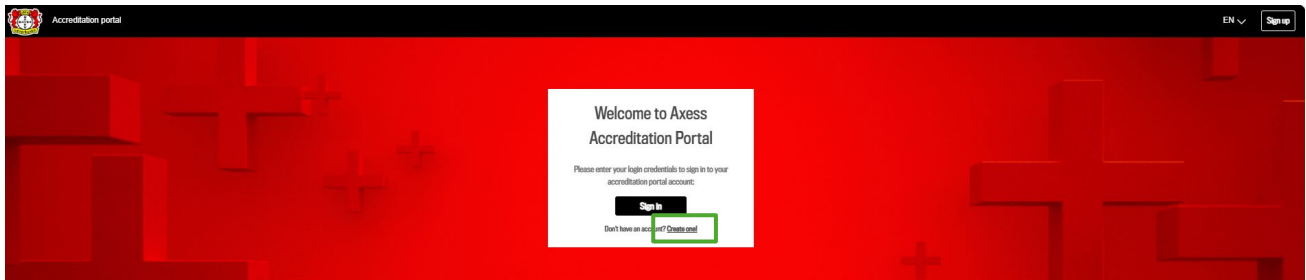


Step-by-step guidelines for media representatives on using the accreditation portal for Werksself home games

To access the accreditation portal: <https://akkreditierung.bayer04.de/>

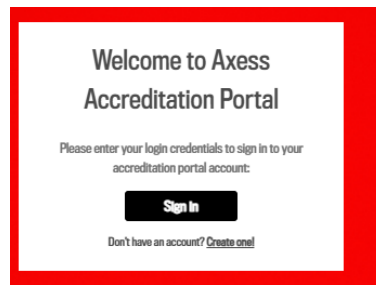


1. One-off: Registration as a user of the portal

A one-off registration as the starting point for media representatives wishing to use the portal.

- Click on **Create one!**
- Complete **mandatory fields**. Enter either your own data or that of your contact/office of the editorial office/agency. *(Please note: The name of the company given will appear on the accreditation on the matchday.)*
- External media such as club media representatives of the away club should always choose the company type **Media including away club media**.

- Enter the editorial office/agency or private address and main telephone number of the person to be accredited or of the contact. *(Please note: Anybody who had a Bayer 04 login last season (e.g. from ticket purchases or season parking permits) should use this for the portal to be registered with the same login on all Bayer 04 platforms.)*
- Final check of details → 'Send registration request' → That covers everything at the moment. We now have the request. As a rule, we process all registration requests in good time.
- **As soon as we have confirmed the registration request, you will receive an automatic email** *(Please note: Check your spam folder)*. This email contains a **link to allocate a password**. Follow the procedure in the email and enter your password.
- Then you can **login** with your email address and your password.



2. One-off: Setting up the colleague profile

To enable accreditation requests, a colleague profile must be set up after registration.

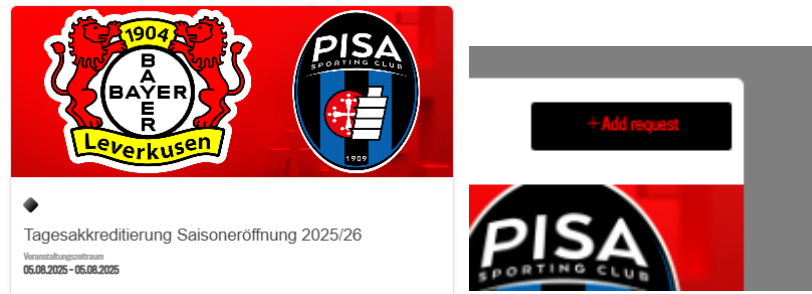
- After logging on, click on the bar at the top on the **Employees** tab and then **Add employee** (Please note: The colleague can be the same as the previously registered person).

- Complete all mandatory fields (For their **area of activity** media representatives can choose from **Print/online, Audio, Photo, Non-rights holder TV**. Sportcast colleagues choose **Sportcast**, away club media colleagues choose **Club media**. These are associated – as with previous accreditation forms – with allocated access areas) → 'Next'
- Upload **press card or editorial authorisation** (mandatory) → 'Continue'

- If all details are correct: **Send request** → The colleague is set up.
- (Please note: Agencies or editorial offices can also set up a number of colleagues if several colleagues need to be accredited or other people are to attend the match.)

3. Use on matchdays: Apply for accreditation

- Choose the relevant matchday (The matchdays are released there in turn.) → **Send request**



- Select **zones required** – according to area of activity – and **parking permit option as required** (Please note: no guarantee of a place, according to availability) → ‘Continue with employee selection’

- **Select saved colleague(s) who will be working on the matchday** (one or more persons possible) → ‘Continue’

- Check details → **Send request**

Media representatives will receive confirmation or rejection via email after the deadline. In the event of confirmation you will receive your accreditation via a QR code. This enables you to print your own accreditation on the matchday at the TV compound (next to the previous accreditation collection point) by scanning the QR code at the accreditation point. The accreditation will be printed there. Further information on the matchday and parking permits (if applied for) will also be found in the confirmation email.

