

Munich, May 25, 2021

Every heartbeat counts: Siemens to donate €18.800 to #WeKickCorona

At FC Bayern Munich's season finale against FC Augsburg on May 22, Siemens, FC Bayern and the #WeKickCorona initiative launched a donation campaign with the slogan: #HeartBeatFinal. The Bayern fans were asked to measure their heartrate during the match using activity trackers – and make the data available for #FCBayernPulse, a Siemens and FC Bayern project. Siemens will donate €0.01 per measured heartbeat to #WeKickCorona, an initiative that supports social institutions. 936,318 heartbeats were measured during Bayern's 5-2 win. Siemens will duplicate the achieved donation amount of €9.363,18 to €18.800.

The #WeKickCorona donation campaign was initiated by the two FC Bayern players Joshua Kimmich and Leon Goretzka on March 20, 2020. The campaign supports social institutions that are facing financial difficulties due to the Corona pandemic. "We're very pleased with the amount of donations that have been made during the #HeartBeatFinal," said Leon Goretzka. Joshua Kimmich was also happy about the campaign's success: "A big thanks to all of you who supported our campaign, and to our sponsor, Siemens, who made this special donation campaign possible!"

For the #HeartBeatFinal, Siemens raffled off more than 80 activity trackers, which fans used to measure their heartrates. After the match, 85 fans uploaded their data to the interactive [website](#) for #FCBayernPulse. The #FCBayernPulse is the joint data project between Siemens and FC Bayern Munich. The fans' data is then combined with other data collected during the game – such as the players' speed – on the #FCBayernPulse website to create a multimedia visualization of the energy flows between the players and the fans and of the intensity of the game.

Siemens and FC Bayern Munich are collaborating to advance technology projects as part of their Performance Partnership. With hardware and software offerings,

automation solutions, digital services and industry knowledge, Siemens is supporting FC Bayern in the digital transformation of its infrastructure.

This press release and a press image / press images / additional information are available at <https://sie.ag/3fBUbFG>

More information on #FCBayernPulse is available at

<https://thepulse.dc.siemens.com/>

More information about #WeKickCorona is available at

<https://www.wekickcorona.com/>

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In fiscal 2020, which ended on September 30, 2020, the Siemens Group generated revenue of €55.3 billion and net income of €4.2 billion. As of September 30, 2020, the company had around 293,000 employees worldwide. Further information is available on the Internet at www.siemens.com.