



JOHAN CRUIJFF ARENA

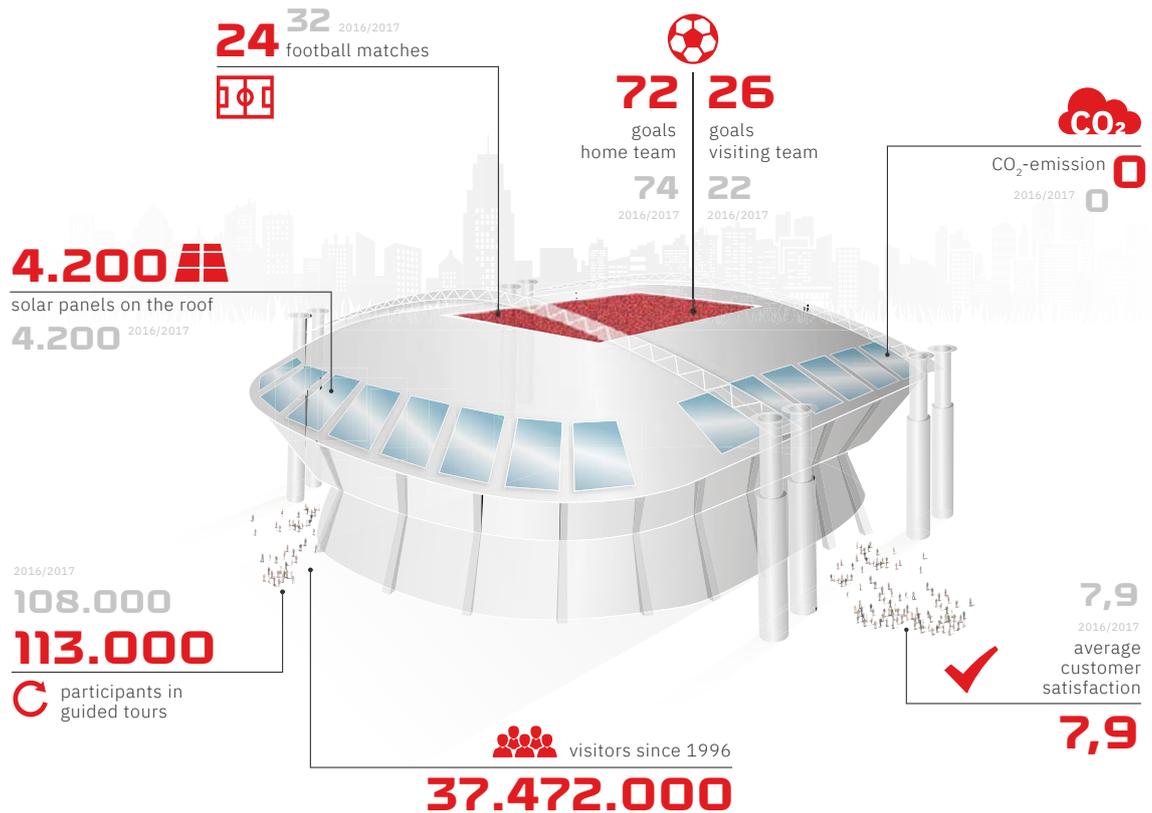
The Johan Cruyff Arena is an important player in the top league of international, multi-purpose stadiums. It is the home of AFC Ajax and the stage for the Dutch national team, big concerts, dance events and business meetings. Johan Cruyff Arena makes it all about the audience experience. Together with its partners, Johan Cruyff Arena offers top-level services and facilities, and is constantly working on creating an optimal fan experience in and around the stadium.

The Johan Cruyff Arena provides top quality services, state-of-the-art facilities, and with the highest attention for safety, it offers an optimal audience experience. And we are doing all this as creatively and cleverly as possible. This is because quality, innovation and sustainability are the strategic pillars of the stadium.

The Johan Cruyff Arena is one of the most sustainable stadiums in the world and is internationally regarded as a role model and advisor for modern stadium construction and exploitation. The Amsterdam Innovation Arena acts as a living lab for innovative concepts for stadium management and event experience. In that sense, the Johan Cruyff Arena is a real game changer.

Facts Johan Cruyff Arena

- The first stadium in Europe with a sliding roof, Amsterdam Arena was **opened** by Queen Beatrix on **14 August 1996**.
- The venue was **renamed** Johan Cruyff Arena in 2018 in honor of Ajax's former player and coach, who was born in Amsterdam and passed away in March 2016.
- The Johan Cruyff Arena welcomes more than **two million visitors** annually.
- Tina Turner was the **first international artist** to perform at the venue in September 1996; the likes of Michael Jackson, Luciano Pavarotti, The Rolling Stones, U2, Madonna, Ed Sheeran and Beyoncé have played there since.
- Staged the 1998 **UEFA Champions League final**, where Real Madrid beat Juventus, and the 2013 **UEFA Europa League Final**, in which Chelsea overcame Benfica.
- Hosted **five matches during UEFA EURO 2000**, including the Netherlands' semi-final shoot-out defeat by Italy.
- The Johan Cruyff Arena is one of the twelve stadiums that will host **EURO 2020**. EURO 2020 Matches at Johan Cruyff Arena will take place on 14, 18 and 22 June (Group C matches) and 27 June (Round of 16 match).



MAKEOVER ARENA

The Johan Crujff Arena is receiving a significant makeover to modernize facilities and optimize visitors experience. This is the largest renovation of the stadium since it opened in 1996. The Arena is changing both inside and outside to create more comfort and space for visitors. The renovation is also transforming the exterior look of the stadium. The shape of the stadium is changing from concave to convex.

Along with the wider galleries, the changes have already produced a spectacular view from the second ring on the east side. The renovation's main goal is to give soccer fans, concertgoers and other visitors more space and comfort. In the past 20 years, the Arena has kept on investing in quality, innovation and sustainability.

