

## SWISS FOOTBALL LEAGUE

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### NEW PARTNER FOR CHECKING THE INTEGRITY OF NEW CLUB OWNERS

**The clubs of the Swiss Football League (SFL) gave the green light for an additional integrity check concerning new club owners on the occasion of their latest meeting. The League has now engaged the company Dow Jones to perform such checks.**

At their Extraordinary General Meeting of 2 June 2016, the clubs of the SFL decided to check the new owners of clubs in the future with regard to their integrity. As a result, additional factors will be considered in the approval process of the Licence Commission concerning club take-overs in the future, factors which are not restricted to purely financial aspects.

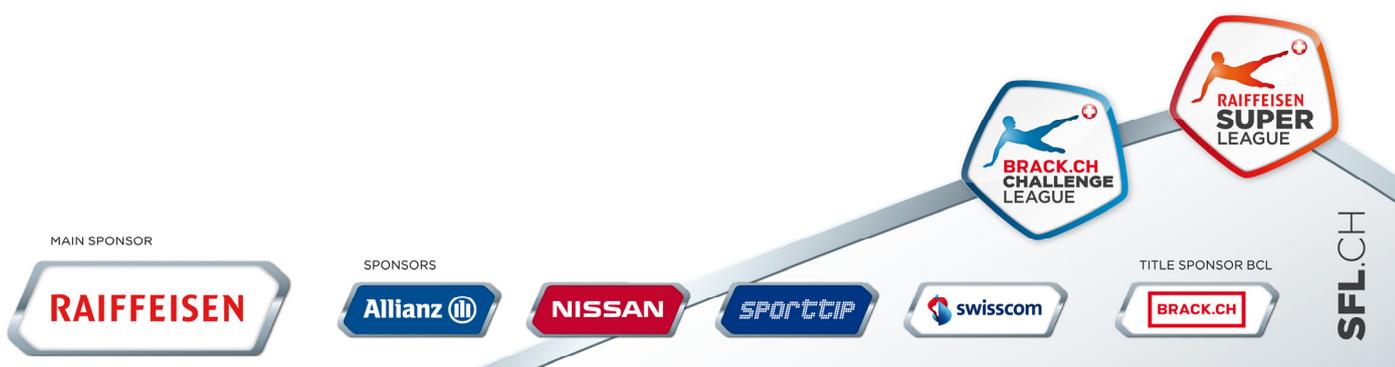
As for the performance of such integrity checks, the SFL was able to engage Dow Jones Sports Intelligence, the first service of its kind designed specifically for sports. The international orientation of the company provides global checking options which are not limited by language barriers.

#### Detailed reports on the integrity of people

With its product «Dow Jones Sports Intelligence», the company has brought to the market the first specialised checking method regarding financial risk analysis in the field of sports. With all the available data, sources and resources, Dow Jones will compile for the SFL detailed reports on the integrity of people who take over a majority stake in a club, and their connections in the business and sports worlds.

«The Swiss Football League is pleased to work together with the highly specialised, internationally active Dow Jones Sports Intelligence in drawing up the newly introduced integrity check», says CEO Claudius Schäfer. «Through this cooperation, we hope to obtain useful information about the integrity of foreigners, in particular, allowing the licensing authorities to get a full picture for themselves before making a decision.»

Simon Greenberg, Head of Dow Jones Sport, adds: «Dow Jones Sports Intelligence is delighted to be partnering with the Swiss Football League as official due diligence partner. Through implementing these processes, the SFL is establishing a clear leadership position as a champion of good governance in football.»





### **About Dow Jones**

Dow Jones is a global provider of news and business information, delivering content to consumers and organizations around the world across multiple formats, including print, digital, mobile and live events. Dow Jones has produced unrivalled quality content for more than 130 years and today has one of the world's largest newsgathering operations globally. It produces leading publications and products including the flagship Wall Street Journal, America's largest newspaper by paid circulation; Factiva, Barron's, MarketWatch, Financial News, DJX, Dow Jones Risk & Compliance, Dow Jones Newswires, and Dow Jones VentureSource. Dow Jones is a division of News Corp (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV).

### **About Swiss Football League**

The Swiss Football League (SFL), an independent entity within the Swiss Football Association, is the organizing body for professional football in Switzerland. It consists of two divisions: the Raiffeisen Super League and the Brack.ch Challenge League

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