

Friday, 8th February 2019

SCUDERIA TORO ROSSO ANNOUNCES STRATEGIC PARTNERSHIP WITH MYWORLD

*The international company myWorld
signs a multi-year agreement with Toro Rosso starting from 2019*

Scuderia Toro Rosso is very excited to be joining forces with myWorld group of companies. Setting new benchmarks, taking innovation to new levels, shaping the future - that is the driving force behind myWorld's successes. The Official Partner deal will see the myWorld logo appear on the STR14 as well as the drivers' race suits and team apparel.

Franz Tost, Team Principal Scuderia Toro Rosso:

"Innovation is at the core of Formula 1 and I'm delighted that Toro Rosso will be working with myWorld, a future-oriented organisation that unites different brands under one umbrella to provide innovative fan and customer loyalty programmes to associations and corporations. Through this partnership we will support them in promoting how consumers, and also partners, can benefit from their international Shopping Community."

Rafał Pięta, CEO myWorld International:

"In view of myWorld's international focus, this collaboration is an important step. Cooperation with Scuderia Toro Rosso is an optimal platform from which to present our group of companies to an international audience."

Bettina Rieger, CEO myWorld Media Group:

"We are very pleased to be collaborating with Scuderia Toro Rosso. Collaboration with this successful Formula 1 Team demonstrates that our group of companies has reached yet another milestone."

Markus Stampfer, CEO sportsWorld:

"I am very excited about the collaboration with Scuderia Toro Rosso, which is kicking off now and will be running long term. sportsWorld fully supports the myWorld Sponsorship and will also put more partners and customers in touch with the racing stable. This cooperation is a great international reference for us, which we are very proud of."

Contact to myWorld: pr@sportsworld.agency

About myWorld:

The myWorld group of companies unites different brands under one umbrella, such as the Cashback World shopping community and loyalty program, the 360 lab innovation hub, the sports marketing agency sportsWorld, and many others. With this multi-brand structure, the myWorld Group of companies offers a new dimension in 360-degree services and products for consumers and entrepreneurs.

