

PRESS RELEASE

Franz Koch and Patrick Fischer strengthen the Management Team of Onefootball

Berlin, 10/04/2018 – Onefootball, the globally leading football media platform, headquartered in Berlin, expands and strengthens its management team. Franz Koch, former CEO of PUMA SE, has been announced as the new Chief Operating Officer (COO) with effect from September 1, 2018. Patrick Fischer, most recently Chairperson of the Management Board of Sport1 Media GmbH, will become Chief Business Officer (CBO) on January 1, 2019. The four-person management team is completed by founder and CEO Lucas von Cranach and Silke Kuisle in her role as CFO.

In his role as COO, Franz Koch is responsible for the areas of corporate development, brand marketing, public relations, and business intelligence. Koch has many years of international experience in the sports industry and in retail. He began his professional career as a management consultant at Oliver Wyman. He held various strategic roles at the sports company PUMA and took over as CEO in 2011. Most recently, Koch was a managing partner at MYKITA, a modern eyewear manufacturer from Berlin.

Patrick Fischer will manage the performance marketing, content (editorial, video), and sales areas in future in his role as CBO. Fischer has wide-ranging experience in media and online business with a focus on sales and marketing. Since 2009, he has held various positions at the Hubert Burda Media Group, spending the last 4.5 years as Chairman of the Management Board of Sport1 Media GmbH. Previously, Fischer was employed in different sales roles at Axel Springer, Interactive Media, and T-Online.

“I am glad that we have succeeded in hiring two very experienced managers from the sports and media sector for Onefootball in Franz Koch and Patrick Fischer,” said Lucas von Cranach, founder and CEO. “With the newly formed management team, we are well positioned to continue our international growth course, open up new business areas, and further develop the position of Onefootball as the globally leading media platform in football.”

Onefootball reaches 25 million football fans worldwide each month, making it the most popular media platform for young football fans. Founded ten years ago and available as one of the first 1,000 applications in the world in the Apple App Store in 2009, the company now employs 170 members of staff at the headquarters in Berlin and additional offices in New York, Mexico City, and São Paulo.

With the help of 20,000 news sources worldwide and its own news and video studio, Onefootball provides the younger generation of football fans with breaking football news, live scores, reports, and videos in a total of six languages on its own Onefootball platform and social media channels such as YouTube, Facebook, and Instagram.

The Onefootball app has been named the best app product by Apple and Google on several occasions, most recently in 2017.

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