



Uber and AEG Europe announce largest naming-rights partnership in Germany setting new standard for live entertainment

From 22 March 2024, the iconic Berlin venues will be renamed the Uber Arena and Uber Eats Music Hall, alongside the surrounding entertainment district, attracting eight million guests annually, which assumes the name Uber Platz

Berlin, January 17, 2024 - [Uber](#), one of the world's leading mobility and food delivery platforms, and [AEG Europe](#), a global leader in live music and entertainment, have today announced an exciting new long-term partnership that sees the global brand take the naming rights for AEG Europe's iconic two venues in Berlin-Friedrichshain, as well as the surrounding entertainment district. Effective 22 March 2024, the *Uber Arena* and *Uber Eats Music Hall* –among the largest event locations in Berlin – alongside the adjacent restaurants, cinema and bowling alley that make up *Uber Platz*, will be renamed in a first-of-its-kind deal in Germany, which sees Uber take naming rights for three of the company's most iconic assets across Europe.

Attracting 1.5 million visitors a year, the newly-named Uber Arena, was recently ranked the second highest-grossing arena in the world (capacity 10-15K), with the partnership chosen to mark 10 years of Uber's presence in Germany.

Speaking on the partnership, Head of Uber Germany, Christoph Weigler said: "We couldn't hope for a better way to celebrate Uber's 10th anniversary in Germany. This one of a kind investment is a big testament to our commitment to German cities and in particular to Berlin's art, culture and sports scene."

Paul Samuels, Executive Vice President for AEG Global Partnerships said: "In Uber we have gained an innovative, globally renowned brand, who like AEG Europe, are passionate about creating a best-in-class customer journey and guest experience. We are thrilled to be collaborating with Uber and look forward to opening the doors of the Uber Arena and Uber Eats Music Hall for the first time in an official capacity on 22 March, yet also extend our appreciation to Mercedes-Benz and Verti, whom Uber succeeds as naming rights partner, for their collaboration over the past eight and six years respectively."

AEG Europe's partnership with Mercedes-Benz continues, with the brand staying on board as a partner of the Uber Arena in a more general capacity.

While specific plans will be announced in the coming months, Uber – in close partnership with AEG Europe – are aiming to elevate guest experience at all levels, from transport arrival and departure, as well as bringing innovative new food and beverage ordering options to events.



ENDS

About AEG Europe

Headquartered in London, AEG Europe is a subsidiary of AEG, the world's leading sports and live entertainment company. AEG Europe's extensive portfolio of live entertainment and sports assets across the region includes: an array of best-in-class venues, such as The O2 and Eventim Apollo in London; Barclays Arena in Hamburg; Mercedes-Benz Arena, Mercedes Platz and Verti Music Hall in Berlin; and Accor Arena in Paris; as well as renowned music festivals, including American Express presents BST Hyde Park in London and Rock en Seine in Paris. Our venues host some of the world's best sports events and are home to prestigious sports franchises, including AEG's own Berlin Eisbären ice hockey team at the Mercedes-Benz Arena.

Colleagues across Europe work together to create world-class live entertainment and sports experiences. AEG's venue teams develop and operate best-in-class arenas and districts; AEG Presents promotes and manages concerts and tours, oversees renowned venues and produces some of the world's leading music festivals; AXS Ticketing connects fans to events through specialist technology solutions; and AEG Global Partnerships links corporate brands into the company's world-leading network of assets.