

Press Release

BIP to finance expansion of Kentaro Group

Luxembourg (14.08.2009) – The Kentaro Group has laid the foundations for further growth with BIP Investment Partners, one of Luxembourg’s leading investment companies, completing additional financing for the Swiss sports rights agency. “We are delighted to welcome another renowned affiliate to the Kentaro family,” Kentaro CEO Philipp Grothe said. “We are determined to continue our expansion. The cooperation with BIP provides us with a perfect basis.”

In less than five years, Kentaro has established itself as one of Europe’s leading sports rights agencies. It currently represents the media rights of more than 20 international football federations, including Brazil, England and Sweden, among others, and 30 top football clubs, such as Arsenal, Chelsea and Liverpool. “Kentaro is hands-on entrepreneurship,” said Michael Riedl, Investment Manager at BIP. “We are fully convinced by their strategy and look forward to making our contribution to achieving it.”

About Kentaro:

Specialising in the global marketing of national soccer federations, leagues and clubs, Kentaro’s core business is the international acquisition and distribution of premium broadcast rights. Kentaro markets the TV rights for over 250 matches in the build-up to the FIFA World Cup 2010, including 90% of the South American qualifiers. More than 20 federations rely on Kentaro’s unique network and management skills, as do countless top club sides such as Arsenal FC, Chelsea FC and Liverpool FC. Headquartered in Switzerland with branch offices in London, Hamburg, Stockholm, Chicago and Rio de Janeiro, the world’s fastest-growing sports rights agency also exclusively organises all friendly matches of the Brazil national team.

About BIP:

BIP is a Luxembourg investment company listed on the Luxembourg stock exchange. As an institutional investor, BIP holds stakes in major businesses in the Luxembourg economy and neighbouring regions. The company is active in the private equity sector. As a part of its mission, BIP seeks to encourage entrepreneurship by supporting innovative, high-potential projects. BIP is a component stock of the LuxX, the index of the Luxembourg Bourse.

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