Newsroom | Workday

Workday Announces New Partnership with Borussia Dortmund

Sponsorship Supports Football Club's Men's and Women's Teams

MUNICH, Germany, July 26, 2022 - Workday (NASDAQ: WDAY), a leader in enterprise cloud applications for finance and human resources, today announced a partnership with German football club Borussia Dortmund (BVB), an eight-time German football league champion. As part of the sponsorship, which encompasses BVB's senior men's team and women's team, Workday will become the club's official finance and HR enterprise management cloud partner through the end of the season in 2024.

With the partnership, Workday will be able to reach and engage with BVB's multitude of passionate supporters. This includes field-level Workday signage at the club's home stadium, the SIGNAL IDUNA PARK in Dortmund, which holds more than 80,000 attendees. There will also be prominent Workday brand placements on BVB's social and digital platforms.

In addition, beyond connecting with BVB's fans, this sponsorship also underscores Workday's continued investment and growing presence in Europe. The organisation has more than 2,000 customers headquartered in Europe, more than 3,400 employees in the region, and more than 40% of the DAX40 Index companies are Workday customers.

The partnership extends beyond the pitch with both organisations believing that investing in your people and working together can help drive results. This, combined with a shared commitment to supporting communities and fostering diversity, are essential principles in navigating an ever-changing world.

Comments on the News

"We are delighted to be teaming up with BVB, a football club that's not only known for its great talent, but also its commitment to its community," said Christopher Knoerr, Group Vice President, DACH, Workday. "This partnership builds on our continued investment in Germany, as we commit to grow in Europe. And it is close to our hearts because BVB shares our belief in achieving success through support of its people and collaboration, making the club a great partner."

"We are delighted to have Workday as a partner that helps simplify everyday work with innovative technology," says Carsten Cramer, Managing Director, BVB. "Our BVB family is of great value to us so by working with an organisation like Workday, which puts its people first, we can continue to drive our team mission of developing great talent."

For more information:

- Read about the partnership: workday.com/football

About Borussia Dortmund
Borussia Dortmund is one of the most traditional and popular German football clubs. Founded in 1909, BVB boasts more than 10 million fans within Germany and, in addition, also looks to a rapidly growing fan base worldwide. The eight-time German champions and five-time DFB-Pokal winner was in 1966 the first German club to win a European Cup competition. BVB also became the first Bundesliga club to win the UEFA Champions League in 1997, followed by the Intercontinental Cup in the same year. With a turnover of over 400 million Euro, Borussia Dortmund has also become an economic powerhouse in world football.

About Workday
Workday is a leading provider of enterprise cloud applications for finance and human resources, helping customers adapt and thrive in a changing world. Workday applications for financial management, human resources, planning, spend management, and analytics have been adopted by thousands of organisations around the world and across industries — from medium-sized businesses to more than 50% of the *Fortune 500*. For more information about Workday, visit workday.com.

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