

DAX analysis: Four of the ten sponsors set daily records after Germany's match

Percentage change in the DAX of listed European Championship sponsors on the day following Germany's Euro2024 matches

Company	Percentage change in the DAX on the day after the Germany matches				
	17.06.2024	20.06.2024	24.06.2024	01.07.2024	08.07.2024
Adidas	-2.58%	2.88%	1.06%	-1.57%	-0.68%
AliExpress/ Alipay+	0.87%	-1.56%	1.59%	-0.30%	-1.60%
Atos	19.77%	13.58%	-13.39%	0.00%	-4.11%
Booking.com	1.01%	0.68%	0.32%	-2.49%	0.66%
BYD	1.99%	-0.49%	1.21%	-0.18%	-0.58%
Coca-Cola Zero	-0.19%	-0.46%	1.24%	-0.42%	-0.38%
Deutsche Telekom	-0.27%	0.00%	1.18%	0.85%	0.29%
Ergo	0.31%	0.63%	0.91%	-0.02%	3.03%
Hisense	-4.19%	-1.30%	1.06%	-1.28%	-2.81%
Lidl	2.29%	0.55%	0.00%	2.14%	-0.84%

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.