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## DFL and ONET to kick-off cooperation in Poland / Grupa Onet - Ringier Axel Springer Poland becomes an official Bundesliga-Partner

Zurich (ots) -

With the start of the 2015-16 Bundesliga season DFL Deutsche Fußball Liga (DFL) and ONET to kick-off partnership in Poland. ONET will be an official Bundesliga partner starting with the 2015-16 season.

DFL and ONET have entered a three-year collaboration on the Polish market to provide Bundesliga Fans in Poland with compelling and even more tailored Bundesliga content. Grupa Onet, part of Ringier Axel Springer Media AG, is already collaborating with Eurosport and has the exclusive online rights for the Polish football league Ekstraklasa.

The new Bundesliga site will be hosted in a dedicated section within the ONET platform. As part of the cooperation ONET will receive exclusive Bundesliga content from DFL.

The new Bundesliga hub can be found under: [www.bundesliga.onet.pl](http://www.bundesliga.onet.pl). This site will replace the current Bundesliga site [www.bundesliga.com/pl](http://www.bundesliga.com/pl) with immediate effect.

"We are delighted about the cooperation with ONET and look forward to a great partnership. ONET is the leading online platform in Poland and will give us the opportunity to reach even more Bundesliga fans in Poland." said Christian Seifert, CEO Bundesliga.

Mark Dekan, CEO of Ringier Axel Springer Media AG and Group CEO Poland: "Grupa Onet-RAS PL is already the leading content and video destination in Poland's sports segment with 6.1 million monthly users. Together with DFL we want to offer first class and exclusive content and make the German Bundesliga even more popular in Poland. This cooperation is an important milestone in further extending our services in exclusive sport content."

About Grupa Onet - Ringier Axel Springer Poland (Grupa Onet-RAS PL)

Grupa Onet - Ringier Axel Springer Poland (Grupa Onet-RAS PL), part of Ringier Axel Springer Media AG, is one of the biggest Polish media groups, with 18.1 million monthly online users\*, reaching 72.4% of Polish internet users.

The portfolio of Grupa Onet includes ONET Poczta (e-mail service), Sympatia.pl (dating), Zumi.pl (directories), NK.pl (social platform), Skapiec.pl (price comparison), and Opineo.pl (product review).

The portfolio of Ringier Axel Springer Poland includes leading brands such as Fakt - the biggest Polish daily newspaper, Przegląd Sportowy - the biggest Polish sports daily, Polish editions of Newsweek, Forbes and Top Gear.

With 6.1m monthly users\*, Grupa Onet-RASP is a leader in the sports category on the Internet in Poland. The most popular sports website in Poland is Eurosport.onet.pl, with 4.2m monthly users\* and 76m monthly page views\* . Grupa Onet-RASP also owns the following sport websites: ofsajd.onet.pl, Przegladsportowy.onet.pl and Ekstraklasa.tv.

The sport segment at Grupa Onet-RASP is managed by Lukasz Lazerewicz, former Director Marketing and Sales at Ekstraklasa.

(\* - source: Megapanel PBI/Gemius, June 2015).

About Ringier Axel Springer Media AG

Ringier Axel Springer Media AG was founded in 2010 by the Swiss Ringier AG and the German Axel Springer SE and bundles the activities of both shareholders in Central and Eastern Europe. The company operates in the growth markets of Poland, Hungary, Serbia and Slovakia with a broad range of media services, comprising more than 160 digital and print offerings. The company's registered offices are in Zurich and it employs a total of about 2700 employees.

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