

Olympics target achieved

DIF and Team Danmark have already exceeded their ambition to raise DKK 100 million ahead of the Tokyo 2020 Olympic and Paralympic Games – thanks to a partnership agreement with KIRKBI A/S. The two organisations are now aiming even higher.

After the successes at the Rio Olympic Games, with a record-breaking 15 medals brought home to Denmark, the National Olympic Committee and Sports Confederation of Denmark (DIF) and Team Danmark, representing the nation's elite-level sports and athletics, set about attracting new partners in the run up to the Tokyo 2020 Olympic and Paralympic Games.

A large donation from the foundation Salling Fondene of DKK 50 million was secured for Team Danmark earlier this year, and several commercial partnerships have followed in its wake. At the time of writing, commercial partnership agreements have been signed with 15 major Danish companies, the likes of Arla, ISS, Toms, Ørsted and BEST-SELLER. In return, the major brands gain Olympic Partner status, and benefit from sports and athletics expertise in healthy lifestyle and aspirational performance.

New partnership agreement with KIRKBI A/S

The latest partnership agreement was signed with the holding and investment company KIRKBI A/S. This deal between KIRKBI A/S and DIF in the run-up to the Tokyo 2020 Olympic Games is worth a total DKK 40 million, which means that the Olympics target of DKK 100 million has been significantly exceeded.

Morten Mølholm, CEO of DIF had this comment:

“We are delighted and grateful that KIRKBI has decided to back the Danish national Olympics and Paralympics commitment. The money will primarily be spent on improving the conditions for Danish athletes up to and during the next Olympic and Paralympic Games. In addition, some of the funds will be invested in talent work to get Danish athletes in the international arena for the longer term. We are especially pleased that KIRKBI's backing will get our partnership with parasports off to a great start and boost the athletes' training capacity for the Paralympics in Tokyo”.

Morton Mølholm goes on to add:

“We have now achieved our joint ambition with Team Danmark to raise DKK 100 million ahead of the Tokyo 2020 Olympic and Paralympic Games. But in the world of sports and athletics, it's ingrained in us to keep raising the bar, which is why our efforts will not be stopping here. We will be forging ahead to secure additional partnerships”.

KIRKBI A/S is keen to do its bit to ensure that Denmark is solidly represented at the Olympic and Paralympic Games. In addition, Danish Olympic athletes serve as vital role models. Søren Thorup Sørensen, CEO of KIRKBI A/S explains:

“We all need role models – not least children and young people, and the Olympic and Paralympic athletes have it all in that respect. These athletes are realising their dreams, are passionate about their discipline, and remind us that even the most ambitious goals



can be achieved. We see that as both crucial and inspiring, and closely aligned with the KIRKBI company values”.

Sustaining competitiveness

The goal of raising DKK 100 million for Denmark’s Olympians was set shortly after the Rio Olympics in order to sustain their international competitiveness. However, DIF and Team Danmark are keenly committed to intensifying the need to go for gold, which in turn steps up their ambitions for the National Appeal.

Lone Hansen, CEO of Team Danmark says:

“The fact that we have made our target means that we can sustain the financial level we banked in the years up to the Rio Olympics. This means that the funds help to ensure that we are not sidelined by the trend in many countries to invest heavily in elite sport and athletics”.

Lone Hansen goes on to add:

“Team Danmark has high ambitions for Danish elite athletics, and there are still untapped potentials, which we need to be adept at fulfilling in partnership with the sports federations if we want to sustain the positive momentum in Danish athletics. These efforts are made possible by the donations from non-profits and businesses”.

Facts at a glance: Sports and athletics partnerships

Sport One Danmark (SODK) protects the commercial interests of Danish sports and athletics. SODK is owned by Team Danmark and DIF.

Olympic Partners:

KIRKBI A/S

Føtex

Netto

Bilka

BESTSELLER

Toms

Ørsted (formerly Dong)

Arla

ISS

Partners:

Kopenhagen Fur

e-Boks

Tryg

Kohberg

Fitness World

Pastella

About KIRKBI A/S

KIRKBI A/S is the Kirk Kristiansen family’s holding and investment company. The company’s strategic activities comprise a 75% holding in the LEGO Group, a 29.8%



holding in Merlin Entertainments plc, which operates the LEGOLAND parks, and investments in renewable energy. The company's portfolio also includes substantial long-term investments in companies such as ISS A/S, Falck and Nilfisk A/S and property investments in Denmark, the UK, Switzerland and Germany. www.KIRKBI.com.

Further comments:

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