

## PRESS RELEASE

Friday, July 7, 2023

### **THE FRIENDS BY VERHULST APPOINTED AS A SALES AGENT FOR 2024 HOSPITALITY EXPERIENCE**

**2024 Hospitality Experience AG, the Official Hospitality Provider of UEFA EURO 2024™ has appointed The Friends by Verhulst as Exclusive Sales Agent for Belgium as well as Non-Exclusive Agent for Luxemburg. UEFA EURO 2024™ Official Hospitality Packages for all 51 Matches are now available for sale.**

The Friends by Verhulst is, from now on and before the official ticketing sales start, offering Official Hospitality Packages in Belgium and Luxemburg for individual and corporate customers. Customers will have the choice to select among different match options and product categories. Besides single match packages, Follow My Team or Venue Series options are available as well as a Final Series which includes all Semi-Finals and the Final in Berlin. Within those packages customers can choose their preferred product category: Skybox, Platinum Lounge, Prestige Lounge and Club Lounge – all set-up with unique product features. All packages include the finest catering and premium seating on-site.

2024 HOSPITALITY EXPERIENCE is the Official Hospitality Provider for UEFA EURO 2024™ for football fans around the world interested in Hospitality Packages. They will be available for purchase online at [2024-hospitality.com](https://2024-hospitality.com) or through the company's sales agent network.

2024 HOSPITALITY EXPERIENCE is a joint venture between SPORTFIVE and FORTIUS AG. This is the first time that UEFA has entrusted a company to create and market Official Hospitality Packages for the tournament. For UEFA EURO 2024™, 2024 HOSPITALITY EXPERIENCE will design, promote and sell unique Hospitality Packages.

UEFA EURO 2024™ will see 24 teams compete in ten German Host Cities, with the tournament kicking off in Munich on June 14, 2024 and the Final taking place in Berlin on July 14, 2024.

2024 HOSPITALITY EXPERIENCE - based in the former headquarter of the German Football Association DFB in Frankfurt's Otto-Fleck-Schneise - is located next to EURO 2024 GmbH, which is acting as the organising committee for the UEFA EURO 2024™.

