



SPORTS TECH MARKET Q2 2023

NEW YORK | LONDON | LOS ANGELES | PARIS | MUNICH

SAN FRANCISCO | BERLIN | DUBAI



EXCLUSIVE INTERVIEW



ANIRUDH KUMAR
CHIEF STRATEGY OFFICER

abs lute
sports

sportskeeda

PROVEN TRACK RECORD IN SPORTS TECH M&A AND GROWTH FINANCING ADVISORY

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WILDMOKA
SALE TO
BACKLIGHT
a portfolio company of
PSG
Sports Tech / Enterprise SaaS



spiketrapp
SALE TO
reddit
Audience AI / SaaS



LIGHTSTREAM
SALE TO
CS **THE VITEC GROUP**
CREATIVE SOLUTIONS
Video Game / Content Live Streaming

CODEMASTERS
AAA Game Developer
HAS ACQUIRED
SLIGHTLYMAD STUDIOS

WGT MEDIA
SALE TO
TOPGOLF
SportsTech



ECHTRA
SALE TO
T2 **zynga**
Gaming / Esports



PRIVATESPORTSHOP
PRIVATE PLACEMENT
pechelINDUSTRIES
Online Sports Retail




Onefit
SALE TO
URBAN SPORTS CLUB
a portfolio company of
partech **VENTURES**
Sports and Fitness Marketplace

elgato **GAMING**
SALE TO
CORSAIR
CAPITAL
Content Streaming / Esports

CLEENG
Sell your videos. Live & On-Demand
PRIVATE PLACEMENT
WALVIS
Video eCommerce



BLAST
PRIVATE PLACEMENT
VEKSTFONDEN
CREANDUM **HEROTC ORE**
MAKI.VC + Private Investors
Esports

newmoove
SALE TO
FitnessFirst
Online Fitness & Healthy Living



nWay
Power Rangers
SALE TO
animoca BRANDS
Gaming / Esports

chillingo
SALE TO
EA
Gaming / Esports

OUYA
SALE TO
RAZER
Sports/Gaming Hardware

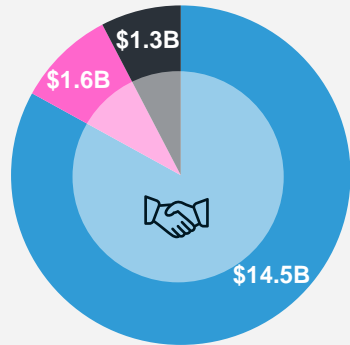
 

HIGHLY ACTIVE SPORTS TECH DEAL MAKING

RECORD M&A DEAL MAKING!

Q2 2023 DEAL VALUE

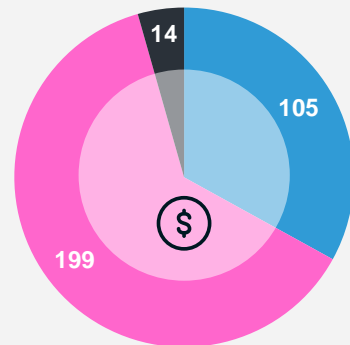
Total - \$17.5B



M&A
 Private Placements
 Public Markets

Q2 2023 DEAL COUNT

Total - 318






















Q2 2023 SUMMARY

- With one of the biggest ever deals in sports tech in WWE UFC merger valuing the combined business at \$21.4B, Q2 saw the highest ever quarterly M&A activity with 105 announced deals and \$14.5B in disclosed deal value!
- Endeavor led the acquirors list with WWE deal while several of the other top active buyers included Aristocrat (NeoGames), Entain (STS Holdings, Angstrom Sports, 365Scores), Fanatics (PointsBet, PWCC, FexPro, EPI) and Light & Wonder (SciPlay). BPEA EQT and Bruin Capital made platform acquisitions in IMG Academy and Proof of the Pudding, respectively
- \$1.6B was raised in private financings through 199 deals, growing steadily compared to Q1 (176 deals). Over 75% of the deals were early-stage financings while mid to late-stage segment saw a notable pickup in activity. Some of the big ticket raises for the quarter were Alpine (\$218M), Viu (\$200M), VGW (\$150M) and Tonal (\$130M)
- Sports Tech continues to see unprecedented flow of new capital with almost \$6B of new funds already raised this year. Dynasty Equity (\$1B) and Raine Group (\$760M) raised fresh capital focused on sports and media in Q2. RedBird Capital has already raised \$2.3B for its Fund IV that it expects to close later this year and A-Rod is reportedly raising a massive buyout fund
- Most active investors focused on early to late stage were ACIES Investments, Verance Capital and Samsung NEXT, while seed stage investment activity was led by Elysian Park, Courtside VC and Thirtyfive Ventures
- Sports tech public market continued its strong performance with most of the segments outperforming the S&P index. Media and Broadcasting led the segments surging over 25% followed by Wearables & Performance Enhancement that rose 19%

SPORTS TECH KEY HEADLINES

Q2 2023

<p>M&A</p> 	<p>TARGET</p>     <p>INVESTOR</p> <p>ENDEAVOR</p>   	<ul style="list-style-type: none"> • Endeavor announced one of the largest mergers in sports tech history with WWE forming a new publicly listed entertainment giant, TKO Group, valued at \$21B. Endeavor will own the majority stake in the combined business • BPEA EQT, Hong Kong based private equity firm, acquired IMG Academy in an all-cash deal valued at \$1.25B. BPEA EQT plans to leverage its proven sector expertise within education and support the IMG's expansion across multiple markets in Asia • Aristocrat acquired NeoGames for \$1.2B, securing an entry into the attractive but highly regulated iLottery market, and facilitating further penetration across other online RMG verticals • Entain announced acquisition of STS Holding, leading sports-betting operator in Poland, for \$982M to further expand in Europe
<p>FUNDRAISING</p> 	   <p>TONAL</p>   <p>REDBIRD CAPITAL PARTNERS OTRO / CAPITAL</p> <p>CANAL+</p> <p>Undisclosed</p> <p>L CATTERTON +6 others</p> <p>777 +3 capital others</p> <p>Undisclosed</p>	<ul style="list-style-type: none"> • Alpine, the Formula One team's parent company, raised \$216M from RedBird Capital Partners, Otro Capital and Ryan Reynolds • Canal Plus invested \$200M in Viu, OTT streaming service, strengthening its presence in Southeast Asia market • Virtual Gaming Worlds, developer of casino games received a \$150M debt facility to support its off-market share buy-back • Tonal, developer of high-end at-home fitness equipment, raised \$130M Series F round led by L Catterton with participation from Cobalt Capital, Dragoneer Investment Group, Kindred Ventures, THVC and others • FZ Sports, sports media and technology company, raised \$74M funding from 777 Partners, MEP Capital, and others • Spring Health, global mental health solution for employers, received \$71M from existing investors at staggering \$2.5B valuation
<p>PUBLIC MARKETS</p> 	 <p>Public Market</p>  <p>Public Market</p>  <p>Undisclosed</p>  <p>New + Existing Investors</p>	<ul style="list-style-type: none"> • Entain (LSE:ENT), the global sports-betting, gaming and interactive entertainment group, in its new filings announced an equity raise of approximately \$785M to fund further near-term acquisitions including STS Holding • Lottomatica Group, Apollo-backed Italian gambling company, went public on Milan stock exchange and raised \$467M of fresh capital at \$3B valuation. The proceeds will be used to help pay down the existing debt • Glory Star New Media Group (NASDAQ: GSMG), chinese metaverse, advertisement, content production and online gaming company, raised \$60M from two institutional investors in a PIPE deal to accelerate growth and expand operations • Super League Gaming (NASDAQ: SLGG) announced a \$24M private placement to fund new growth initiatives

SPORTS TECH-FOCUSED FUNDRAISING ENVIRONMENT

ALMOST \$6B OF NEW CAPITAL RAISED FOR SPORTS TECH IN H1 2023

REDBIRD
CAPITAL PARTNERS



\$2.3B

- RedBird Capital Partners gathered \$2.3B in capital commitments so far for its fourth fund that it expects to close later this year. This includes the \$750M from Abu Dhabi's International Media Invest, a private company controlled by Manchester City owner

DYNASTY
EQUITY



\$1B

- Jonathan Nelson, executive chairman of Providence Equity, and Don Cornwell announced they are raising \$1B fund to invest in sports and to profit from a new asset class: minority investments in professional sports

RAINE



\$760M

- Raine Group, a global investment firm, raised the newest \$760M fund in its flagship growth equity strategy to invest in growth-stage companies in the TMT space with focus on sports, media, entertainment and gaming

ISOS



\$750M

- Former NBA player Carmelo Anthony has created a \$750M private equity fund, Isos7 Growth Equity, focused on investing in businesses, teams, leagues, sports betting and adjacent companies



FASANARA CAPITAL



\$500M

- Fasanara Capital will partner with investment bank to lend to clubs, targeting a fund size of \$500M focused on sports receivables - the various cashflows that go in and out of sports teams

Bluestone
EQUITY PARTNERS



\$300M

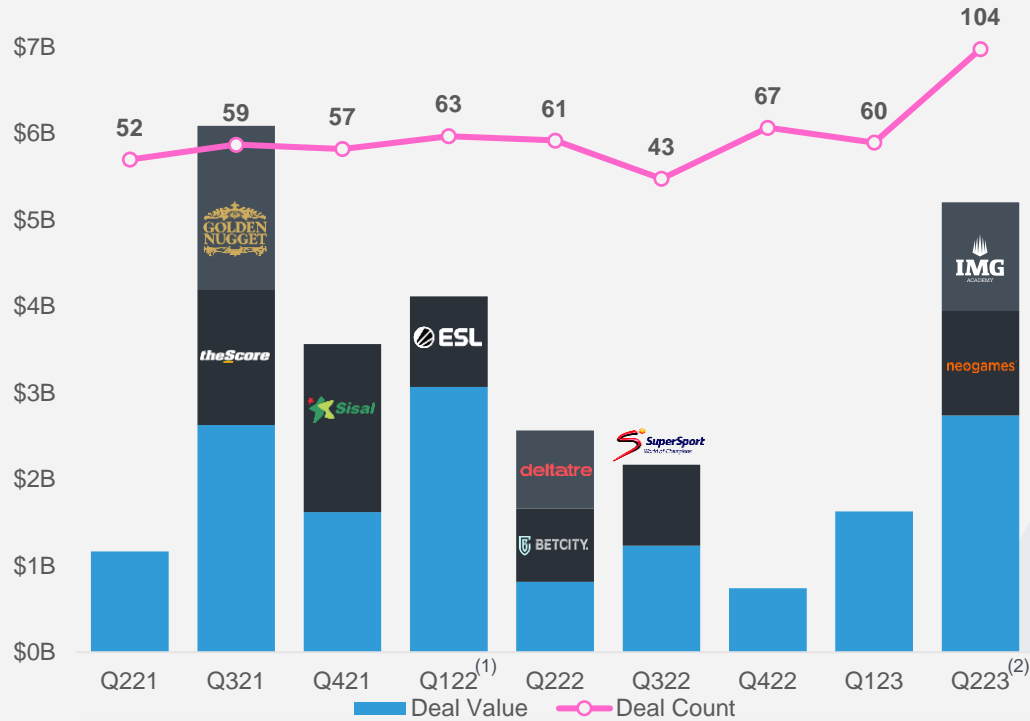
- Bluestone Equity Partners, a newly launched private equity firm, has raised a \$300M growth equity fund to invest in sports and entertainment properties

Other Noticeable Funds: Sapphire Sport Ventures (\$181M), Courtside VC (\$100M), Avenue Sports Fund



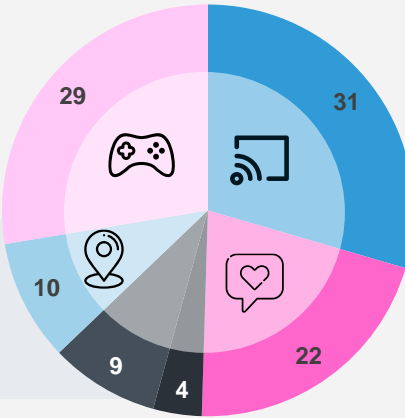
M&A ACTIVITY: Q2 2023

RECORD M&A DEAL MAKING WITH OVER 100 ANNOUNCED DEALS



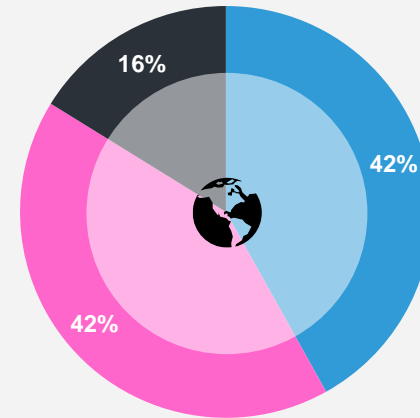
DEAL COUNT BY SEGMENT

Total - 105



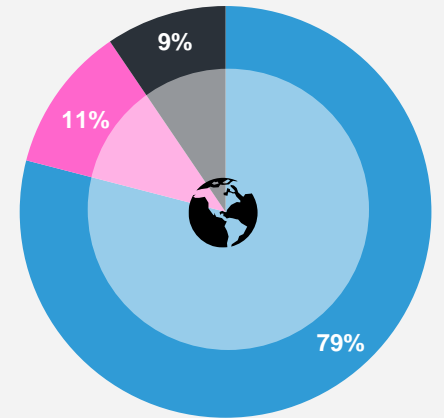
DEAL COUNT BY GEO

Total - 105

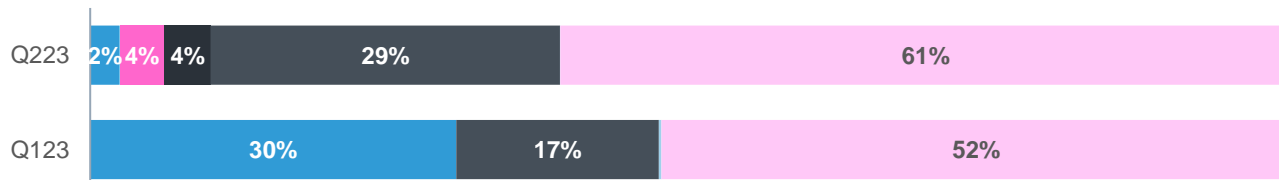


DEAL VALUE BY GEO

Total - \$1.6B



DEAL VALUE BY SEGMENT ⁽¹⁾ ⁽²⁾



- Media & Broadcasting
- Data Analytics
- Sponsorship & Venues
- Fan Engagement/Experience
- Wearables & Performance Enhancement
- Esports, Fantasy, & Betting

(1) The outsized 1Q22 Activision deal (\$68.7B) is excluded from the chart to better isolate trends among the broader volume of deals

(2) The outsized 2Q23 WWE deal (\$9.3B) is excluded from the chart to better isolate trends among the broader volume of deals

Drake Star did not act as financial advisor on transactions listed on this page

Source: Pitchbook, Drake Star analysis

SELECT M&A DEALS: Q2 2023

105 DEALS AND \$14.5B IN DISCLOSED DEAL ACTIVITY



\$9.3B
ACQUISITION BY

ENDEAVOR




- World Wrestling Entertainment was acquired by Endeavor Group, parent company of the UFC, for \$21.4B
- The merger enables the new entity to maximize the value of the combined media rights, enhance sponsorship monetization, develop new forms of content and pursue other strategic M&A opportunities

April 2023



\$1.3B
ACQUISITION BY

BPEA
EQT






- IMG Academy, a global sports education institution, entertainment lifestyle platform, was acquired by BPEA EQT, a global private equity firm for \$1.25B
- The acquisition enables IMG's global expansion, across Southeast Asia markets. BPEA EQT expects to leverage its experience with Nord Anglia Education's expansion in the region

April 2023

neogames

\$1.2B
ACQUISITION BY

ARISTOCRAT


- Aristocrat acquired the Israel-based online gaming solutions provider NeoGames SA for \$1.2B
- The acquisition will provide Aristocrat with global growth/scaling opportunities, entry into new gaming genres including iLottery and online RMG, and seasoned management team

May 2023




\$982M
ACQUISITION BY

Entain






- STS Holding, leading sports-betting operator in Poland, was acquired by Entain for \$982M
- The acquisition will enable Entain to strengthen its positions and continue geographic expansion into Central and Eastern Europe. STS will be integral part of Entain's platform in the region

June 2023




\$422
ACQUISITION BY

LIGHT &
WONDER

- Light & Wonder announced a proposal to acquire the remaining 17% of Sciplay for \$422M
- The acquisition would unify Light & Wander's businesses, enabling improved collaboration. It would also combine the balance sheets of the two companies providing more flexibility to invest cash in Sciplay

May 2023



\$250
ACQUISITION BY

Ivan
Glaserberg
















- L Catterton, global private equity firm, sold Cicali Pinarello, high-end Italian cycling brand to Ivan Glaserberg for \$250M
- The acquisitions is expected to enable Pinarello to expand global footprint through increase investments in R&D related to materials and products

June 2023

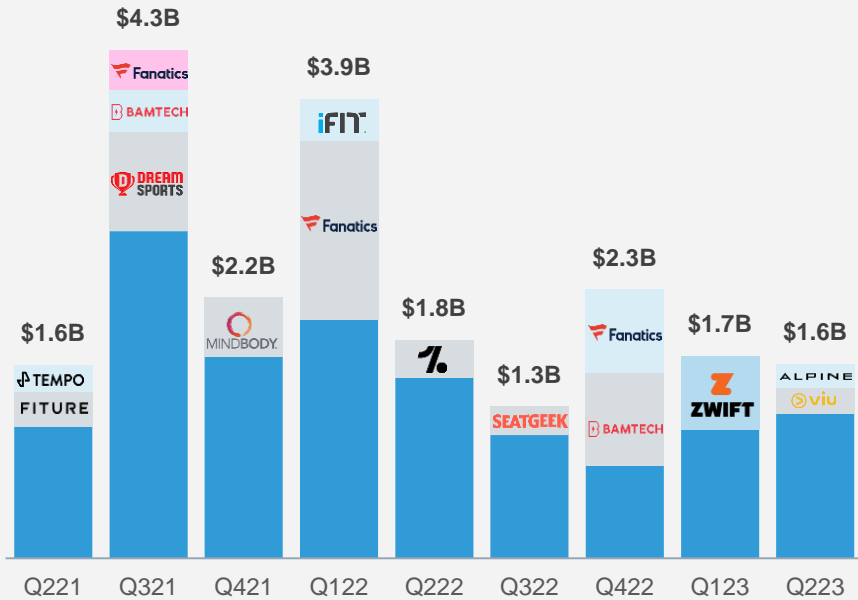
TOP 10 DISCLOSED M&A TRANSACTIONS

H1 2023

COMPANY	COUNTRY	SUBSECTOR	DEAL SIZE	EV/REV.	EV/EBITDA	ACQUIRER	ACQUIRER COUNTRY	DATE
		Media & Broadcasting	\$9,300.0	7.4x	28.2x	ENDEAVOR		Apr-23
		Sponsorships & Venues	\$1,250.0	15.1x	--			Apr-23
		Fantasy, Esports & Betting	\$1,215.3	5.7x	29.5x			May-23
		Fantasy, Esports & Betting	\$981.8	6.9x	15.2x			Jun-23
		Fantasy, Esports & Betting	\$422.0	3.1x	13.1x			May-23
		Fantasy, Esports & Betting	\$415.0	--	--			Apr-23
		Media & Broadcasting	\$320.0	--	--			Feb-23
		Fantasy, Esports & Betting	\$319.4	--	--			Jan-23
		Wearables & Perf. Enhancement	\$275.0	--	--			Jan-23
		Wearables & Perf. Enhancement	\$250.0	2.7x	--	Ivan Glasenberg		Jun-23

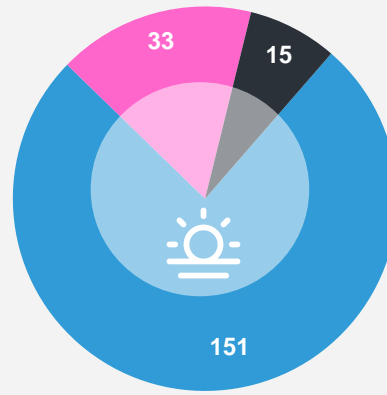
PRIVATE PLACEMENTS ACTIVITY: Q2 2023

\$1.6B INVESTED IN ALMOST 200 DEALS



DEAL COUNT BY STAGE

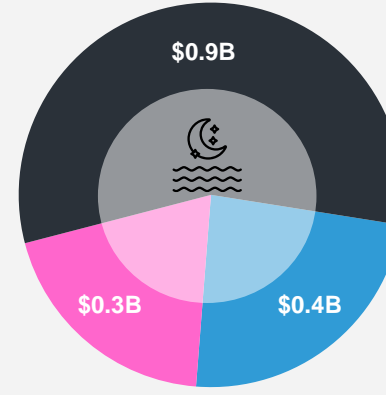
Total - 199



☀ Early Stage 🌅 Mid Stage 🌃 Late Stage

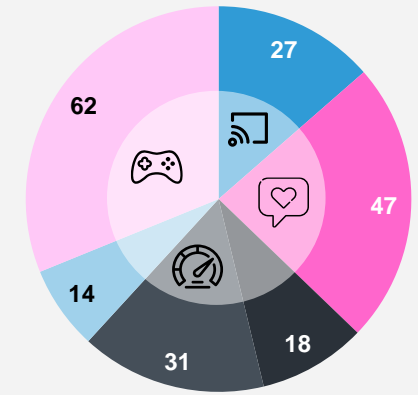
DEAL VALUE BY STAGE

Total - \$1.6B

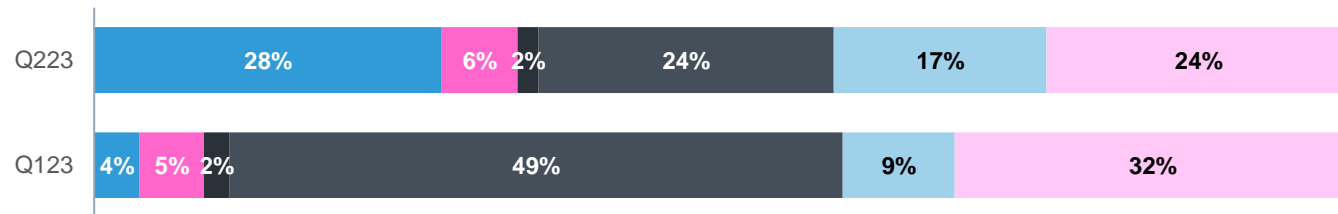


DEAL COUNT BY SEGMENT

Total - 199



DEAL VALUE BY SEGMENT



- Media & Broadcasting
- Fan Engagement/Experience
- Data Analytics
- Wearables & Performance Enhancement
- Sponsorship & Venues
- Esports, Fantasy, & Betting

SELECT PRIVATE PLACEMENTS: Q2 2023

199 DEALS AND \$1.6B IN DISCLOSED FUNDING



\$216M
FUNDRAISE
LED BY






- Alpine, the Formula One team's parent company, raised \$216M in a funding round from Otro Capital, RedBird Capital Partners and Maximum Effort Investments valuing Alpine at \$900M
- The funding will be used to support Alpine's growth strategy and sporting ambitions

June 2023



\$200M
FUNDRAISE
LED BY




- Viu, Asian OTT streaming service backed by PCCW, got a \$200M investment from Canal Plus
- The funding will be used to strengthen Canal Plus' position in Southeast Asia markets and enable Viu's further expansion into global market and continuous user experience improvement

June 2023




\$150M
FUNDRAISE
LED BY

Undisclosed




- Virtual Gaming Worlds, developer of casino games, secured a \$150M funding from undisclosed investors
- The funding will be used to supports its off-market share buy-back. It will provide shareholders with the opportunity to monetize their interests at a significant premium

April 2023



\$130M
FUNDRAISE
LED BY





- Tonal, manufacturer of high-end at-home fitness equipment, raised \$130M round led by L Catterton with participation from Cobalt Capital, Dragoner Investment Group, Kindred Ventures and others
- The funding will be used to grow business by supporting marketing, brand awareness activities and scaling supply chain

April 2023



\$74M
FUNDRAISE
LED BY









- FZ Sports, the parent company of South American sports marketing agency 1190 Sports and streaming platform Fanatiz, received \$74M funding from 777 Partners, Magma Partners, MEP Capital and Torneos
- The funding will be used to boost the sports rights management and distribution of several of the most important leagues and federations in the Latin America

June 2023



\$71M
FUNDRAISE
LED BY

Undisclosed
























- Spring Health, digital healthcare platform designed to provide personalized mental healthcare for employee well-being, raised \$74M at record \$2.5B valuation from existing investors
- The funding will be used to invest in world-class services alongside Spring Health's path to profitability

April 2023

TOP 10 DISCLOSED FUNDING ROUNDS

Q2 2023

COMPANY	SUBSECTOR	COUNTRY	DEAL AMOUNT	VALUATION ⁽¹⁾	SELECT INVESTOR(S)	DATE
	Sponsorships & Venues		\$216.3	\$973.1	REDBIRD CAPITAL PARTNERS OTRO / CAPITAL 	Jun-23
	Media & Broadcasting		\$200.0	\$766.3	CANAL+	Jun-23
	Fantasy, Esports & Betting		\$150.0	--	Undisclosed	Apr-23
	Wearables & Perf. Enhancement		\$130.0	\$1,770.0	CATTERTON DRAGONEER INVESTMENT GROUP Cobalt CAPITAL	Apr-23
	Media & Broadcasting		\$74.0	--	777 VENTURE MEPCAPITAL MAGMA torneos	Jun-23
Spring Health 	Wearables & Perf. Enhancement		\$71.0	\$2,500.0	Undisclosed	Apr-23
Agilitas Sports	Wearables & Perf. Enhancement		\$52.5	--	convergent	May-23
	Fantasy, Esports & Betting		\$37.3	--	F1 	Jun-23
	Fantasy, Esports & Betting		\$35.0	\$300.0	IA SPORTS PARTNERS FUEL VENTURE CAPITAL Eberg Capital	Jun-23
WINNERS 	Fantasy, Esports & Betting		\$35.0	--	Pershing Square Holdings VERANCE CAPITAL PRYSM CAPITAL	Apr-23






(1) Pre-money valuation

(2) Note: Selected deals only. Drake Star did not act as financial advisor on transactions listed on this page
Source: Pitchbook, Drake Star analysis

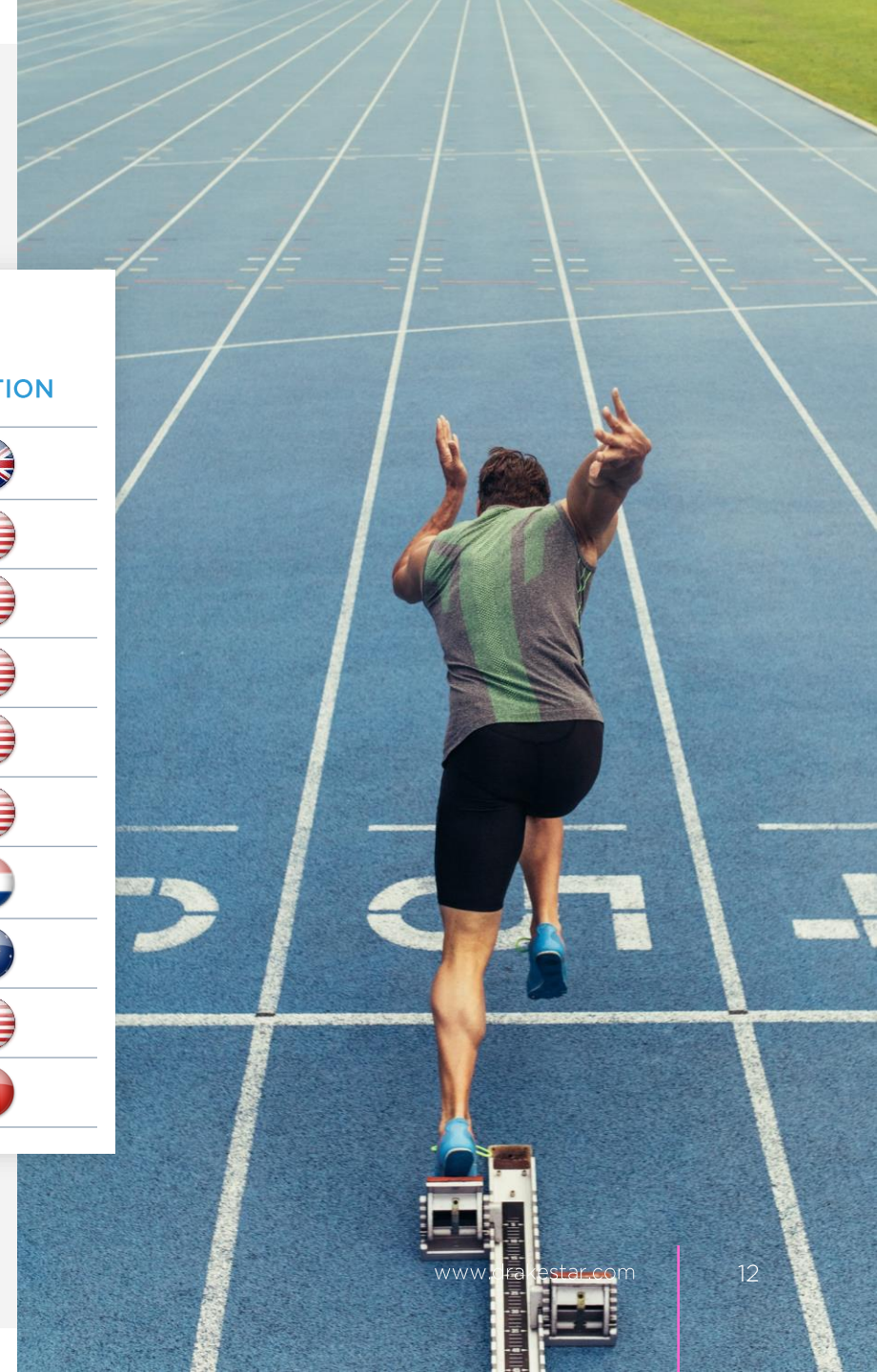
SPORTS TECH LEAGUE TABLES

TOP 10 STRATEGIC BUYERS LTM JUNE 2023

LEAGUE TABLE - STRATEGIC BUYERS

COMPANY	DISCLOSED DEAL VALUE (\$M)	DEALS	SELECT ACQUISITIONS	LOCATION
 Entain	\$2,282	5	  	
 Fanatics	\$225	4	  	
 TGI / BRUIN	--	3	  	
ENDEAVOR	\$9,300	2	 	
 LIGHT & WONDER	\$422	2	 	
SONY	--	2	 	
 azerion	--	2	 	
 ARISTOCRAT	\$1,215	1		
 PENN ENTERTAINMENT	\$387	1		
 LOTTOMATICA	\$359	1		

Note: Teamworks and Playmaker are noteworthy players actively investing in the small to mid-sized companies with 6 and 3 deals, respectively



SPORTS TECH LEAGUE TABLES

TOP 10 INVESTORS LTM JUNE 2023

ACTIVE EARLY TO LATE INVESTORS

INVESTOR	DEALS	SELECT INVESTMENTS	STAGE	LOCATION
ACIES INVESTMENTS	11	KERO GAMING FLIFF	Early to Late	
VERANCE CAPITAL	5	WINNERS ALLIANCE OnePlan	Early to Late	
SAMSUNG NEXT	5	challengermode Players' Lounge	Early to Late	
BETTOR CAPITAL	4	BeyondPlay Jackpot.com	Early to Late	
HIRO CAPITAL	4	AXIOMATIC Playbook	Early to Late	
PLAY VENTURES	4	Decentral Games EMPIRE GAMES	Early to Late	
SAPPHIRE VENTURES	3	BUZZER OVERTIME	Seed to Late	
HBS VENTURES	3	PROTEUS BETSPERTS MEDIA & TECHNOLOGY GROUP	Seed to Late	
andreessen.horowitz	3	REGRESSION GAMES KYX	Early to Late	
M13	3	KARATE COMBAT ARENA CLUB	Seed to Late	

ACTIVE SEED FOCUSED INVESTORS

INVESTOR	DEALS	SELECT INVESTMENTS	STAGE	LOCATION
ELYSIAN PARK	14	Diamond KINETICS splash sports	Seed to Early	
COURTSIDE VC	13	Betty MATCHDAY	Seed to Early	
3i	11	PICKLEHEADS LOVB	Seed to Early	
10X CAPITAL	8	MARS REEL THRIVE FANTASY	Seed to Early	
FJ LABS	7	CollX SIDELINESWAP	Seed to Early	
BOSTON SEED CAPITAL	5	rithmm Pickle4	Seed to Early	
305 VENTURES	4	betr MFC	Seed to Early	
Goodwater	4	EG Champions Round	Seed to Early	
kb partners	4	BookSeats.com Stadium LIVE	Seed to Early	
yolo investments	4	KERO GAMING	Seed to Early	

EXCLUSIVE INTERVIEW WITH ANIRUDH KUMAR

ABSOLUTE SPORTS

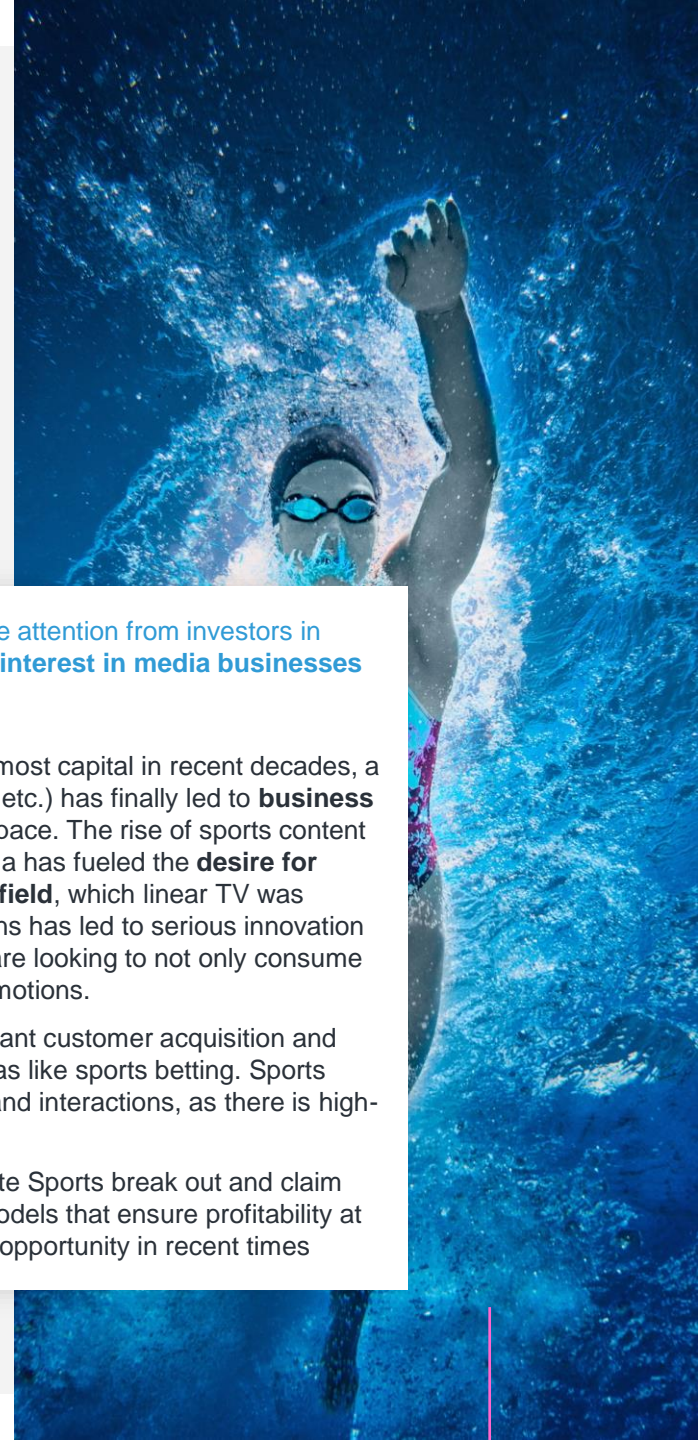


ANIRUDH KUMAR

CHIEF STRATEGY OFFICER

absolute sports **sportskeeda**

Absolute Sports is the parent company of **Sportskeeda.com** and **ProFootballNetwork.com** (PFN). Sportskeeda sees over **90M unique users** on the site monthly. It is the largest multi-sport media platform in India and amongst the top 6 sports media properties in the US (Similarweb, July 2023). PFN is the **third largest independent NFL-focused media property** in the US



Q: Absolute Sports owns some of the world's leading news and media brands, serving millions of readers. Can you please provide more details on Absolute Sports and its **key details on Absolute Sports' differentiation / strategy?**



A: Our approach is far from conventional, marked by an innovative blend of technological innovation and a geo-distributed operational model. We operate via staff and contractors across time-zones, seamlessly executing content production and distribution for various geographies. This distinctive strategy empowers us to curate an extensive array of content, propelling us ahead of the competition and catalyzing rapid expansion of our user base. We envision ourselves as an integrated company focused on data, technology, and processes, with sports media as our core pursuit.

Q: We see digital sports media as a vertical is gaining more and more attention from investors in the Sports Tech space. **Which factors contributed to the growing interest in media businesses within the Sports Tech ecosystem?**



A: While Linear TV/Broadcasting/Media Rights attracted the most capital in recent decades, a **confluence of factors** (expensive, difficult to track behavior, etc.) has finally led to **business model and process innovation** in the digital sports media space. The rise of sports content consumption on Digital/OTT/VOD/CTV as well as social media has fueled the **desire for sports fans to engage in an arena other than the playing field**, which linear TV was unable to provide. The multi-modal nature of digital interactions has led to serious innovation in the types of platforms on which sports fans interact. Fans are looking to not only consume sports content online, but also share their experiences and emotions.

Another key factor lies in the role of digital media as a significant customer acquisition and engagement channel for traditional brands and emerging areas like sports betting. Sports media platforms offer a natural funnel for these conversions and interactions, as there is high-intent from users

Lastly - only recently have we seen platforms such as Absolute Sports break out and claim eyeballs at scale. This, combined with innovative business models that ensure profitability at scale, has led to sports media being an attractive investment opportunity in recent times

EXCLUSIVE INTERVIEW WITH ANIRUDH KUMAR (CONT.)

ABSOLUTE SPORTS

Q: Data Analytics and AI are hot topics of discussion amongst media companies, what is Absolute Sports' view on integration of data analytics and utilization of AI?



A: Data forms the bedrock of Absolute Sports' operations. Our technology is entirely proprietary, and vital business decisions, such as content production, timing and distribution strategies, hinge on a **robust data-enabled feedback loop**. With a monthly output of over 35,000 written pieces and thousands of videos, integrating data analytics is indispensable for maintaining efficiency and sound unit economics in our operations

Regarding AI, we currently deploy it as an **enhancer and efficiency tool**. In the realm of sports media and journalism, we firmly believe in the irreplaceable human touch. AI, in our perspective, functions as a **cybernetic implant**, augmenting the capabilities of our stakeholders

Q: As a leading global tech-led sports media company with your flagship brand Sportskeeda serving millions of sports fans across US and Asia, what are some of the **key growth areas** that you see for the business going forward?



A: Our growth blueprint encompasses several key areas. Firstly, we aim to **deepen our offerings** across a spectrum of sports, capitalizing on emerging lucrative opportunities. For instance, our endeavors to develop simulations and tools for fantasy sports reflect this approach. Secondly, **diversifying our revenue profile** stands essential; this involves exploring D2C offerings, subscription products, and venturing into affiliated sectors like commerce. Lastly, we're committed to **expanding our direct sales presence in the US**, offering unique digital advertising avenues to brands seeking to engage with audiences.

Q: Last quarter Absolute Sports acquired Pro Football Network. Can you please shed some light on the rationale behind the acquisition and what are some **key areas of Absolute Sports' M&A strategy**?



A: Pro Football Network (PFN) is our **first acquisition in the US** and we intend to invest in several more synergistic businesses in the near future. PFN operates in the largest sport market in the US (NFL & College Football) and has built a **very loyal following amongst football fans** in a very short timeframe. Our goal involves leveraging the Absolute Sports engine to propel PFN's growth beyond the horizon achievable as an independent entity. Collaborating closely with the PFN team, we are confident that our joint efforts will yield fruitful outcomes

Our M&A strategy involves **multiple bolt-on & tuck-in acquisitions**, which allow for **diversification of revenue** and **entrenching ourselves deeper in the mindshare of sports fans**. We are also looking at companies that **build capabilities** which lead to effective **cross-pollination** across the portfolio companies.

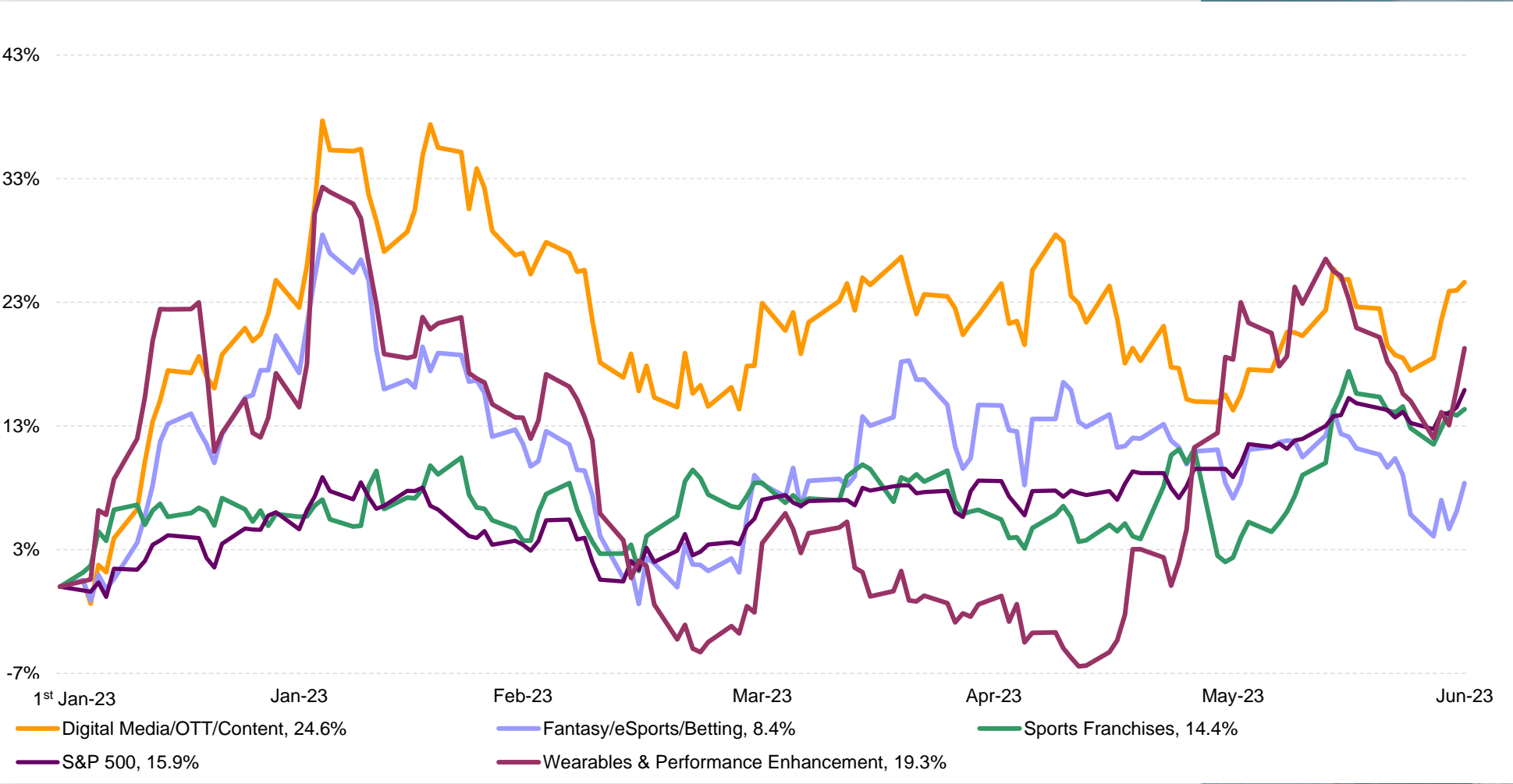
Q: What are some **trends and challenges** that you see in **Sports Media/Tech in 2023** and beyond, and **how will Absolute Sports address them**?



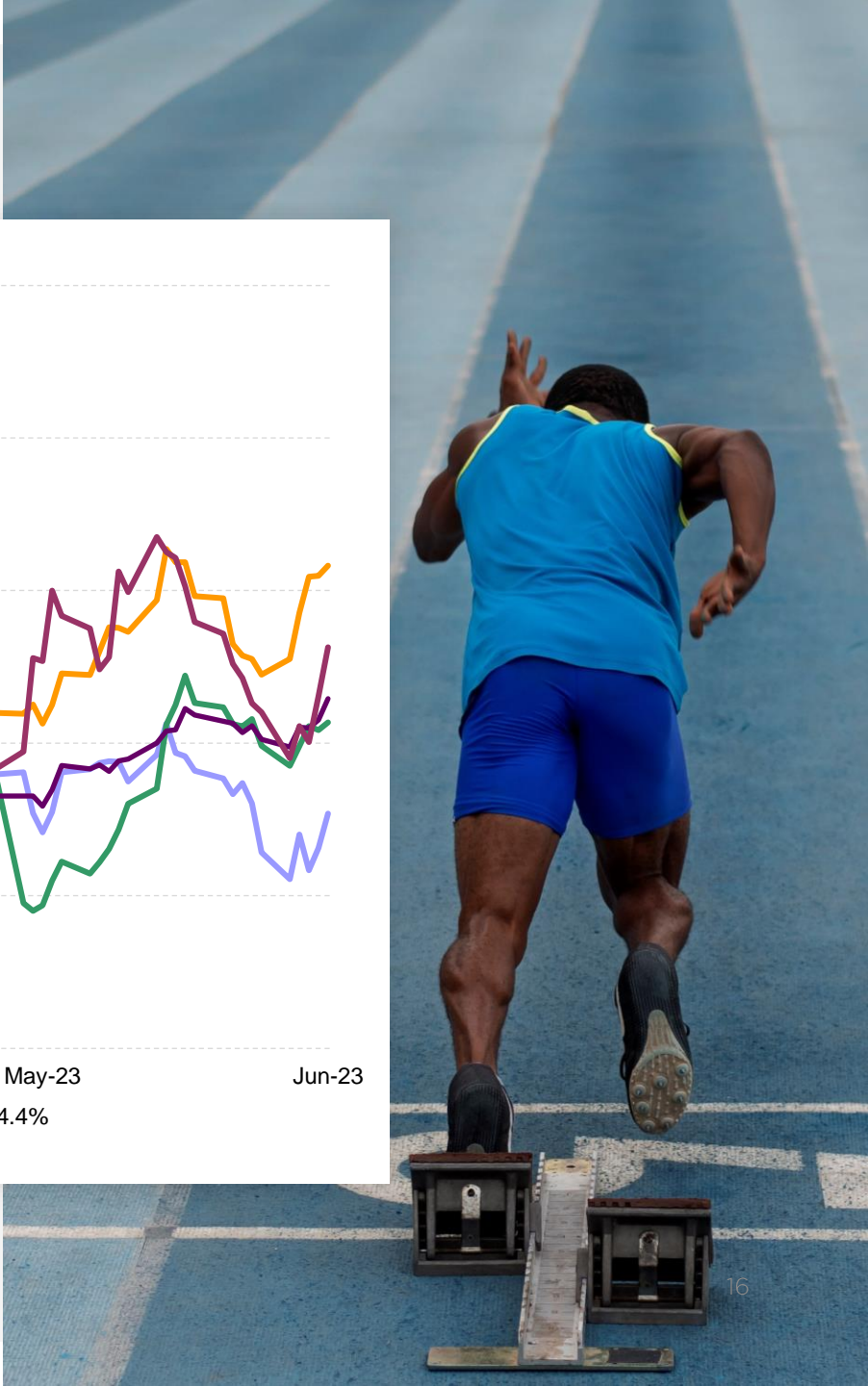
A: In 2023 and beyond, one apparent challenge is the looming specter of a **potential US economic downturn**. However, we view such issues as cyclical and believe adept businesses can navigate them effectively. A more substantial challenge involves the **advent of AI and other innovative technologies** that could reshape content development, distribution, and consumption. We recognize the need to remain vigilant, adapt flexibly, and harness these changes to our advantage. Additionally, the **shift towards esports and gaming among the Gen-Z audience** could impact traditional sports content consumption. We've proactively prepared by tailoring content to cater to this demographic's interests, ensuring our continued relevance.

PUBLIC MARKETS

OUTPERFORMING S&P 500 INDEX

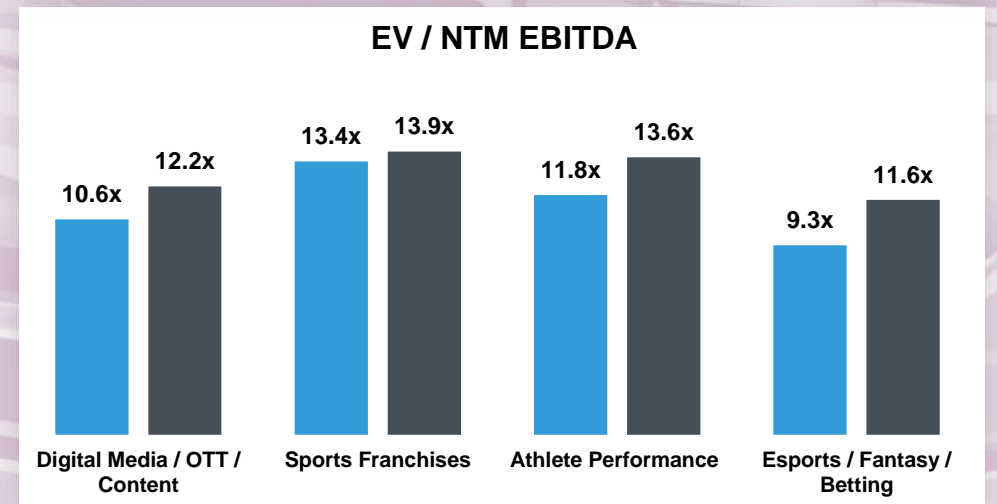
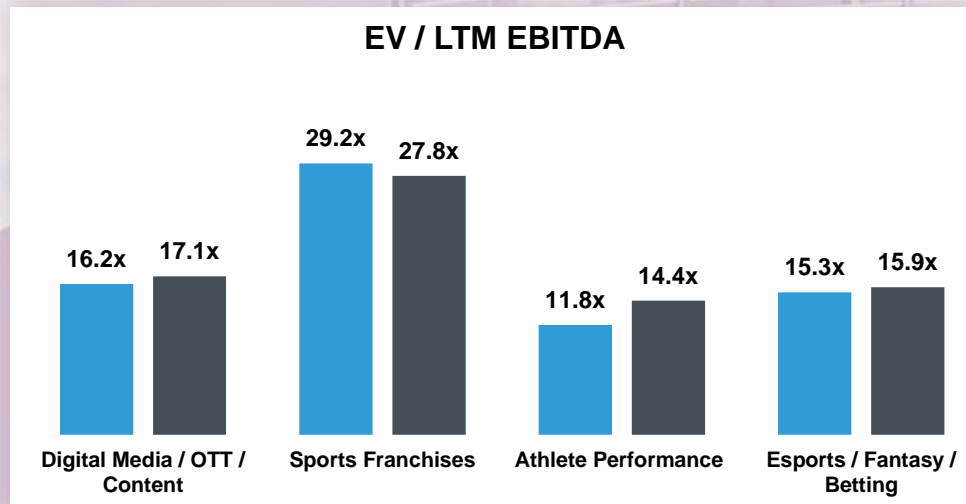
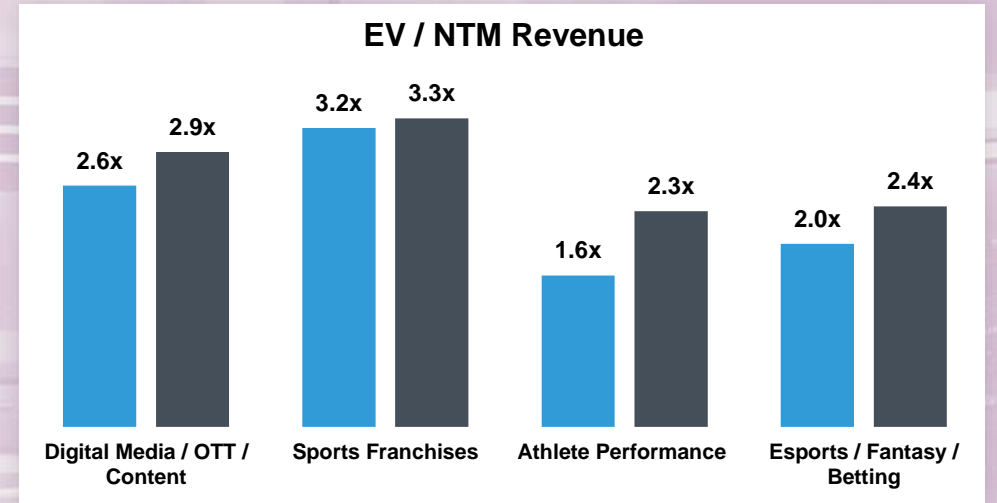
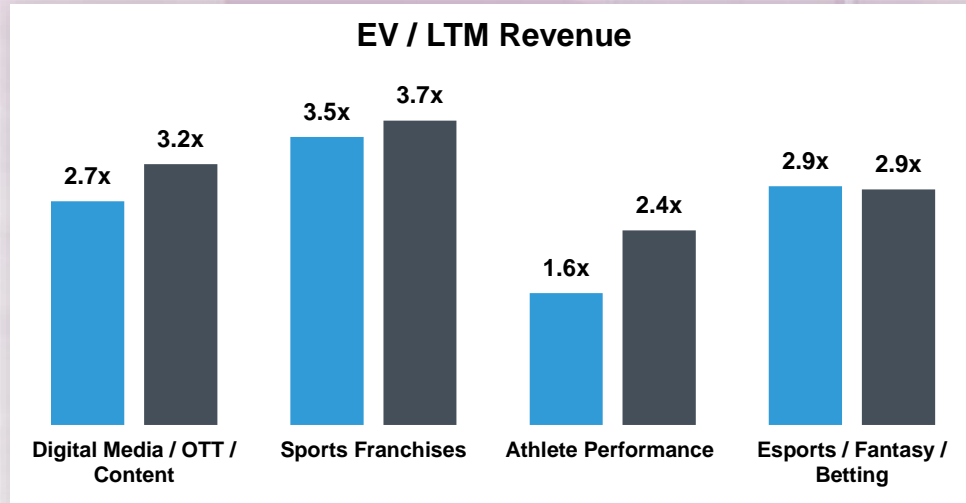


Past performance does not guarantee future results. This is not a recommendation to buy or sell any specific security.
 Source: Capital IQ as of June 30, 2023. Equally weighted
 (1) Represents the Stock Price Change Between Dec 30, 2022 – June 30, 2023
 Digital Media/OTT/Content = Catena Media, FuboTV, Madison Square Garden Sports Corp, Roku, Sportradar Group, WWE, Endeavor Group Holding
 Sports Franchises = Ajax, Borussia Dortmund, Formula One Group, Juventus, Manchester United
 Athlete Performance = Catapult Sports, Garmin, Kopin, Nautilus, Peloton Interactive
 Fantasy/eSports/Betting = Better Collective, Bidstack Group, Champion Gaming Group, Churchill Downs Inc., DraftKings, Enthusiast Gaming, Entain, FaZe Clan, Flutter Entertainment, GAN Limited, Genius Sports, Gfinity, Light & Wonder, Penn Entertainment, Playmaker, Scout Gaming Group, Skillz, Super League Gaming, Lottomatica



PUBLIC MARKET VALUATIONS

GROWING MARKET VALUATION INDICATING HEALTHY MARKET AND SIGNS OF UPCOMING CONSOLIDATION



Digital Media/OTT/Content = Catena Media, FuboTV, Madison Square Garden Sports Corp, Roku, Sportradar Group, WWE, Endeavor Group | Sports Franchises = Ajax, Borussia Dortmund, Formula One Group, Juventus, Manchester United | Athlete Performance = Catapult Sports, Garmin, Kopin, Nautilus, Peloton Interactive
 Fantasy/eSports/Betting = Better Collective, Bidstack Group, Champion Gaming Group, Churchill Downs Inc., DraftKings, Enthusiast Gaming, Entain, FaZe Clan, Flutter Entertainment, GAN Limited, Genius Sports, Gfinity, Light & Wonder, Penn Entertainment, Playmaker, Scout Gaming Group, Skillz, Super League Gaming, Lottomatica

PUBLICLY TRADED COMPS (I/II)

Company	Country	LTM	Price	Mcap	EV	Rev.	EBITDA	EV/Revenue		EV/EBITDA		Price/Earnings		Rev. Growth		EBITDA Growth		EBITDA %
						LTM	LTM	LTM	NTM	LTM	NTM	LTM	NTM	LTM	NTM	LTM	NTM	LTM
Digital Media/OTT/Content																		
Roku	US	31-Mar-23	\$63.96	\$9,004.6	\$8,016.1	\$3,133.8	-\$359.3	2.6x	2.4x	NM	NM	NM	NM	7%	7%	NA	38%	-11.5%
WWE	US	31-Mar-23	\$108.47	\$8,081.2	\$8,244.7	\$1,255.6	\$322.9	6.6x	6.0x	25.0x	19.1x	NM	41.6x	8%	10%	-8%	33%	25.7%
Endeavor Group	US	31-Mar-23	\$23.92	\$7,175.4	\$13,363.2	\$5,391.2	\$858.2	2.5x	2.3x	18.3x	10.6x	NM	16.4x	-2%	8%	-5%	47%	15.9%
Madison Square Garden Sports	US	31-Mar-23	\$188.05	\$4,493.1	\$5,567.9	\$935.7	\$124.7	6.0x	6.1x	27.7x	NM	NM	NM	18%	-3%	NM	25%	13.3%
FL Entertainment	FR	31-Mar-23	\$9.88	\$4,067.1	\$6,590.9	\$4,407.2	\$574.0	1.5x	1.4x	11.5x	8.5x	NM	12.4x	12%	5%	49%	35%	13.0%
Sportradar Group	CH	31-Mar-23	\$12.90	\$3,834.1	\$3,604.4	\$836.5	\$221.3	4.3x	3.5x	16.3x	19.8x	NM	NM	NA	22%	NA	18%	26.5%
fuboTV	US	31-Mar-23	\$2.08	\$607.0	\$680.6	\$1,090.8	-\$336.1	0.6x	0.5x	NM	NM	NM	NM	NA	25%	NA	32%	-30.8%
Catena Media	MT	31-Mar-23	\$1.81	\$141.8	\$166.3	\$117.5	\$49.2	1.5x	1.2x	3.5x	3.1x	9.0x	6.4x	9%	15%	-18%	7%	41.9%
Average								3.2x	2.9x	17.1x	12.2x	9.0x	19.2x	9%	11%	4%	30%	11.8%
Median								2.5x	2.3x	17.3x	10.6x	9.0x	14.4x	9%	9%	-6%	33%	14.6%
Sports Franchises																		
Formula One Group	US	31-Mar-23	\$75.28	\$17,436.7	\$18,835.7	\$2,594.0	\$526.0	7.3x	5.7x	35.9x	27.2x	43.6x	NM	12%	27%	7%	32%	20.3%
Manchester United	GB	31-Mar-23	\$24.38	\$3,975.5	\$4,785.2	\$741.7	\$125.5	6.5x	5.6x	37.4x	24.6x	NM	NM	7%	11%	30%	51%	16.9%
Juventus Football Club	IT	31-Dec-22	\$0.37	\$946.4	\$1,300.1	\$523.1	\$34.1	2.4x	2.5x	31.1x	9.7x	NM	NA	11%	-3%	NM	NM	6.5%
Borussia Dortmund	DE	31-Mar-23	\$4.77	\$526.0	\$540.5	\$502.2	\$97.3	1.1x	1.2x	5.3x	4.8x	NM	NM	10%	-14%	11%	15%	19.4%
AFC Ajax	NL	31-Dec-22	\$12.83	\$235.2	\$282.3	\$204.9	\$0.4	1.3x	1.3x	29.3x	3.4x	4.4x	25.5x	17%	NA	NA	NM	0.2%
Average								3.7x	3.3x	27.8x	13.9x	24.0x	25.5x	12%	5%	16%	33%	12.7%
Median								2.4x	2.5x	31.1x	9.7x	24.0x	25.5x	11%	4%	11%	32%	16.9%

PUBLICLY TRADED COMPS (II/II)

Company	Country	LTM	Price	Mcap	EV	Rev. LTM	EBITDA LTM	EV/Revenue LTM	EV/EBITDA LTM	Price/Earnings LTM	Rev. Growth LTM	EBITDA Growth LTM	EBITDA % LTM					
Athlete Performance																		
Garmin	CH	1-Apr-23	\$104.29	\$19,949.7	\$17,377.9	\$4,835.0	\$1,162.3	3.6x	3.4x	14.4x	13.9x	20.9x	19.8x	-5%	5%	-14%	7%	24.0%
Peloton Interactive	US	31-Mar-23	\$7.69	\$2,724.9	\$4,243.7	\$2,836.7	-\$917.8	1.5x	1.5x	NM	NM	NM	NM	-26%	1%	NA	94%	-32.4%
Kopin	US	1-Apr-23	\$2.15	\$235.2	\$208.8	\$46.6	-\$17.9	4.5x	4.6x	NM	NM	NM	NM	2%	-3%	NA	66%	-38.3%
Catapult Group	AU	31-Mar-23	\$0.66	\$165.2	\$168.3	\$84.4	-\$24.5	2.0x	1.7x	NM	13.3x	NM	NM	10%	77%	NA	NM	-29.0%
Nautilus	US	31-Mar-23	\$1.22	\$43.3	\$75.1	\$286.8	-\$52.7	0.3x	0.3x	NM	NM	NM	NM	-51%	-2%	NA	84%	-18.4%
Average								2.4x	2.3x	14.4x	13.6x	20.9x	19.8x	-14%	16%	-14%	63%	-18.8%
Median								2.0x	1.7x	14.4x	13.6x	20.9x	19.8x	-5%	1%	-14%	75%	-29.0%
Esports / Fantasy Sports / Betting																		
Flutter Entertainment	IE	31-Dec-22	\$201.15	\$35,445.8	\$40,340.3	\$9,269.5	\$842.6	4.1x	3.3x	40.7x	19.3x	NM	NA	27%	24%	-5%	135%	9.1%
DraftKings	US	31-Mar-23	\$26.57	\$12,271.8	\$12,487.2	\$2,592.9	-\$1,183.4	4.8x	3.8x	NM	NM	NM	NM	85%	28%	NA	86%	-45.6%
Churchill Downs Inc.	US	31-Mar-23	\$139.17	\$10,419.3	\$14,668.1	\$2,005.2	\$580.4	7.3x	5.6x	19.4x	13.2x	19.3x	21.8x	22%	31%	42%	92%	28.9%
Entain	GB	31-Dec-22	\$16.16	\$10,307.2	\$14,118.8	\$5,177.3	\$963.8	2.6x	2.3x	16.6x	10.8x	NM	21.4x	12%	10%	14%	28%	18.6%
Light & Wonder	US	31-Mar-23	\$68.76	\$6,265.3	\$9,453.3	\$2,610.0	\$812.0	3.6x	3.4x	11.3x	9.1x	NM	38.7x	15%	7%	24%	28%	31.1%
Penn Entertainment	US	31-Mar-23	\$24.03	\$3,662.3	\$14,023.6	\$6,510.8	\$1,608.8	2.2x	2.1x	7.2x	7.2x	6.0x	13.7x	5%	3%	3%	21%	24.7%
Lottomatica	IT	31-Mar-23	\$9.52	\$2,352.4	\$4,259.4	\$1,591.5	\$409.8	2.7x	2.4x	10.0x	6.8x	21.0x	9.6x	33%	13%	37%	53%	25.8%
Genius Sports	GB	31-Mar-23	\$6.19	\$1,267.7	\$1,187.5	\$352.3	-\$94.1	3.4x	2.9x	NM	21.9x	NM	NM	19%	18%	NA	158%	-26.7%
Better Collective	DK	31-Mar-23	\$20.67	\$1,115.7	\$1,344.5	\$314.9	\$103.6	4.4x	3.8x	13.3x	11.2x	20.4x	16.1x	41%	13%	51%	15%	32.9%
Skillz	CN	31-Mar-23	\$9.10	\$192.6	-\$39.9	\$222.2	-\$105.7	NM	NM	NM	NM	NM	NM	-43%	-15%	NA	66%	-47.6%
Playmaker	CA	31-Mar-23	\$0.37	\$84.3	\$99.9	\$50.7	\$10.8	1.9x	1.9x	8.7x	6.5x	NM	29.6x	151%	6%	NM	41%	21.3%
Enthusiast Gaming	CA	31-Mar-23	\$0.49	\$74.5	\$85.8	\$146.7	-\$30.0	0.6x	0.5x	NM	NM	NM	NM	8%	5%	NA	92%	-20.4%
GAN Limited	US	31-Mar-23	\$1.64	\$73.3	\$61.0	\$139.2	-\$10.1	0.4x	0.4x	NM	9.5x	NM	NM	3%	4%	NA	164%	-7.3%
FaZe Clan	US	31-Mar-23	\$0.49	\$37.0	\$12.4	\$66.8	-\$51.3	0.2x	NA	NM	NA	NM	NA	14%	NA	NA	NA	-76.8%
Super League Gaming	US	31-Mar-23	\$0.38	\$14.4	\$13.8	\$19.2	-\$24.5	0.7x	0.5x	NM	NM	NM	NM	31%	49%	NA	40%	NM
Bidstack Group	GB	31-Dec-22	\$0.01	\$13.2	\$2.2	\$6.3	-\$10.5	0.3x	0.1x	NM	NM	NM	NM	101%	NM	NA	2%	NM
Scout Gaming Group	CN	31-Mar-23	\$0.04	\$8.9	\$2.5	\$2.5	-\$5.7	1.0x	NA	NM	NA	NM	NA	-3%	NA	NA	NA	NM
Champion Gaming Group	CN	31-Mar-23	\$0.08	\$5.5	\$7.7	\$0.9	-\$2.6	8.5x	NA	NM	NA	NM	NA	-37%	NA	NA	NA	NM
Gfinity	GB	31-Dec-22	\$0.00	\$1.0	-\$1.1	\$7.4	-\$4.9	NM	NM	NM	NM	NM	NA	3%	72%	NA	NM	-67.2%
Average								2.9x	2.4x	15.9x	11.6x	16.7x	21.6x	26%	18%	24%	68%	-6.6%
Median								2.6x	2.4x	12.3x	10.2x	19.8x	21.4x	15%	13%	24%	53%	9.1%

MARKET OUTLOOK

CONTINUED CONSOLIDATION AND INCREASING INVESTMENT ACTIVITY

- Sports tech has been one of the most active sectors from M&A standpoint with over 100 deals in Q2 alone. With one of the largest ever deal in WWE/Endeavour merger worth \$21.4B and most of the strategics actively deal making and looking for acquisitions, the sports tech market is gearing up for another strong year in 2023
- With \$6B of new capital raised by the sports tech funds in H1 this year, the strong investor interest in the sports tech ecosystem is highly evident and there is a large pool of capital that is still awaiting to be deployed
- With a highly active sports tech market, we expect the 2nd half of the year to see continued strong consolidation and a significant flow of investment into sports tech companies. Also, as public markets continue to recover, several IPO ready sports tech companies have started exploring IPOs again
- On the M&A front, we have already seen some of the large strategics and PE backed platforms being active in H1 and we expect the activity to increase moving forward
- With large private capital funds being raised over H1'23 such as Dynasty Equity, Isos7 and Bluestone along with prominent PE funds such as Ares and RedBird raising funds last year, we expect large roll-ups and strong flow of mid-size deals
- Fan engagement, AI, ticketing and venue management will be some of the hot segments from M&A and financings standpoint
- As we expected Q2 saw a steady flow of private placements with around \$1.6B raised by sports tech companies with mid to late-stage financing activity picking up. We expect financing activities to accelerate as we progress to the second half of the year



BUYERS TO WATCH

SPORTS TECH MARKET MAP

Q2 2023

● B2C

● B2B

RIGHTS OWNERS



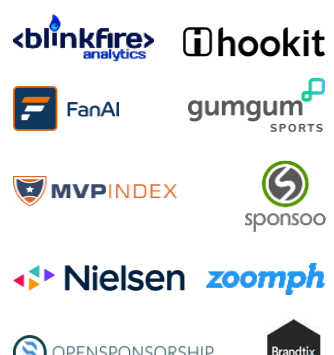
DIGITAL MEDIA PLATFORMS / CONTENT



SPORTS OTT CONTENT PROVIDERS



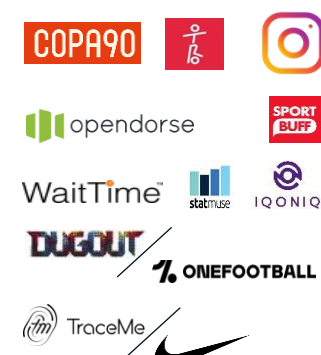
SPONSORSHIP MEASUREMENTS



SPORTS SERVICE PROVIDERS



FAN ENGAGEMENT CONTENT PROVIDERS



FAN ENGAGEMENT SERVICE PROVIDERS



SPORTS TECH MARKET MAP

Q2 2023

● B2C

● B2B

VENUE / CRM / ORGANISATIONAL SOFTWARE



PERFORMANCE ANALYTICS



ESPORTS / FANTASY SPORTS



DIGITAL SPORTS AGENCIES



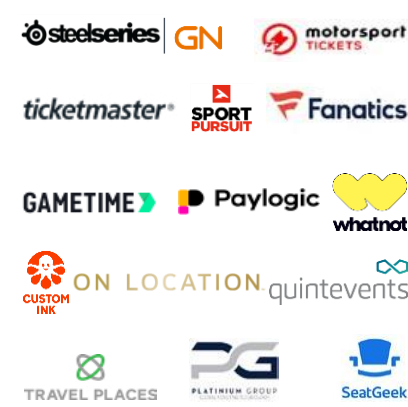
DATA / ANALYTICS



WEARABLES



COMMERCE



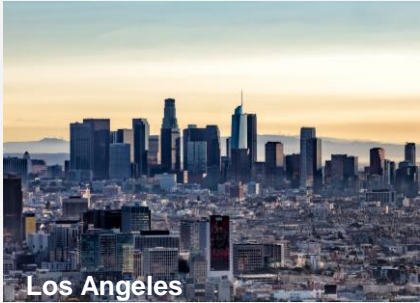
CONSUMER SPORTS



GLOBAL REACH COMBINED WITH LOCAL PRESENCE

ONE OF THE LARGEST TECH TEAMS WITH OVER 100 PROFESSIONALS IN THE US, EUROPE, AND MIDDLE EAST

5
countries



+450
transactions



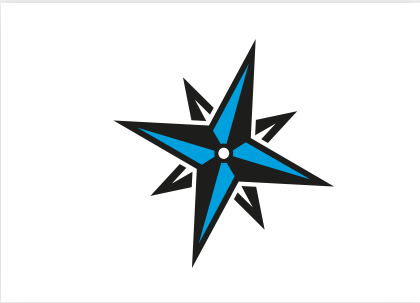
+70%
cross-border
transactions



8
offices



3
continents



+100
professionals



SPORTS TECH

Q2 2023 MARKET UPDATE

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CHANGE THE WORLD

