

Cisco Systems B.V. and BTD Group cooperate

Cisco Systems B.V has recently completed a Memorandum of Understanding with BTD International Consulting AG to focus on international sports and entertainment events.

Based in Zurich Switzerland, BTD International Consulting AG is a technical consulting company with a strong presence in the sports industry. BTD conducts venue assessments, project management and stadia operations on a worldwide basis and devise individually tailored solutions for their clients.

As a respected leader in innovation, BTD's wealth of experience and expertise allows them to uncover and reveal solutions for clients to achieve important competitive advantages directly contributing to their success.

BTD International Consulting provides an independent consulting service to cities, leagues, clubs and venues and has been responsible in several projects in auditing, building, revamping and upgrading stadia. As a result, BTD assists their clients in implementing state-of-the-art solutions, in maximizing operational efficiency and returns and in contributing to future expansion.

BTDs involvement diverges from a variety of individual stadia and arenas on a global scale, to several prestigious sporting events and partners such as the Olympic Games, the FIFA World Cup, the UEFA Euro Championships, the African Cup of Nations, the German Professional League, the Anschutz Entertainment Group / O2 Arena and many more such ventures.

At the moment, BTD operates also the advanced Allianz Arena and is solely responsible for the entire stadium security network and the cutting-edge application and IT system.

Together, the companies aim to cooperate closely in promoting sports and entertainment solutions to individual stadium owners and international entertainment venues. Cisco Systems and BTD will seek to actively work together in the most illustrious of sporting events - for example FIFA and IOC events.

Cisco and BTD have previously co-worked successfully in the Donetsk Stadium in the Ukraine and the Allianz Arena in Munich.

Please find enclosed a short video link and we would appreciate your time if you had a further look into an overview of BTD:

http://www.btd-gruppe.de/english_800k.wmv

Please forward any queries to the attention of Joe Chapman, Sales BDM (Advisory Services, Emerging Markets), joechapm@cisco.com.

Please forward any queries to the attention of Johannes Lippert, CEO BTD International Consulting AG, Johannes.lippert@btd.ch

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