

FOR IMMEDIATE RELEASE



DAZN TO SELL TICKETS & HOSPITALITY PACKAGES THROUGH APP

- DAZN partners with DAIMANI to launch integrated ticketing product
- DAZN to leverage DAIMANI technology to embed ticket marketplace in the DAZN app, with shared wallet, personalisation and one-click purchasing for a wide range of ticketing options and sports hospitality packages
- Marks significant milestone in DAZN's journey to becoming the ultimate destination for sports fans, with integrated offering of tickets, merchandise, betting and gaming alongside watching premium sports content
- Beta product to launch later this summer with plan to develop offer globally and across rights holder partnerships

11 July 2023, London – DAZN Group, the world's leading sports entertainment platform, today announces a strategic partnership with DAIMANI to launch and develop an integrated global sports ticketing marketplace.

DAZN is using innovative platform technology to aggregate today's fragmented fan experience and bring all sports-related content, services and products into a single, frictionless consumer app. DAZN's partnership with DAIMANI is a significant milestone in this journey.

Leveraging the DAIMANI technology, DAZN will embed a ticket marketplace in the DAZN app. Over time, it will support deeper integration with a shared wallet, one-click purchasing and personalised user journeys whereby individual fans are served relevant events, targeted promotions and special offers for their team's matches.

The global sports tickets market is estimated to be worth \$40 billion per annum by 2030. DAZN is uniquely positioned to promote and sell tickets to live sport events with a vast and engaged customer base of sports fans and established relationships with all the major football leagues in the world as well global properties like the NFL, NBA, Formula 1 and MotoGP.

The new ticketing marketplace will initially launch in the UK, Germany, Italy and Spain with a range of ticket-inclusive hospitality packages sold through the DAZN platform. Fans will have access to the Official Hospitality Packages for the UEFA EURO 2024™ as DAIMANI is sales agent and member of the 2024 Hospitality Experience AG Group, the official Hospitality Provider. DAZN will offer the widest variety of Official Hospitality packages for Rugby World Cup 2023 as DAIMANI is the exclusive international Official Hospitality Agent.

DAZN's ticketing marketplace will be rolled out globally, with a focus on selling tickets to sports leagues and events for which DAZN holds the broadcasts rights, delivering a service that is accessible, relevant and easy to use for fans on the DAZN platform.

This is the latest in a series of product integrations that moves DAZN closer to becoming the ultimate destination platform for sports fans: a place fans can access everything they want - from live sports streaming, news, analysis and highlights, to betting, ticketing and e-commerce.

As part of the deal, DAZN has the option to acquire equity in DAIMANI.

DAZN Group CEO Shay Segev said, “The sports entertainment space is extremely fragmented with a growing number of apps and content owners. DAZN is building a frictionless super app for sports fans – a single destination platform where they can enjoy the live game and access the full range of sports related products and services on one app, with one account and one wallet to watch, play, chat, transact and bet. Partnering with DAIMANI marks our entrance into the ticketing business; it is great for us and, more importantly, great for our customers.”

DAIMANI CEO Max Mueller said, “For us, this is a perfect opportunity: the partnership provides an end-to-end solution for sports consumers, by creating an intuitive, customer-friendly pathway to everything related to live events. It favors DAIMANI’s mission to make events more accessible to fans and consumers - at their fingertip.”

About DAZN

DAZN is a leading sports streaming service in Italy, Spain, Germany, Belgium, Portugal, 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, 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 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.

For more information on DAZN, our products, people, and performance, visit [DAZNgroup.com](https://www.dazngroup.com).

About DAIMANI

In September 2019, Zurich-based DAIMANI, launched the first global online sales platform for VIP Hospitality experiences for sporting, music and cultural events with a wide range of categories that suits all budgets and tastes. The company is a two-time finalist in SAP’s Innovation Awards and was a finalist in the 2022 Sports Technology Awards for Best Digital Technology.

DAIMANI also offers sales and service widgets as well as digital API feeds for an extended sales reach to media and community platforms worldwide interested in selling to their corporate and individual customers. The team works in offices in Paris, Hamburg, Toronto, London, Tokyo, Mumbai, Hong Kong, and São Paulo. Further information can be found at www.daimani.com.

Purchasing with DAIMANI is both flexible and secure as the company uses the best technology to provide a friction-free service. Buying unforgettable experiences is straightforward with our simple and easy ‘click & buy’ solution that operates in seven languages. An impressive variety of events is available to customers and it keeps growing.