

PRESS RELEASE

Hamburg, 11 April 2025

GÖRG advises Hamburg sports agency Onside Sports on the acquisition of Match IQ GmbH, previously part of the Sport1 Group

GÖRG, under the lead of Hamburg partner Dr Jan-Henric M. Punte, advised its long-standing client Onside Sports GmbH on the acquisition of Munich-based agency Match IQ GmbH. The majority shareholder of Match IQ was previously Munich-based Sport1 Holding GmbH. The parties have agreed not to disclose details of the transaction.

With this acquisition, Onside Sports continues its growth strategy and strengthens its offering in the area of pre-season preparation for professional football clubs in Germany and abroad. GÖRG already advised Onside Sports on the acquisition of SFLC GmbH last year. With the acquisition of Match IQ, Onside Sports plans to expand its portfolio and market presence.

Onside Sports GmbH, based in Hamburg, provides comprehensive, year-round support for numerous national and international football clubs during and after the season. The focus is on the organisation and implementation of friendly matches, tournaments, training camps and consulting in the area of internationalisation. Onside Sports GmbH's partners include well-known national and international clubs such as Liverpool FC, Borussia Dortmund, Borussia Mönchengladbach, Red Bull Salzburg, FC Copenhagen, Olympique Marseille and Hamburger Sportverein.

Match IQ GmbH is a full-service event and sports consultancy agency. Founded in 2013 and based in Munich, the agency's core expertise lies in event conception, organisation, medialisation and marketing. As an official and long-term partner, Match IQ advises top national and international clubs on internationalisation and matchday management as well as on the development, acquisition and implementation of friendly matches, tournaments, training camps and trips abroad.

The client relationship between Onside Sports and GÖRG has existed for several years and came about through personal contact between the managing director Henning Rießelmann and GÖRG partner Dr Jan-Henric M. Punte.

Advisors Onside Sports GmbH

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About GÖRG

GÖRG is one of Germany's leading and independent business law firms.

With around 350 professionals in the fields of legal advice, tax advice and auditing at our five offices in Berlin, Frankfurt am Main, Hamburg, Cologne and Munich, we advise well-known domestic and foreign companies, medium-sized enterprises as well as financial investors and listed groups from all sectors of the economy and the public sector.

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