



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



DAZN'S LEADERSHIP

The senior management team reflects DAZN's position at the intersection of live sport, entertainment, technology, and e-commerce. It represents decades of experience delivering change, innovation, and growth across a range of sectors and businesses – from FTSE 100 companies to technology leaders, streaming pioneers, global media groups, sports and more.



Shay Segev:

- › CEO of DAZN Group
- › Responsible for the company's global strategy and growth trajectory
- › Former CEO of Entain, the FTSE 50 gaming giant
- › Led the acquisition of bwin.party and Ladbrokes Coral
- › Delivered the formation of US market leader BetMGM



Darren Waterman:

- › Joined DAZN Group in January 2022 as CFO
- › Previously led the finance team responsible for Amazon Prime Video International
- › Successfully scaled the streaming service to 200 countries



Sandeep Tiku:

- › CTO of DAZN Group since 2022
- › Responsible for Product, Technology, Innovation, and Customer Success.
- › Was COO and CTO of Entain where he developed its world-leading proprietary-technology platform.



Alice Mascia:

- › CEO of DACH
- › Group responsibility for Strategic Partnerships, Commercial Distribution, New Revenues, Advertising, Acquisition and Brand.
- › Alice has 20 years' experience in media and telco industries.

Serie A	✓		✓		✓		✓				
La Liga	✓	✓	✓		✓	✓	✓	✓			
Bundesliga			✓	✓	✓	✓					
EPL		✓		✓							
NFL	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
J. League							✓				
Ligue 1			✓		✓	✓	✓			✓	
UCL			✓	✓		✓					
UWCL	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
F1		✓					✓				
UFC	✓				✓	✓					

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