

# Culture and Heritage Statement of Intent

concluded on \_\_\_\_ . \_\_\_\_\_ 2023 between

Brøndbyernes I.F. Fodbold A/S  
CVR no. 89933410  
Brøndby Stadion 30  
2605 Brøndby  
(the "Brøndby IF")

and

Fanafdelingen i Brøndbyernes IF  
CVR no. 40246681  
Brøndby Stadion 42  
2605 Brøndby  
(the "Fan Department")

## 1 Purpose and background

Brøndby IF and the Fan Department share a vision that:

- Brøndby IF is more than just a football club;
- Brøndby IF is a community that includes a football club and a cultural institution, which must co-exist to respect its history and values, and focus should be on protecting and developing this community;
- Brøndby IF is a football club that is sustainable in the long term, and at the same time a club that strives for development, cohesion and success across all pillars.

As a result of the above vision, Brøndby IF and the Fan Department have entered into this Culture and Heritage Statement of Intent (the "Statement") which sets out certain policy intentions made between Brøndby IF and the Fan Department.

## **2 Policy intentions**

### **2.1 Brøndby's unique identity is preserved and protected**

2.1.1 Brøndby IF understands and acknowledges that the name of its stadium is an important symbol of its history and our identity, and if at any point any future decision is made to engage in a potential dialogue with a stadium sponsor, discussions will be had with the greatest respect and consideration for its heritage and brand. In said potential dialogues, Brøndby IF will meet with the fan representative and the chairmanship of the Fan Department to ensure that fan viewpoints are heard.

2.1.2 Brøndby IF and the Fan Department jointly see value in the club's shareholders having access to company decisions at general meetings, subject in all events to compliance with applicable law.

### **2.2 Brøndby IF's management is focused on Brøndby IF as their top priority**

Brøndby IF and the Fan Department jointly see the importance of working towards:

2.2.1 A strong Brøndby Masterclass, which supplies talent to the senior club and is attractive to talent throughout the Nordics.

2.2.2 A club with a strong women's team.

2.2.3 Having a club with a continued strong social commitment to the local area (e.g. community tickets).

2.2.4 Having an active voice in the football debate both in Denmark and in a broader European context.

2.2.5 The continuing development of the parent club and contributing to the club's footprint outside the pitch in the youth department through contributions such as social events, tickets, player visits, etc.

2.2.6 Contributing with football-specific knowledge to the parent club with e.g., coaching inspiration, courses and other initiatives that can contribute to a strong football environment.

2.2.7 Ensuring that employees in each unique club, should primarily work for their respective unique club, other than collaboration between clubs which are mutually beneficial to the clubs.

2.2.8 A continued strong and professional training environment which creates value for every Brøndby IF player and the club.

2.2.9 Treating the Brøndby IF players with the utmost respect, on and off the pitch, and regarding any decisions involving their future with the club.

2.2.10 Brøndby IF's training camps are for players who are relevant to the club, or otherwise could be of value to the club, including such players that may be of interest for potential transfers, loans, etc.

### **2.3 Brøndby IF is run with transparency and openness**

2.3.1 Brøndby IF intends to always attempt to seek the best possible transactions from a financial and commercial perspective in all endeavors, for example, player sales.

### **2.4 The Brøndby community is safe, secure and inclusive, both inside and outside the stadium**

2.4.1 Brøndby IF and the Fan Department see the importance of working for a fan community that focuses on inclusive activities that cater to a diverse community.

2.4.2 Brøndby IF will actively support inclusive initiatives such as 'Solsikkesnoeren' and ensure equal access to the stadium and other offers from the club for everyone.

2.4.3 Brøndby IF intends to set ticket prices at a level comparable to the rest of the Superliga clubs, in order to create as few financial barriers to the community, fill the stadium, and offer the best football experience as possible.

2.4.4 Brøndby IF and the Fan Department see the importance of working with a view toward the environmental impact of the football experience in Brøndby, and as such, introduce initiatives that make it more environmentally sustainable.

### **2.5 Brøndby IF's long- term development is ensured**

2.5.1 Brøndby IF commits to a long-term sustainable financial strategy, where the company will be able to meet its financial obligations going forward, including the payment of wages, debt service obligations and other ordinary course liabilities.

2.5.2 As an investment object, Brøndby IF is managed with long-term value creation with increasing its share price in mind.

2.5.3 Brøndby IF will continue to work diligently towards creating a strong business financially that can ensure ongoing investments in the club's long-term development in order to remain competitive.

2.5.4 Brøndby IF will continue to conduct a responsible commercial strategy aligned with the general club profile.

2.5.5 Brøndby IF will not use the club to work for or support proposals that compromise the spirit of the sport, including joining 'private' leagues that bypass DBU/UEFA's official tournaments or the introduction of a closed league system where removing the possibility of promotion and relegation, or other changes to the UEFA system that favor the largest clubs/leagues.

2.5.6 Brøndby IF will comply with all regulations and rules set out by the League Association and other relevant authorities regarding ownership of Danish football clubs.

## **2.6 Fan Department Commitment**

2.6.1 The Fan Department agrees and supports having a club which continues to have a strong bond between the fans, the parent club and Brøndby IF, hence creating an active, passionate and growing fan base.

2.6.2 The Fan Department and Brøndby IF recognize the importance of running the club with respect for the club's corporate culture, its history, the parent club, the fans and the local community, and thus in a Danish / Scandinavian association spirit.

2.6.6 The Fan Department and Brøndby IF mutually promote a fan scene with space for the wider community, as well as enforcing a clear policy against all forms of violence, threats, vandalism, abuse, discrimination and harassment.

## **3 Statement of intent only and binding effects**

3.1 This Statement is a statement of present intent only and does not create any legally binding commitments or obligations on any of Brøndby IF, its shareholders, directors, managers, officers or employees, on the one hand, or the Fan Department, on the other hand.

To the extent deviations from the principles set out in this Statement are experienced by a party, such party shall seek to initiate a dialogue with the other party on the relevant subject matter in order to keep the transparent relationship between the parties.

## **4 Term and termination**

This Statement cannot be terminated for convenience as long as Global Football Holdings, L.P. holds a controlling interest in Brøndby IF. If Global Football Holdings, L.P. no longer holds a controlling interest in Brøndby IF, the Statement can be terminated for convenience by either party with 6 months prior written notice to the other party.

## **5 Governing law and disputes**

This Statement shall be governed by and construed and interpreted in accordance with the laws of the Kingdom of Denmark without regard to the Danish conflict of laws principles.

Any dispute, controversy or disagreement arising out of or in connection with this Statement, including any disputes regarding the existence, validity or termination, shall be settled by arbitration arranged by the Danish Institute of Arbitration in accordance with the procedural rules of arbitration adopted by the Danish Institute of Arbitration as in force at the time when such proceedings are commenced. The place of arbitration, including the main hearings, shall be

Copenhagen, Denmark, and the language of the arbitration shall be English. The arbitral tribunal shall consist of 3 arbitrators and the proceedings and the award shall be confidential without limitation of time.

The Statement has been executed in 2 original copies, each party receiving 1 copy.

SIGNATURE SHEET FOLLOWS

SIGNATURE SHEET FOR CULTURE AND HERITAGE STATEMENT OF INTENT

For Brøndbyernes I.F. Fodbold A/S:

\_\_\_\_\_  
Scott Krase

\_\_\_\_\_  
Ole Palmå

For Fanafdelingen i Brøndbyernes IF:

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Name:

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Name: