

# TEAM CHINA FOOTBALL

Infront has a ground-breaking role in helping to deliver success for China's national football teams, commercially and on the pitch.

#### China's favourite sport

Football is one of the most popular sports in China and the country has the world's largest fan base. There are 250 million regular fans, their enthusiasm fed by huge media coverage.

Infront's role – carried out in conjunction with its wholly owned subsidiary, Infront China – means that Infront is working with the China Football Association throughout a series of landmark football events that are key to the future of Chinese football. This partnership has included the 2007 FIFA Women's World Cup in China and will continue with the Olympic Football Tournament of the 2008 Beijing Summer Olympic Games, leading into the 2010 FIFA World Cup™ in South Africa and 2010 Asian Games in Guangzhou.

The exclusive agreement covers all marketing and technical development of the Chinese men's, women's and youth national teams, breaking new ground in its approach. Infront has identified key tasks, which will help to build success for the future and provide commercial partners with a closer than usual association with that success.

#### Shared goals for shared glory

These tasks include shared responsibility and support for the technical development of the teams, including arranging for top international coaching assistance, youth programmes, physical fitness training and medical support; improving team performance on the international stage through arranging "friendlies" and helping initiate a nationwide grassroots programme.

To help achieve these ambitious goals, Infront is utilising its international contacts to build a network of high profile technical partnerships with national associations and clubs.

#### A powerful sponsorship platform

The commercial programme, designed by Infront, will allow major brands to identify very closely with the "cause célèbre" of achieving success for China's favourite sport. Chinese fans are strongly supportive of their national teams. Enhanced performance by Team China's soccer squads will give brands a powerful sponsorship platform to appeal directly to China's huge and growing group of middle class consumers.

