

## Press release

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### Two leading German brands team up in the Asian market

#### Cooperation between STIEBEL ELTRON and Borussia Dortmund

The long-established German company Stiebel Eltron is now cooperating with the German flagship football club Borussia Dortmund in Southeast Asia. The building services manufacturer is one of the largest suppliers of hot water heating products in Thailand and also has its own production facility in Ayutthaya. The eight-time German football champion Borussia Dortmund has been pursuing an ambitious internationalisation strategy for several years - also in Southeast Asia. The two-year cooperation with Stiebel Eltron in Thailand and Laos is another step in the implementation of this strategy.

"Football is the number one national sport in Germany - and here in Asia, too, football is a huge topic. As a traditional German brand, we are very happy to cooperate with one of the largest and most famous football clubs in our home country," says Roland Hoehn, Managing Director of Stiebel Eltron Asia. "We are looking forward to this great partnership with BVB and of course to the 2019/20 Bundesliga season".

Stiebel Eltron has been operating in the water heater market in Thailand for more than 20 years and has enjoyed an extremely successful development in recent years. Both the local production volume and the market share have increased continuously. Today, the German family-owned company is one of the market leaders in the region in this field.

"This cooperation is an exciting project for both sides, and we are determined to bring our black and yellow passion to Thailand and Laos as well," says Suresh Letchmanan, BVB Asia Pacific Managing Director.

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## Caption

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From Left to Right: Benedikt Scholz, Head of International Commercial & New Business of Borussia Dortmund, Roland Hoehn, Managing Director of Stiebel Eltron Asia, Hans- Joachim Watzke, Managing Director of Borussia Dortmund, Suresh Letchmanan, Managing Director of Borussia Dortmund Asia Pacific and Kai Brusdeylins, Head of Product Management of Stiebel Eltron Asia.

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