity and wind – is captured using Siemens’ MindSphere Internet-of-Things operating system. Then the data is evaluated within the application and translated into recommendations for action. This app is helping FC Bayern achieve another increase in the quality and efficiency of its turf management.

Herbert Hainer, Chairman of the Supervisory Board of FC Bayern München AG and President of FC Bayern München e.V.: “In both football and basketball, our partnership with Siemens enables us to establish a meaningful link between innovation and sustainability – two important elements in our activities at FC Bayern. We’ll continue to maintain this commitment, and we have very positive expectations as we look forward to the collaboration with our Performance Partner over the next three years.”

During the last season, acoustics engineers applied their skills at the Allianz Arena during FC Bayern’s home matches as part of Siemens’ REIMAGINE THE GAME project. With the aid of acoustic cameras, they measured the sounds made by fans during the matches and then mapped the acoustic data to a 3D model of the stadium. Using a beamforming signal-processing technique, the fans’ reactions to changes in ball possession, referee decisions, goals and missed opportunities were recorded and visualized. The result is a sound-generated visual representation of the stadium atmosphere based on the crowd’s reactions. Combining acoustic and statistical analysis makes it possible to investigate the interplay between fans and

what happens on the field. This project was recognized with multiple honors, including the PRReport Award for “best digital communication.”

This press release and additional press material are available at sie.ag/2BujlWK and www.siemens.com/presse/fcb

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