

## ***bet-at-home.com is the new main sponsor of Hertha BSC***

**The new jersey of the German football club Hertha BSC was officially unveiled to the public today in Berlin. Also in attendance was the new main sponsor bet-at-home.com, whose name will grace the team's jersey with immediate effect. The online sports betting provider is the new main sponsor of the traditional German first league club from Berlin for the next three years. For bet-at-home.com, it is the first time it has sponsored a jersey in the prestigious German Bundesliga.**

Michael Gierke, Marketing Director at bet-at-home.com: *"We are proud to be partners with Hertha BSC with immediate effect. Providing sponsorship in top-class sport has been a central element of our marketing strategy from the very beginning. As the main sponsor of Hertha BSC, we are now strongly represented in the German Bundesliga, one of the best leagues in the world. I regard it as an important step in our efforts to further increase awareness of bet-at-home.com and at the same time to support a traditional club with its further development. We look forward to contesting an exciting and successful season together with Hertha BSC."*

For the next three years, bet-at-home.com will be the partner of Hertha BSC, a team based in Germany's capital city. As well as featuring on the jersey, the services will include TV perimeter advertising in the first and second board rows, cam carpets, innovative 3D stand-up displays behind the goal nets and other stadium-related advertising rights. Online and social media campaigns are also part of the service package as well as hospitality rights and exclusive promotional options and events with the team.

Michael Preetz, Director for Sport at Hertha BSC: *"We are very much looking forward to having a strong and international company supporting us in the shape of our new main sponsor, bet-at-home.com. Hertha BSC and bet-at-home.com will represent a modern, lively and imaginative alliance of two excellent brands – together we want to be a convincing double act in the years to come. Over four million people around the world put their faith in the popular betting provider – an impressive figure that says a lot about our partner's great popularity."*

Ingo Schiller, Finance Director at Hertha BSC: *"We are proud to have succeeded in gaining bet-at-home.com as our main sponsor. This agreement is a clear sign that Hertha BSC enjoys a very good reputation in German football. Together, two strong brands will shape their future."*

### ***About bet-at-home.com***

The bet-at-home.com AG Group operates in the fields of online gaming and online sports betting. With over 4.1 million registered customers worldwide, the company, which is listed on the Frankfurt Stock Exchange, is, together with its subsidiaries, one of the most successful gaming providers in Europe. The varied options offered on [www.bet-at-home.com](http://www.bet-at-home.com) include sports betting, poker, casino, games and virtual sports. bet-at-home.com has companies in Germany, Austria, Malta and Gibraltar. As of June 30, 2015, 267 employees contribute to the successful

development of the Group. Via its Maltese companies, the group holds licenses for online sports betting and gaming. The licenses entitle the company to organize and market online sports betting and online casinos respectively. Since 2009, bet-at-home.com AG has been a member of the Betclac Everest SAS Group, which is a leading French group operating in the online gaming and sports betting industry.

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