

PRESS RELEASE

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GOAL CONTROL: Simon Rolfes new Chairman & Investor

Simon Rolfes, former German national football player, has been appointed Chairman of Goal Control, Germany.

Mr. Rolfes' investment company, Rolfes & Elsasser - The Career Company, will be new 50% majority shareholder of Goal Control.

Goal Control with its competitor SONY (Hawk Eye) is world market leader in the segment of digital sports analysis, especially football.

Goal Control was pioneer implementing its goal-line technology at the FIFA World Cup 2014 in Brazil.

About Rolfes & Elsasser - The Career Company

Rolfes & Elsasser - The Career Company is a sports management firm founded in 2012 by former German national football player Simon Rolfes and the German investor Dr. Markus Elsasser.

The company specializes in sports career development as well as investments in international sports business.

Dirk Broichhausen, CEO, GoalControl GmbH: "With Simon Rolfes we have gained a most competent sports professional for our company. Mr. Rolfes has played an important role in German football and the German national team. The investment and involvement of Rolfes & Elsässer is a strategic milestone for our future. Simon Rolfes is an outstanding personality. We are looking forward very much to working closely with him."

Simon Rolfes: "I'm looking forward to working closely with the first-class team of Goal Control. There is no doubt: The trend is towards digital analysis in international sports. The outlook for Goal Control is excellent."

Dr. Markus Elsasser: "Goal Control stands for German high technology, directly linked to the "Silicon Valley" of Germany in Aachen. We believe in the innovative spirit and strong leadership position of Goal Control."

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