

Press Release

## 'dsm-firmenich Running Team' makes global debut to pioneer a new era of elite running

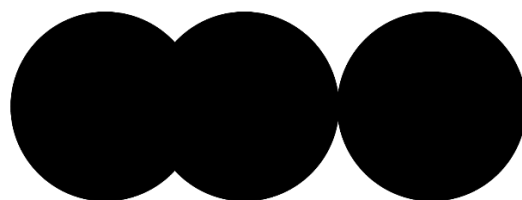
dsm-firmenich and Global Sports Communication join forces in new title sponsorship agreement

Kaiseraugst (Switzerland), Maastricht (Netherlands), January 5, 2026

Global Sports Communication, a leading sports management agency, and dsm-firmenich, a global innovation leader in nutrition, health, and beauty, today jointly announce the launch of a newly branded elite running team: **dsm-firmenich Running Team**. The team, which is entering its 10th year, is taking on a new name as of January 2026, as dsm-firmenich becomes its official title partner.

This launch marks an exciting new chapter for the sport and for the team – previously known as NN Running Team. Through science, nutrition, and data, dsm-firmenich Running Team and its new title partner will combine their knowledge and capabilities, to take elite running to the next level. Driven by a shared commitment to pushing human potential, this partnership sets the stage for advancing science-based nutrition, health and wellness solutions, that empower athletes to fuel performance and achieve their ambitions.

With over 20 years of experience in sports nutrition, dsm-firmenich will bring innovative solutions to the team, that improve focus, endurance, resilience, and recovery.



**dsm-firmenich**

---

**R U N N I N G   T E A M**

This award-winning running team features some of the sport's most iconic athletes: **Eliud Kipchoge, Joshua Cheptegei, Letesenbet Gidey, Nienke Brinkman, Abdi Nageeye** and others.

**Dimitri de Vreeze, CEO dsm-firmenich, commented:** "With a shared passion for running, we are thrilled to become the title partner of the world's leading professional running team. Building on our experience in professional cycling, we will support the team through our innovations and science. Elite running is the ultimate environment where every detail matters, making it the perfect place to test our

latest solutions. This collaboration embodies our shared vision to push the limits of human performance and innovation in health and nutrition.”

**Marleen Vink–Rennings, Marketing Director Global Sports Communication, commented:** “We are beyond pleased to welcome dsm–firmenich as our new partner, as we continue to build towards an incredible future with the team. Running truly is a team sport, not just for athletes but the entire organization at large. To have the support and knowledge of such a great organization behind us will make a tremendous impact and we are excited to continue to push the sport forwards through extensive athlete support, innovation and engaging storytelling.”

#### **Huawei joins team as Technology Partner**

dsm–firmenich Running team is excited to welcome Huawei on board as its new technology partner. Huawei will be the official team supplier of sport watches. Gathering performance data is a crucial element for athletes and staff to streamline the best performances. Huawei aims to work closely with the team to continually improve sport watches for runners of every level – from beginner to elite runner. Huawei’s vast technological knowledge and the Team’s experience in sports, will help create impactful innovations that elevate the experience for a wide global audience.

#### **NN Group continues support as Founding Partner**

Former title partner NN Group will remain closely connected to the project as a founding partner, continuing its long–term support and commitment to the sport and its athletes. NN Group played a pivotal role in helping build the world’s first professional running team. Over the past nine years, this partnership has produced world records, Olympic and World Championship medals, countless marathon victories, and historic moments such as the INEOS 1:59 Challenge, NN Mission Marathon and NN Valencia World Record Day. Together, NN Group and Global Sports Communication redefined what is possible in distance running, both on and off the roads.

#### **NIKE remains Main Partner and Team Supplier**

NIKE has been an instrumental partner since the launch of the team, pushing performance and supporting athletes since the start of NN Running in 2017. NIKE will remain the Main Partner and Team Supplier of dsm–firmenich Running Team, backing it up for its new journey with many more exciting moments expected to come.

#### **For more Information**

For further information, interview requests or other media inquiries, please contact:

#### **Global Sports Communication**

##### **Marleen Vink–Rennings**

Marketing Director, Global Sports Communication

Phone: +31 6 5334 0755

Email: marleen@gscmail.nl

#### **dsm–firmenich**

##### **Robin Roothans**

Vice President External Communications

Phone: +41 (0)79 280 03 96

Email: media@dsm–firmenich.com

### **About Global Sports Communication**

The dsm-firmenich Running Team is founded by Global Sports Communication (GSC). A world-leading sports management, marketing and event organisation agency based in Nijmegen, the Netherlands, founded in 1985 by former Olympian Jos Hermens. GSC represents and develops elite athletes from over 20 countries across Athletics, Cycling and Football, supporting their careers with strategic planning, marketing, and comprehensive performance services. The company also organizes premier international sporting events from major marathons like Amsterdam, Hamburg and Mumbai to iconic road races such as the New Delhi Half-Marathon and Dam tot Damloop as well as FBK Games and Shanghai Diamond League as top-tier Track & Field events with worldwide prestige. The company has co-created transformative projects like the dsm-firmenich Running Team and the INEOS 1:59 Challenge, shaping the future of athletics in the digital age. [www.globalsportscommunication.com](http://www.globalsportscommunication.com) + [www.dsmfirmenichrunningteam.com](http://www.dsmfirmenichrunningteam.com)

### **About dsm-firmenich**

As innovators in nutrition, health, and beauty, dsm-firmenich reinvents, manufactures, and combines vital nutrients, flavors, and fragrances for the world's growing population to thrive. With our comprehensive range of solutions, with natural and renewable ingredients and renowned science and technology capabilities, we work to create what is essential for life, desirable for consumers, and more sustainable for people and the planet. dsm-firmenich is a Swiss company with dual headquarters in Kaiseraugst, Switzerland and Maastricht, Netherlands, listed on the Euronext Amsterdam, with operations in almost 60 countries and revenues of more than €12 billion. With a diverse, worldwide team of nearly 30,000 employees, we bring progress to life every day, everywhere, for billions of people. [www.dsm-firmenich.com](http://www.dsm-firmenich.com)

### Forward-looking statements

This press release may contain forward-looking statements with respect to dsm-firmenich's future performance and position. Such statements are based on current expectations, estimates and projections of dsm-firmenich and information currently available to the company. dsm-firmenich cautions readers that such statements involve certain risks and uncertainties that are difficult to predict and therefore it should be understood that many factors can cause actual performance, transaction progress and positions to differ materially from these statements. dsm-firmenich has no obligation to update the statements contained in this press release, unless required by law. This communication contains information that qualifies as inside information within the meaning of Article 7(1) of the EU Market Abuse Regulation. The English language version of this press release prevails over other language versions.