

Companies of Schwarz Group Intensify Partnership with FC Bayern

- **Lidl expands its commitment with additional own brands.**
- **From the pitch to the court: Schwarz Digits and PreZero extend their cooperation from soccer to basketball.**
- **Schwarz Digits further strengthens the security and digital sovereignty of the entire association with cyber security and cloud solutions.**
- **PreZero promotes a circular economy and resource conservation.**

Neckarsulm, September 23, 2025 – The companies of Schwarz Group are expanding their involvement with FC Bayern. Lidl is expanding its existing soccer partnership with FC Bayern by adding further own brands. PreZero and Schwarz Digits expand their cooperation and become new platinum partners of the reigning German Basketball League champion FC Bayern Basketball. The addition to the partnership with FC Bayern Munich, which has already existed for over two years, underlines the successful cooperation with the reigning German champions in basketball and soccer.

New starting line-up for conscious nutrition: Lidl intensifies its own-brand commitment to soccer

Lidl is expanding its partnership with FC Bayern Munich and will be focusing on other own brands in addition to Saskia Mineralwasser in the future. With its diverse own-brand portfolio and top-quality products, the fresh food discounter ensures that conscious nutrition is accessible to everyone at affordable prices. This is exemplified by the own brand Alesto, which will bring healthy variety and enjoyable moments into the everyday lives of the FC Bayern soccer family. The expansion of the partnership is the next step in jointly promoting a healthy lifestyle in society.

Full control on and in the network: Digital sovereignty and security

Schwarz Digits is expanding its successful partnership with FC Bayern in the area of cybersecurity and cloud solutions and is becoming an official platinum partner of FC Bayern Basketball. Schwarz Digits is ensuring that FC Bayern continues to be digitally confident with the sovereign cloud from STACKIT and cyber security from XM Cyber. The powerful cyber security solutions from XM Cyber detect and prioritize vulnerabilities around the clock and link them to possible attack paths. This allows the defense to focus its efforts on the weak points that are really critical and FC Bayern can continue to preventively protect its digital infrastructure from cyber attacks. To maintain control over its own data at all times, the club uses the data-sovereign STACKIT cloud: all STACKIT data centers are located in Germany and Austria and guarantee uncompromising data protection - fully GDPR-compliant and independent of non-European companies.

Rebound instead of waste: SAP Garden and BMW Park on the "Road to Zero Waste"

As the official circular economy partner of FC Bayern and, in future, FC Bayern Basketball, PreZero is helping the club's home venues and other locations to achieve their vision of the "Road to Zero Waste". At the SAP Garden in the Olympiapark, PreZero is already providing support with innovative solutions in areas such as waste and recyclables management. Thanks to the new partnership in basketball, the sustainable concepts will also be implemented at the BMW Park multi-purpose hall in Munich in future. The aim is to work closely together to improve the recycling rate, close material cycles step by step and reduce non-recyclable waste to a minimum. The partnership sends out a clear signal for more circularity and resource conservation and is also intended to further sensitize fans to recycling and the circular economy. The common goal is for the venues to move up into the top league when it comes to conserving resources.

"We are adding an exciting new chapter to our long-term and successful partnership with FC Bayern Munich," explains Marc Hohenberg, Managing Director Sportmarketing and Cross Business at Schwarz Group. "We look forward to supporting the club with technological innovations, sustainable solutions and conscious nutrition to help shape the future of sport responsibly."

Jan-Christian Dreesen, CEO of FC Bayern: "We are delighted to not only extend our cooperation with the companies of Schwarz Group ahead of schedule, but to take it to the next level together. Partnerships like this stand for what is important to us at FC Bayern: continuity, reliability and innovative strength."

"The companies of Schwarz Group are the ideal partner to help us achieve our goals in terms of resource conservation and digital transformation," added Adrian Sarmiento, Commercial Director of FC Bayern Basketball. "We have already been impressed by the coherent solutions in the Allianz Arena, the SAP Garden and the entire soccer area and are very much looking forward to this forward-looking partnership."

Additional Information

For further information on the Schwarz Group, see www.gruppe.schwarz/en/press.

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About Schwarz Group

Schwarz Group is an international leader in the retail industry with about 14,200 stores and 595,000 employees. In the 2024 fiscal year, the companies of Schwarz Group generated a total sales volume of 175.4 billion euros. Their unique ecosystem lets them cover the full value cycle: from production and retail to recycling and digitalization. They create solutions to make the lives safer, healthier and more sustainable, both right now and in the future – they act ahead.

Lidl and Kaufland form the pillars of the food retail market and are an integral part of their customers' daily lives in 32 countries. Many of the own-brand products and much of the sustainable packaging come directly from Schwarz Produktion. Through its recycling management solutions, the environmental service provider PreZero promotes a functional circular economy and is investing in a clean future. The IT and digital division, Schwarz Digits, provides compelling digital products and services that meet the high German data protection standards, thus ensuring the maximum degree of digital sovereignty. As a partner service provider, Schwarz Corporate Solutions assists the companies of Schwarz Group with all matters related to administration, HR, operational activities and everything in between.

Über den FC Bayern Fußball

Der 1900 gegründete FC Bayern München ist einer der erfolgreichsten Sportvereine der Welt. Die Männer-Mannschaft, deren Heimspielstätte die 75.000 Zuschauerinnen und Zuschauer fassende Allianz Arena ist, gewann 34 Deutsche Meisterschaften, 20 DFB-Pokale und 12 deutsche Supercups. Auf internationaler Ebene errang der Club alle bedeutenden Titel: sechsmal die UEFA Champions League, zweimal den UEFA Super Cup, zweimal die FIFA Klub-Weltmeisterschaft sowie den Europapokal der Pokalsieger. Die FC Bayern Frauen, die 1970 gegründet wurden, stehen bei sieben Meisterschaften, zwei DFB-Pokalsiegen und zwei Supercups. Auch die FC Bayern Basketballer (seit 1946), die ihre Spiele im SAP Garden und BMW Park austragen, sind mit unter anderem sieben Meisterschaften und fünf deutschen Pokal-Siegen erfolgreiche Titelsammler. Der FC Bayern zählt rund 410.000 Mitglieder und ist damit der größte Verein der Welt.

About FC Bayern Football

Founded in 1900, FC Bayern Munich is one of the most successful sports clubs in the world. The men's team, whose home ground is the 75,000-capacity Allianz Arena, has won 34 German championships, 20 DFB Cups and 12 German Super Cups. At international level, the club has won all the major titles: the UEFA Champions League six times, the UEFA Super Cup twice, the FIFA Club World Cup twice and the European Cup Winners' Cup. FC Bayern Women, which was founded in 1970, has won seven championships, two DFB Cups and two Super Cups. The FC Bayern basketball team (since 1946), which plays its games in the SAP Garden and BMW Park, is also a successful title collector with seven championships and five German Cup victories. FC Bayern has around 410,000 members, making it the largest club in the world.

About FC Bayern Basketball

FC Bayern Basketball is Germany's most successful basketball club of recent years. After winning the double of both championship and cup last year, FC Bayern Basketball recently went on to defend its title in the Bundesliga and win its seventh German championship overall. The Munich-based club has held a EuroLeague A-license since 2021, making it a shareholder and standing member. It is now the only German team to compete in the largest and most important league after the NBA. FC Bayern Basketball's first home venue is BMW Park in Munich's Westpark, which is operated and marketed independently. The venue, which was built for the 1972 Summer Olympics, has featured the world's largest LED video glass floor as a permanent installation since 2024. The team's second venue is the multi-use SAP Garden in Munich's historic Olympiapark, which was reopened in the fall of 2024.