



» PRESS RELEASE

Deutsche Wohnen supports Füchse Berlin with innovative video training system

Berlin, 27. June 2017. Since the start of the 2016-17 season, Deutsche Wohnen has been the exclusive platinum partner of the handball club Füchse Berlin. This strategic partnership doesn't just consist of Deutsche Wohnen's role as the main sponsor of the club and its kit. The company is also involved in the club's youth development work. As part of this work, Deutsche Wohnen has now financed an innovative camera system that helps young players to analyse their training. This makes the Füchse Berlin the first handball club in Germany to equip its training hall with this special tool.

The camera system helps to communicate a feeling for certain situations during the actual training session. Normally, this would only happen the day after when the training situations are analysed. During training, a specially appointed video coach explains passes, situations in open play, runs made by players and the positioning of the goalkeeper so that corrections can be put into practice immediately. This special training procedure helps to prepare young players even better for a possible career as professionals. The system is mainly intended for the A and B youth teams, the German Handball Association training base and Berlin's representative teams. With the help of ten different camera angles, zoom and slow motion, movements, throwing technique and critical game situations can be individually explained to each player. The video material can be viewed at the edge of the playing area on large-scale monitors.

Philip Grosse, the Chief Financial Officer of Deutsche Wohnen, has had a look at the system and is delighted with it. As he explains, "It's great, and prepares young players even better for their professional career. The individual analysis during the actual training session saves time and the learning effect is enhanced. We are very pleased to be able to equip the training centre of the Füchse Berlin with this helpful tool." Bob Hanning, the managing director of the Füchse Berlin, is delighted as well. "A system like this is unique in Germany and represents a significant development in our training analysis work. With the support of Deutsche Wohnen AG, we will be able to continue to bring on younger players to consolidate our position in Berlin."

Deutsche Wohnen

Deutsche Wohnen is one of the leading publicly listed property companies in Germany and Europe with a business focus on managing and developing its portfolio, which consists mainly of residential properties. As at 31 March 2017, the portfolio comprised 159,962 units in total, of which 157,790 were residential and 2,172 commercial. Deutsche Wohnen owns flats in four Berlin Modernist estates, which were declared UNESCO world heritage sites in July 2008: the White City Estate, the Horseshoe Estate in Britz, the Carl Legien residential estate and the Ring Estate in Siemensstadt..

Füchse Berlin

The Füchse Berlin have been playing again in the DKB national handball league since 2007 and have now established themselves in what is the toughest league in the world. After reaching the semi-finals of the Champions League in 2012, the Füchse won the DHB handball cup in 2014 – the first trophy in the history of the club. Just one year later there followed the European Cup and victory in the world club championship. One of the most important strengths of the club is its successful development of young players. The Füchse youth team has won nine German youth championships. Moreover, 25 players have already risen from the youth set-up to play in the first and second divisions of the national handball league.