

EHF BUSINESS REPORT 2017



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EUROPEAN HANDBALL
FEDERATION

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Welcome from the EHF President

We started 2017 with a new team at the helm of the EHF; the elections in November 2016 brought a generational change to the federation's political structure, with many new faces taking on tasks and responsibilities within European handball for the first time.

One result of the elections was an EHF Executive Committee with a significantly younger average age profile (49.5 compared to 59.2 in the previous four-year period) and now, after more than a year of positive cooperation, I can confidently say that we can see a new dynamism in our decision-making processes – a positive result for the federation.

For many, these changes also meant a new position and a fresh challenge; for me this meant stepping up from a position I had held for close to 25 years to become the EHF's first full-time president - a necessary development given the challenges faced by a modern sports federation such as the EHF. The appointment in August of a new secretary general, the highly-experienced Martin Hausleitner, who joined us after 20 years with the Austrian Handball Federation, has also further strengthened our team and the work of the EHF Office in Vienna.

The 'odd' years, a year without an EHF EURO for the federation to organise, allows for some time for planning and preparation, alongside all of our regular activities including club competitions, qualification matches for national teams, events, courses, conferences and youth events. And in 2017 we were looking very much to the future.

September saw the launch of a tender process for the federation's audio-visual and marketing rights for the period 2020 to 2030, including a new club competition system from 2020, and we also agreed the terms of a new Memorandum of Understanding with the continent's top men's clubs. All of these developments will provide a solid basis in order to take the whole of the sport to an even higher level in the future.

That is not to say that there were no stand-out moments in the past 12 months – quite the contrary. The last-second victory of HC Vardar at the VELUX EHF FINAL4 in Cologne's LANXESS arena in Germany will stay in my memory for many years to come, as will the reaction of fans back home in Skopje, where an incredible 150,000 people took to the streets of the capital to celebrate this historic win. The Women's EHF FINAL4 was another highpoint of the season thanks to perfect organisation, a sold-out arena and the superb quality of the matches we witnessed in Budapest, Hungary, including the thrilling win by Györi Audi ETO KC in extra time.

The EHF Business Report 2017, the third edition which is also available in a digital format, presents a review of the past year and the many achievements of the EHF and its staff and officials. However, the next major event is also just around the corner, with the Men's EHF EURO 2018 to be played across Croatia in January 2018 – so please excuse us if this time, we do not just look back but also forward to even more highlights awaiting us in the next 12 months.



Michael Wiederer
President, European Handball Federation



Flagship events





Europe's top indoor sporting event



The eighth edition of the VELUX EHF FINAL4 in Cologne took place over the weekend of Saturday 3 and Sunday 4 June with a long sold-out LANXESS arena welcoming a capacity crowd of 19,750 spectators each day to witness the finale to the VELUX EHF Champions League 2016/17 season.

A country goes handball crazy

To understand just how important the VELUX EHF FINAL4 has become – not just within handball but also across Europe – we just need to take a look at how HC Vardar's fans celebrated their team's historic victory.

An estimated 150,000 people were on the streets of Skopje to welcome the heroes back following a thrilling weekend which saw the Macedonian side take two last-second victories over two of the biggest names in the game – FC Barcelona Lassa and Paris Saint-Germain Handball – to win the title for the first time in the club's history.

150,000 people
took to the streets of Skopje
to celebrate HC Vardar's
historic victory

Over the weekend too, the whole of FYR Macedonia was gripped by handball fever as a nation followed the fate of their top club team.

The event's TV partner in FYR Macedonia, MRTV, reported a maximum market share of more than 80% for the final and a TV audience of one million people.

Thanks also to a closing performance from the former Spice Girl, Melanie C, a total of 40 broadcasters beamed the event into the homes of handball fans in more than 80 territories with the EHF's own OTT platform, ehfTV.com, providing worldwide access to the event.

28 cameras were in operation in one of the most extensive productions yet at a major handball event. These included special cameras in referee shirts and the first use of cameras on the officials' table, providing viewers with pictures from a unique perspective as well as the first 360-degree TV production in handball for Facebook and YouTube of all four opening shows.

Coverage on television and radio was complemented by extensive behind-the-scenes content provided by the EHF/EHF Marketing media team, generating a total of 26 million impressions across all channels, 7.3 million users reached on the competition's Facebook channel alone.

The 2017 edition of the VELUX EHF FINAL4 confirmed its status as a highly attractive platform for international brands, partners and sponsors with EHF Marketing GmbH confirming the sale of all marketing packages ahead of the event, including the acquisition of six new sponsors: Gorenje, Cashback World – operated by Lioness, Admiral, Husqvarna, SAP and

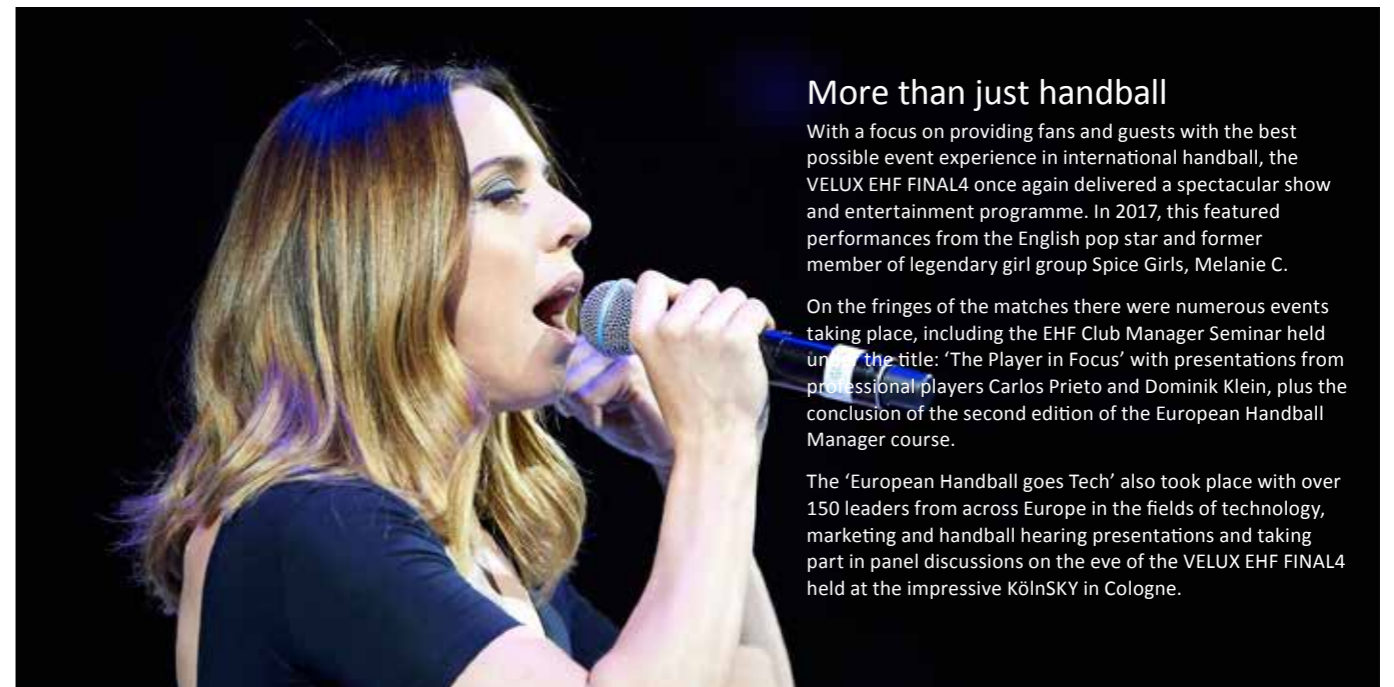
“The VELUX EHF FINAL4 is the best indoor tournament in European sport.”
EHF President, Michael Wiederer.

Engelbert Strauss, joining the competition's existing line-up of sponsors and partners: the VELUX Group, UNIQA, Salming, SELECT and Gerflor. In 2017 the VELUX Group had more than 800 guests from across Europe attend.

The event also signalled the beginning of two significant sponsorship deals. Sportradar confirmed a long-term agreement, which will see the global leader in data and digital content provide a range of data, streaming, marketing and digital services for the federation's European Cup competitions.

Gorenje, the leading European home appliance manufacturer and one of Slovenia's largest and most successful companies, was also unveiled as an 'official regional premium sponsor' of the VELUX EHF Champions League from the start of the new season, through until the end of 2019/20.

Commenting on the impact of the event, the EHF President, Michael Wiederer, said: "Everybody can see the tremendous development over eight years and it is a credit to the work of EHF Marketing, the EHF and many suppliers, partners and sponsors that it is possible for the event to get better year on year", he said, before going on to describe the VELUX EHF FINAL4 as the 'best indoor tournament in European sport'.



More than just handball

With a focus on providing fans and guests with the best possible event experience in international handball, the VELUX EHF FINAL4 once again delivered a spectacular show and entertainment programme. In 2017, this featured performances from the English pop star and former member of legendary girl group Spice Girls, Melanie C.

On the fringes of the matches there were numerous events taking place, including the EHF Club Manager Seminar held under the title: 'The Player in Focus' with presentations from professional players Carlos Prieto and Dominik Klein, plus the conclusion of the second edition of the European Handball Manager course.

The 'European Handball goes Tech' also took place with over 150 leaders from across Europe in the fields of technology, marketing and handball hearing presentations and taking part in panel discussions on the eve of the VELUX EHF FINAL4 held at the impressive KölnSKY in Cologne.

VELUX EHF FINAL4 is the 'People's Choice'

The 2017 event's spectacular 'Always Moving' show and entertainment concept, developed and implemented by Elements Entertainment, won the 'People's Choice Award 2017' at the BEA World Festival. It was selected out of a total of 120 entries.

The International Festival for Events and Live Communication involved 500 of the industry's top decision makers, creatives and event agencies from 29 nations. It took place in Porto, Portugal from 15 to 18 November 2017.

This is second year in a row that the VELUX EHF FINAL4 has won a BEA Award. In 2016, the event won the BEA Production Award.

The idea of the show concept 'Always Moving' was to deliver four unique opening shows, which were in constant motion, portraying the dynamism and power of handball as well as the emotional impact of the sport among players and fans.

This was then translated onto the field of play with the help of 24 specially developed wireless LED dollies. With a height of 2.5 metres, they were the central design element of the opening shows, which, through their mobility, showcased the dynamism and movement of the sport and brought the motto to life.



Back in Cologne in 2018

The VELUX EHF FINAL4 returns to Cologne on 26/27 May 2018 as Europe's best four teams once more compete for the title. More information can be found at ehfCL.com.

TIPPMIX EHF FINAL4: the best yet!



TIPPMIX



EHF
CHAMPIONS
LEAGUE

FINAL4

Playing in front of a sold-out 12,000 crowd in Budapest's Papp Laszlo Budapest Sportarena, the 2013 and 2014 winners beat HC Vardar 31:30 after extra-time in a thrilling final game to claim their third EHF Champions League title in five years.

Away from the action on court, there was also general agreement that this was the best Women's EHF FINAL4 so far.

For the first time, all four matches were followed by capacity crowds and an estimated global audience of 180 million watched the action around the world thanks to TV coverage by 21 TV stations shown in more than 55 territories.

With title sponsorship from sports betting game TIPPMIX, a product of Hungary's national lottery, Szerencsejáték Zrt., the TIPPMIX EHF FINAL4 was the fourth final event to be organised in the 'FINAL4' format in the Hungarian capital by the EHF's marketing arm, EHF Marketing

GmbH, and the Hungarian Handball Federation.

Speaking after the final, Michael Wiederer, EHF President, said: "It is hard not to compare the Budapest event with its men's counterpart in Cologne. The VELUX EHF FINAL4 is a huge event in a much bigger hall but I believe this venue has been used perfectly and the organisers can be proud of what they have achieved in Budapest.

"Hungary is a country where women's handball is a top sport and the fact that the event has been here for four years and will be for a further two is a compliment to Hungarian handball. We feel at home in Budapest and are really looking forward to the future."

David Szlezak, Managing Director of EHF Marketing GmbH, said: "This year's event was undoubtedly the best yet and has set a new standard both for the event and indeed in women's handball.

"The level of spectator, TV and sponsor interest has been unprecedented and illustrates the potential for the women's game. We look forward to further developing our positive cooperation with the Hungarian Handball Federation over the events and years to come."

On ehfTV.com, the EHF's own OTT platform, more than a quarter of a million videos were watched both in the run-up and during the event, complemented by extensive coverage on the competition's social media channels including YouTube, Facebook, Snapchat, Twitter and Instagram.

Event stays in Budapest through to 2019

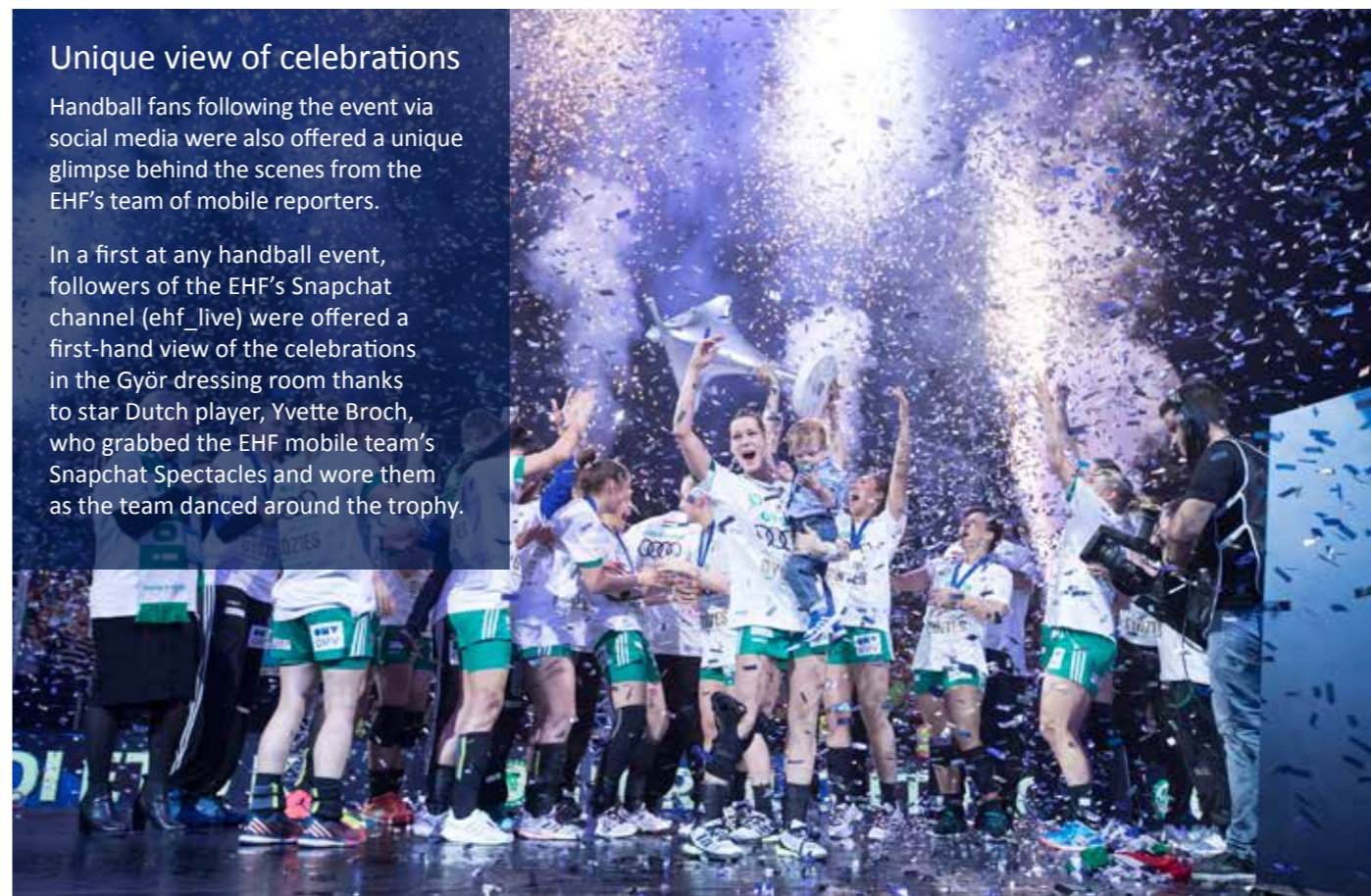
EHF Marketing GmbH and the Hungarian Handball Federation signed a three-year contract for the hosting of the Women's EHF FINAL4, which will see the event stay in Budapest until at least 2019.

The 2018 event will be played on 12/13 May 2018 in Budapest. Tickets are available to purchase on the ehfCL.com website.

Unique view of celebrations

Handball fans following the event via social media were also offered a unique glimpse behind the scenes from the EHF's team of mobile reporters.

In a first at any handball event, followers of the EHF's Snapchat channel (ehf_live) were offered a first-hand view of the celebrations in the Győr dressing room thanks to star Dutch player, Yvette Broch, who grabbed the EHF mobile team's Snapchat Spectacles and wore them as the team danced around the trophy.



Beach Handball EURO

Gold for Norway and Spain as event generates unprecedented coverage

The Beach Handball EURO 2017 in Zagreb not only saw great matches but also enjoyed extensive media coverage across social media and TV.

Topping the podium at the event in Croatia in June were the national beach teams of Norway (women) and Spain (men).

For Norway it was the first time they had won Europe's biggest beach handball event. Spain won gold in 2002 and 2006. Both had won silver two years ago at the Beach Handball EURO 2015.



Taking media coverage to new levels

The event received worldwide attention, with the final matches broadcast in several European nations as well as in Asia and the United States.

Social media and online figures also indicated a substantial and rising interest in the sport.

With media rights agency MP & Silva taking charge of the marketing of TV rights, the Beach Handball EURO 2017 experienced increased interest from TV stations worldwide.

All matches played on centre court and court two were produced for either TV or live streaming.

A total of 28 matches were produced in full HD with six cameras, setting new standards in the TV production of the event.

The Beach Handball EURO 2017 was also present across all digital channels, including the official website, Facebook, Twitter, Instagram, YouTube and Snapchat.

Furthermore, for the first time, the semi-finals and finals were broadcast live on ehfTV with English commentary provided for the first time.

The ehfTV YouTube channel generated a watch time of more than two million minutes (almost four years) and event videos posted on Facebook were viewed more than 200,000 times.



Next stop Russia 2018

Silver and bronze went to Poland and Spain in the women's and to Russia and Croatia in the men's tournament respectively.

Another decision was taken in the men's match for fifth place which Sweden won 2:1 against Ukraine. The win booked the Scandinavian team the ticket to the IHF Beach Handball World Championships in 2018 in Russia.

Besides Sweden, Russia as hosts and Croatia as defending champions, Hungary and Spain will also join Europe's top teams at the 16-nation event.

The women's teams qualified for the World Championships are defending champions Spain, hosts Russia, Norway, Poland, Denmark and Greece.



LIQUI MOLY EHF Cup Finals 2017

It was perhaps fitting that Frisch Auf Göppingen were to win the Men's EHF Cup title in 2017.

Not only did the German team host the LIQUI MOLY EHF Cup Finals on 20/21 May 2017, they were also the last team to defend the title in the competition's 'old' format back in 2011/12 and the first team to defend the title in the new format.

Thanks to a clear 30:22 win against Fuchse Berlin in an all-German final, the hosts of the fifth edition of the EHF Cup Finals made history and sparked off a huge party in the handball-obsessed city of Göppingen.

It was the fourth trophy for Göppingen in the EHF Cup, having won the title in 2011, 2012 and 2016 – a record number of wins in the competition for any team.

There was some consolation for the third German team in the event, SC Magdeburg defeating Saint-Raphael Var Handball 32:31 in the match for third place.



Germany and France take EHF EURO titles in busy summer of YAC events

Six younger age category events were played under the auspices of the European Handball Federation in the summer of 2017.

The busy programme of events included: the Men's 17 European Open in Sweden, the handball competition at the European Youth Olympic Festival in Győr, the Women's 19 EHF EURO in Slovenia, the Women's 17 EHF EURO in Slovakia as well as the corresponding EHF Championships in FYR Macedonia and Lithuania.

From a competition point of view, it was the first year that EHF Championships were played for younger age category women's events. The system which was agreed by the EHF Congress in 2014 and replaces the respective qualification tournaments, was rolled out at the under-17 events in 2017 and will be fully in place for the YAC women's competitions by 2019.

Courtesy of their results, Slovenia and Portugal, winners of the W17 EHF Championships in Lithuania and FYR Macedonia, gained a spot for their federation in the Women's 17 and the Women's 19 EHF EURO in 2019. Czech Republic and Serbia, placed 15th and 16th at the Women's 17 EHF EURO 2017, will be relegated to the EHF Championships for the competitions in two years' time.

In 2018, there will be six YAC men's competitions in place: the Men's 18 EHF EURO in Croatia and the corresponding EHF Championships in Austria and Georgia as well as the Men's 20 EHF EURO in Slovenia and the corresponding championships in Montenegro and FYR Macedonia.

Media coverage extended: tens of thousands of fans worldwide

For the first time, the Women's EHF EUROs and the Women's EHF Championships were streamed on ehfTV.com, bringing the matches to the European Handball Federation's own OTT platform and to tens of 1,000s' of fans worldwide.

Furthermore, the European Handball Federation extended its mobile reporting programme to younger age category events for the first time.

Three Slovenian young journalists were recruited for the Women's 19 EHF EURO which was played in Celje, bringing fans all the latest from the championship on Twitter, Instagram, Facebook and Snapchat and continuing the progression of young handball talent on and off the court. TV stations and other media outlets get valuable input to even better bring across all facets of handball. And that could ultimately lead to more young people getting attracted to the sport.



First title sponsorship for EHF Cup Finals

Thanks to the strong development of the EHF Cup Finals, which has previously been hosted in Nantes and Berlin, this was the first event to attract a title sponsor.

LIQUI MOLY, the global manufacturer of premium quality lubricants, motor oils, additives, vehicle care products, chemical repair tools, service products, glues and sealants put its name to the event.

The company has become a significant player in national and

international sports sponsorship and the new partnership was a positive development both for the event and the EHF Cup.

In addition to the title sponsorship of the LIQUI MOLY EHF Cup Finals, the company received considerable TV exposure through on-court and perimeter advertising as well as on-site promotional activities.

As part of the deal, LIQUI MOLY also took advantage of VIP hospitality throughout the final weekend and the new title sponsor was integrated into a composite logo for the event.

Results overview

MEN'S 17 EUROPEAN OPEN		
Gold Sweden	Silver Austria	Bronze Iceland
EUROPEAN YOUTH OLYMPIC FESTIVAL - WOMEN		
Gold Germany	Silver Slovenia	Bronze Croatia
EUROPEAN YOUTH OLYMPIC FESTIVAL - MEN		
Gold Hungary	Silver Romania	Bronze Denmark
WOMEN'S 19 EHF EURO		
Gold France	Silver Russia	Bronze Denmark
WOMEN'S 17 EHF EURO		
Gold Germany	Silver Norway	Bronze Hungary
WOMEN'S 17 EHF CHAMPIONSHIP - FYR MACEDONIA		
Gold Slovenia	Silver Poland	Bronze Bulgaria
WOMEN'S 17 EHF CHAMPIONSHIP - LITHUANIA		
Gold Portugal	Silver Lithuania	Bronze Turkey



EHF Marketing GmbH

2017 was a busy year for EHF Marketing GmbH as they negotiated a raft of new partnership agreements, celebrated the 25th anniversary of the EHF Champions League and oversaw the promotion of another sold-out VELUX EHF FINAL4 in Cologne

Highlights in 2017



VELUX
Title sponsor of the VELUX EHF Champions League, the VELUX Group, launched its 'Let's Play' initiative in the autumn of 2016 to support youth handball across Europe through the donation of official VELUX EHF Champions League handballs. All youth teams in the 8-14 age group were able to apply for free balls and of course many teams did, VELUX received more than 1,300 applications in the season 2016/17 via their website veluxhandball.com. 323 youth teams are now happy owners of a set of brand new balls and one lucky team even won SALMING gear worth EUR 2,000. This was only the beginning however, and during the season 2017/18 around 440 teams can expect to receive new handballs.



UNIQA
The company's 'musical chairs' game has become a tradition at the WOMEN'S EHF FINAL4 in Budapest and during 2017 the insurance company organised 'shoot-out' half-time games across competition venues. One of the highlights this season was that fact that UNIQA contributed to a fan mosaic in Veszprém to acknowledge the role of handball fans in a creating fantastic atmosphere for the sport.



Gorenje
Gorenje, the leading European home appliance manufacturer and one of Slovenia's largest and most successful companies, started its cooperation with the European Handball Federation at the VELUX EHF FINAL4 2017. Gorenje has a strong tradition of supporting top-class handball in Slovenia and has now expanded its sponsorship activities. The company has now become a regional premium sponsor of the VELUX EHF Champions League and an official sponsor of the next two Men's EHF EURO events (2018, 2020) as it seeks to build greater awareness in its key markets. With the aim of bringing all sports fans together, Gorenje initiated its #simplyfans campaign through which they will promote fair play and passion for sport. Aiming to blur the borders and bind sports fans in the Adriatic region, they launched a '#simplyfans' prize competition and already announced Ivano Balić as one of their ambassadors.



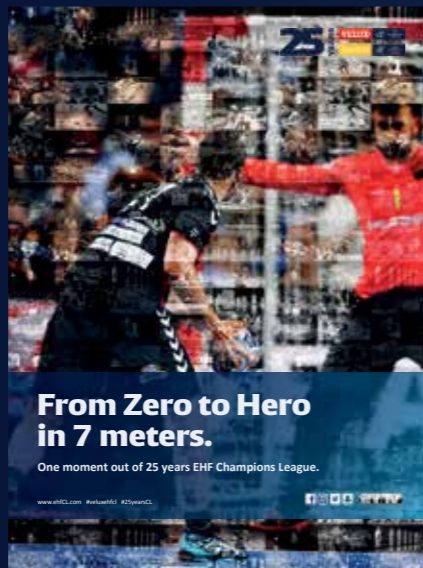
Cashback World
After a successful first cooperation around the VELUX EHF FINAL4 2017 with the VELUX EHF FINAL4 Cashback Programme, Cashback World became a regional premium sponsor of the VELUX EHF Champions League 2017/18 including the season's highlight, the VELUX EHF FINAL4 2018. As an international shopping community that offers its members attractive shopping benefits in the form of cashback and shopping points, Cashback World provides innovative fan and customer loyalty programmes to the world of handball.



Sportradar
Unveiled at the 'European handball goes Tech' business event, ahead of the start of the VELUX EHF FINAL4 in Cologne in June 2017, EHF Marketing GmbH and Sportradar announced a long-term partnership. With the start of the 2017/18 season, the global leader in sports data and digital content, has been providing a range of data, streaming, marketing and digital services for the federation's European Cup competitions. With this deal, Sportradar has become the 'Official Streaming and Data Partner of the EHF Club Competitions'. A core element of this partnership is the provision and enhancement of the federation's own OTT platform, ehfTV.com, as well as collection of live data from over 650 European Cup matches per season across all of the EHF's top club competitions.

#25yearsCL

The 2017/18 season marks the 25th anniversary of the EHF Champions League. Following the foundation of the EHF in 1991, the federation took over the running of the European Champions Cup, and a new competition - the EHF Champions League - was born, played for the first time in 1993/94. The EHF Champions League has gone through many changes over the years, including the introduction of new playing formats such as the EHF FINAL4 events, major improvements in the marketing, promotion and TV production of the competitions and also, more recently, the introduction of new forms of technology in the game. The slogan '25 years EHF Champions League' through the special hashtag '#25yearsCL' will be a theme throughout the season as the EHF looks back on a quarter of a century of development and progress in Europe's top club competitions.



VELUX EHF FINAL4 2017, Cologne



Key facts:

- 8th "Sold-out" award
- Key visual as common thread for branding and entertainment
- New entertainment concept with individual LCD panels were constructed for the event
- Performance of former Spice Girl Melanie C
- Matches were broadcast LIVE on 39 TV channels to more than 80 territories
- 1,312 TV items broadcast
- 1,311 broadcast hours



EHF Marketing Newspaper

For the VELUX EHF FINAL4, EHF Marketing GmbH produced a special newspaper for the event's VIP guests to provide an overview of the work of the company within European club handball.



TIPPMIX EHF FINAL4 2017, Budapest

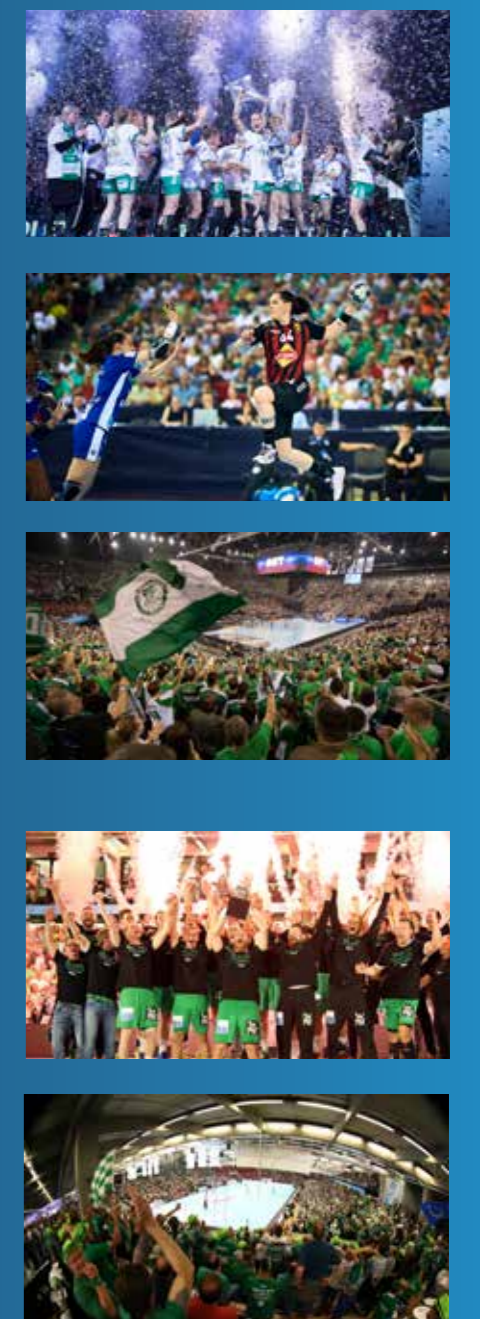


Key facts:

- 727 TV items broadcast
- 610 broadcast hours
- New entertainment concept with individual LCD panels were constructed for the event
- 14.5 million impressions on EHF digital media channels

Handball goes Tech first edition

One day prior the VELUX EHF FINAL4 2017 the EHF Marketing held the premiere of its tech event "European Handball goes Tech" at KölnSKY in Cologne. Over 150 leaders from across Europe in the fields of technology, marketing and handball looked at how technology is set to impact the sport in the future. With EHF President, Michael Wiederer, EHF Honorary President Jean Brihault and IHF President, Dr. Hassan Moustafa, in attendance, key notes and panel discussions focused on sports data, technology and the future of sponsoring, followed by open discussions and networking in a great atmosphere.



LIQUI MOLY EHF Cup Finals 2017, Göppingen

- Total audience almost 6 million, with the audience in Germany especially impressive due to its presence on SportA channels
- Event was broadcast in 10 countries
- First time title sponsoring with LIQUI MOLY
- Arena sold out after two weeks

25 YEARS

VELUX®



EHF
CHAMPIONS
LEAGUE

WOMEN'S



EHF
CHAMPIONS
LEAGUE



25 years EHF Champions League

2017 marks a special moment in the history of the EHF's flagship men's and women's club competitions.

Played for the first time in the 1993/94 season, the EHF took on the organisation of the 'European Champions Cup' from the IHF just a few years after the foundation of the federation.

Throughout the 2017/18 season, the slogan '25 years EHF Champions League' and the special hash tag '#25yearsCL' will be used to highlight the achievements of 25 years of top-class club competition.



From school gyms to sold-out arenas

It all started in a golf club in Vienna in 1993: The first draw for a new handball competition, called the EHF Champions League.

On that day in 1993, no one could guess that 25 years later the new competition would attract millions of viewers of what has meanwhile become the VELUX EHF Champions League.

Or that a final tournament called VELUX EHF FINAL4 would sell out eight times with 40,000 fans each event in Cologne's LANXES.

Only Spanish winners in early years

In the first eight years of the EHF Champions League only Spanish teams raised the trophy. That included a sensational series of five straight titles for FC Barcelona (1996-2000), who were led by Valero Rivera, still the coach with the highest number of trophies.

In the beginning, the group phase followed the qualification rounds and was carried out with eight teams. The two winners made it to the final, with TEKA Santander becoming the first winner in 1994. That team included Talant Dujšebaev, who was to leave his mark on Champions League history several more times.

A Swede became the last ever player to defend the title. Goalkeeper Tomas Svensson won the competition with Iron in 1995 and added five more trophies with Barcelona in the following seasons.



Changes to playing system

During the winning streak of Barca, who had already won the former IHF Champions Cup, the playing system was changed to a group phase with 16 teams, followed by quarter-finals, semi-finals and the final in the 1996/97 season.

The first non-Spanish winner was German side SC Magdeburg in 2002, coached by Alfred Gislason. Eight years later, he became the first coach to lift the trophy with two different clubs after also leading THW Kiel to the title in 2010.

The next winners came from two more countries: France (Montpellier) and Slovenia (Celje), with famous players like Sjarhei Rutenka (from Celje - five trophies in total) or Thierry Omeyer (four trophies so far) and Nikola Karabatic (both Montpellier).

Between Barcelona's sixth triumph in 2005 and their eighth title in 2015, all winners were either from Spain (Ciudad Real 3x) or Germany (Kiel 3x, Hamburg, Flensburg).

At the VELUX EHF FINAL4 in 2013, 2014 and 2017, there were shocks for the handball world with HSV Hamburg, SG Flensburg-Handewitt and HC Vardar taking the VELUX EHF Champions League titles on their first appearances at the event.

EHF Marketing GmbH founded

In a further development of the competition, EHF Marketing GmbH was founded in 2005 and the playing system underwent several more adaptations.

Records broken in 2007

The all-time individual record for most trophies was set by Andrej Xepkin, who won the EHF Champions League six times with Barcelona before helping out injury-stricken THW Kiel in 2007 and taking his seventh trophy.

Implementation

of VELUX EHF FINAL4

The biggest change in its 25 years came with the implementation in the 2009/10 season of the VELUX EHF FINAL4 in the LANXESS arena in Cologne, while the VELUX Group became title sponsor of the competition.

In the meantime, the number of spectators in the arenas surpassed the 800,000 mark per season, and the number of cumulative TV viewers reached a new milestone with 383 million fans in 2015/16.

In the last two seasons, no clubs from Spain or Germany were victorious in Cologne. Kielce (Poland) and Vardar (FYR Macedonia) became the first winners from their respective countries, raising the number of nations that have won the most coveted trophy in club handball to six in 24 years.

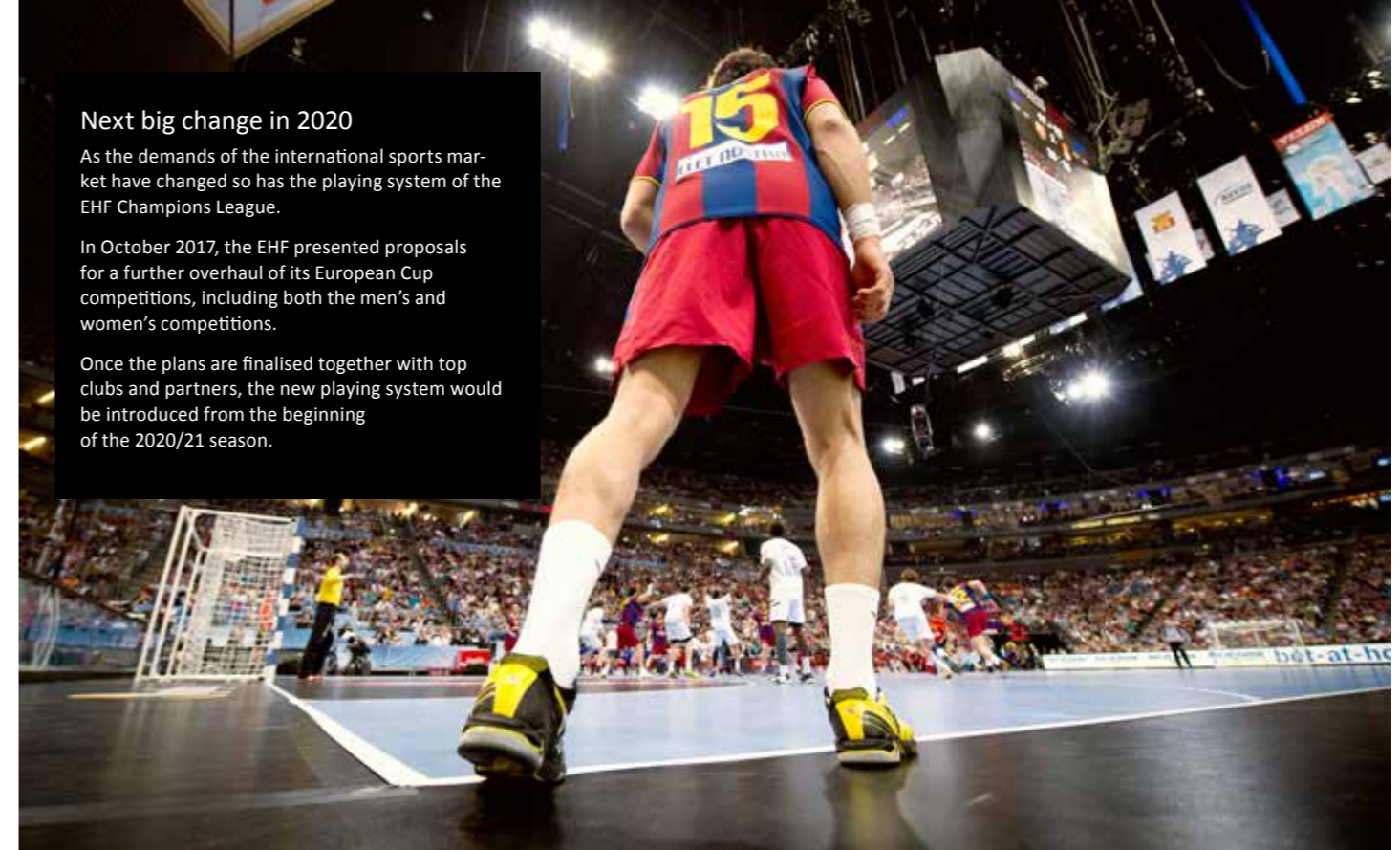


Next big change in 2020

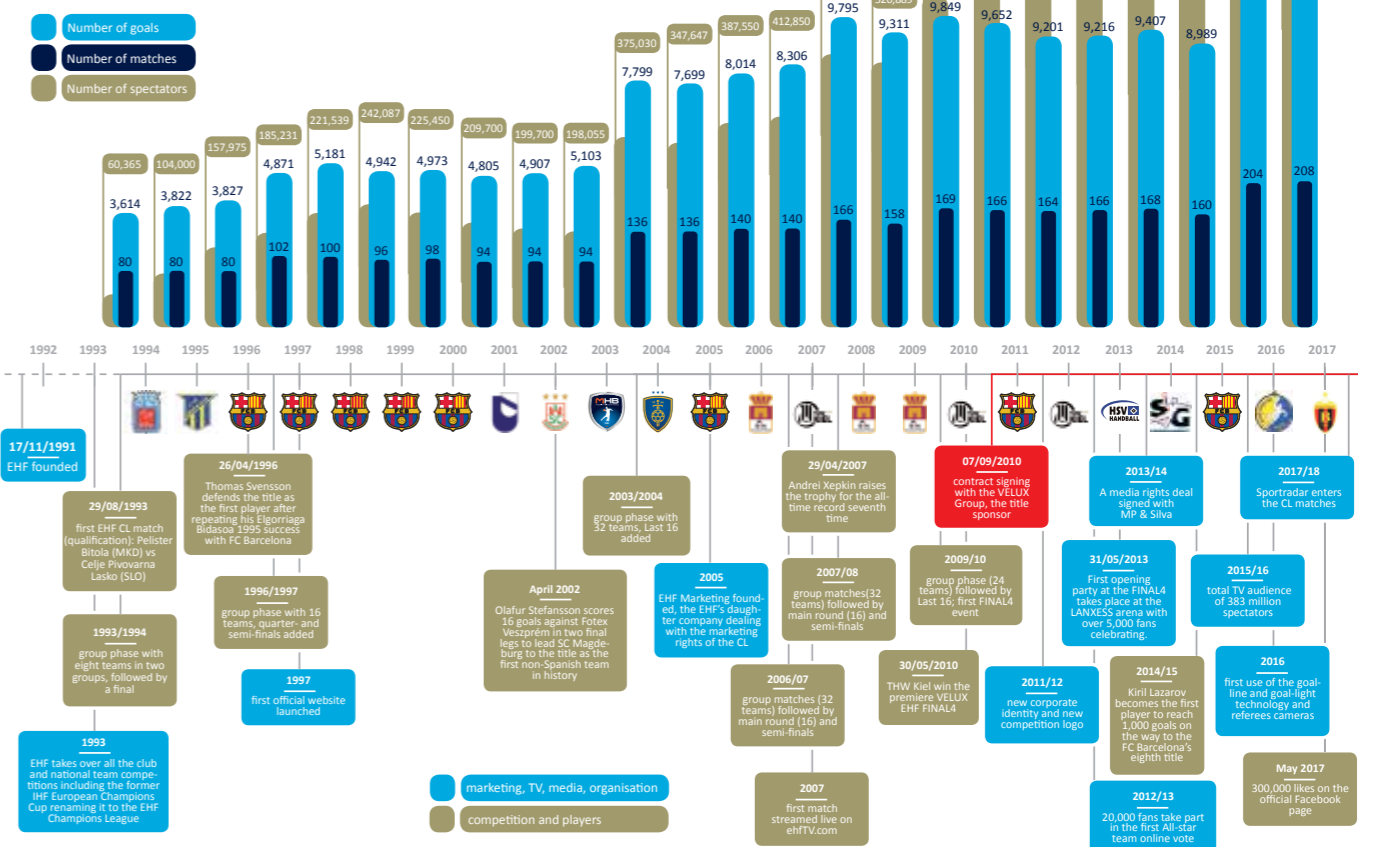
As the demands of the international sports market have changed so has the playing system of the EHF Champions League.

In October 2017, the EHF presented proposals for a further overhaul of its European Cup competitions, including both the men's and women's competitions.

Once the plans are finalised together with top clubs and partners, the new playing system would be introduced from the beginning of the 2020/21 season.



Timeline 1993 - 2017





South East Europe dominates

Ever since Larvik's title win in 2011, clubs from (South-) Eastern Europe have dominated the Women's EHF Champions League: Győr took three titles, Buducnost two and Bucharest one.

Győr made the headlines when the Hungarian side became the last winners under the old format in 2012/13, and lifted the trophy again the following year as winners of the newly implemented EHF Women's EHF FINAL4.

While the men's competition got its 'FINAL4' in 2010, it was only in the 2013/14 season that the development was introduced into the women's competition. Since then the final tournament has been played at the Papp Laszlo Arena in Budapest.

The playing system of the Women's EHF Champions League has been improved several times over the years.

It started with a qualification, a group phase with eight teams and the finals. Later, the main round as well as the quarter-finals and semi-finals were introduced, while nowadays the marquee event of women's international club handball is the FINAL4.



25 YEARS WOMEN'S EHF CHAMPIONS LEAGUE

A success story spread right across Europe

When Mar Valencia took a clear 26:16 home win over Vikingur Reykjavik on 26 September 1993, a new era of women's sport had started in Europe.

While many other team sport federations were only focussing on their male competitions, the European Handball Federation has treated the Women's EHF Champions League equally to its male counterpart from that very first match in Spain.

The EHF has been right in this approach. In the 2016/17 season, a cumulative audience of 167.5 million people watched the matches of the Women's EHF Champions League, 330,000 users follow the competition via Facebook and a capacity crowd of 12,000 people watched the final matches in Budapest at the Women's EHF FINAL4.

Legendary coach

But where did it all start? Similar to the men, the EHF took over the women's club competitions from the IHF at the start of the 1993/94 season.

The final winner of the IHF Champions Cup also continued this success into the new EHF Champions League.

Hypo Niederösterreich, the Austrian team coached by Gunnar Prokop, won the IHF Champions Cup four times between 1988/89 and 1992/93, before taking the title four more times between 1994 and 2000 under the new name.

After participating for 23 straight seasons, Hypo have, however, missed out on the group matches in the last two seasons.

Winners from all over Europe

In contrast to its male counterpart, where the first eight trophies were all won by Spanish clubs, the Women's EHF Champions League produced winners from all over Europe: Koprivnica from Croatia, Valencia - including top

star Natalia Morskova - from Spain, Dunafer from Hungary, Kometal from FYR Macedonia. So far, clubs from 13 different nations are on the winners' list.

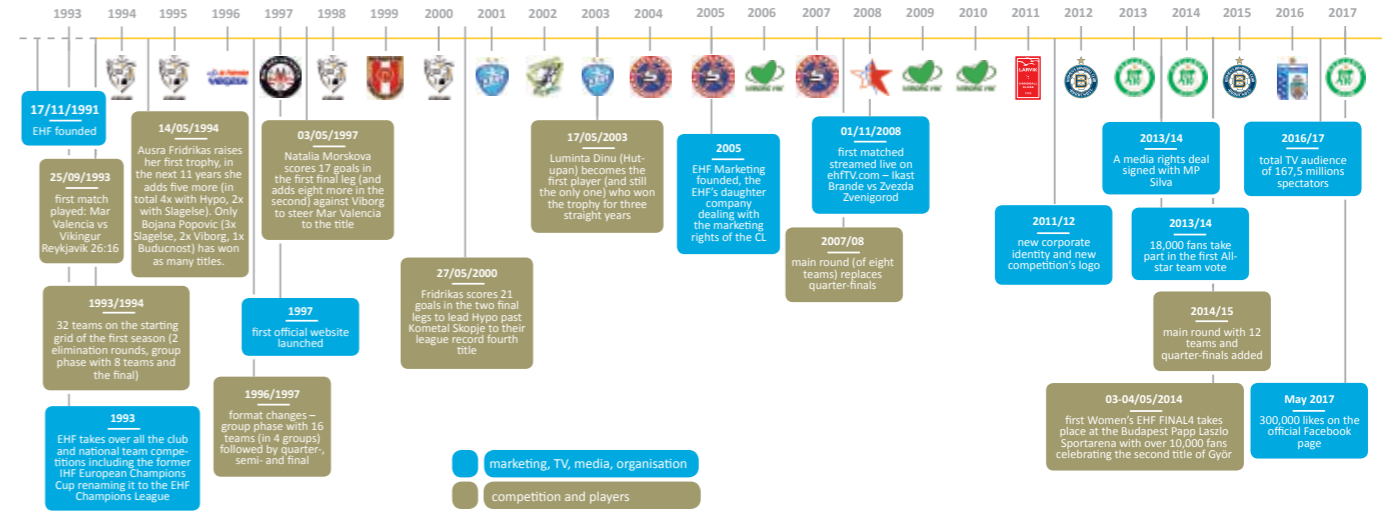
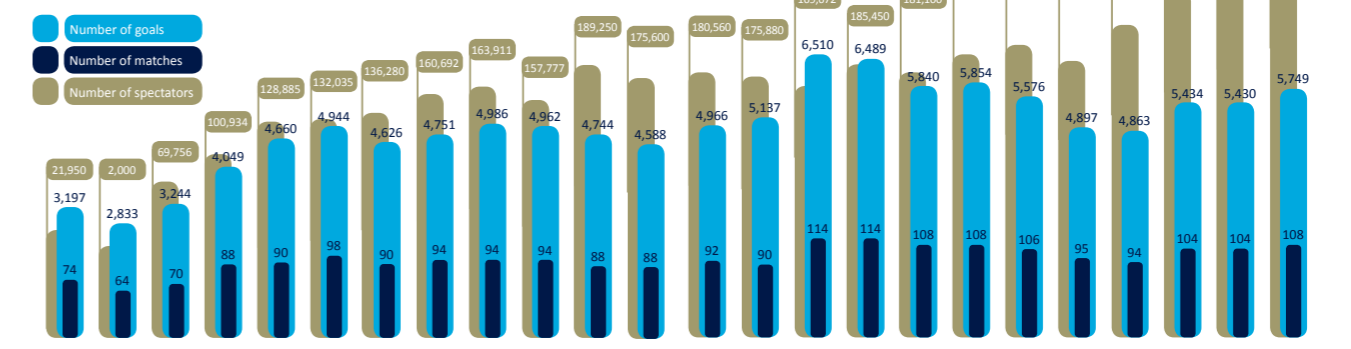
Thanks to the Kometal women and the Vardar men, Skopje is the only city with Champions League winners from both genders.

Overall, only three countries have male and female teams who lifted the coveted trophy: apart from FYR Macedonia, this feat has been achieved by Spain and Slovenia.

Denmark holds the record for most Women's EHF Champions League titles with six, ahead of Austria and Hungary with four titles each.



25 WOMEN'S EHF CHAMPIONS LEAGUE Timeline 1993 - 2017



Handball goes digital



Online 'Home of Handball' taking shape

The European Handball Federation, in a joint project with its marketing subsidiary, EHF Marketing GmbH, is building an all-new online presence, called the 'Home of Handball' – and with the relaunch of ehfCL.com, the first stages of the strategy have already been implemented.



Marking the start of the competitions' 25th season, the official website of the VELUX EHF Champions League and Women's EHF Champions League appeared in a fresh look from September 2017.

With a new interface and mobile-friendly, responsive design, the ehfCL.com website is a foretaste of a complete new online presence the European Handball Federation is working on.

Step by step, the EHF is looking to create a true 'Home of Handball' – a platform which brings all of the federation's websites, competitions and activities together under one roof for the first time.

A one-stop website

It will be a one-stop website, serving all of the federation's many stakeholders under the same URL, combining need-to-know and nice-to-know content.

Whether they are looking for information, want to be entertained, look up the latest results, or watch handball videos – it is all going to be available at the click of a button or swipe of their touchscreen.

Additional cross-channel pages will offer fans a huge amount of extra information including news, statistics and a dedicated match centre with live content.

Rebranding process

The 'Home of Handball' is an important stage in the ongoing redevelopment of the federation's brand.

In July 2012, the EHF launched its new corporate identity, replacing the old yellow and blue logo, which had been developed upon the very foundation of

the federation back in 1991. The new branding included a new logo, new colours and even an exclusive EHF font type.

A logical further step was starting the process of bringing together the federation's many websites into one, easy-to-access platform.

While the different channels will remain recognisable through different colouring for easy navigation, they all share the same look and feel. An intuitive interface will enable users to discover relevant content easily as well as share on their own social media profiles.

Results have been impressive: 380 million digital reach

Over the past few years, the EHF and EHF Marketing have invested heavily in the development of its digital channels and the production of extensive content, especially for social media. The results have been impressive with a combined reach of more than 380 million across all channels.

The new digital platform will continue to build on this successful strategy to create a mobile-friendly, responsive solution for all of the EHF's competitions and activities in a fresh and dynamic design.

The construction of the 'Home of Handball' is a long-term, step by step process. With the websites for the EHF Cup and Challenge Cup competitions likely to be added in 2018, full completion has been planned for 2019.

However, the handball world is already getting a preview of what to expect following the relaunch of ehfCL.com this autumn.

'Home of Handball' look and feel

Since the start of their 25th anniversary season, the federation's marquee club competitions have their website already presented in the future 'Home of Handball' look and feel.

After all those years, the new ehfCL.com might at first have looked a little unfamiliar to some, but keen-eyed handball fans were familiar with the design right away as the VELUX EHF FINAL4 2016/17 website used a similar interface.

The official websites for the VELUX EHF FINAL4 and Women's EHF FINAL4 are still reachable via www.ehfFINAL4.com but have now been integrated into the new website. They are in English, like all content on ehfCL.com, but will remain available in German (men's event) and Hungarian (women's event) as well.

More features

The new ehfCL.com website offers visitors more than just the features they were used to with the previous version, including the latest news, features and reports from the two competitions, and all the results and tables from the current season as well as past years.

Thanks to a partnership that started this season with Sportradar, the official streaming and data partner of the EHF club competitions, ehfCL.com users will get the opportunity to access extensive live statistics via the new website on their computers, tablets or mobiles, with even more functionalities to be added in the near future.

The future is now

Over 150 experts from across Europe in the fields of technology, marketing and handball heard presentations and took part in panel discussions on Friday, 2 June 2017, ahead of the start of the VELUX EHF FINAL4 2017, at the 'European Handball goes Tech' event organised by EHF Marketing GmbH in partnership with Sportradar, and held at KölnSKY overlooking Cologne.

The event looked at how technology is set to impact the sport in the future with EHF President Michael Wiederer, EHF Honorary President Jean Brihault and IHF President Dr. Hassan Moustafa also in attendance.

Wiederer, along with EHF Marketing Managing Director, David Szlezak, opened proceedings and were followed by a keynote speech from Carsten Koerl, Founder and CEO of Sportradar. The company had been announced as the official streaming and data partner of EHF club competitions shortly before the start of the event.

Explaining the thinking that had led to the organisation of the event, Szlezak said: "We are not like a club, where we have our stakeholders together every week. We need to use opportunities like this and it has proven to be successful. This is one of the key tasks of EHF Marketing – to talk to people and tell them what is going on outside the world of handball at last."

The future of technology in handball was the focus of the panel discussion involving Koerl together with the respected sports strategist Geoff Wilson, Maximilian Schmidt (Co-Founder/Managing Director of KINEXON Sports & Media) and Henry M. Blunck, Head of Business Development at EHF Marketing.

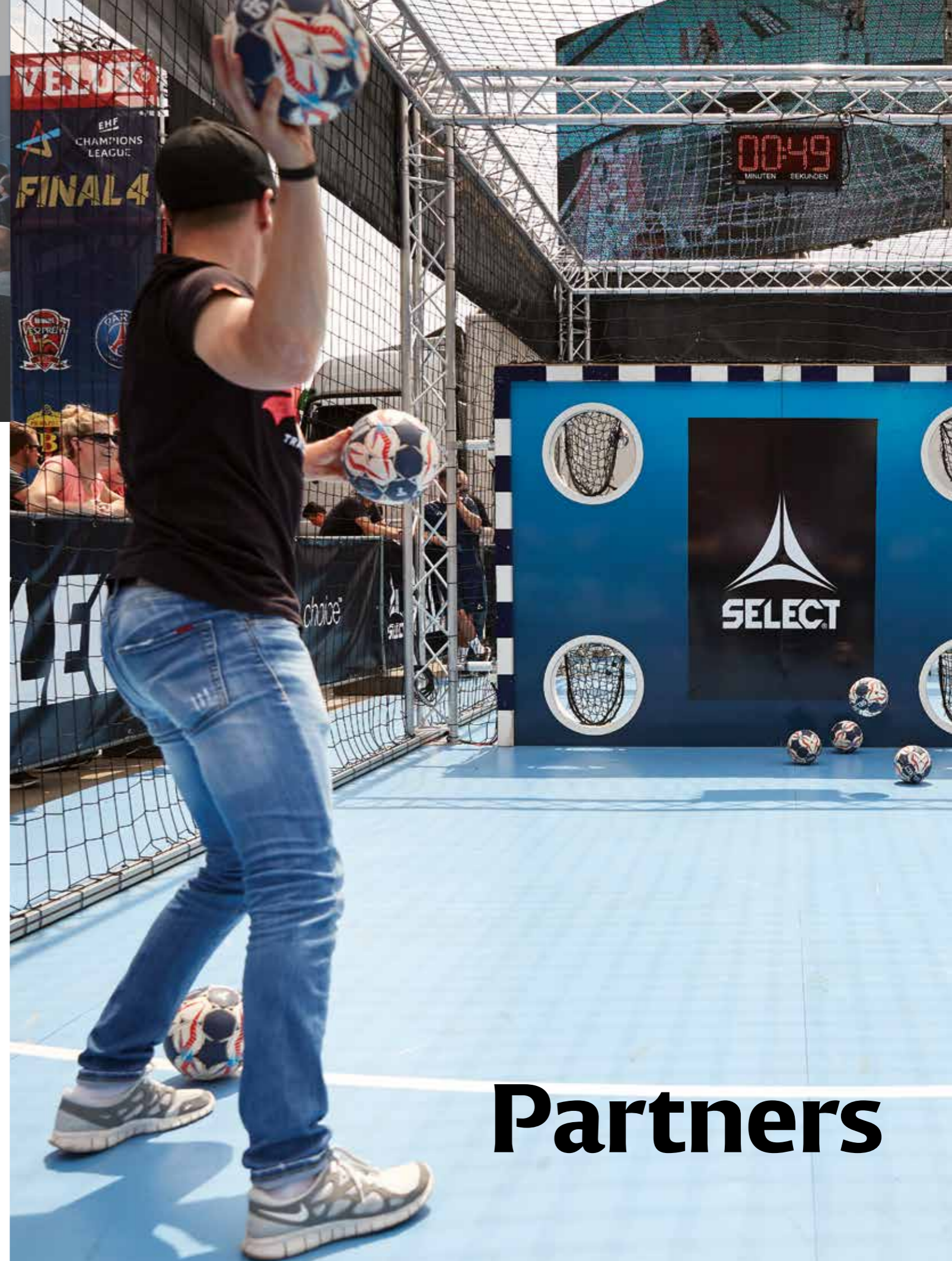
Koerl spoke at length on the topic 'Future of Sports Data' citing that, on average, the total amount of time online/on a mobile phone per day in the USA is 3.5 hours and how this can be utilised by sport, as well as explaining about developments in the video tracking of players.

The discussion covered a variety of topics including how data can help tell more stories, rather than just about who scored the most goals in a match, and how it can also help players personally develop.

Britta Solter, Director Strategic Partnerships for Athletia Sports addressed the room on the subject of 'Monetising the Digital Economy' before a break in proceedings which was followed by Franjo Bobinac (President and CEO, Gorenje), Michael K. Rasmussen (Senior Vice President, VELUX), Gerhard Hrebicek (President, European Brand Institute) and Szlezak discussing the 'Future of Handball Sponsoring'.

Jan Gubi Wichmann, SELECT 's Head of Marketing and Maximilian Schmidt from KINEXON, also presented a unique ball tracking project being developed by the two companies.

All present praised the unique 'fair play' nature of handball as one of its strongest positives. While Rasmussen explained the thought process with the initial, and continued, sponsorship, from VELUX of the VELUX EHF Champions League.



Partners



Having a ball

Back in the summer of 2016, the EHF announced a new ball partner for the first time since the foundation of the federation back in 1991.

A four-year deal with SELECT Sport A/S was launched at the company's headquarters in Denmark and it sees the company provide the official match ball for all EHF competitions including the VELUX EHF Champions League, Women's EHF Champions League, Men's and Women's EHF Cup as well as the EHF's flagship national team competition, the EHF EURO events.

A new and exclusive ball design is presented for the VELUX EHF Champions League and WOMEN'S EHF Champions League each year as well as for each EHF EURO competition.

In 2017 SELECT has innovated and experimented with their handball products in partnership with the EHF and is set to continue this cooperation into 2018.

"At SELECT we have been developing balls for more than 70 years so we have a deep insight into the very nature of the sport of handball, which enables us to ensure top quality in new innovative solutions," says SELECT CEO, Peter Knap.

"The EHF is an important strategic partner and together we will continue to further develop. There is no doubt that two such historically established organisations have a lot to give each other.

"Our partnership shows we take responsibility and work together to develop the best products and best experiences. The partnership will help to improve the framework for events and increasing the visibility of modern top handball", he concluded.

A league of champions

The top of the range handball produced by SELECT is the ULTIMATE. It is made for matches at the highest level and approved by the EHF. The handball consists of six crucial elements: bladder, valve, lining, foam, surface and stitching.

This range features their best handball, ULTIMATE, in an updated form with two versions for the Champions League created – the ULTIMATE - CHAMPIONS LEAGUE MATCH MEN and ULTIMATE - CHAMPIONS LEAGUE MATCH WOMEN.

The official SELECT ULTIMATE match balls for the Men's and Women's EHF Champions League are made of extremely hard-wearing synthetic leather material, while a patented Zero-Wing bladder inside of the ball ensures optimal roundness.

A specially developed Shark Skin Foam gives the hand-sewn ball an extremely soft feel and fits great in the hand. The ball is light and lively, but above all its constant balance ensures that there are no random bounces.

The 'Club Series' balls are suitable for club-level matches and training and feature two versions: CHAMPIONS LEAGUE REPLICA MEN and CHAMPIONS LEAGUE REPLICA WOMEN. These replica models are made of soft and hard-wearing synthetic leather and also hand-sewn.



A new EURO, a new design

The first addition to this series was the Women's EHF EURO 2016 special edition with the vibrant colours of blue and yellow, incorporating the colours of the host nations flag Sweden.

Now, SELECT have launched the ULTIMATE - EURO 2018 MATCH BALL MEN, the official match ball for the men's EHF EURO 2018 in Croatia.

Fans across the four venues in Split, Porec, Zagreb and Varazdin will be able to see the ball in person as it flies through the air from 12-28 January.



Maxi Grip

The potential game-changing SELECT Maxi Grip ball with adhesive provides an alternative to resin and reduces the distance between different balls in the transition from youth handball - where resin is limited - to senior handball.

The surface is sticky when catching the ball, but when released, the hand remains clean with no traces of adhesive – even on sports floors.

At the same time, these new innovative balls for young players provide new opportunities to play faster, play more technically and boost the game, while giving them greater opportunity to exercise new spins and tricks.

SELECT has spent the last two years developing the new ball, which is the first ball with a sticky surface to be made available worldwide.

Its use is specifically aimed at youth players or in sports halls where the use of resin is not permitted.

Select

SELECT has a long history, manufacturing around three million balls a year and represented in major parts of the world, exporting to over 50 countries. Now the world's largest producer of handballs around the world, back at the beginning of the 1970s, SELECT founder Eigil Nielsen released the first handball with 32 sewn sections and many tournaments are still played around the world with balls based on his 32-section principle.

In addition to balls, the company's range now comprises everything within equipment for particularly football, futsal and handball, including sports supports, sports care, goalkeeper gloves, boots and shoes, training equipment and clothing.

Besides supporting the sport of handball in Europe, Select Sport donates approximately 6,000 balls for children from mainly African countries, where they also support schools.

All official match ball and replica versions are sold via leading sports retailers worldwide and for more information on SELECT visit select-sport.com



Swedish style, global appeal

Ahead of the 2016/17 season, the Swedish footwear and apparel supplier, Salming Sports AB, was confirmed as the official outfitter of the EHF and EHF Marketing GmbH through to the end of the 2019/20 season.



More than a year into the agreement and Salming's Marketing & Communications Manager, Gunnar Oesterreich, is highly satisfied with the partnership.

"The cooperation between Salming and the EHF and EHF Marketing since our four-year deal was announced has been extremely fruitful on all levels," he said.

"All the exposure that Salming has received, especially through the Champions League, has placed the brand at the heart of the handball community.

"During this current season we will intensify our efforts and use the VELUX EHF FINAL4 for a big launch of a new handball shoe – watch this space."

For more information visit: www.salming.com

Everyone's a winner in Sportradar agreement

In June 2017, EHF Marketing GmbH announced a new long-term partnership with Sportradar, the global leader in sports data and digital content, opening up a whole new world of data-driven handball coverage.



How high did Nikola Karabatic jump when he scored that in-flight goal? How many metres did Cristina Neagu run during the first half?

Nowadays, handball fans can only guess the answer to such questions.

In the near future, however, they will get this information in real time on their mobile devices – whether they are watching the game from the stands or at home on ehfTV.

The new deal forms part of the ambitious vision of EHF Marketing for years to come: gather as much statistical data on handball matches as possible to all stakeholders – fans, clubs, federations and commercial partners.

A first and decisive step

While there is still a long way to go, the EHF took a first and decisive step in 2017 by signing an agreement with Sportradar, now the official streaming and data partner of the EHF club competitions.

As the global leader in sports data and digital content, Sportradar provides a range of data, streaming, marketing and digital services for the federation's European Cup competitions.

As Sportradar also owns the company behind ehfTV.com, the streaming and video platform is now available to the federation at no charge, enabling EHF Marketing to "generate revenue from it for the first time," says Henry Blunck, Head of Business Development at EHF Marketing.

Sportradar provides the federation with the customisable ehfTV.com platform where EHF Marketing as the rights holder can maintain its own brand and corporate identity.

While Sportradar takes care of the technical provision and maintenance of the platform as well as the monetisation of the traffic, the EHF Marketing can keep focusing on providing and managing the content.

All revenues that are generated are shared, which minimises the risk and outlay for the federation.

Collection of live data and statistics

The Sportradar agreement also includes the collection of live data and comprehensive statistics for all of the over 650 European Cup matches per season across all of the EHF's top club competitions, including the men's and women's EHF Champions League, EHF Cup and Challenge Cup.

All clubs in the various European Cup competitions have to assign a dedicated scout, who receives comprehensive training on how to collect the data during the matches and transmit them to Sportradar.

"It is a huge project we started from scratch. We had to set it up in a short time, two months before the start of the 2017/18 season," Blunck says. "We are satisfied with our partnership with Sportradar, and are working on further optimisation of the cooperation with the clubs."



The EHF and EHF Marketing media teams will work closely with Sportradar on the creation and further development of digital content both for ehfTV.com and social media channels, and on realising the full potential of the data.

"Our goal is to make match performance data comparable across all EHF competitions. To make it possible we need to collect data from every single match across all levels with high quality. It is an ambitious project but together with the clubs and Sportsradar we can achieve it," Blunck says.

A benefit to all of EHF's stakeholders

Accurate and real-time data are a benefit to all of EHF's stakeholders.

While it might be just nice-to-have information for many handball fans, this data is a crucial element in the further development of the game.

Clubs will be able to analyse their own matches – and those of their upcoming opponents – more profoundly than ever before.

TV stations and other media outlets get valuable input to even better bring across all facets of handball. And that could ultimately lead to more young people getting attracted to the sport.

"We will be able to make access to the sport easier," Blunck says. "All that data can help explain handball better to a new audience."

For more information visit: www.sportradar.com



A partnership built from the ground up

2017 saw both the EHF and EHF Marketing GmbH announce an extension to their contracts with the leading sports flooring company, Gerflor.

Continuing its long-term partnership with European top-level handball, the company will supply the official playing floor for the continent's top club competitions and EHF EURO events through to 2020.

The new contract with EHF Marketing GmbH for club competitions was signed on the fringes of the VELUX EHF FINAL4 2017 in Cologne, Germany by the Managing Director of EHF Marketing GmbH, David Szlezak, and Lionel Arlin, Sport Federations and Events Manager from Gerflor.

The distinctive lagoon blue and black handball court was first introduced to the Men's EHF Champions League at the start of the 2006/07 season and was extended to the Women's EHF Champions League from 2011/12. It provides the best possible playing conditions as well as a consistent look for Europe's top competitions.

The flooring system supplied by Gerflor is the Taraflex Sport M Evolution. A 7 mm surface featuring a bi-density 5 mm foam backing and a 2 mm thick top layer. The system is portable, making it ideal for use in arenas.

The surface is the most used one for top handball events worldwide on a removable stage and provides great cushioning, perfect elasticity and a controlled grip under foot.

The Protecslon top layer varnished treatment contribute to a perfect grip/slide compromise for players while reducing risks of skin burns while falling down.

The 'lagoon blue' and black floor is also implemented at the EHF's final season events including the Men's EHF Cup Finals, Women's EHF FINAL4 and the VELUX EHF FINAL4.

Speaking about the agreement, David Szlezak, Managing Director of EHF Marketing GmbH, said: "As the industry leader, Gerflor, has always been the first choice for the EHF's club competitions. Its Taraflex product is the best sports surface on the market and its distinctive look is an important part of our corporate identity."

Gerflor's Pierre Lienhard, Director International Operations, said: "We are very proud of our long-term partnership with both the EHF and EHF Marketing GmbH, a relationship that dates back to 2004. Our flooring system offers players the optimal playing surface while at the same time providing an instantly recognisable 'look' to each competition, which is so important not only for marketing purposes but also to TV partners."

National team events

The EHF also agreed a four-year extension to its contract with Gerflor, which will see the French company supply the official playing floor for the men's and women's EHF EURO events in both 2018 and 2020 as well as younger age category events.

Since 2016, the EHF's national team competitions have had a new look thanks to the development of a new colour scheme by the EHF and Gerflor. With the highly distinctive



'bright yellow and blue' considered outdated and as a result of the update to the EHF corporate identity, a new colour scheme was introduced at the Men's EHF EURO 2016 in Poland.

The new look for the EHF EURO events provides a consistent look across European handball, with the use of 'lagoon blue' for the main court area, a colour used in the EHF Champions League since 2006/07, but with the addition of the 'EHF' dark blue for the six-metre goal area and surrounding the court as well as red for the coaching zone.

"Gerflor has been a trusted partner of the EHF for many years and we are delighted that we will continue this relationship through to 2020," said Michael Wiederer, EHF President on the contract extension. "For Europe's top competitions we demand the very best and, for more than a decade, Gerflor has consistently delivered both world-class products and service to the EHF."

For further information about Gerflor, visit their website www.gerflor.com





EHF Activities

Scientific network for the benefit of handball



**EHF SCIENTIFIC
CONFERENCE 2017**

The EHF Scientific Conference 2017 took place in Vienna in November with close to 100 experts from all fields in attendance

In November 2017 in Vienna, the EHF Scientific Conference 2017 brought together the world's top handball scientists.

Close to 100 experts gathered to discuss the conference's main topic 'Scientific Approach to the Player's Environment – From Participation to the Top.'

"As we strive for the intellectual knowledge that in turn leads us to a deeper comprehension, we can hope to attain significant advancements when it comes to the prevention of injury and the safeguarding of our athletes," said EHF President Michael Wiederer in his opening speech.

Sessions on the conference's first day covered the monitoring and support of the player as well as aspects of the training and the game. Medical sessions focused on the lower limb and the shoulder whereas a physiology session dealt with anthropometric factors.

"The most important thing for us is to develop handball and on the other hand protect the players' health," said EHF Methods Commission Chairman Jerzy Elias, who was also part of the conference's organising committee.

"Of course, this includes medical care on a very high level for our top players, but when we are talking about lower level players, the most important is prophylactic training which we address and try to convey to the coaches who train these teams," said Elias.

“The most important thing for us is to develop handball and on the other hand protect the players' health.”
EHF Methods Commission Chairman Jerzy Elias.

Helmut Hörtsch, Coordinator of the EHF Competence Academy & Network (EHF CAN), was extremely pleased with the conference rundown, which marked the fourth EHF Scientific Conference since 2011.



"From the very beginning we said that we must create networks of experts helping our sport and I hope that with this fourth Scientific Conference we have taken another major step in that direction," Hörtsch said.

"It's so important to help the sport of handball and all the people involved in it with all the scientific capacity we have."

The final sessions on the conference's second day covered biomechanical aspects, scientific approaches to game implementation, education and analysis, psycho-social aspects in handball as well as physical training aspects.

The next EHF Scientific Conference will take place in 2019. As the fifth edition, it will mark

a small anniversary and planning has already started.

"2019 would mark the perfect opportunity to make something bigger; to also invite the coaches to join forces and to get into direct contact with the scientific experts," said Hörtsch. "I really hope that the 2019 conference will become a big event with a global effect on the development of our sport."

Full documentation is available online at eurohandball.com



Learning how to be successful off the court

With the third edition having started in 2017, the European Handball Manager has firmly established itself as an indispensable contribution to the sport's professionalisation.

Player? Coach? Referee? For everyone on a handball court there are plenty of opportunities to improve skills through training, workshops and courses.

But what about those off the court?

As the sport continues to grow, the last few decades have placed heavy economic demands on handball organisations. However, managers of clubs, associations and leagues have had to do without specific education...

...until 2015. In that year, the EHF and the German Sport University, which together have been organising the club manager seminars on the fringes of the VELUX EHF FINAL4 in the German city of Cologne, teamed up to provide a professional development course, meeting modern market needs.

Now in its third year, the 'European Handball Manager certificate programme' has become an invaluable asset to the sport's professionalisation.

"When players or coaches turn into managers, they often lack the basics of accounting, licensing and sports law," Dr. Stefan Walzel of the Institute of Sports Economy and Management at the Cologne university said at the inception of the programme.

"The EHF, together with Forum Club Handball, has seen the need to give the management side of things more attention. A club's economic success is as important as the success on the court," Walzel said.

Several big names in handball, including Champions League winners Holger Glandorf and Grit Jurack, world champion Henning Fritz, Spanish legend Iker Romero and former Danish international Lasse Boesen have already been among the participants.

"It is a mixture of people with different backgrounds," says Beata Kozłowska from the EHF's Education & Development department.

Kozłowska completed the course in 2017, alongside managers from national federations, secretaries general, representatives from various leagues and club managers.



Kozłowska stresses that the programme is not just one-way education, but that all participants are encouraged to share experiences and best practice examples from their daily business.

"We just couldn't stop discussing. Even during the coffee breaks and at dinner, everyone was talking about handball all the time," Kozłowska says. "Organisers also invited past year's graduates. The course participants have become part of a whole network."

The number of participants is limited to 20, and despite high demand organisers are not considering changing that.

"The target groups are very different - former players, representatives from clubs, federations and competitions," says Helmut Hörtsch, head of the EHF's education and development department. "More participants would make the discussions too difficult."

What sets this programme apart from the broad variety of general management courses is its handball-specific, tailor-made content.

The programme is divided into self-study and attendance phases with 250 units in total, and teaching is carried out by distinguished academics and handball experts.

Participants completing a written and an oral examination successfully, receive the European Handball Manager certificate.

To make the programme available to as many current and future managers as possible, it is offered alternately in German and English, with the second German edition (2017/18) currently underway.

The application phase for the second English edition (2018/19) runs until 30 April 2018.

While the course targets former professional players and coaches as well as managers who have been working in professional handball for at least two years, university graduates with an expressed interest in the programme are also eligible to apply.

Visit the website of the German Sports University Cologne for more information on the course and how to enrol: www.dshs-koeln.de

Golacha - No excuse not to play handball



Underlining the importance of easy-access street handball for bringing more young people to the sport, the EHF organised its very first Goalcha Conference in 2017.

The EHF is keen to make handball more popular, accessible, easy and attractive for everybody. For that purpose, the federation joined forces with Goalcha GmbH in 2015.

Goalcha aims to bring handball into schools and into the daily lives of children and young people.

While the many rules and the strong physical play of true handball can provide a burden for kids to try out the sport, Goalcha is focusing on fun and fewer rules, on exercise and good experiences with the purpose-made Goalcha ball, produced by the official EHF ball supplier, SELECT.

Founded in December 2011 by Lasse Boesen, Ole Bruun Andersen and Torben Sørensen along with Stefan Kretzschmar and Ciz Schönberger, Goalcha has been implementing the concept of street handball, as it had been successfully played in Denmark since 2008, across Europe and worldwide.

Goalcha is not about competition

Goalcha is all about creating positive experiences – it is not about competition, or who scores more goals when playing street handball. It is a match without referees and coaches.

There are a few basic rules – for instance, a maximum of three steps with the ball and no physical contact – but the idea is that players formulate their own additional rules and assume responsibility that these are observed during the match.

It is about communication, respect, equality and fair play. In these easy and uncomplicated surroundings, the participants can playfully achieve confidence and a feeling of skilfulness in the handling of the ball.

The necessary equipment has also been reduced to a minimum. Kids can start playing with just a Goalcha ball at their disposal. While a regular handball is tough to catch for most under-10s, and could even hurt, the soft Goalcha ball is filled with synthetic wool and can easily be squeezed and held.

EHF stepped up its efforts in promoting Goalcha

At the Men's EHF Cup finals in 2014 and 2015 in Berlin, Goalcha set up street handball activities, but the partnership with the EHF really took off in June 2015.

Since then, the EHF has gradually stepped up its efforts in promoting this version of street handball.



Along with the Polish Handball Federation, the EHF organised Goalcha workshops in August and December 2015 for handball coaches, PE teachers and sport students in all four cities hosting the Men's EHF EURO 2016 games the following month. Attracting over 140 participants, the four workshops in Katowice, Gdansk, Krakow and Wroclaw were a huge success.

Goalcha was omnipresent at the EHF EURO 2016, and even the then coach of the Polish national team, Michael Biegler, let his players use the Goalcha balls during a training session. After the tournament, the sport universities involved were given the equipment in order to promote street handball further.

Following the success of the Goalcha presentation at the EHF EURO 2016, the EHF decided to promote the concept on many more occasions, including the Open Master Coach Course & Licensing Course in Szczyrk, Poland (June 2016), the VELUX EHF Champions League match between Bjerringbro-Silkeborg and Paris Saint-Germain in Herning, Denmark (October 2016), as well as the Secretary Generals Conference in Paris and the EHF Young Coaches Workshop in Szczyrk (both in 2017).

Gaining confidence in handling the ball

In June 2017, the EHF organised the first Goalcha Conference in Tulln, Austria. The three-day event featured several lectures which, apart from explaining the Goalcha philosophy, provided the more than 20 participants from 11 different nations with suggestions on how to best approach young players and help them gain confidence in handling the ball.

In a five-hour session, the participants were made familiar with several exercises and routines. To enable them to spread the word of Goalcha upon their return, they all received two Goalcha balls, a Quick Play goal and a manual to help introduce this form of street handball to more and more kids.

In the hope that more national federations will include Goalcha in their grassroots activities, the EHF will continue with the programme next year. The 'Handball at School' Conference in Kielce, the EHF Young Coaches Workshop, and the Women's EHF EURO in France are among the many places where Goalcha will be present.

1

Module 1

Economic and legal requirements of team sport.

2

Module 2

Team sport governance and handball management.

3

Module 3

Sports marketing and sponsorship.

4

Module 4

Financing and licensing.

5

Module 5

Media and communication training.

Master Coaches receive academic master's degree

In a milestone project in the academic certification of education in sport, 13 EHF Master Coaches have successfully graduated with a master's degree from the University of Las Palmas on Gran Canaria.

A sort of 'classroom atmosphere' could be sensed in the EHF Office in Vienna on 2 November 2017. A meeting room had been turned into a space for preparation, and also in the lobby of the EHF Office, various people, including several well-known handball coaches, could be seen, wandering around – visibly deep in thought.

It was the day on which 13 EHF Master Coaches had the opportunity to receive a master's degree from the University of Las Palmas in Gran Canaria.

It was another high point in the partnership between the European Handball Federation and the Spanish university.

In a nutshell, this aspect of the partnership allows handball coaches, who are in possession of the Master Coach diploma within the EHF RINCK (coaching) Convention (after having attended either national courses certified by the EHF or EHF courses), to enter the final stages of the new postgraduate master degree - MSc. EHF Master Coach.

They then need to complete and pass a final project, i.e. master's thesis, to gain a master's degree.

The previously attended Master Coach course will be acknowledged by the university in line with the European Bologna system.

The topics chosen by the first Master Coaches to enter the new master's degree covered all aspects of modern handball.

Gregor Cvijic, the coach of Slovenian VELUX EHF Champions League participants RK Gorenje Velenje, analysed the game in the context of seven attackers on six defenders.

Dragan Djukic, who has been coaching Montenegro's men's team since

2016 and will lead them to the EHF EURO 2018 in Croatia, focused on the preparation for the game.

'How to develop intelligent and creative players' was the topic chosen by Tiago Oliveira from Portugal. He developed a set of around 40 training exercises.

All the candidates were to go on to successfully defend their theses and became the first successful graduates of this new academic master's degree.

The jury was composed of Prof. Miguel Betancor, the well-known basketball referee and academic director of the programme, Pedro Sequiera from the EHF Methods Commission and Carmen Manchado from the EHF Competitions Commission.

Zoran Abramovic



Dragan Djukic



Gregor Cvijic



Ongaro Andreaongaro



Wolfgang Pollany



“ It is a novel and unique degree at an international level and represents a milestone in the cooperation between university and sport organisations. José María Lorenzo Nespereira, Director of Lifelong Learning at the university. ”

The project's coordination lies with Helmut Hörtsch, the coordinator for the EHF Competence Academy & Network (CAN) and senior manager for education and development.

“This unique project in Europe will secure education, certification and employability in handball,” he said.

Women's Handball Workshop: Taking women's handball forward

A unique workshop hosted by the EHF in October 2017 has given new impetus to the further development of women's handball – and women in handball.



The EHF's Women's Handball Board (WHB) is ambitious going into 2018.

The WHB is responsible for the multi-faceted promotion and further development of women's handball across Europe and the global involvement of both active players and female handball professionals.

After reviewing its work plan 2017-2020, the WHB decided in March 2017 not to change its strategy or objectives, but to shift its focus.

More priority will be given to the enhancement of the image and the women's handball brand; raising the awareness and visibility; further development of the top products (EURO, WCL & F4) and focus on youth handball.



Activities built on three pillars

To accomplish its goals, the WHB is building its activities on three pillars: education, development and promotion.

Among its educational initiatives in 2017 was the financial support of 24 female participants in various EHF seminars, workshops and courses, including the European Handball Manager Certificate Programme, the EHF Club Manager Seminar, the EHF Youth Coaches' Workshop and the EHF Beach Handball Course for Referees and Delegates.

One of the WHB's development initiatives was the young reporters' project organised at the same time as the W19 EHF EURO 2017 in Celje, Slovenia.

The WHB's promotional initiatives included the presentation of female leadership awards at the Women's 17/19 EHF EURO/Championships, and a photo project in cooperation with the young reporters at the tournament in Slovenia.

Women's Handball Workshop

The key initiative in 2017, however, was staging the second Women's Handball Workshop in Vienna in October.

Women's handball experts from over 30 member federations gathered for two days to exchange ideas, inputs and strategies to further develop the women's game.

According to Narcisa Lecusanu, the WHB Chairwoman, the EHF received positive feedback especially on the best-practice presentations by the Dutch and the Norwegian federations on the development of youth handball to the top level.

“Youth coaches are so important. Look at the Netherlands over the last 10 years. They have developed from a moderate level into world class,” said Lecusanu, referring to the Dutch Handball Academy.

Hosting 25 young talented women each year, the Dutch full-time training programme started in 2006 and eventually resulted in silver medals for the women's national team at the World Championship 2015 and the EHF EURO 2016.

And the federation of Norway, where two-thirds out of 128,000 registered players are female, is running special programmes also for players who do not make the national team.

To strengthen women's youth handball the EHF is planning to introduce a special development project for the mentoring of coaches in women's youth handball, as they are the vital link as teachers and role models for the players.

Vital that retired players stay active in women's handball

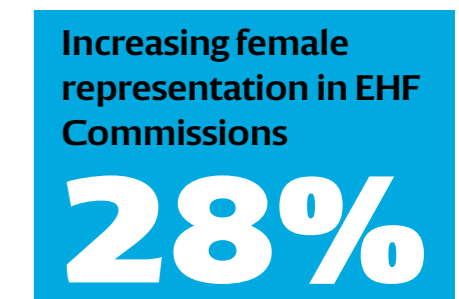
“It is also important to prepare players for what comes after their playing career,” said Lecusanu, highlighting the necessity of the players education and the required support for their dual career. “For women's handball it is vital that players stay active in the sport after they have stopped playing and to undertake the roles of referee, delegate, coach, sports manager, commentator etc.”

As for the WHB, the plans for 2018 include a Women's Handball Convention at the EHF EURO 2018 in France, and a role models and EURO promotional campaign in the build-up to the championship.

While the EHF worked with former stars as ambassadors for the Women's EURO 2016 in Sweden, this time it is envisaged that active players will fulfil the function as national role models and will be presented on the EHF website and social media channels.

Apart from promoting the Women's EURO 2018, the campaign will also enhance the image of women's handball across the continent, empower, show and promote strong female leadership and competence, as well as inspire young players for top-level handball.

Further steps to strengthen the position of women in handball

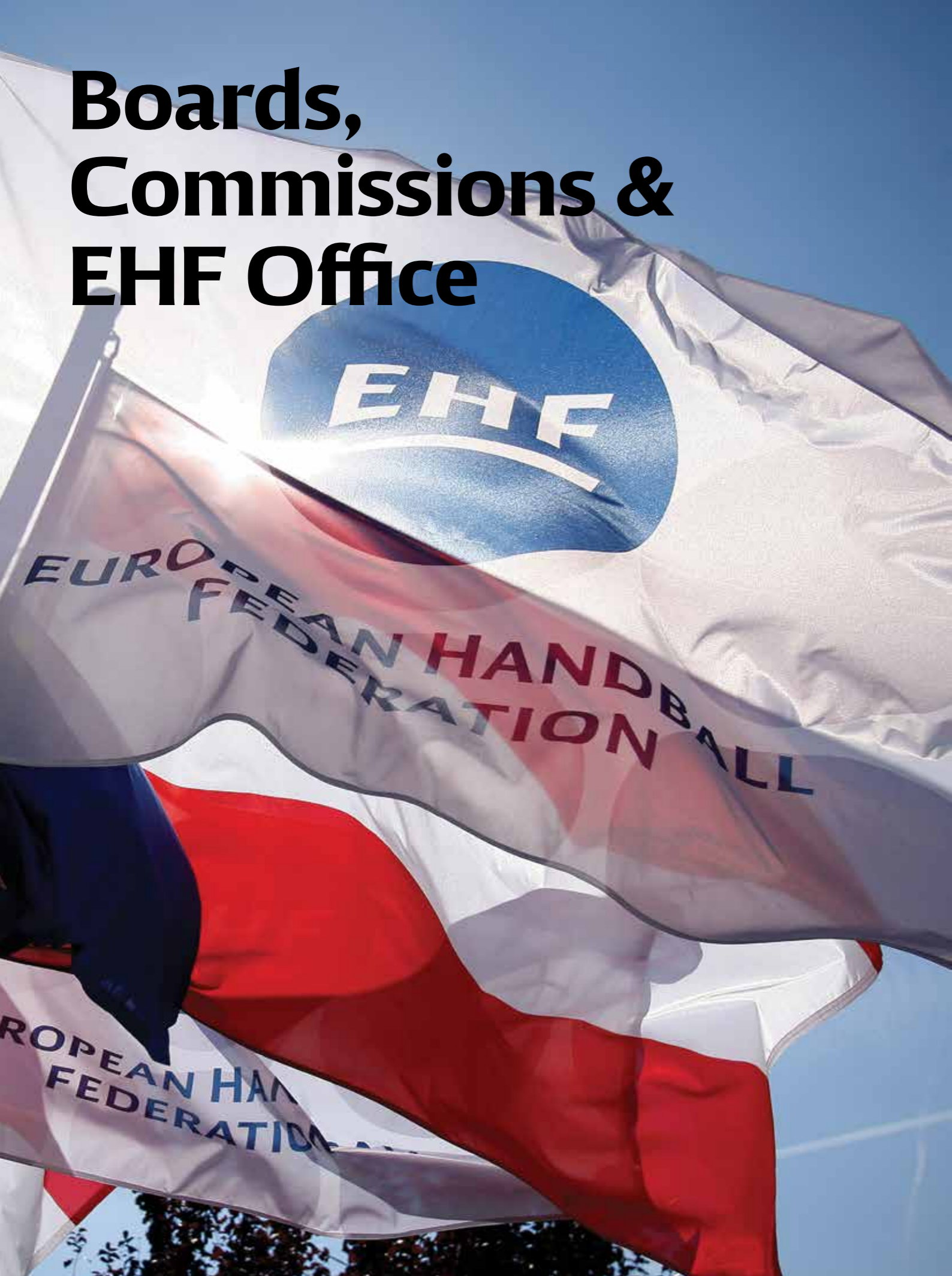


The WHB was introduced in 2012 by the EHF, which in 2017 has taken further steps to strengthen the position of women in handball.

After signing the Brighton Declaration in June 2016 and following a motion by the Norwegian federation in respect of the gender equality at the EHF Congress later that year, the EHF committed itself to further develop and integrate gender equality into its structure.

Consequently, the female representation in the various EHF Commissions has increased from 22.6 to 28.3 percent in 2017.

Boards, Commissions & EHF Office



Executive Committee (Exec)

As the European Handball Federation moves towards new and exciting challenges in 2018, the Executive Committee reflect on what has been a year of notable progress. Following the 2016 elections and a comprehensive selection process, the new EHF Secretary General assumed his tasks on 1 August 2017. The organisation continued to function well from an economic standpoint and great strides were taken in the area of the promotion and marketing.

With growing interest on the market for handball, the European Handball Federation made the decision to market its products in a different way. In June 2017, the EHF first announced its intention to put a tender on the market for both the EHF EUROs and the Men's and Women's Champions Leagues for the period 2020 to 2030. This bold departure has marked the start of an upward trajectory for the organisation; it also demanded an intense cooperation with internal and external partners. Many meetings were held during the course of the year with the different handball stakeholders prior to the way forward being defined by the Executive Committee. Whilst initial evaluations and presentations have taken place, the process will continue in 2018. Upon conclusion, when a new partner has been selected, the EHF Executive Committee will formally reveal the outcome of the tender process.

The Executive Committee look forward to the New Year and the members remain ready to meet their responsibilities.



MICHAEL WIEDERER (AUT)
President



PREDRAG BOSKOVIĆ (MNE)
Vice President



HENRIK LA COUR (DEN)
Treasurer



BOZIDAR DJURKOVIĆ (SRB)
CC Chairman



JERZY ELIASZ (POL)
MC Chairman



OLE R. JØRSTAD (NOR)
BC Chairman



STEFAN LÖVGREN (SWE)
Member



GABRIELLA HORVATH (HUN)
Member



ANRIUS BRENCANS (LAT)
Member



XAVIER O'CALLAGHAN (ESP)
PHB Chairman



NARCISCA LECUSANU (ROU)
WHB Chairwoman

COMPETITIONS COMMISSION (CC)

In 2017, the Competitions Commission not only oversaw the execution of hundreds of club competitions matches in both the men's and women's categories, culminating in the cities of Budapest, Göppingen and Cologne setting the stage for the highly successful Final4 tournaments. It was also a great year for youth handball with the EUROs and the European Championships spread across four countries. The qualification for the EHF EURO 2018 was finalised, and the European teams exhibited a first-class performance at both the men's and women's World Championships.

2018 will be a mammoth year for the Competitions Commission in terms of setting and implementing regulations, ensuring that the best structures on a technical level are in place to serve the positive promotion of the sport, as well as liaising with the stakeholders on the various aspects of competition. In 2018 with seven high profile European national team events on both the YAC and Senior level in Croatia, Slovenia, FYR Macedonia, Montenegro, Austria, Georgia, and France, as well as two YAC world championships in Hungary and Poland, and the Youth Olympic Games in Argentina, the European national teams are provided with many opportunities for development and international success.



BOZIDAR DJURKOVIĆ (SRB)
CC Chairman



JAN KAMPMAN (DEN)
Member Men's Competitions



CARMEN MANCHADO (ESP)
Member Women's Competitions



DRAGAN NACHEVSKI (MKD)
Member Refereeing



RADOSŁAW WASIAK (FCH/POL)
Member Club Competitions

FINANCE DELEGATION

The EHF Finance Delegation, consisting of the EHF President, Vice President, Treasurer, Secretary General, and the Chief Finance Officer, held four meetings during 2017. The Finance Delegation oversees the financial activities of the organisation, ensuring transparency and upholding the financial integrity of the European Handball Federation; and in a secondary function they also act as an Advisory Board to the EHF Marketing GmbH undertaking similar tasks relevant to that area of the business. The very first task of the new Treasurer was to order a risk analysis of the organisation and implement new administrative practices for the handling of routine transactions. The Finance Delegation continued to work closely with its Member Federations by providing interim endorsement for various projects that required financial support, which were then given final approval by the Executive Committee. In 2018, the Finance Delegation, as mandated by the Executive Committee, will take a number of projects forward and continue to be a contact point for all handball stakeholders.

METHODS COMMISSION (MC)

In 2017 the EHF Methods Commission supported over thirty SMART and short-term development project requests, carried out four qualitative analyses of the YAC EHF EUROs and European Championships. The Commission also continued in its quest to expand the reach of the Goalcha project by hosting a conference in Austria, as well as prolonging its cooperation partnership with the European Union via the 2017 Week of Sport, and gave renewed focus to the area of wheelchair handball. The highlight of the year was the notable fourth edition of the EHF Scientific Conference that focused on the players' environment.

In 2018 the next edition of the European Wheelchair Handball Nations' Tournament will be held in Portugal, and the EHF Competence Academy & Network will continue to support the EHF Member Federations with educational materials, numerous courses, and access to lecturers.



JERZY ELIASZ (POL)
MC Chairman



SJORS RÖTTGER (NED)
Member Methods And Coaching



PETER KOVACS (HUN)
Member Education And Training



KLAUS FELDMANN (GER)
Member Youth, School & Non-Competitive Sport



PEDRO SEQUEIRA (POR)
Member Development



MARTA BON (SLO)
Member

BEACH HANDBALL COMMISSION (BC)

The Beach Handball Commission oversaw three successful competition events starting with the ebt Finals in Italy, followed by the Men's and Women's 17 and adults EURO events in Croatia, and crowning the season with the Beach Handball Champions' Cup in Gran Canaria. Continuing with a focused marketing strategy the number of televised matches at the EURO events tripled compared to the previous year, which resulted in more video clips being produced.

The highlights of these events can be found in the 2017 eBook publication. In their efforts to expand the reach of beach handball in Europe, the Beach Handball Commission began talks with the European Universities Sports Association (EUSA); the positive cooperation will continue in 2018 as the both parties aim to bring a showcase event to the fore in the summer. In keeping with expanding the profile of the events, the Commission will enter into talks with the organisers of a large handball tournament in Europe to see if beach handball can grow its audience. The Beach handball Commission looks forward to the opportunities that 2018 will bring.



OLE R. JØRSTAD (NOR)
BC Chairman



MARCO TRESPIDI (ITA)
Member Events And Competitions



IVAN SABOVIK (SVK)
Member Officiating



GEORGIOS BEBETOS (GRE)
Member Development & Promotion



JELENA RAKONJAC (SRB)
Member



JUAN CARLOS ZAPARDIEL (ESP)
Member Game Design & Coaching

EHF COMPTROLLERS (COMPT)

The EHF Comptrollers executed their annual examination of the EHF finances in April 2017 and were present at key strategic meetings where financial presentations were made; and in their second function as a Comptrollers Council of the EHF Marketing GmbH, they checked the finances for the year 2016/17 in October. Following the resignation of Comptroller Ehrmann-Wolf, the Substitute Comptroller Pretenthaler was activated and immediately assumed the allocated tasks. In 2018, the matter of the constitution of the Comptroller's Board will be put before the Congress in June.



ALAIN KOUBI (FRA)
Comptroller



ROBERT PRETTENTHALER (AUT)
Comptroller



SUBSTITUTE
To be elected at Congress

LEGAL DELEGATION

The third legal journal was published in 2017 covering the season 2016/17; the journal gives a comprehensive overview of the legal system, a breakdown of the cases according to the violations submitted to the instances, and a look at eight of the most interesting cases of the season.

Moreover, the on-site handling of legal cases at EURO events will change as of 2018; the Court of Handball and Court of Appeal will act as ad hoc bodies, i.e. Disciplinary Commission and Jury, hence replacing delegates who used to act as such.

EHF COURT OF HANDBALL (CoH)

A change in the IHF Regulations resulted in fewer cases being brought before the first instance; the Court of Handball handled 20 cases in 2017 and the majority of new cases reflected the current professional development of the sport such as TV minimum requirements, playing hall standards, or advertising boards.



PANOS ANTONIOU (CYP)
President



HENK LENAERTS (NED)
Vice President



KRISTIAN JOHANSEN (FAR)
Vice President



ELENA BORRAS ALCARAZ (ESP)
Member



IOANNIS KARANASOS (GRE)
Member



LIBENA SRAMKOVA (CZE)
Member



YVONNE LEUTHOLD (SUI)
Member



URMO SITSI (EST)
Member



VIKTOR KONOPLYASTYI (UKR)
Member

EHF COURT OF APPEAL (COA)

There was no change in the activity within the Court of Appeal, three cases were sent to the second instance for review and two of those cases are reproduced in the third legal journal.



MARKUS PLAZER (AUT)
President



JENS BERTEL RASMUSSEN (DEN)
Vice President



NICOLAE VIZITIU (MDA)
Member



ROBERT CZAPLICKI (POL)
Member



MAXIM GULEVICH (RUS)
Member



ROLAND SCHNEIDER (SUI)
Member



MILAN PETRONIJEVIC (SRB)
Member



JANKA STASOVA (SVK)
Member (nominated)



KETEVAN KOBERDZE (GEO)
Member (nominated)

EHF COURT OF ARBITRATION (ECA)

Decisions passed at the EHF Ordinary Congress 2016 have been implemented leading to the integration of new arbitrators from the various EHF stakeholders. This is a clear step forward for the ECA as a modern institution entrusted by the European handball world to solve disputes. One significant case reached the ECA.



FRANCESCO PURROMUTO (ITA)
President



JACQUES BETTENFELD (FRA)
Vice President



BOGDAN SOJKIN (POL)
Vice President

EHF NATIONS BOARD (MEN)

In 2017 the Nations Board continued to engage for all issues relating to and having influence on national team events. At the Conference for Secretaries General in Paris an in-depth presentation on the Board and how they serve the National Federations was given. At the meetings that took place in 2017 through the open discussions that covered a wide range of topics such as financial distribution, regulations, media and marketing rights, it was the input from the Nations Board which resulted in a



MORTEN STIG CHRISTENSEN (DEN)
Chairman



PHILIPPE BANA (FRA)
Deputy Chairman



MARK SCHOBER (GER)
Member

working group being formed to tackle the broader spectrum of the EHF EURO Regulations.

The Nations Board also played a significant role in the structure of the match schedule and the EHF EURO Cup - elements that are to be implemented in future EHF EURO events. In 2018 the Nations Board will continue to revisit other ongoing topics such as the development of the emerging nations and EHF EURO qualification phases.

PROFESSIONAL HANDBALL BOARD (PHB)

The Professional Handball Board continues to be the platform that brings the stakeholders together – the National Federations, the Clubs, the Leagues, and the Players; the recommendations arising from the PHB are treated at the Executive level. The scope of the topics within the individual groups directly influences the others; thus, it remains imperative to keep the channels of dialogue open.

In 2017 the members of the Professional Handball Board discussed a range of topics that included the scheduling and the future of club competitions as well as media and marketing rights, sponsorship and partnership agreements, and calendar issues. To the last point, the input from the members of the PHB resulted in the creation of a think tank that will continue to deal with ideas in order to optimise the calendar.



GERD BUTZECK (GER)
Member FCH

WOMEN'S HANDBALL BOARD (WHB)

In 2017 the Women's Handball Board continued their work towards the overall objectives of raising the profile of the sport by enhancing the products available, providing further education opportunities, and working in close cooperation with the emerging nations. The highlight of the year came with the successful execution of the Women's Handball Workshop that facilitated an expansive exchange of information on topics such as building suitable structures within the National Federations that are able to better support women's handball, engaging with and encouraging youth players to remain dedicated to the sport as well as other matters.

On the level of education, the WHB supported the participation of 25 female participants across six courses in cooperation with the EHF CAN. In 2018, Nodjialem Myaro (FRA) will assume the WHB Chairwoman role following the successful candidature of Narcisa Lecusanu (ROU) to the IHF Executive Committee.



MAREK GORALCZYK (POL)
Member



INGO MECKES (SUI)
Member



STEPHEN NEILSON (GBR)
Member



XAVIER O'CALLAGHAN (ESP)
Chairman



FRANK BOHMANN (GER)
Deputy Chairman



PREDRAG BOSKOVIC (MNE)
Member EXEC



STEFAN LÖVGREN (SWE)
Member EXEC



MORTEN STIG CHRISTENSEN (DEN)
Member NB



PHILIPPE BANA (FRA)
Member NB



PETER GENTZEL (SWE)
Member EPHLA



MICHAEL SAHL HANSEN (DEN)
Member EHPU



MARCUS ROMINGER (GER)
Member EHPU



NARCISA LECUSANU (ROU)
Chairwoman (2016-2018)



NODJIALEM MYARO (FRA)
Chairwoman (2018-2020)



PIRJE ORASSON (EST)
Vice Chairwoman



LEONOR MALLOZZI (POR)
Member - Nations



DEJA IVANOVIC (SLO)
Member - Clubs



LIUDMILA BODNIEVA (RUS)
Member - Players

EHF Office

STRATEGIC BUSINESS



MICHAEL WIEDERER
President & CEO



MARTIN HAUSLEITNER
Secretary General



MARSHA BROWN
Corporate Liaison



ALENKA CUDERMAN
Women's Handball Programme
Coordinator



VESNA LAZIC
PA to the President

EHF MEDIA AND COMMUNICATIONS



JJ ROWLAND
Head of Media & Communications



RICHARD TURNER
Corporate Design



SARA BELLA
Social Media



VLADISLAV BRINDZAK
Club Competitions



THOMAS SCHÖNEICH
National Team Competitions

EHF EURO EVENTS



MONIKA FLUXEDER
EURO Events / Legal Management



YANNICK MARESCH
Support



JOHANNES MÜLLER
Organisation



LOÏC ALVES
In-house Lawyer

EDUCATION & DEVELOPMENT



HELMUT HÖRTSCH
Education & Development/EHF CAN



PETER FRÖSCHL
Beach Handball



IVANA JELIC
Beach Handball/Methods



BEATA KOZŁOWSKA
Methods



NICOLE RABENSEIFNER
Development (maternity leave)

CLUB COMPETITIONS



MARKUS GLASER
Chief Sports Officer



MARCOS BESTLLEIRO
Referees / Delegates



INES CAPEK
Club Teams



THOMAS GANGEL
Venue Management



MARIO KOVACIC
Club Teams

NATIONAL TEAM COMPETITIONS



ADRIENN ORI
Anti-doping



VLADIMIR RANCIK
Referees / Delegates



PETER SICHELSCHMIDT
Senior Manager



ANNA PSINTROU
Promotions



RIMA SYPKUS
Qualifications

ADDITIONAL ACTIVITIES



DORU SIMION
Additional Activities



CLAUDIA BRANTL
Transfers

OPERATIONS



NADEZHDA LACINA
Operations/Reception

INFORMATION TECHNOLOGY



CHRISTOPH GAMPER
Head of IT



ANDREAS KRYWULT
IT Junior Manager



Charly Music
Implementation & Support



MARLIES RÖHRER
Administration & Support



ANDREA MOSER
Chief Finance Officer



EVA KALOCAIOVA
Bookkeeping



NATALYA BELLAN
Bookkeeping

FINANCE



HENRY BLUNCK



JENNIFER DUHS



KATHARINA HACKER



OLIVER LAABER



LISA WIEDERER



NORA FORGO



MIA BOESEN



ANNA FARBOWSKI



JOHANNA THOMAS

**EHF
MARKETING**



DAVID SZLEZAK
Managing Director



MIGUEL MATEO



NINA KERNMAYER



MATTHIAS MAYRHOFFER

IMPLEMENTATION



GEORG RIECK



TOMAS EITUTIS



DAVID GUSTAV ANDERSSON



LUKAS SALLOMON



CHRISTINE SCHAUER

PARTNER / EVENTS



LISA WIEDERER



NORA FORGO

TV AND MEDIA



MIGUEL MATEO

CLUBS AND FINANCES

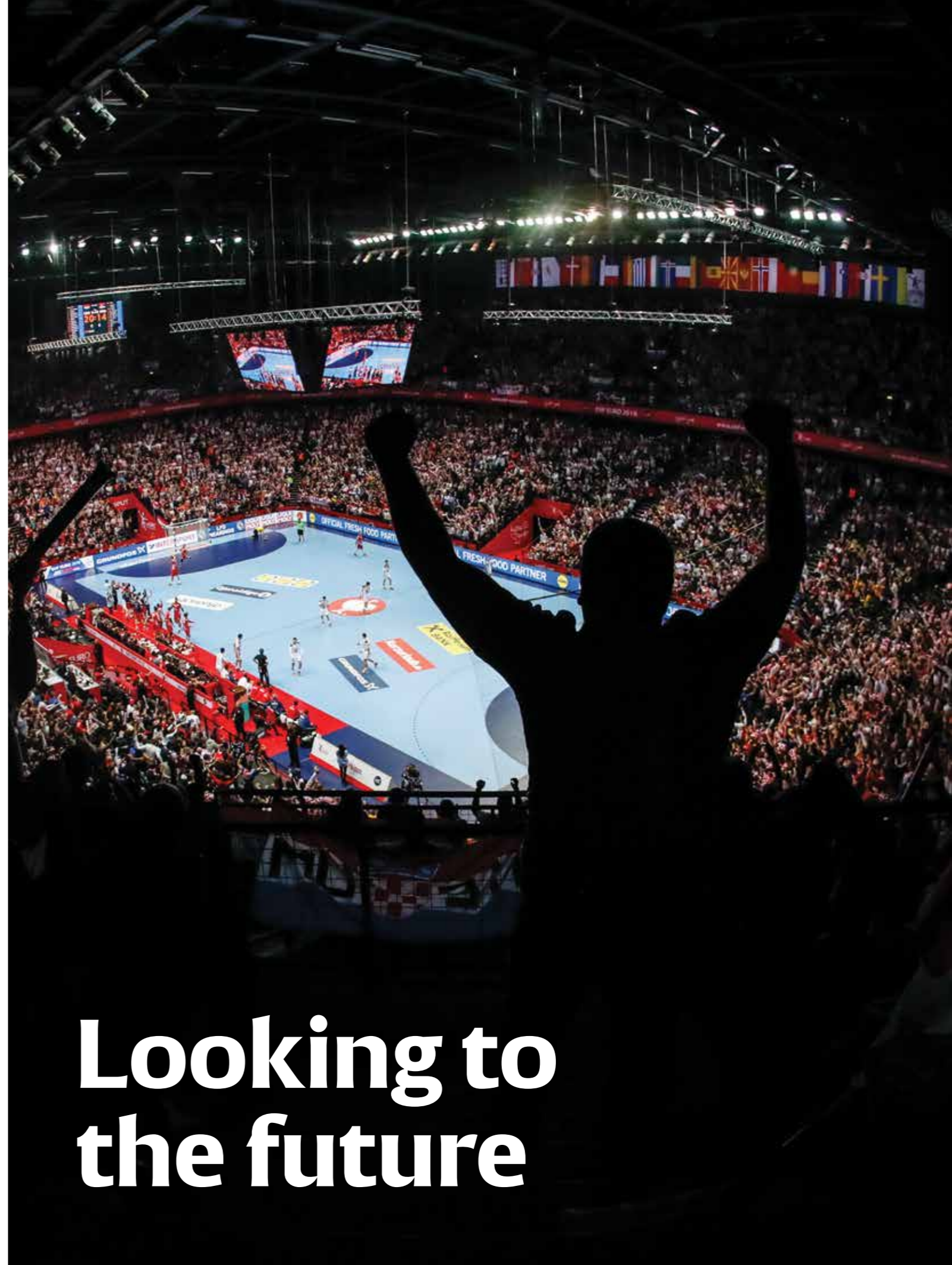


NINA KERNMAYER

OFFICE ADMINISTRATION



CHRISTINE SCHAUER



**Looking to
the future**



First tender process for audio-visual & marketing rights

The EHF was very much focussed on the future in 2017, with the launch of the federation's first tender process for its audio-visual and marketing rights a significant step in the EHF's 26-year development.

Working with the Munich-based agency, SN1 Consulting, the EHF and EHF Marketing GmbH developed a number of different rights packages across its club and national team competitions on a modular basis, which included seven audio-visual rights and three marketing rights packages.

The process began on 11 September with companies able to submit their bids until 15 November.

Qualified media companies and agencies were able to bid for selected rights or a comprehensive package across club and national team competitions.

Tender documents were provided to more than 25 qualified companies and seven offers were ultimately received for the EHF's rights.

These included club competitions (the current EHF Champions League, EHF Cup and Challenge

Cup) and also national team competitions (EHF EURO and youth events) as well as beach handball events.

The tender also detailed the proposals for a revamp of the EHF's club competitions, which was announced in October, with a new format for the EHF Champions League in addition to the creation of a European Handball League (now called EHF Cup). As part of the plans, the third tier of competition, the existing Challenge Cup, would be renamed as the EHF Cup.

Changes to the Men's EHF EURO from 2020, which will see the final tournament expand from its current 16-team format to be played with 24 teams and organised by three nations (in 2020 the event will be hosted by Sweden, Austria and Norway), also formed a key element of the tender.

Following a two-month process, the EHF and EHF Marketing GmbH closed the tender with

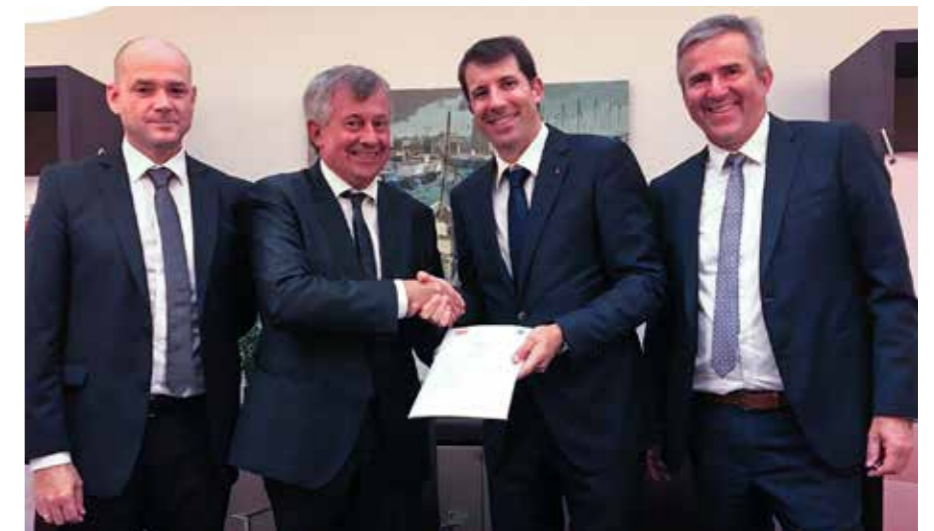
seven companies having provided extensive bidding proposals for the rights.

These bids included not only a financial element but also concepts for the exploitation of the rights over the ten-year period of any agreements.

A detailed analysis of the submitted bids has been underway since the conclusion of the bidding process with a final decision expected in 2018.

EHF and Forum Club Handball sign long-term agreement

The EHF and Forum Club Handball, the organisation representing Europe's top men's clubs, signed a new Memorandum of Understanding (MoU) at a meeting of the Forum Club Handball (FCH) board in Mallorca, Spain on Monday 16th October 2017.



The signing of the agreement followed formal approval of the terms of the MoU by the EHF Executive Committee at its previous meeting in Lisbon in September.

The EHF and Forum Club Handball signed the first MoU in 2010 and subsequently renewed the agreement in 2014. The current agreement expires in June 2018.

Following intensive negotiations, the two bodies have decided to further extend their cooperation through to 2030.

Commenting on the agreement, EHF President, Michael Wiederer, said: "The EHF has a long tradition of dialogue with top clubs and we share the common goal of strengthening top-class handball.

"We see it as the responsibility of the EHF to bring together both club and national team interests on one platform, and the signing of this new agreement will provide us with a solid basis in order to take the whole of the sport to an even higher level."

The President of Forum Club Handball, Xavier O'Callaghan, said: "The new MoU is a milestone in the history of the relationship between clubs and federations.

"We will now become real partners, with each contributing with their own assets. This is what we have been looking for from the very beginning.

Long-term agreement

The signing of the MoU through to 2030 further supports the EHF's tender process for the audio-visual and marketing rights for its top club and national team competitions.

“ Now we hope to build a common future and continue to improve handball at a club level. ”
President of Forum Club Handball, Xavier O'Callaghan.

Terms of MoU

The new MoU covers structural issues, including representation within the Professional Handball Board and EHF Executive Committee, as well as developments on a technical level.

The two bodies have also agreed the terms for the release of players for national team weeks and European Championships. This includes compensation for the release of players and insurance for players injured during these periods.

Further changes will see a repositioning of the marketing strategy for top club competitions with EHF and club rights to be bundled within EHF Marketing GmbH.

A joint steering board is to be created, made up of an equal number of representatives from the EHF and FCH. The interests of clubs in the marketing process will be further represented by the appointment of a second managing director for EHF Marketing GmbH.



Reforms planned for Europe's top club competitions from 2020

In October, the EHF revealed its proposals for the future of its club competitions from 2020.

Following the decision to expand the Men's EHF EURO final tournament from 16 to 24 teams from 2020, the proposals include reforms of both men's and women's top club competitions from the start of the 2020 season.

New league system for Europe's elite

With the final formats of the EHF top tier club competitions yet to be finalised together with top clubs and partners, including the federation's future media/marketing partner(s), the EHF's plans include a comprehensive reform across all levels of top competition.

It is envisaged that the Men's EHF Champions League will move to a league system, played in a round-robin system, initially involving 12 teams, with the possibility of later growing to 16 teams.

Focusing on the 'strongest of the strong', the league will be open to the national champions of Europe's top national leagues, plus four additional teams.

The new playing system would see the top eight teams qualifying for the quarter-finals and the four winners then progressing to the EHF FINAL4.

Second tier 'European League' with 24 teams

Men's competitions on the second and third tiers would also be revamped in the plans currently under discussion.

The current EHF Cup would be renamed the 'European Handball League' and be played with 24 teams in the group phase, offering more clubs the opportunity to play in European Cup competition.

Teams would compete in four groups, each comprising six teams. The existing Challenge Cup would be renamed the 'EHF Cup' and played in a knock-out format.

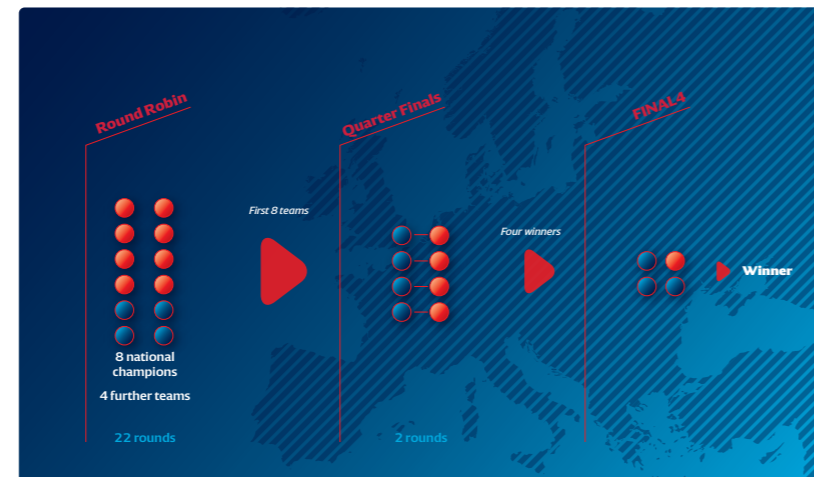
New look for women's competitions

Changes are also proposed in the EHF's top women's competitions.

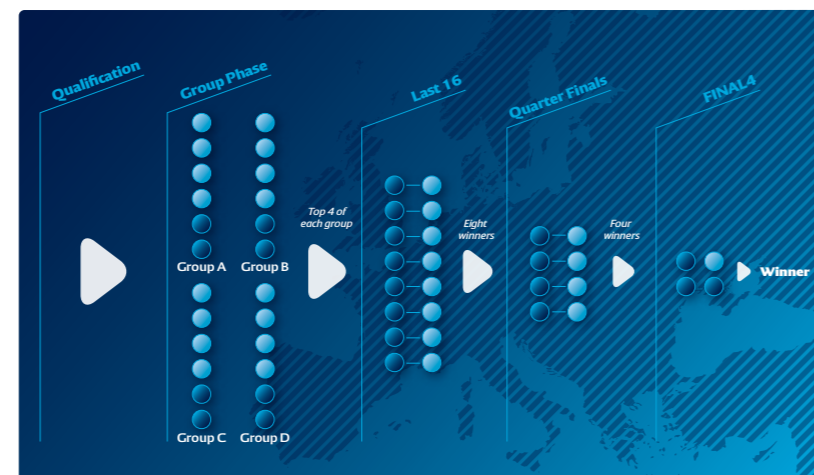
The group phase of the Women's EHF Champions League would continue to be played with sixteen teams but would be played in two groups of eight, with the top eight teams then progressing to the quarter-finals and ultimately the EHF FINAL4.

The second tier of competition would be renamed the 'Women's European Handball League', and played in the same format as the current Women's EHF Cup. The current Challenge Cup, would then be renamed the 'EHF Cup'.

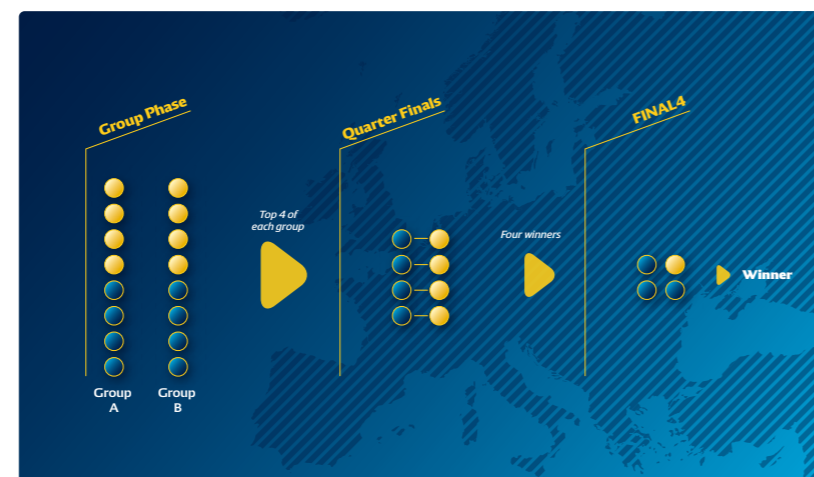
MEN'S EHF CHAMPIONS LEAGUE PLAYING SYSTEM



MEN'S EUROPEAN HANDBALL LEAGUE PLAYING SYSTEM



WOMEN'S EHF CHAMPIONS LEAGUE PLAYING SYSTEM



EHF EURO: Beyond 2020

In July, the European Handball Federation published its 'EHF Bid Code', a detailed document outlining the bidding process for the EHF EURO events in 2022 and 2024

For the first time, the 'Bid Code' was accompanied by a shorter, publicly available, 'bid brochure' and an official bidding website, 'Beyond 2020', adding transparency to the bidding process and giving current and future stakeholders, partners, sponsors, the media as well as fans an insight into one of Europe's biggest indoor sport events.

The digital and print publications set out the EHF's vision for the EHF EURO events in 2022 and 2024 and offer bidding nations an insight into the standards and expectations of organising a major international sports event.

From 2020 the EHF EURO events will develop still further as the men's final tournament expands from a 16-team event to be played by 24 teams.

In 2020 the men's event will also be organised across three nations (Sweden, Austria and Norway) with the final matches to be the first to be played in a football arena, the Tele2 Arena in Stockholm.

Seven bids from across Europe

From Spain in Europe's west to Hungary and Slovakia in the east; from Denmark in Europe's north to FYR Macedonia in the continent's south-east: the bidding process for the EHF EUROs in 2022 & 2024 has attracted EHF Member Federations from across the continent.

In total, 11 different nations have submitted an application, with several of them joining forces to host the championship. These are:

Men's EHF EURO 2022

Belgium, Spain and France
Denmark and Switzerland
Hungary and Slovakia

Men's EHF EURO 2024

Denmark and Switzerland
Hungary and Slovakia
Germany

Women's EHF EURO 2022

Slovenia, FYR Macedonia and Montenegro

There is currently no bid for the Women's EHF EURO in 2024, and the EHF Executive Committee will determine the next steps in this case.

Belgium, Spain and France

Belgium, Spain and France have submitted one application for EHF EURO 2022.

In their application they stated: "In this bid, we want to share the excitement to live a unique event which combines tradition, passion, success, experience, excitement for the new and unexpected, the great chance to take good care of our fans and marketing partners. All of the above while praising the great values of our sport, of our players and our technical staff."

Hungary and Slovakia

Hungary and Slovakia have applied for both 2022 and 2024.

They promise a 'captivating' championship: "We wish to engage and connect people through their passion for handball. We aim to provide a wide range of events at exciting locations with ample opportunity to celebrate together. A Handball EURO so captivating that you do not just want to watch it on TV. A festival of handball you want to attend to feel the groove and share the live experience."

Denmark and Switzerland

The two nations are also in the running for both men's events.

The Danish-Swiss vision is as follows: "For European handball, Denmark + Switzerland will showcase a new hosting model, opening up new opportunities for smaller nations. Nowhere else will European handball have a bigger opportunity to expand and inspire than with this perfect partnership. With Denmark + Switzerland, the Men's EHF EURO 2022 or 2024 will ignite a new era, driving new and sustainable hosting aspirations for all European handball nations big and, especially, small."

Germany

Germany opened their 2024 bid with 'Welcome to a country that loves handball'. The DHB's President Andreas Michelmann writes in his foreword: "Germany is a country with huge expertise when it comes to hosting international mega events. We kindly invite the European handball family to join us as guests during the EHF EURO 2024. Enjoy big

entertainment and big stadiums and help us to take the handball sport to a new level of engagement!"

Slovenia, FYR Macedonia and Montenegro

For the three nations bidding for the Women's EHF EURO 2022, Slovenia, FYR Macedonia and Montenegro, the following strategy is in focus:

The vision [...] is to bring the biggest women's handball event in Europe closer to what the biggest men's events represent. Enhancing the brand and the image of the women's handball and improving all its products is a long-term mission and it never ends, but a professionally made strategic plan provides a useful focus and gathers talent and resources that energise and move the organisation towards it.

Next steps

Following the applications, the next steps are as follows:

Following a first evaluation, the EHF Executive Committee will approve the applications at its meeting on 15 December 2017

Site inspections will take place in early 2018

In March 2018, the bids for the EHF EUROs in 2022 and 2024 will be confirmed by the EHF Executive Committee.

The awarding of the EHF EUROs 2022 and 2024 will take place at the EHF Congress in Glasgow on 18/19 June 2018.

Playing dates for EHF EUROs in 2022 and 2024

The dates for the Men's and Women's European Championships in 2022 and 2024 have already been confirmed.

Men's EHF EURO 2022: 14 to 30 January

Women's EHF EURO 2022: 4 to 20 November

Men's EHF EURO 2024: 12 to 28 January

Women's EHF EURO 2024: 29 November to 15 December

Visit the EHF EURO Beyond 2020 website: ehfoffice.at/businessreport2017



Introducing Martin Hausleitner

EHF Secretary General

Martin Hausleitner was appointed to the position of EHF Secretary General/Chief Operating Officer from 1 August 2017.

He joined the EHF from the Austrian Handball Federation, where he had been Secretary General since 1997.

In this role he had been instrumental in developing the federation into one of the leading sports bodies in the country.

He was one of the figures behind Austria's successful hosting of the Men's EHF EURO in 2010 as well as several younger age category events.

His previous roles with the EHF have included: member of the EHF Competitions Commission from 2012 to 2016, where he was responsible for men's competitions.

He was also a match delegate and competition manager at younger age and EHF EURO events as well as at the EHF FINAL4.

In his new role, Hausleitner is responsible for managing the work of the federation on an operational level, working alongside the role's previous incumbent, Michael Wiederer, who stepped up to become EHF President/Chief Executive Officer.

A look ahead to 2018

It has been just a few months since I took on my new role as secretary general of the EHF. After more than 20 years of working in handball, as a club manager, as secretary general of the Austrian Handball Federation and also a number of roles within the EHF, I thought I knew how the EHF ticked.

I have learned, however, that you do not always get the complete picture from the outside, looking in. The pace of progress within European handball is incredible. This is made possible by the huge amount of work undertaken by my new colleagues in the EHF Office, from both the EHF and EHF Marketing GmbH, alongside the federation's highly professional approach to everything that it does.

Since the start of the season, the EHF has launched its first tender process for its media and marketing rights, announced proposals for a new playing system for its club competitions and signed a significant new memorandum of understanding with Europe's top clubs. This of course on top of the 'regular' daily business of the federation including the organisation of club competitions, workshops and meetings, draw events, EHF Scientific Conference, Beach Handball Champions Cup, and also the extensive preparations for the Men's EHF EURO 2018 in Croatia.

Next year will be even busier, actually to be correct: 2018 will be the busiest year the EHF has had in its 27-year history, particularly in terms of the number of competitions to be organised and matches to be played. As well as a full schedule of club competitions and final events, this programme will include two EHF EUROs and six younger age category championships over the summer. Add to this too, the EHF Congress in Glasgow in June and preparations for the Men's EHF EURO in 2020, which will include the qualification draw in April in Trondheim parallel to important marketing and digital media workshops for federations.

There are certainly challenges ahead for the EHF, not just in 2018 but also in the long-term as we look to the next 10 years. Crucial decisions will be reached in 2018 relating to our future media and marketing partners and also the structure of the federation. The EHF needs to adapt and change if it is to compete on the international sports market and if we are to continue to grow and expand the sport and indeed the global handball community.

If the past few months have taught me anything, it is that the EHF is up to the challenge and that there is an exciting future ahead for European handball.

Yours in sport,
Martin Hausleitner
EHF Secretary General

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