

Munich, May 3, 2021

A special Bundesliga final on May 22, 2021

Siemens and FC Bayern make hearts beat faster for #WeKickCorona initiative

- **#HeartBeatFinal: For the last FC Bayern Munich game of the 2020/21 season, we're asking fans to measure their heart rate during the match**
- **#WeKickCorona: Every measured heartbeat will support social services**
- **#FCBayernPulse: This data project from Siemens and FC Bayern Munich calculates match intensity based on heart rates and various match data**

The #HeartBeatFinal Bundesliga match between FC Bayern Munich and FC Augsburg on May 22, 2021 is all about a good cause – and about the heartbeat of Bayern fans. They will be measuring their heart rates during the game for #FCBayernPulse, a joint data project from Siemens and FC Bayern Munich. Siemens will donate 1 euro cent per measured heartbeat to #WeKickCorona: The initiative was founded by Bayern professionals Joshua Kimmich and Leon Goretzka to help social institutions that are in financial difficulties due to the Corona pandemic.

Numerous Bayern fans have already measured their heart rates for #FCBayernPulse during matches in the 2020/21 Bundesliga season. They upload the data to an interactive website, where it is combined with further information about the course of the game, such as the speed of players or action near the goal. The result is an exciting multimedia visualization.

“As FC Bayern’s official performance partner, we support the club in providing extraordinary fan experiences in all disciplines, inspiring people beyond the game itself and contributing to society. Our solutions work mainly quietly and behind the scenes, ensuring safety in the stadium, a perfect pitch, and a safe journey for fans to and from the stadium, whether they travel by subway, bus, or car,” says Roland Busch, CEO of Siemens AG. “With #FCBayernPulse, we’re demonstrating the possibilities of innovative data technologies. We’re proud that thanks to this

Siemens AG
Communications
Head: Judith Wiese

Werner-von-Siemens-Strasse 1
80333 Munich
Germany

collaboration with #WeKickCorona, our work on this project is now also helping social services that have come under pressure during the pandemic."

For the #HeartBeatFinal on May 22, Siemens, FC Bayern Munich, and #WeKickCorona are seeking even more fans to take part in the initiative. They can win activity trackers that can measure heart rates, among other things. They can use these to take part in the initiative. "I hope that many of our fans will participate in #HeartBeatFinal, because it is time well spent for two causes at once: Every heart rate measured helps to further develop our virtual stadium experience. And with one cent per heartbeat, a lot of money can be raised for #WeKickCorona," says Karl-Heinz Rummenigge, CEO of FC Bayern Munich AG.

The #WeKickCorona donation campaign was launched by the two FC Bayern players Joshua Kimmich and Leon Goretzka to support social and charitable projects with donations during the crisis surrounding the pandemic. "So far, more than five million euros have been raised from over 4,000 donors. This is our contribution to helping our society survive this crisis, making sure it will be just as diverse and strong afterwards," explains Kimmich. His teammate Goretzka adds: "We are pleased that Siemens, our club, and our fans are joining us in support of the #HeartBeatFinal. It's important to assist the many helpers working for social services during this difficult time."

Siemens AG and FC Bayern Munich are collaborating to advance technology projects as part of their "Performance Partnership." With our hardware and software offerings, automation solutions, digital services, and industry knowledge, we're helping FC Bayern in the digital transformation of its infrastructure.

Further information about #FCBayernPulse: <https://thepulse.dc.siemens.com/>.

More about #WeKickCorona: <https://www.wekickcorona.com/>

Fans can join #HeartBeatFinal here: <http://fc.bayern/HeartBeatFinal>

This press release and a press picture are available at <https://sie.ag/3eQcdUh>

Contact for journalists

Florian Martens

Phone: +49 (162) 2306627

E-mail: florian.martens@siemens.comFollow us on Twitter: www.twitter.com/siemens_press

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In fiscal 2020, which ended on September 30, 2020, the Siemens Group generated revenue of €57.1 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.