

Armin Meier to leave InfrontRingier Sports & Entertainment Switzerland AG

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Armin Meier as the company's Managing Director, has played a significant role in InfrontRingier's setup and success since its inception in 2011. InfrontRingier is present the leading sports marketing company in Switzerland. Now he wants to concentrate on a new challenge.

After his career in professional cycling, Armin Meier started his career in sports business with IMG Switzerland. In 2010, he became Director of Marketing and Sponsorship at Ringier, followed by the Managing Director position of the newly launched InfrontRingier Sports & Entertainment Switzerland in 2011. The 50/50 joint venture is between the international sports marketing company Infront Sports & Media and the largest Swiss media group Ringier, based in Zug.

InfrontRingier unifies the competencies and experiences of both parent companies and has developed a strong rights portfolio throughout the last four years. The high-level national portfolio includes the *Swiss Football League*, *Tour de Suisse*, *Swiss Cycling* as well as *Swiss Indoors Basel*. The company also played a key role in re-launching the *Swiss Ice Hockey Cup* and has entered the growing segment of mass-participation events by initiating the *B2RUN Swiss Corporate Running Series*.

InfrontRingier not only supports organisers of sports events but also top athletes such as Fabian Cancellara, Yann Sommer, Florence Schelling, Jonas Hiller or Bruno Kernén as marketing, consulting and service partner.

Armin Meier is leaving InfrontRingier Sports & Entertainment Switzerland with immediate effect to pursue fresh challenges. Lukas Troxler, InfrontRingier's Director Marketing & Business Development and Member of the Management, will take on the role as Managing Director ad interim.

Ringier CEO and Chairman of the InfrontRingier Board of Directors, Marc Walder: "Today, InfrontRingier is the leading sports marketing company in Switzerland. This was our aim. Armin Meier played a significant role in achieving this objective and I'd like to sincerely thank him for his contribution."

Ringier AG, Corporate Communications

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Ringier is a diversified media enterprise operating in 14 countries and employing some 6,500 people. Established in 1833, Ringier today operates media brands in the print, TV, radio, online and mobile arenas. The company also runs successful publishing, entertainment and internet businesses. Now in operation for more than 180 years, Ringier is noted for its pioneering spirit and individuality and is committed to independence, freedom of expression and diversity of information. Ringier is a family-owned company whose headquarters are in Zurich.

Infront Sports & Media is the most respected sports marketing company in the world, managing a comprehensive portfolio of top properties. Led by President & CEO Philippe Blatter, Infront covers all aspects of successful sporting events – including distribution of media rights, sponsorship, media production and event operation – and has won a reputation for its high standards of delivery. As the number one player in winter sport and with a leading role in football, summer and endurance sports, Infront enjoys long-lasting partnerships with 160 rights-holders and hundreds of sponsors and media companies. Headquartered in Zug, Switzerland, Infront has a team of over 600 experienced staff working from 25 offices across 13 countries, delivering 4,000 event days of top class sport around the world every year.