

# DAZN

## AT A GLANCE



DAZN is a leading sports streaming service in **Italy, Spain, Germany, Belgium, Portugal, France, Japan, Taiwan, Canada, the US and UK**. Its wide range of content includes top-flight football from the world's most popular competitions – Bundesliga, English Premier League, J.League, LaLiga, Serie A, Ligue1 and the UEFA Champions League, in addition to the biggest sports from around the world - Formula 1, NFL, NBA, MotoGP and the UFC. DAZN is also proud of its significant investment in and portfolio of women's football rights, including the UEFA Women's Champions League. DAZN is also the only place for fans around the world to watch every NFL match outside North America.

DAZN is building the ultimate sports entertainment business where fans from across the globe can watch, read, bet, play, share, socialise, buy tickets and merchandise, all in one place, with one account, one wallet and on one app. This is all underpinned by DAZN's world-leading proprietary technology, which creates a stable, scalable and flexible platform that places the consumer at the centre of DAZN's offer, while enabling rights holders, sponsors and advertisers to better access and understand their audience.

Founded in 2015, and employing 3000 people globally, DAZN is owned by three principal shareholders – Access Industries, Dentsu and Aser – and has benefitted from \$6 billion equity investment over the course of its eight-year existence.

## DAZN IN NUMBERS

- Largest digital sports broadcaster in Europe
- The No. 1 investor in women's football globally
- Available in 200+ markets
- 20 million premium paying subscribers
- 60 million + users globally
- 130 million plus connected devices
- 1.2 billion hours streamed p.a.
- 100 million users watch DAZN on YouTube across a portfolio of channels
- 8 billion social media impressions

