

DAX analysis: The winners and losers of the EM2024 sponsors

Percentage DAX change in the listed European Championship sponsors during UEFA EURO 2024

| Company | Percentage total change |
|---------------------|-------------------------|
| Atos | 79,47% |
| Deutsche Telekom | 5,53% |
| BYD | 4,47% |
| Booking.com | 4,17% |
| Adidas | 1,95% |
| AliExpress/ Alipay+ | 1,95% |
| Ergo | 0,86% |
| Coca-Cola Zero | -0,05% |
| Lidl | -3,28% |
| Hisense | -30,04% |

Google Finance was used to analyse the share prices of the listed UEFA EURO 2024 sponsors on the Frankfurt Stock Exchange in the period between 14 June 2024 and 15 July 2024. The share prices of AliExpress and Alipay+ were analysed together, as they are both represented on the stock exchange by the Alibaba Group. Lidl and Ergo are not independently listed on the stock exchange, which is why the share prices of their respective parent companies Lang & Schwarz and Münchener Rück were analysed. Atos' large gain is explained by the company's low share value and the resulting large percentage changes with small absolute changes. Some of the football matches took place on weekends when there is no trading on the stock exchange. In these cases, the following Monday was analysed to gain insight.

Tabelle: BSBI • Quelle: BSBI • Erstellt mit Datawrapper