



PRESS RELEASE

DEUTZ becomes national sponsor of Sporthilfe

- Partnership between Sporthilfe and the Cologne-based industrial giant supports a dual-career program for young athletes and builds a bridge between sport and business
- New partner of the Sporthilfe Juniorsportler event

Cologne/Frankfurt, February 5, 2026 – DEUTZ, the system provider of innovative and sustainable transportation and energy solutions, has become a national sponsor of the Deutsche Sporthilfe foundation, with a specific focus on supporting dual-career pathways for Sporthilfe's Talent Team. The team comprises young athletes across a wide range of sports who already represent Germany in competition – the world champions and Olympic medal winners of tomorrow.

The partnership aims to link sport and business more effectively. Sporthilfe and DEUTZ will forge stronger ties between elite sports and the world of work, fostering greater openness between the two spheres. Together with other companies, DEUTZ intends to ensure that the skills acquired in elite sports are fully recognized as valuable qualities for second careers in business. "Finding highly qualified staff and managers is very difficult these days. That's why it is more important than ever to offer targeted support to talent that has already been identified and to unlock new talent pools," explains DEUTZ-CEO Dr. Sebastian Schulte. "The partnership between DEUTZ and Sporthilfe embodies a new understanding of how businesses should engage with the world of sport. Germany needs talented individuals in elite sports just as business needs the skilled workers and managers of tomorrow. Competing gives elite athletes skills that are highly sought after in companies: commitment, personal responsibility, and teamwork."

"We are delighted to welcome DEUTZ as a national sponsor – a company that recognizes the value that Germany's leading Olympic and Paralympic athletes bring to business and society," says Karsten Petry, a member of Sporthilfe's Executive Board with responsibility for marketing, sales, and events. "This commitment is a clear, forward-looking sign of support for young athletes in German elite sports. The partnership showcases how business and sport can join forces to provide innovative, comprehensive support to talented individuals on a sporting, educational, and professional level. In particular, the clear focus on dual careers and the targeted transition to the

next performance level give young athletes the security and prospects they need on their journey.”

Tailored support, recognition, and clear prospects provide the springboard for athletes to reach their full potential. Through the newly established Moving Talents program, DEUTZ will offer comprehensive support for the dual careers of athletes in the Talent Team, delivering direct, unbureaucratic assistance to some of the most promising young athletes in German sports. In addition, the partnership will give athletes early insights into career paths beyond sport, for example through exchanges, tailored career counseling, and internships. This approach benefits all parties: athletes gain clear prospects for life after their active sporting career, while companies gain access to highly capable individuals whose skills are too often overlooked by standardized job profiles.

DEUTZ has also become an event partner for the Sporthilfe Juniorsportler award ceremony, the most prestigious honor for young athletes in German sports. Launched in 1978, the annual award recognizes the achievements of Germany's most exceptional young athletes. Past awardees include Michael Groß (1981), Franziska van Almsick (1992), Timo Boll (1997), Maria Riesch (2004), and Magdalena Neuner (2007 & 2008). Rower Mads Schmied won the coveted accolade in 2025.

With this new partnership, DEUTZ and Sporthilfe affirm a shared commitment to performance-oriented, comprehensive support. Talented young athletes should receive the best possible assistance, not only in their sport but also in their education and careers, thus laying a solid foundation for success in elite sports and beyond.



Sporthilfe



For further information on this press release, please contact:

Jakob Barzel
Interim Head of Investor Relations, Communications & Marketing
Tel: +49 (0)221 822 3600
Email: jakob.barzel@deutz.com

Robert Hoenerbach
Spokesman
Tel: +49 (0)221 822 2486
Email: Robert.Hoenerbach@deutz.com

About DEUTZ AG

DEUTZ AG has evolved in recent years from a manufacturer of conventional engines into a system provider for innovative and sustainable mobility and energy solutions. Founded in 1864 in Cologne, where it is still based today, DEUTZ is the world's oldest engine company. The development, production, and marketing of high-performance drive systems for off-highway applications remains at the heart of its operations. DEUTZ is also playing its part in the transition to more sustainable transportation and power supplies by offering alternative drive solutions and decentralized energy and power generation systems. DEUTZ solutions are used in a wide range of applications, including construction equipment, agricultural machinery, material handling equipment such as forklift trucks and lifting platforms, stationary equipment such as generator sets (gensets), and commercial and rail vehicles. The broad-based product portfolio is complemented by an extensive service offering that encompasses maintenance and repair work, the supply of spare parts, and remanufacturing. This is being continually expanded with the addition of digital, data-driven services. With around 1,000 sales and service locations in over 120 countries, DEUTZ offers its customers an integrated range of products and services from a single source. DEUTZ employs around 6,000 people worldwide and generated revenue of approximately €1.8 billion in 2024. Further information is available at www.deutz.com.

About Sporthilfe

Since 1967, we have been supporting young and elite athletes on their path to great achievements and are the most important private sports funding initiative in Germany. We do this through responsible and creative support programs that are continuously adapted to the athletes' circumstances. Our support includes financial assistance as well as guidance in career planning and personal development. Athletes we support contribute to 90 percent of Germany's successes at international competitions. These achievements include 294 gold medals at the Olympics and 372 gold medals at the Paralympics.