**Julian Nagelsmann and Schwarz Digits Partner for Increased Awareness of digital Sovereignty**

* **Julian Nagelsmann and Schwarz Digits, the IT and digital division of Schwarz Group, are entering a partnership to make the importance of digital sovereignty accessible to a broad public.**
* **The collaboration highlights the societal relevance of independence and self-determined action – in sports as well as in the digital realm.**
* **At the heart of the partnership is an extensive campaign featuring appearances by Julian Nagelsmann, including a TV spot scheduled to air specifically on the day of the Germany vs. Portugal Nations League match on June 4.**

**Neckarsulm, May 27, 2025 –** Schwarz Digits, the IT and digital division of Schwarz Group, and German national football coach, Julian Nagelsmann, announce their partnership. The goal of the collaboration is to raise public awareness of digital sovereignty.

"In professional football, in companies and on every smartphone, enormous amounts of data are generated around the clock," emphasizes Christian Müller, Co-CEO of Schwarz Digits. "Digital sovereignty means being able to decide for yourself who gets this data and what they do with it." Rolf Schumann, Co-CEO of Schwarz Digits, explains the partnership: "Julian Nagelsmann embodies exactly what we need for sovereignty – in the digital space as well as on the pitch: a clear strategy, attitude and courage. It's about the ability to control one's own decisions, pursue a clear strategy and remain capable of acting even in complex situations."

"Sovereignty means having a strategy but also being attentive, flexible and adaptable. It means being courageous and decisive," says Julian Nagelsmann. "Schwarz Digits embodies this attitude. It's a very good fit."

The cooperation will be visible over the coming months as a 360-degree campaign. The focus will be on posters, DOOH and TV spots that will be strategically placed around the upcoming Nations League matches.

**Acting Ahead: Building Blocks for Sovereign Digitization Today and in the Future**

The companies of the Schwarz Group form a unique ecosystem that enables numerous synergies in sports marketing. They create solutions that make the lives of current and future generations more sustainable, healthier and safer. This includes Schwarz Digits. The company offers a complete package for sovereign digitization. From the German cloud STACKIT to cybersecurity solutions from XM Cyber and AI applications also from Aleph Alpha, to secure communication with Wire and a sovereign workplace.

Furthermore, Schwarz Digits also offers the Omniac app. This app warns users if their sensitive data can be found on the dark web or the internet. To do this, the service continuously checks more data than any other provider for data leaks. If data appears on the internet, deep web, or dark web, users receive an immediate warning. This allows users to retain control over their sensitive data such as passwords, driver's licenses, postal addresses, or logins. This also means digital sovereignty.

**Further Information**

For more information, please visit [www.schwarz-digits.de](http://www.schwarz-digits.de).

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**About Schwarz Digits**

Schwarz Digits is the IT and digital division of Schwarz Group and offers impressive digital products and services that meet the high German data protection standards. With the aim of achieving the greatest possible digital sovereignty, Schwarz Digits provides the IT infrastructure and solutions for the extensive ecosystem of Schwarz Group's companies and develops it for the future. Schwarz Digits' sovereign core services include Cloud, Cybersecurity, Artificial Intelligence, Communication and Workplace. In addition, Schwarz Digits creates optimal conditions for the development of trend-setting innovations for end customers, companies and public sector organizations. Schwarz Digits includes 8,000 employees of the brands STACKIT, XM Cyber, Schwarz Media, mmmake, Schwarz IT, Schwarz Digital, Lidl e-commerce and Kaufland e-commerce.