

CORPORATE NEWS

NAGA becomes new exclusive partner of HSV - Two internationally oriented & progressive teams, with a common home & values

Hamburg, Monday, July 23, 2018

Hamburg-based THE NAGA GROUP AG (NAGA) - a listed financial company and FinTech with a focus on social trading, virtual goods and cryptocurrencies – is now supporting HSV Fußball AG for the 2018/19 *Bundesliga* season.

NAGA is an exclusive partner of HSV, and as one of the most important partners it gains a comprehensive presence in the direct vicinity of the club and the Volksparkstadion. This includes classic perimeter advertising in the Volksparkstadion as well as the integration of NAGA as a statistics and goalscoring partner on the scoreboard and in other club media.

Benjamin Bilski, Executive Director of NAGA, is very pleased about the new partnership: "We are a company with headquarters in Hamburg, but above all, we are globally oriented – just as cosmopolitan as Hamburg itself, and HSV with its international team. Our values and entrepreneurial attitudes are a perfect match, especially as HSV is open to new technologies, which is exactly what NAGA stands for. Because we are very familiar with statistics and technology, sophisticated and constantly new applications play a big role in our success."

Yasin Qureshi, also Executive Director of NAGA, said: "I grew up in Hamburg and witnessed many HSV home games from the West End, Block E. Kevin Keegan, Felix Magath, Horst Hrubesch and Manfred Kaltz were the high-flying idols of my childhood."

Alexander Braune, Head of Business Development at NAGA, adds: "Together we want to move towards new goals. With a complete restart, HSV is creating the basis for successfully completing the new season – via a strategic approach that we, as an innovative company, absolutely share in the ethos of. We are proud to be accompanying HSV on its journey to a successful future."

Frank Wettstein, CFO of HSV Fußball AG, also views the new support positively: "We are very pleased to have such an innovative partner as the NAGA Group at our side. Together we want to write a brand-new success story."

Johannes Haupt, Senior Director Team Hamburger SV at Lagardère Sports, adds: "We are delighted to have won over an innovative new partner from a dynamic and promising industry for HSV. We have developed a comprehensive package of services



tailored to the company's objectives, with a special focus on digital communication, enabling exciting projects along the path of our long-term cooperation. We are convinced that in the course of this partnership, both sides won't only benefit from each other, but will also be able to learn from each other."

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Yasin Sebastian Qureshi

Benjamin Bilski

Alexander Braune

Frank Wettstein

Johannes Haupt

THE NAGA GROUP AG:

THE NAGA GROUP AG (NAGA) was founded in August 2015 by Yasin Sebastian Qureshi, Benjamin Bilski and Christoph Brück. The company's goal is to drive the development, marketing and growth of disruptive applications for financial technology, and to actively participate in the change and opening up of the existing financial system. The word "NAGA" is Sanskrit and means "Cobra snake". It is also the name of the world's hottest chili variety.

Link THE NAGA GROUP Website: <https://www.naga.com>

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