

BVBAktie Factsheet

About Us

Borussia Dortmund GmbH & Co. KGaA (also referred to as the "Company" in the following) is one of the strongest brands in international football with one of the highest average number of viewers in Europe. The main focus of the business activities of the Company and the affiliate subsidiaries in the group are professional club football and the economic usage of the potential for revenue in conjunction with it, in particular with regard to the marketing of the "Signal Iduna Park." The primary sources of revenue of the Borussia Dortmund group are revenues from games (including ticketing), marketing TV broadcast rights (including pay TV), advertising (sponsoring), retail (including merchandising), and transfers (compensation payments for players). Beyond its core activities, Borussia Dortmund is also active in fields of business related to football; these activities are concluded and operated in part together with strategic partners. Currently, the company has direct or indirect interests in the companies BVB Stadionmanagement GmbH (100% of shares), BVB Merchandising GmbH (100% of shares), BVB Event & Catering GmbH (100% of shares), Sports & Bytes GmbH (100% of shares), best travel dortmund GmbH (51% of the shares) and Orthomed Medizinisches Leistungs- und Rehabilitationszentrum GmbH (33.4% of shares). The Company has, in particular, concluded a profit transfer agreement with BVB Stadionmanagement GmbH and a control and profit transfer agreement with BVB Merchandising GmbH.

News

2/23/2016

BVB-share: ODDO SEYDLER Bank AG recommends 'buy'

2/19/2016

Double-digit growth in sales - Preliminary results for the first half of the fiscal year 2015/2016

11/6/2015

Borussia Dortmund announces preliminary results for the first quarter (Q 1) of the fiscal year 2015/2016

9/30/2015

BVB-share: Bankhaus Lampe KG recommends anew 'buy'

Financial Calendar

3/1/2016

1 and 2/3/2016 Edison Roadshow, New York (USA)

5/13/2016

disclosure of the quarterly financial report – Q3 fiscal year 2015/2016

2/26/2016

disclosure of the semi-annual financial report – H1 fiscal year 2015/2016

Strategy

Borussia Dortmund pursues the strategic goal of positioning itself over the long term as a modern football company and establishing itself at the top level of the German national league. In all of its actions, Borussia Dortmund is guided by the principle of maximizing sporting success without piling up new debts. To pursue this strategic goal, we are always trying to increase the revenues coming in from marketing rights and increase the business results and thus the value of the company in a sustainable manner.

Current Strategy:

- Sustained adjustment of the sporting perspectives / intensification of the promotion of junior talents
- integration of the fans
- Use of the brand "Borussia Dortmund"
- Additional successive improvements to the financial structure
- Sustained capital market communication

Current Upside Potentials:

- (Subsequent) qualification for the UEFA Champions League / UEFA Europa League
- Realisation of transfer revenues
- Success in the national "DFB-Pokal" competition
- Holding of international matches in the Signal Iduna Park
- Development of advertising and VIP hospitality marketing
- Increase in merchandising revenue

Contact Information

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BVB Aktie Factsheet

Share

Basic share information

Stock market segment:	General Standard
Stock exchanges:	Frankfurt a.M., Berlin, Düsseldorf, Hamburg, Munich, Stuttgart, Xetra (Exchange Electronic Trade)
Number of shares:	61,425,000
Category:	Bearer ordinary shares with no face value (shares without par value) with a nominal amount of the share capital in the amount of €1.-- each.
WKN:	549309
ISIN:	DE0005493092
Stock exchange ticker abbreviation:	BVB

Shares (Xetra), 3/2/2016 11:54 AM

Close: **EUR 3.88** Change: EUR0.00 Volume: 154,196
Percent change: 0.00 % Market cap: EURmil.356.96



Shareholder structure

The shareholder structure of Borussia Dortmund GmbH & Co. KGaA can be represented on the basis of the current distribution of voting rights as follows:

- Bernd Geske: 11,87%
- BV. Borussia 09 e.V. Dortmund: 7,24%
- Odey Asset Management LLP: 5,06%
- free float: 75,83%

Analysts

The BVB shares are currently monitored and assessed by the following analysts (research coverage).

Bankhaus Lampe KG Düsseldorf	Mr. Christoph Schlienkamp Contact: christoph.schlienkamp@bankhaus-lampe.de
Edison Research Investment Ltd. London (UK)	Mr. Richard Finch Contact: rfinch@edisoninvestmentresearch.co.uk
GSC Research GmbH Düsseldorf	Mr. Thorsten Renner Contact: t.renner@gsc-research.de
Close Brothers Seydler Research AG	Mr. Marcus Silbe Contact: research@cbseydlerresearch.ag

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Management



Hans-Joachim Watzke

Hans-Joachim Watzke, born on 21 June 1959 in Marsberg (North Rhine Westphalia) was appointed as the managing director of Borussia Geschäftsführungs-GmbH by the presidential committee of the advisory board of Borussia Dortmund Geschäftsführungs-GmbH on 15 February 2005 at the climax of the existential crisis of Borussia Dortmund. Hans-Joachim Watzke has sole powers of representation and is exempted from the limitations of section 181 of the German Civil Code [BGB]. The business graduate [Diplom-Kaufmann], who grew up as a fan of Borussia Dortmund, is also the sole owner of Watex-Schutz-Bekleidungs-GmbH, a prominent manufacturer of protective clothing for workers and fire departments located in the Sauerland. Hans-Joachim Watzke has been a member of BV. Borussia 09 e.V. Dortmund since 1996. From 1 July 2005 until 31 December 2005 he acted as the sole managing director of Borussia Dortmund Geschäftsführungs-GmbH. He has been the chairman of the management responsible for "sport," "sales & marketing," and "communication" since 1 January 2006.



Thomas Tress

Thomas Tress, born on 31 January 1966 in Riedlingen (Baden-Württemberg), was appointed as the second managing director by 11 October 2005 by the presidential committee of the advisory board of Borussia Dortmund Geschäftsführungs-GmbH. Since 1 January 2006, Thomas Tress has been responsible for "finances" and "organisation," and like Hans-Joachim Watzke he has sole powers of representation and is exempted from the limitations of section 181 BGB. Furthermore, he acts as the managing director of the BVB group subsidiary, BVB Stadion Holding GmbH as well as Sports & Bytes GmbH. Thomas Tress, educated as a tax advisor, auditor, and business graduate [Diplom-Kaufmann], was a partner with general powers of representation in the auditing firm "RöfIsPartner" before becoming a manager in Dortmund and was a key figure responsible in the restructuring of the Borussia Dortmund Group in the scope of this work.

Supervisory Board

[Gerd Pieper \(Chairman of the Supervisory Board\)](#)

Proprietor and managing director of Stadtparfümerie Pieper GmbH, Herne

[Dr. Werner Müller \(Deputy Chairman of the Board\)](#)

Chairman of the Board of Executives of the RAG Foundation, Essen

[Bernd Geske](#)

Managing partner of Bernd Geske Lean Communication, Meerbusch

[Björn Gulden](#)

Chief Executive Officer (CEO) of PUMA SE, Herzogenaurach

[Christian Kullmann](#)

Member of the board of directors / Chief Strategic Officer of Evonik Industries AG, Essen

[Ulrich Leitermann](#)

Member and chairman of the board of directors of the parent companies of SIGNAL IDUNA group (SIGNAL Krankenversicherung a.G. in Dortmund; IDUNA Vereinigte Lebensversicherung aG für Handwerk, Handel und Gewerbe in Hamburg; Deutscher Ring Krankenversicherungsverein a.G. in Hamburg; SIGNAL IDUNA Allgemeine Versicherung AG in Dortmund)

[Dr. Reinhold Lunow](#)

Medical Specialist for Internal Medicine / Internist, Medical Director and Partner of practice clinic Bornheim

[Silke Seidel](#)

-English version soon-

[Peer Steinbrück](#)

Member of the German Bundestag, former Federal Minister, Berlin

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