

Press release

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Doing more for women's and youth sports: Wilo and Borussia Dortmund expand partnership

Technology group focuses on diversity in sports sponsorship

Dortmund. The Wilo Group is expanding its sponsorship of the Borussia Dortmund sports club. In future, the multinational technology group will also support girls' and women's football teams at Borussia Dortmund. Wilo is also expanding its sponsorship of the Borussia Dortmund women's handball team and will become a partner of all youth teams. Wilo has been a Borussia Dortmund Champion Partner since 2011 as well as a sponsor of their handball team and sustainability partner since 2023.

"We deliberately expanded our Borussia Dortmund sponsorship last year with the sustainability partnership and our commitment to the women's handball team", says Alexander Knorn, Senior Vice President Group Digital Business & Marketing at the Wilo Group. "This further expansion is the next logical step. Our partnership with Borussia Dortmund is not just about supporting elite athletes. We also want to make a statement that we are committed to equality and the development of young talent over the long term."

The expansion of the Borussia Dortmund sponsorship activities is thus in line with the Wilo Group's Diversity & Inclusion Strategy, which is based on the Group's overarching sustainability strategy. "Diversity is a key success factor. This applies to companies like Wilo as well as to sports", says Dr Patrick Niehr, Member of the Executive Board and Chief Change Officer of the Wilo Group. "We are working on making Wilo even more diverse in dimensions such as gender, age and nationality. And of course we want this to be reflected in our actions in the area of sports sponsorship."

Carsten Cramer, Chief Marketing Officer of Borussia Dortmund, is also pleased about the expansion of Wilo's BVB activities: "By expanding the partnership once

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again, Wilo is sending out a strong signal and once again demonstrating commitment to Dortmund as a sports city," says Cramer. Wilopark, Wilo's company headquarters in Dortmund, is only a few hundred metres away from the venues of the BVB handball and football teams.



Image caption: In future, Wilo will also support girls' and women's football teams at Borussia Dortmund. The multinational technology group is also expanding its sponsorship of the Borussia Dortmund women's handball team and will become a partner of all youth teams. Image: WILO SE

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About Wilo:

The Wilo Group is one of the world's leading premium suppliers of pumps and pump systems for building services, water management and the industrial sector. In the last decade, we have evolved from a hidden to a visible and connected champion. Wilo employs more than 8,400 people around the globe today. With innovative solutions, smart products and individual services, we provide the intelligent, efficient and environmentally-friendly service of keeping water flowing. We already are the digital pioneer within the industry with our products and solutions, processes and business models.

For more information, go to www.wilo.com.