

5.1.2e 5.1.2e

Van: 5.1.2e 2, 5.1.2e
Verzonden: vrijdag 16 december 2022 09:20
Aan: 5.1.2e 2e
Onderwerp: FW: European Super League: Bernd Reichart appointed CEO of A22 Sports Management
Bijlagen: 221215_Press Release_Statement A22 on ECJ Advocate General.pdf

Van: 5.1.2e <5.1.2e@flint-global.com>
Verzonden: donderdag 15 december 2022 17:36
Aan: 5.1.2e 2, 5.1.2e <5.1.2e@minvws.nl>
Onderwerp: RE: European Super League: Bernd Reichart appointed CEO of A22 Sports Management

Dear Ms. 5.1.2e and Ms. 5.1.2e

I hope this email finds you well. I'm following up on the exchange below with a further update. Attached is a press release from A22 on the Advocate General opinion issued today. This opinion is not binding upon the judges of the Grand Chamber. However, it may guide their deliberations and can shed some light on possible outcomes.

In the opinion, Advocate General Rantos states that dominant position leads to "special responsibility" borne by UEFA to not unduly deny authorisation of new competitions. The opinion also establishes important restrictions on UEFA's conduct in any authorisation process.

Please don't hesitate to reach out to us with any comments or questions. We would be happy to organise a follow up meeting with the ESL, should you be interested, at your earliest convenience.

Kind regards,

5.1.2e

5.1.2e
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 M: 5.1.2e

From: 5.1.2e
Sent: 19 October 2022 08:11
To: 5.1.2e @minvws.nl
Subject: European Super League: Bernd Reichart appointed CEO of A22 Sports Management

Dear Ms. 5.1.2e and Ms. 5.1.2e

We were in touch in the past on the topic of the European Super League. Since our last contact, a number of important developments have occurred related to the European Super League project which we would like to briefly inform you about.

You may have noticed that in recent weeks FC Barcelona, Juventus FC, and Real Madrid CF have spoken publicly about the issues that football is facing across the European Union and the need for reforms. A summary of their comments and observations is attached. It is worth noting that they all agree on the way forward for European football: Any European competition must be fully meritocratic and informed by a comprehensive dialogue with key football stakeholders.

At the same time the competition case currently being heard by the Court of Justice of the European Union regarding the validity of UEFA's current privilege with respect to pan-European club competitions continues to progress. Oral hearings took place in July, and the opinion of the Advocate-General is

expected for 15 December. Both the European Super League Company ("ESL") and A22 Sports Management (sponsor and advisor to the ESL) are parties to this action. Both entities will of course fully respect any ruling that the Court may make. However, they firmly believe that the current monopoly arising from UEFA's multiple roles as governing body and exclusive commercial operator of pan-European club competitions is incompatible with EU competition law. Going forward both parties hope that football clubs in the EU will, for the first time, be able to openly work together towards fundamental reforms.

To assist in these dialogues, A22 Sports Management today announced the hiring of CEO Bernd Reichart. Mr Reichart is an experienced TV, sports, and entertainment executive, with his most recent position being Group CEO of RTL Deutschland. Mr Reichart will spearhead the conversations with football stakeholders and other interested parties going forward.

The strong cultural heritage and societal importance of football means that its future concerns all of us. In the coming weeks stakeholders will be invited to join in the detailed discussions about the current challenges football is facing and to actively participate in this dialogue about the future of European football.

Attachments:

- Press Release
- Quotes of [REDACTED] 5.1.2e and [REDACTED] 5.1.2e

Please don't hesitate to come back to me with any questions.

Kind regards,

[REDACTED] 5.1.2e

[REDACTED] 5.1.2e

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