



PRESS RELEASE

Moving forward!

ABSOLUT Sport appoints Daniel Berditchevski as Vice President of the new office located in Los Angeles.

LOS ANGELES, February 24, 2021 - ABSOLUT Sport, one of the leading sports and travel agencies in Europe and South America, today announced company's latest addition – the appointment of Daniel Berditchevski to take on the role as Vice President of ABSOLUT Sport USA.

Daniel will be leading the development of the new office in Los Angeles. He will be responsible for building the company structure, continuously optimizing ROI, developing sales strategies, and managing the sales team, as well as overseeing the extension of ABSOLUT Sport's services and portfolio of specializations.

A Sport Management graduate, Daniel Berditchevski started his career working for the Los Angeles Galaxy and the Los Angeles Clippers professional teams. He then moved onto the sport tourism world joining a leading licensed agency in the Olympics movement at Cartan Global; where he expanded the Latin American market and grew the company's exposure. From a manager focusing on international sales to a sales director role, Daniel built long-lasting relationships with both customers and suppliers. His journey took him all over the world where he applied his skillset on some of the world's biggest sporting events, including the 2012 London Summer Olympics, 2014 Sochi Winter Olympics and FIFA Brazil World Cup™, 2016 Rio Summer Olympics, and 2018 Russia FIFA World Cup™.

"We are pleased to welcome Daniel to the ABSOLUT Family," says Dennis Schreiner, Founder & CEO of ABSOLUT Sport. *"Daniel's deep professional experience and extensive network in the industry will be invaluable to ABSOLUT Sport's global business expansion. We can count on him as a respected and well-known industry executive who will lead the development of our new office in Los Angeles after the Covid-19 pandemic"* added Schreiner.

"I am delighted to join ABSOLUT Sport as their Vice President in Los Angeles which is the company's third office after Darmstadt/Frankfurt and Rio de Janeiro" comments Daniel Berditchevski. *"My goal is to lead a victorious company made of great talents. I am thankful for the opportunity to work alongside a successful CEO such as Dennis Schreiner. I am looking forward to working and thriving in this new role, setting new standards for ABSOLUT Sport and within the industry. With ABSOLUT Sport, I will grow as a sport professional executive and improve in every possible way. I am thrilled*

about this new challenge to create outstanding experiences for many passionate customers and be perceived as a trustworthy, dedicated, and successful leader promoting growth and career paths," explains Berditchevski.

Besides 2021 UEFA EURO, Tokyo Summer Olympics, 2022 Super Bowl LVI in Los Angeles, UEFA Champions League Final, and FIFA World Cup Qatar™, his first focus will be the development of the new office's structure, ABSOLUT Sport USA, in Los Angeles.

About ABSOLUT Sport:

With an extensive experience in managing large and high-profile programs at the world's biggest sporting events, ABSOLUT Sport is a full-service agency providing hospitality and tourism services with more than 10 years of expertise. Based in Frankfurt/Darmstadt, Rio de Janeiro, Sao Paulo, and Los Angeles, ABSOLUT Sport is made of different talented professionals sharing an unstoppable power to create unique sport travel experiences to fulfill the needs and requirements of sponsors, their agencies, corporate clients, tour operators, federations, media clients, as well as individual guests.

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