



PRESS RELEASE

S.OLIVER THE OFFICIAL FASHION PARTNER TO THE GERMAN WOMEN'S NATIONAL FOOTBALL TEAM

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From June 2015 s.Oliver, the international fashion and lifestyle company, will be the official partner to the German Women's National Football Team. The team under captain Nadine Angerer will be dressed in the exclusive business wear by s.Oliver PREMIUM for the upcoming World Cup in Canada.

On 20 May 2015, during the preparations for the World Cup, the 23 players plus the entire training and support team were officially "kitted out" at Feusisberg in Switzerland. The look consists of dark blue trouser suits and matching blouses, trench coats and matching accessories, which will now be worn by the ladies' team for official events and when travelling. These outfits will ensure that the players and the national trainer Silvia Neid also look their best off the pitch.

The s.Oliver Group is delighted to be continuing its strategy of sports sponsorship by dressing the Women's National Team, and also to have acquired the team as its partner and international ambassador for the s.Oliver brand.

COMPANY INFORMATION

s.Oliver, the international fashion and lifestyle company, was founded by Bernd Freier in Würzburg in 1969. Today the brand is one of Europe's leading fashion companies, and is listed among the top 15 of "Germany's best employers 2015" in the current Focus study. All in all, the company has more than 278 of its own stores and about 402 stores with partners. s.Oliver products are available in more than 3,047 shops and on more than 3,876 sales areas. s.Oliver is available in some 30 countries all over the world.

s.Oliver has also sponsored various other sporting activities. In 2010, the German fashion company took over the official name sponsorship of the Würzburg basketball team. Furthermore, s.Oliver has been the official sponsor of Wladimir Klitschko since April 2014, and also dresses the DEG, the Düsseldorf ice hockey team.



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