



Fabege AB (publ)

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AEG to manage Friends Arena

As of May 2, 2017, AEG will be the new operator at Friends Arena in Solna, just outside Stockholm city centre. Arenabolaget and AEG have a joint ambition to position Stockholm as an events region and compete for attractive events with other cities in Europe. The leasing agreement between AEG and Arenabolaget, a company owned by the Swedish Football Association and Fabege, runs for 10 years.

The Stockholm region has two of the world's most modern arenas within a radius of a few kilometres, which provides unique opportunities to organise very large events. AEG, which is now taking over the management of Friends Arena, also operates the arenas Ericsson Globe, Tele2 Arena, Hovet and Annexet in Stockholm, and is the operator of a total of 120 arenas globally.

- "We are proud to have been asked and entrusted to manage the operations of Sweden's largest venue and home of the Swedish national football team and AIK in Allsvenskan. In combination with the other venues we operate in Stockholm, we'll now have an even greater opportunity to market Stockholm as a fantastic city for events," says Marie Lindqvist, CEO of Stockholm Live and AEG Sweden.

By intensifying cooperation between Friends Arena, Tele2 Arena, Ericsson Globe, Hovet and Annexet, there is good potential to make Stockholm's offering as an event city more distinct in the international market.

- "In AEG, with its extensive international network and experience, we've found a partner with an excellent reputation with whom we can continue to develop the events experience at Friends Arena while positioning the Stockholm region internationally," comments Klaus Hansen Vikström, Board member at Arenabolaget i Solna.

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