



Press Release

Objective: Migration Mitigation & Value Transmission

The Luigi 1884 Fund eV. (a non-profit association not oriented towards profit) aims to implement concrete and sustainable educational and sports aid projects primarily in countries of migration origin, using the global "motivational power of football." This creates a foundation for children and adolescents to build their own existence in their homeland. The credo: sustainably curb migration "at the root."

In addition to the necessary innovation in social financing, it is equally important to the board of the Luigi 1884 Fund eV. to convey the values associated with this new brand to the youth. What does this mean? Quite simply, the patron saint of all footballers, Luigi 1884, was an exemplary role model for youth, endowed with exactly the values that sport also embodies:

Fairness, solidarity, mutual support, helpfulness, teamwork, diligence, mutual trust, and above all, "respectful interaction with one another!"

Functions that football sports exemplify in many countries today. Football, in particular, turns solo fighters into a team, brings together young and old, rich and poor in "peaceful competition." Barriers are broken down, and cohesion is created within the team and among the global "fan communities" of football clubs. With the new brand Luigi 1884, this value transmission is intended to be remembered by all social strata, according to the message of the board of the Luigi 1884 Fund eV.

Funding: Through Innovation in Social Financing

The procurement of financial resources "for this on-site help" is achieved by granting brand licenses in the form of a new, specially created word-image or word mark to selected license partners in various industries. This not only allows them to place new products in the largest target market in the world (football boasts the largest sports community worldwide with 4 billion football fans!) but also impressively showcases their forward-looking social engagement. The brand's focus is on the "official patron saint of all footballers, football fans, and stadium visitors": Luigi 1884.

The word and figurative mark



"Luigi 1884" – The New Licensing Brand Creating a Future!

The acquisition of funds "for this on-site assistance" is achieved through an innovation in "social financing" or by granting brand licenses in the form of a new word-image or word mark. For this purpose, the official, "cross-cultural and interfaith" worldwide patron saint of all female and male footballers, football fans, and stadium visitors was introduced to our world by the initiator Manfred Pesek, in collaboration with the Vatican: "Luigi 1884" – The Original. Found in Europe, created for the whole world!

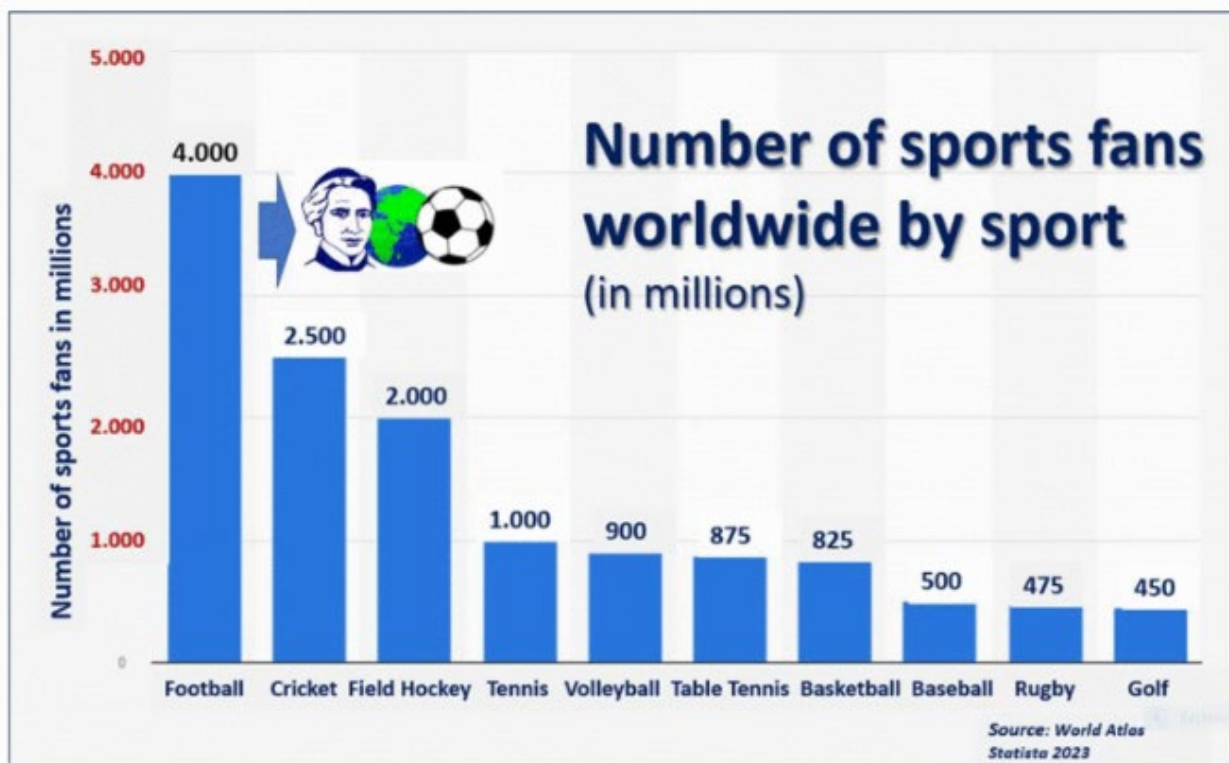
Selected exclusive licensees in many industries, as well as local and globally operating companies, are thereby granted a "new competitive advantage" and a positive thematic and product association in one of the largest target groups in the world: footballers, football fans, and stadium visitors. In total: 4 billion people (Source: Statista 2023).

This licensing brand, as a word-image mark or simple word mark, ensures a rapid increase in traffic and sales with new or existing products in the entire online and offline retail sector of many companies. Why? Quite simply, football accounts for 60% of global sports coverage in print, TV, and online media, providing participating companies with a "permanent presence for their new branded products."

Additionally, these companies generate the increasingly appreciated social competence from the public! The visible assumption of social responsibility is also already being rewarded by rating agencies today. Note/Analogy: The willingness to choose products associated with social engagement is well established in our society, as demonstrated by the "FAIRTRADE" brand, which alone in Germany achieved a turnover of €2.8 billion last year with products bearing this social brand seal.

4 Billion People Await New Products – New Business Opportunities Suddenly Open Up for Many Industries!

Cooperative licensing partners from various industries (jewelry, sports, textiles, beverages, automotive, mobile telephony, etc.) suddenly gain new business opportunities, new product themes, and new product ideas through the Luigi 1884 brand licensing. In a vast market, they are met with what is likely the largest target group in the world with "4 billion football fans"! (Source: Statista 2023)



With the Emblem "Luigi 1884 – Official Partner," Social Engagement Becomes Visible!

Service companies such as banks, insurance companies, consulting firms, foundations, organizations, football clubs, and associations, etc., direct financial resources into social or CSR (Corporate Social Responsibility) activities. However, many are dissatisfied with the external perception of these efforts. Why? Quite simply, because often no one notices! Customers, suppliers, owners, authorities, and even the employees themselves are usually unaware. The desired "visibility of social competence" to the outside world is not achieved. The new social competence seal "Official Partner - Luigi 1884" provides the solution.

For companies, an increased awareness of their social CSR activities "externally" is becoming an increasingly important distinguishing feature, which is also recognized by rating agencies.



The Display of the New Emblem "Official Partner - Luigi 1884 Fund eV" Highlights an Exemplary and Visionary Company.

This "visible social competence seal" makes it clear to everyone that the company not only possesses and implements social competence but also concretely gives disadvantaged children in countries of migration origin a "future." For a better world. For all of us. For Europe!

Companies stand out with this new distinctive emblem on their homepages and all their communication materials. By clicking on the emblem on their homepage, the official pages of the non-profit Luigi 1884 Fund eV open, where the specific support measures can be viewed and seen by everyone.

Licensed products with the word/image logo, as well as the use of the emblem, provide an innovation in social financing. They create a future: not only for disadvantaged children and adolescents in migration origin countries but also for the new business successes of many companies!

"The World's Largest Team" Helps Out!

Football excites, unites, and connects! The high emotional power of football is utilized in this new international initiative to promote disadvantaged children and growing adolescents through education and sport. This allows them to build a future in their homeland, with their families, and friends! As we all know, big goals today are only achieved with new innovative measures. The global football fandom encompasses 4 billion football fans. The "world's largest team" thus has the power to bring about positive changes with results – just like in a football match.

Streamlined Organization – Focused Approach

The good deed at the center: The Luigi 1884 Fund eV. saves on building its own aid organizations in countries of migration origin. The financial resources generated from licensing selected partners are used by Luigi 1884 Fund eV. To selected internationally operating Non-Government Organizations (NGOs) and Non-Profit Organizations (NPOs), such as

the globally active aid organization Suore della Provvidenza (founded by Padre San Luigi). With these financial resources, on-site aid projects for disadvantaged children in the fields of education and sport are implemented, leading to improved life prospects for children and adolescents "in their homeland – on site."

The innovative combination of "social financing and the simultaneous provision of new commercial successes for cooperation partners" through the granting of licenses for new products and external emblem use elevates this innovation in social financing to a new future category.

Supplement to Existing Aid Organizations It is important to the board of the Luigi 1884 Fund to clarify that the Luigi 1884 Fund eV does not compete with existing aid organizations. Instead, it assumes a new complementary role. Why? Due to increasingly challenging economic conditions, it is becoming more difficult for existing NGOs to secure financial resources. This unfortunate factual circumstance is now successfully addressed with this innovation in social financing.

For more information, visit:

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