



SAP GARDEN: NEW EXPERIENCE CENTER OFFERS EXCLUSIVE INSIGHT

Lars Lamadé (SAP), Christian Winkler (Red Bull Eishockey), Mathias Niederberger (Red Bull München), Birgit Nössing (Moderatorin ServusTV), Paul Zipser FC Bayern Basketball

The SAP Garden Experience Center was unveiled today at the Olympic Park in Munich.

In the immediate vicinity of the SAP Garden construction site, developer Red Bull and its partners FC Bayern Basketball and SAP are giving visitors their first glimpses of the new arena. The specially developed, temporary exhibition makes it possible to experience the future venue of the professional ice hockey players of Red Bull Munich and the basketball players of FC Bayern on approximately 160 square meters. Organizers of gaming and other sporting events (tennis, boxing, etc.) can also get an idea of the new hall and the three additional training ice surfaces in advance.

Lars Lamadé, Head of Global Sponsorships SAP: „The SAP Garden is a project with enormous charisma.

We are very pleased to have been involved as a close partner from the very beginning and to be able to contribute our expertise and ideas on an ongoing basis. It is our goal to offer fans a unique stadium experience from arrival to departure and to bring them even closer to the teams.“

Paul Zipser, Forward FC Bayern Basketball: „I have seen many modern arenas in my career. But what's coming up will be something completely new. The SAP Garden is exactly what Munich and the fans need. They carry us through the games, especially when things aren't going so well.“

Christian Winkler, Managing Director Sports Red Bull Ice Hockey: „The SAP Garden marks the beginning of a new era for ice hockey in Munich. Currently, we have an ice rink in the Olympic Ice Stadium for

our professional team from Red Bull Munich, the junior team from EHC München e. V. and for mass sports. In the future, there will be three training rinks as well as a large bowl. The new arena will not only benefit Munich as a location, but also Bavarian ice hockey in the long term.“

Mathias Niederberger, goalie Red Bull Munich: „I have already played in some big arenas, but the SAP Garden will be the next step. It's a huge feel-good factor when a stadium offers such professional conditions – from the training and regeneration facilities to the atmosphere. Fans will be able to experience the sport again in a different, unique way. It will be impressive.“

Visualization designs of the interior were also released for the first time. Using ice hockey or basket-

ball games and gaming events as examples.

In the 3D hall plan, every fan can find his or her favorite seat and already knows his or her viewing angle of the playing field when buying a ticket. In addition, they can lean back in the Experience Center on the original seats also presented today.

Another treat: Guests will be taken on a wild ride across the construction site by trial freestyle rider Adrian Guggemos using virtual reality technology.

And those who want to experience a real arena feeling even before the opening of the SAP Gardens 2024 can enjoy exclusive films about the development of the construction project in the specially installed „cinema“. In the „Pose with the Pros“ area, there is a selfie spot for ice hockey and basketball fans with their favorite players.