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777 Partners – new strategic partner of Hertha BSC

The U.S. private investment firm has acquired the shares from Peil Investment B.V., a subsidiary of Tendor Holding B.V.

Hertha BSC GmbH & Co. KGaA has a new shareholder: the Miami-based private investment firm 777 Partners. 777 Partners has quickly built a global multi-club network featuring storied football clubs across the globe, including Genoa C.F.C. in Italy, Vasco da Gama in Brazil, Standard de Liege in Belgium, Red Star FC in France, Sevilla FC in Spain and Melbourne Victory FC in Australia.

777 Partners has acquired all of the stake in Hertha BSC GmbH & Co. KGaA, previously owned by Peil Investment B.V., a subsidiary of Tendor Holding B.V. (64,7%).

The move was given the green light by Hertha BSC KGaA, which is represented by the general partner, the Supervisory Board of Hertha BSC e. V., and the Advisory Board of Hertha BSC GmbH & Co. KGaA.

777 Partners will receive two seats on the Supervisory Board of Hertha BSC & Co. KGaA, which now consists of a total of five members. Furthermore, 777 Partners will constitute two seats on the company's Advisory Board.

Kay Bernstein, President of Hertha BSC e. V.: "This is a forward-looking step for Hertha BSC. We would like to thank Josh and the team at 777 Partners for their confidence in Hertha BSC. This strategic partnership helps us to further advance the restructuring process and the economic consolidation of Hertha BSC. We are therefore pleased to welcome 777 Partners to the Hertha family. For this, we owe a debt of gratitude above all to our Managing Director Thomas Herrich and his team. We are looking forward to working with our new partner and want to positively shape the future of Hertha BSC together with them."

Josh Wander, Co-founder and Managing Partner of 777 Partners: "Over the past few months, we have had the opportunity to learn about the rich history and culture that makes Hertha BSC so special, and we are looking forward to learning even more. It is a great honor to be a partner of one of the founding members of the Bundesliga. All of us at 777 are aware of the responsibility that comes with this honor, and our team stands ready to help wherever we can. Our top priority is to work with the club and its leadership to ensure Hertha's long-term success on and off the pitch. We have the utmost respect for the way football is structured in Germany and look forward to working with all



stakeholders to help Hertha reach its full potential. I would like to thank Kay and Tom for their attention during this process, which has allowed us to align on common goals and a shared vision for the future. In the end, we all want the same thing: that Hertha BSC achieves lasting success. We cannot wait to start working."

Thomas E. Herrich, Managing Director of Hertha BSC GmbH & Co. KGaA: "We are delighted to have 777 Partners as a partner who, as a financial investor in various industries, also has a great deal of expertise in professional soccer leagues – something we will be able to benefit from. The expansion of the shareholding gives us planning security on our way to consolidating Hertha BSC with a great deal of hard work, passion, and humility both as a sports team and commercial venture. My thanks go to those responsible at 777 Partners for the professional and trusting discussions over the past weeks and to all those who have played a role in bringing this partnership to fruition."

In this context, we would like to invite media representatives to our press conference with Kay Bernstein (President of Hertha BSC e. V.), Thomas E. Herrich (Managing Director of Hertha BSC GmbH & Co. KGaA), and Josh Wander (Managing Partner of 777 Partners).

The press conference will take place on Monday, March 13, 2023 (2:00 p.m.) in the Hertha BSC press conference room (Hanns-Braun-Strasse).

Anyone wishing to attend the press conference is kindly asked to submit a written request to marcus.jung@herthabsc.de by Sunday, March 12, 2023, at 12:00 p.m.

TV teams and photographers wishing to be admitted to the press conference must register beforehand.

About 777 Partners

777 Partners is a Miami-based, private investment firm that invests across a number of high growth attractive verticals. Founded in 2015, 777 Partners strategically invests across seven broad industries: insurance; consumer and commercial finance; litigation finance; direct lending; sports, media and entertainment; sustainability; and aviation. The firm seeks to acquire and build operating businesses that generate long-term, high quality predictable cash flows for its proprietary balance sheet, while consolidating operations across like businesses to create efficiencies and economies of scale. 777 Partners invests at all stages of the business cycle and targets companies accretive to its existing portfolio.