



Endor becomes title sponsor of Fanatec GT World Challenge powered by AWS and Fanatec GT2 European Series

- **SRO Motorsports Group and Endor AG expand existing partnership**
- **First race series to be held virtually and in real life**
- **Endor now supports the Fanatec GT World Challenge powered by AWS worldwide and is partner of the new Fanatec GT2 European Series right from the start**
- **Sponsorship is designed to increase brand awareness with a correspondingly positive impact on sales**

The SRO Motorsports Group and Endor AG have agreed on a significant expansion of their existing partnership. The Fanatec brand will become a multi-year title sponsor of the renowned Fanatec GT World Challenge powered by AWS (formerly Blancpain GT World Challenge) and the new Fanatec GT2 European Series.

In this racing series, real and virtual sports are combined in one discipline and drivers have to compete both on the race track and in the simulator. Fanatec's recently introduced BMW GT3 podium steering wheel, which will be used in the new BMW M4 GT3 race car, will also be used in this racing series.

Thomas Jackermeier, CEO of Endor AG: "As the title sponsor of the GT World Challenge, we have the opportunity to place Fanatec's products in a promotionally effective manner. Overall, this will lead to a sustained increase in awareness of our brand, which will certainly have a positive impact on our sales."

Stéphane Ratel, founder and CEO of SRO Motorsports Group, said, "We are delighted that Fanatec will be significantly expanding its partnership with SRO this season. I am excited about the initiatives that our collaboration can produce, especially through the integration of real racing and simulation. It's clear that GT racing is very popular within the e-sports community, which speaks to its global potential. As a leader in its field, Fanatec can play a crucial role in this project."

About GT World Challenge Europe

The concept will combine both worlds in real and virtual motorsport at all five rounds of the GT World Challenge Europe Endurance Cup, including the prestigious Total 24 Hours of Spa. Each event will feature an e-sports competition using Assetto Corsa Competizione, the official video game of Fanatec GT World Challenge. Competitors in the overall and Silver Cup classes will nominate a driver to represent them in a virtual race where points will be awarded for the team championship. The concept is for the race simulation to directly influence the outcome of a real championship - a novelty in global

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motorsport. In the coming seasons, there is the possibility of extending the model further to Asia, America and Australia.

In the Fanatec GT World Challenge, which enters its third year of competition in 2021, leading manufacturers compete for international glory with their continental customer racing programs. The global calendar consists of four established series that include leading race tracks in Europe, Asia, the Americas and Australia. The first Fanatec GT World Challenge event in 2021 will be held at Phillip Island, where the Australian championship kicks off on February 20-21.

About GT2 European Series

GT2 European Series is a new championship that is part of the revitalized GT Sports Club concept. The category launches this season with a five-round calendar, providing a competitive platform for the high-performance models already produced by Porsche, Audi, KTM and Lamborghini.

The first race is part of the supporting program for the Fanatec GT World Challenge Europe season opener in Monza on April 15-17. The Fanatec GT2 European Series will then hold events at Hockenheim, Silverstone, Spa-Francorchamps and Circuit Paul Ricard.

About Endor AG www.endor.ag

Endor AG develops and markets high-quality input devices such as high-end steering wheels and pedals for racing simulations on game consoles and PCs as well as driving school simulators. As a "brain factory", the company's focus is on the creative sector. Endor carries out product development and prototype construction under its own direction and together with specialized technology partners, primarily in Germany ("German engineering"). The products are mainly produced in Asia.

Endor sells its products under the FANATEC brand via e-commerce primarily to end customers in Europe, USA, Canada, Australia and Japan. Endor also sells driving school simulators in cooperation with Vogel Verlag. Endor AG, headquartered in Landshut, was founded in 1997 and currently employs 136 people. Within the group, 195 people work for Endor worldwide, including freelancers. In 2019, the company generated consolidated sales of 39 million euros.

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