



SPORTS TECH

INDUSTRY UPDATE

APRIL 2022

NEW YORK | LONDON | PARIS | MUNICH | SAN FRANCISCO | LOS ANGELES



**GREGORY
BEDROSIAN**

CEO & MANAGING
PARTNER



**ERIC
WARD**

MANAGING
PARTNER



**MICHAEL
METZGER**

PARTNER

SPORTS TECH MARKET MAP

APRIL 2022

● B2C

● B2B

RIGHTS OWNERS



DIGITAL MEDIA PLATFORMS / CONTENT



SPORTS OTT CONTENT OWNERS



SPORTS SERVICE PROVIDERS



FAN ENGAGEMENT CONTENT PROVIDERS



FAN ENGAGEMENT SERVICE PROVIDERS



SPORTS TECH MARKET MAP

APRIL 2022

● B2C

● B2B

VENUE / CRM / ORGANISATIONAL SOFTWARE

COMMERCE

DATA / ANALYTICS

PERFORMANCE ANALYTICS

DIGITAL SPORTS AGENCIES

SPONSORSHIP MEASUREMENTS

WEARABLES

ESPORTS / FANTASY SPORTS

CONSUMER SPORTS

SPORTS TECH KEY HEADLINES

APRIL 2022



M&A AND SECTOR VALUATIONS

M&A activity in April concluded with **13 deals** announced and **\$643m in disclosed deal activity**

- ★ PSG-backed **BackLight** acquired video and hyper-distribution platform **Wildmoka** for an undisclosed amount
- **Infinite Reality** acquired esports company **RektGlobal** for \$470m
- **Better Collective** acquired FIFA community platform **FUTBIN** for \$115m



FUNDRAISING

Fundraising activity in April reached a total of **41 deals** and **\$3.0bn in disclosed funding**

- **Onefootball** raised **\$300m** in a Series D round led by **Liberty City Ventures**
- **Oxygen Esports** raised **\$20m** in a Series A round led by **Banner Ventures**
- **OpenSponsorship** raised an undisclosed venture round from **Serena Ventures** and **David Blizter** (angel investor)



SPORTS TECH INDUSTRY NEWS

F1 confirms £20m a year **Salesforce** global sponsorship

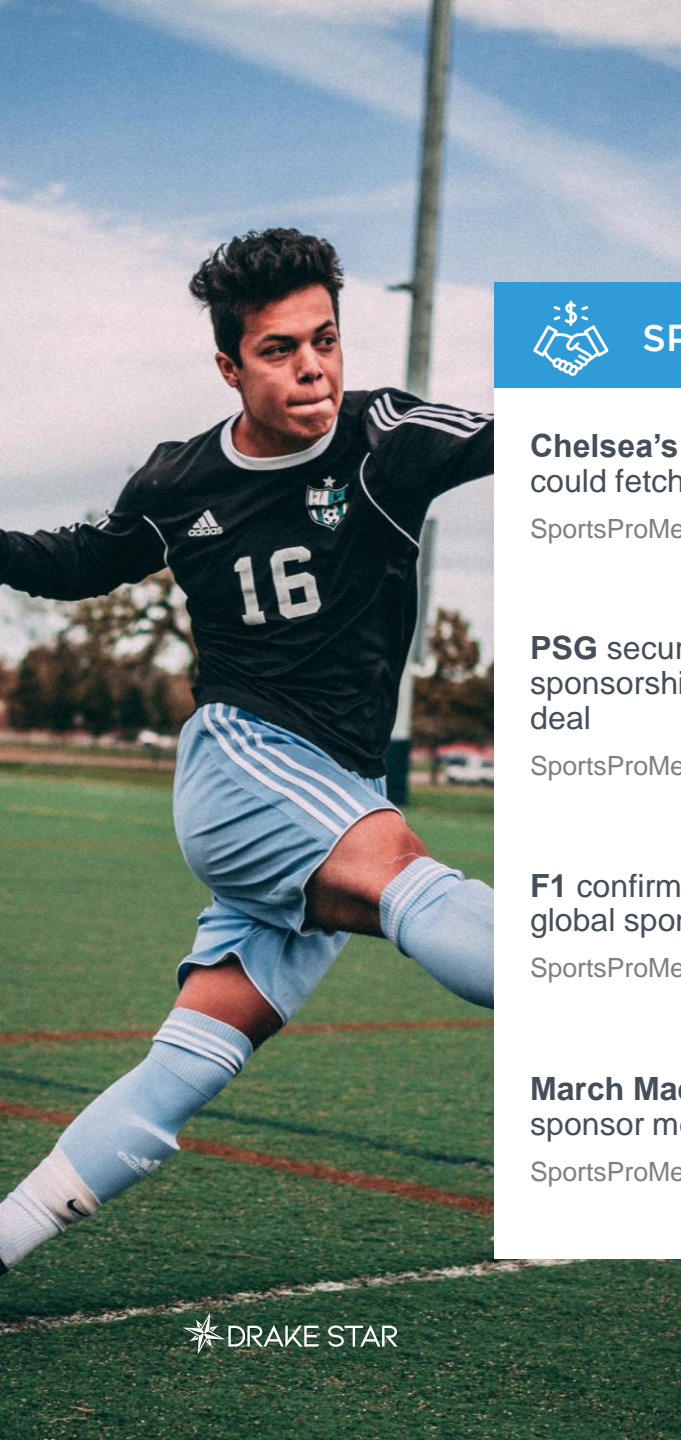
Netflix not exploring live sports rights despite subscriber hit

Formula 1 champion **Max Verstappen** launches virtual and real-world racing teams



ESPORTS INDUSTRY NEWS

Twitch viewership hours watched fell in April, down **3.5%** vs. March



SPORTS TECH KEY HEADLINES

BY SUBSECTOR



SPONSORSHIP

Chelsea's next shirt sponsorship deal could fetch **£43.4m** per year

SportsProMedia, Apr 27, 2022

PSG secure **€50m** **Goat** sleeve sponsorship as **Lille** confirm **Cazoo** deal

SportsProMedia, Apr 14, 2022

F1 confirms **£20m** a year **Salesforce** global sponsorship

SportsProMedia, Apr 6, 2022

March Madness generates **\$410m** in sponsor media value

SportsProMedia, Apr 6, 2022



OTT PROVIDERS

NHL added to **Viaplay's** UK streaming offering in five-year rights deal

SportsProMedia, Apr 26, 2022

Endeavor Streaming partners with **Frequency** to combine DTC and FAST streaming distribution

SportsProMedia, Apr 22, 2022

Netflix not exploring live sports rights despite subscriber hit

SportsProMedia, Apr 21, 2022

Fifa+ OTT platform to air **40,000** live matches a year

SportsProMedia, Apr 12, 2022



FAN ENGAGEMENT

Six Nations CEO: TikTok, AR, and free-to-air will help us capture Gen Z

SportsProMedia, Apr 27, 2022

NFL puts fans in quarterback's shoes with first officially licensed **VR game**

SportsProMedia, Apr 21, 2022

Sportradar acquires AI firm **Vaix** to help bookmakers deliver personalised bets

SportsProMedia, Apr 13, 2022

Big3 uses **NFTs** to give fans voting rights and ownership perks

SportsProMedia, Apr 5, 2022

SPORTS TECH KEY HEADLINES

BY SUBSECTOR



BETTING

New York Yankees name **FanDuel** as sports betting partner

SportsProMedia, Apr 26, 2022

NHL expands **BetMGM** and **FanDuel** deals into Canada

SportsProMedia, Apr 8, 2022

YES Network's pick-n-play prediction game offers a glimpse into the converged future of sport

SportsProMedia, Apr 7, 2022

Why **Las Vegas** sees mobile betting as an opportunity, not a threat

SportsProMedia, Apr 1, 2022



SPORTS VENUES

Tennessee Titans get **\$500m** in state funding for new stadium

SportsProMedia, Apr 25, 2022

Baltimore Orioles and **Ravens** split **\$1.2bn** in public funding for venue upgrades

SportsProMedia, Apr 13, 2022

River Plate secure **\$20m Más naming rights deal** for revamped stadium

SportsProMedia, Apr 7, 2022

OVG's \$150m Royal Farms Arena to host UFC, NCAA and tennis

SportsProMedia, Apr 6, 2022



ESPORTS

Scuf Gaming renews **OpTic Gaming-Envy** deal

SBJ, Apr 28, 2022

Infinite Reality acquires **RektGlobal** for **\$470m** in metaverse play

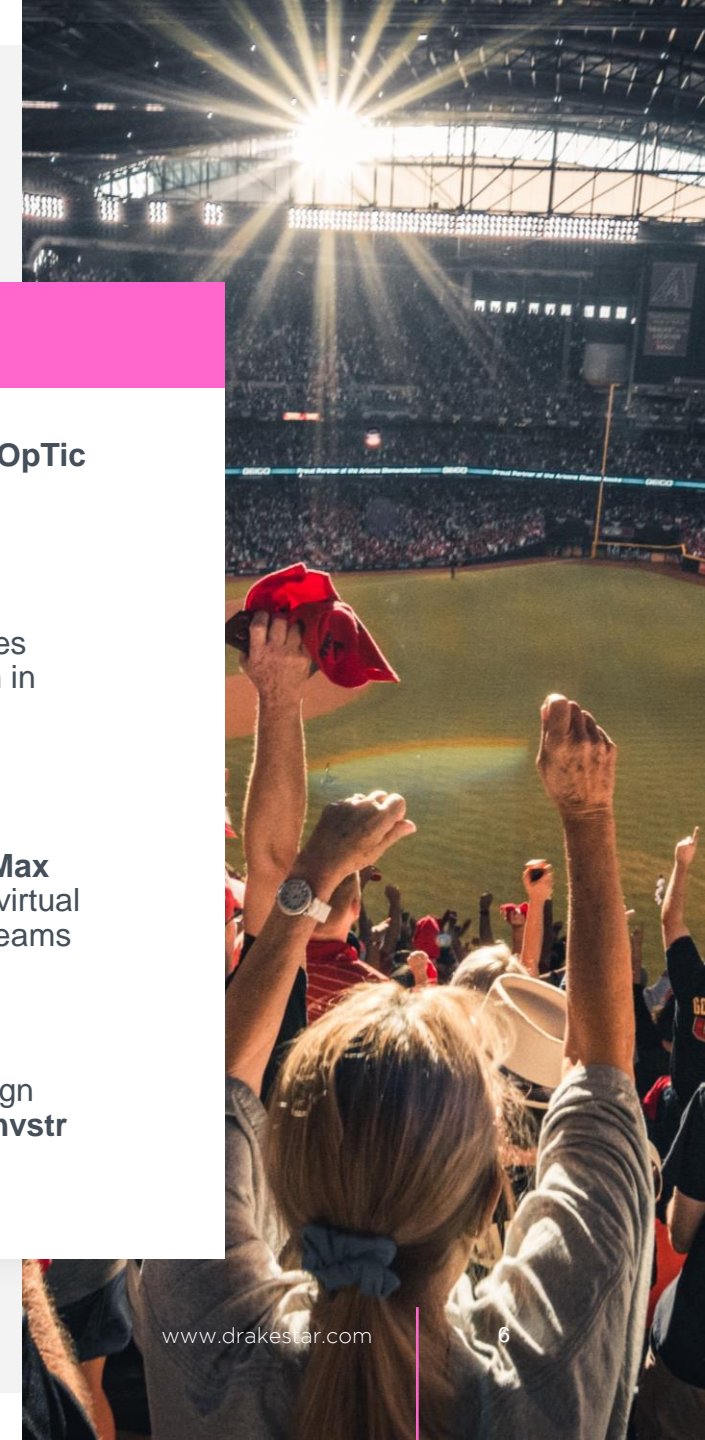
SBJ, Apr 12, 2022

Formula 1 champion **Max Verstappen** launches virtual and real-world racing teams

SBJ, Apr 12, 2022

Pittsburgh Knights sign partnership deal with **Invstr**

SBJ, Apr 6, 2022

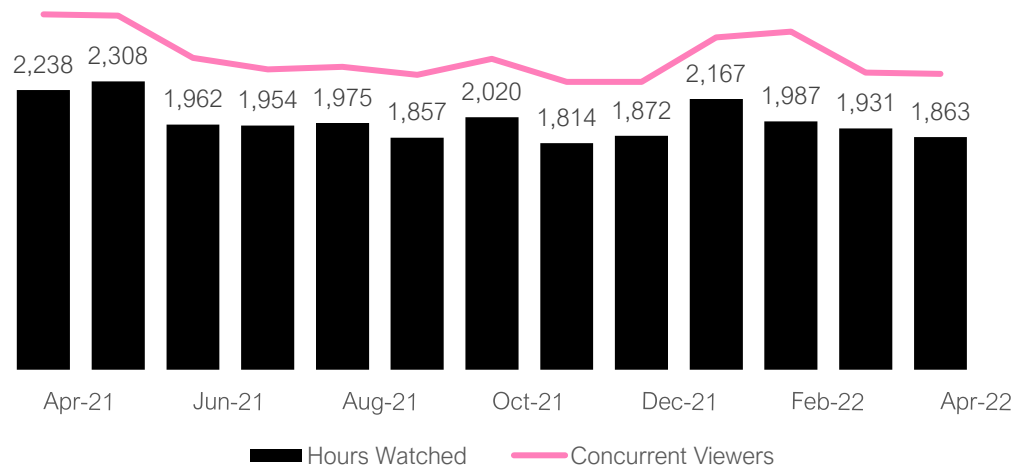


TWITCH ESPORTS VIEWERSHIP

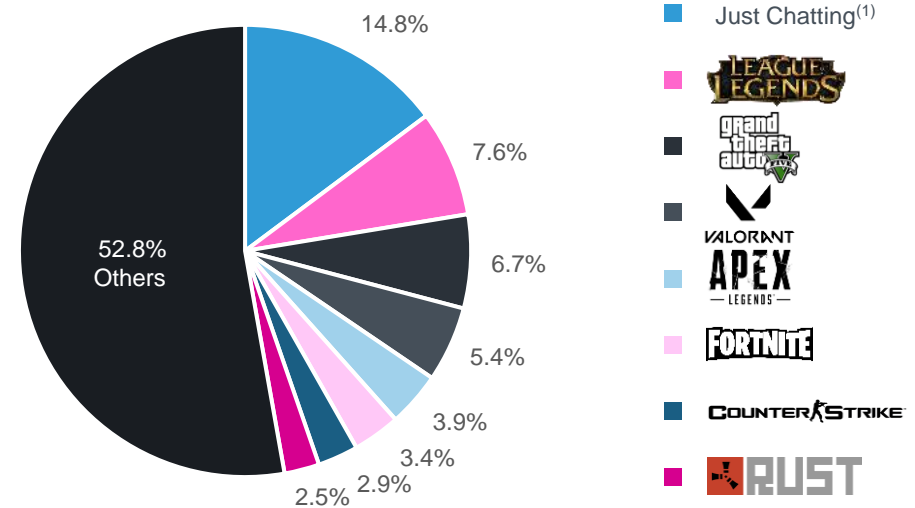
TWITCH ESPORTS ACTIVITY CONTINUED TO TREND DOWN IN APRIL

| | | | |
|--|---|--|--|
| <p>↓</p> <p>2.6M</p> <p>AVERAGE CONCURRENT VIEWERS</p> <p>↓</p> <p>-0.6%</p> | <p>↓</p> <p>1.9B</p> <p>HOURS WATCHED</p> <p>↓</p> <p>-3.5%</p> | <p>↓</p> <p>93K</p> <p>AVERAGE CONCURRENT CHANNELS</p> <p>↓</p> <p>-4.5%</p> | <p>↓</p> <p>7.7M</p> <p>ACTIVE STREAMERS</p> <p>↓</p> <p>-4.8%</p> |
|--|---|--|--|

CONCURRENT VIEWERS (M) & HOURS WATCHED (M)
APR 2021 - APR 2022



HOURS WATCHED BY GAME/ESPORT
(LAST 7 DAYS)



Source: Twitch Tracker, as of May 10th, 2022

Note: Percentage changes refer to current month vs prior month

(1) The 'Just Chatting' category is intended for casual streams that don't fall under 'talk shows', or between gameplay when a streamer is taking a break to chat to their viewers

SELECTED M&A DEALS OF THE MONTH

13 DEALS AND \$643M IN DISCLOSED DEAL ACTIVITY IN APR-22

Year Founded
 Employees
 Sub-sector
 Total Website Visits



WILDMOKA

Undisclosed ACQUISITION BY

BackLight

A portfolio company of

PSG

DEAL DESCRIPTION

Wildmoka, advised by Drake Star, was acquired by Backlight, a PSG portfolio company. The acquisition will allow Wildmoka to expand its client base to enterprise and mid-market clients

April 12th, 2022

2013

56

Digital Media

<50k

BUSINESS DESCRIPTION Nice

Developer of a digital content creation platform designed to assist in video creation and publishing in the sports and news sectors. The company's content creation platform develops digital marketing and monetisation models, enabling content owners and rights holders to increase audience engagement

KEY PERSONNEL

Cristian Livadiotti – Co-Founder & CEO
Thomas Menguy – Co-Founder & CTO

KEY SHAREHOLDERS

BackLight

A portfolio company of

PSG

ReKT GLOBAL

\$470m ACQUISITION BY

INFINITE REALITY

DEAL DESCRIPTION

ReKTGlobal was acquired by Infinite Reality for \$470m. The acquisition, which aims to boost Infinite Reality's esports industry presence, will be an all-stock deal based on a \$2bn equity valuation for Infinite Reality

April 13th, 2022

2017

66

Esports

<50k

BUSINESS DESCRIPTION Albany

Provider of esports infrastructure services offering event production, branding, staffing, venue construction and recruiting services, enabling users to have opportunities for esports jobs. ReKTGlobal also offers a varsity sports recruiting platform

KEY PERSONNEL

Dave Bialek – Co-Founder & CEO
Amish Shah – Co-Founder & Chairman
Parrish McIntyre – COO

KEY SHAREHOLDERS

INFINITE REALITY

FUTBIN

\$115m ACQUISITION BY

BETTER COLLECTIVE

DEAL DESCRIPTION

FUTBIN was acquired by Better Collective for \$115m. The acquisition expands Better Collective's esports portfolio to reach 100m monthly visits

April 19th, 2022

2014

n/a

Esports

38m

BUSINESS DESCRIPTION n/a

FUTBIN is a FIFA community platform that provides its player base with insights into FIFA's 'Ultimate Team' game mode. The main business model of the platform is ad sales. The recent launch of the FUTBIN app has driven significant revenue growth with subscription services. FUTBIN has 3m daily active users on its app

KEY PERSONNEL

n/a

KEY SHAREHOLDERS

BETTER COLLECTIVE

SELECTED FUNDRAISING DEALS OF THE MONTH

41 DEALS AND \$3.0BN IN DISCLOSED FUNDRAISING ACTIVITY IN APR-22



Year Founded
 Employees
 Sub-sector
 Total Website Visits

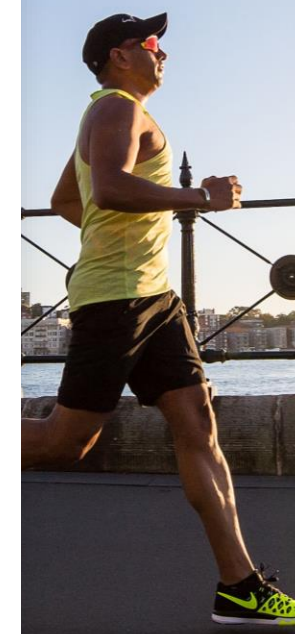
| | | | | | |
|---|--|---|--|---|--|
| \$300m PRIVATE PLACEMENT LED BY | <p>DEAL DESCRIPTION</p> <p>Onefootball raised a \$300m Series D round led by Liberty City Ventures. The funds will be used to support the company's future global growth and expansion into Web3</p> <p>April 28th, 2022</p> | <p> 2008</p> <p> 472</p> <p> Fan engagement</p> <p> 6.9m</p> | <p>BUSINESS DESCRIPTION Berlin</p> <p>Football media platform providing live streaming and news updates on professional football from around the world. The company's platform enables fans to get engagement opportunities including merchandise, tickets and betting, and enjoy football from anywhere on a single application</p> | <p>KEY PERSONNEL</p> <p>Lucas von Cranach – Founder & CEO</p> <p>Joerg Meiner – CFO</p> <p>Franz Koch – COO</p> <p>Patrick Fischer – CBO ⁽¹⁾</p> <p>Ismail Elshareef – CPO ⁽²⁾</p> | <p>KEY SHAREHOLDERS</p> Dapper Labs Quiet |
| \$20m PRIVATE PLACEMENT LED BY | <p>DEAL DESCRIPTION</p> <p>Oxygen Esports raised a \$20m Series A round led by Banner Ventures. The funds will be used to invest in the amateur eco-system and talent pipeline across New England, among other uses</p> <p>April 14th, 2022</p> | <p> 2020</p> <p> 24</p> <p> Esports</p> <p> <50k</p> | <p>BUSINESS DESCRIPTION Foxborough</p> <p>Operator of a multi-title esports organisation providing a platform for training and competing. The company hosts weekly tournaments and utilises a data-driven approach for talent acquisition and fan base engagement</p> | <p>KEY PERSONNEL</p> <p>Murphy Vandervelde Sr. – Co-Founder & Chairman</p> <p>Adam Morrison – Co-Founder & COO</p> <p>Faraz Barmpar – Co-Founder</p> <p>Murphy Vandervelde Jr. – Co-Founder</p> <p>William Collis – Co-Founder</p> | <p>KEY SHAREHOLDERS</p> <p>n/a</p> |
| Undisclosed PRIVATE PLACEMENT LED BY David Blitzer | <p>DEAL DESCRIPTION</p> <p>OpenSponsorship raised an undisclosed venture round from Serena Ventures and David Blitzer (angel investor). The funds will be used to form growth strategies and expand into the UK market</p> <p>April 20th, 2022</p> | <p> 2014</p> <p> 30</p> <p> Digital Media</p> <p> <50k</p> | <p>BUSINESS DESCRIPTION New York</p> <p>Online sports influencer marketing agency. The company's platform offers a web-based marketplace that connects corporate brands with athletes, events, and teams, enabling clients to make their events successful by getting connected with interested sponsors</p> | <p>KEY PERSONNEL</p> <p>Ishveen Jolly – Founder & CEO</p> <p>Ronneil Nesbitt – Co-Founder & Engineering Lead</p> | <p>KEY SHAREHOLDERS</p> |

TOP 10 DISCLOSED M&A TRANSACTIONS

2022 YTD

71 DEALS FOR A TOTAL OF \$88.9BN

| COMPANY | COUNTRY | SUBSECTOR | DEAL AMOUNT | ACQUIRER | ACQUIRER COUNTRY | DATE |
|---|---|------------------|-------------|---|---|--------|
|  |  | Gaming & Esports | \$68.7bn |  |  | Jan-22 |
|  |  | Gaming & Esports | \$12.7bn |  |  | Jan-22 |
|  |  | Gaming & Esports | \$3.6bn |  |  | Jan-22 |
|  |  | Esports | \$1.1bn |  |  | Jan-22 |
|  |  | Digital Media | \$550m |  |  | Jan-22 |
|  |  | Commerce | \$500m |  |  | Jan-22 |
|  |  | Commerce | \$470m |  |  | Jan-22 |
|  |  | Esports | \$470m |  |  | Apr-22 |
|  |  | Commerce | \$250m |  |  | Feb-22 |
|  |  | Digital Media | Undisclosed |  |  | Apr-22 |



TOP 10 DISCLOSED FUNDING ROUNDS

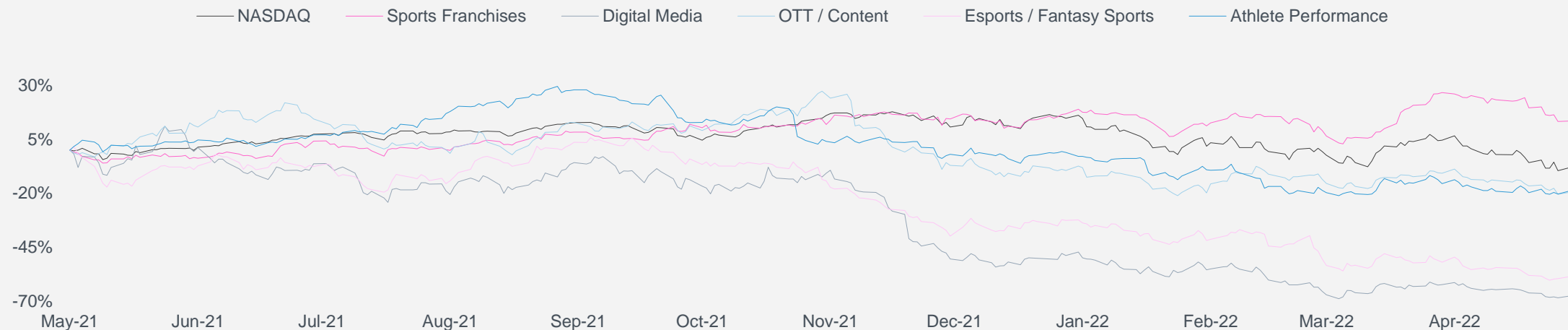
2022 YTD

201 DEALS FOR A TOTAL OF \$6.6BN

| COMPANY | SUBSECTOR | COUNTRY | DEAL AMOUNT | LEAD INVESTOR(S) | DATE |
|--|------------------------|---|-------------|--|--------|
|  Fanatics | Commerce |  | \$1.5bn | National Football League | Mar-22 |
|  ONEFOOTBALL | Digital Media |  | \$300m | Liberty City Ventures | Apr-22 |
|  iMUTABLE | NFT |  | \$200m | Temasek Holdings | Mar-22 |
|  Autograph | Commerce |  | \$170m | Andreessen Horowitz, Kleiner Perkins | Jan-22 |
| KINEXON | Sports Analytics |  | \$130m | Thomas H. Lee Partners | Apr-22 |
|  RARIO | NFT |  | \$120m | Dream Capital | Apr-22 |
|  zuppee | Esports & Play-to-Earn |  | \$102m | Nepean Capital, Tomales Bay Capital, WestCap Group | Jan-22 |
|  FanCraze | NFT |  | \$100m | B Capital Group, Insight Partners | Mar-22 |
|  Parametrix.ai 超参数 | Software |  | \$100m | Sequoia Capital China | Jan-22 |
|  WSC Sports | Digital Media |  | \$100m | Ion Asset Management | Feb-22 |

SHARE PRICES ON THE DECLINE VS. MARCH

WITH SPORTS FRANCHISES IN THE LEAD



SHARE PRICE PERFORMANCE: APRIL 2022 VS MARCH 2022 ⁽¹⁾



-3.6%



-6.4%



-6.5%



-23.6%



-29.7%



-42.3%

KEY HIGHLIGHTS

Scout Gaming Group's (-23.6%) stock continued to fall in April after the CEO said the business would initiate a cost review after its slow growth and rising expenses in Q4

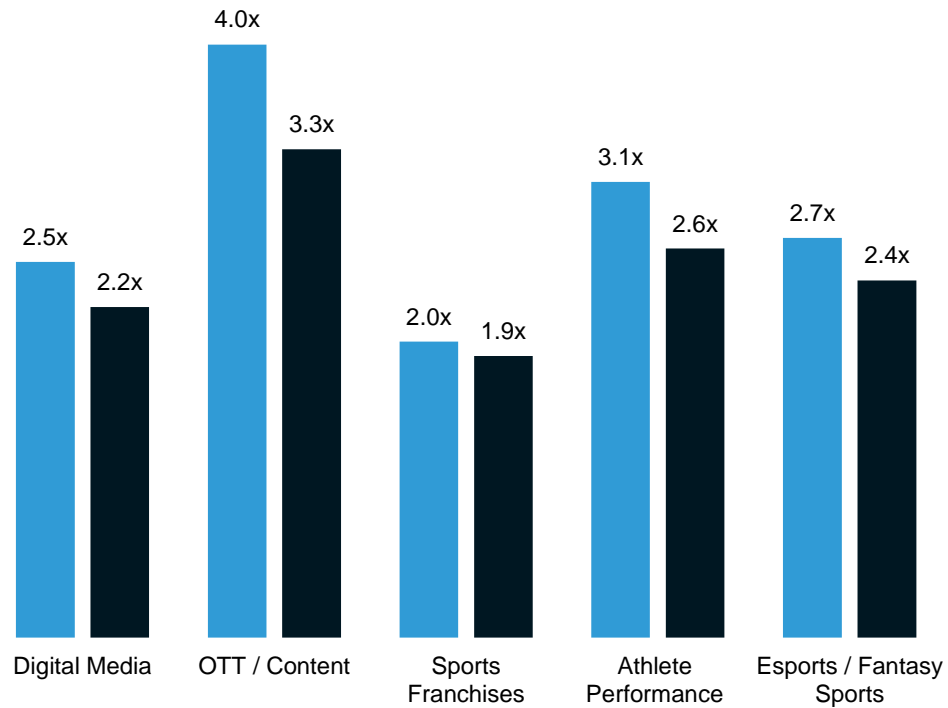
Draft Kings' (-29.7%) stock continued to fall in April as it cooled off from an overheated pandemic period alongside reporting negative profits of \$1.5bn in 2021

FuboTV's (-42.3%) stock fell in April due to the market's reduced risk appetite for high growth and high spend companies; FuboTV reported a large loss (\$383m) for 2021 despite 144% revenue growth

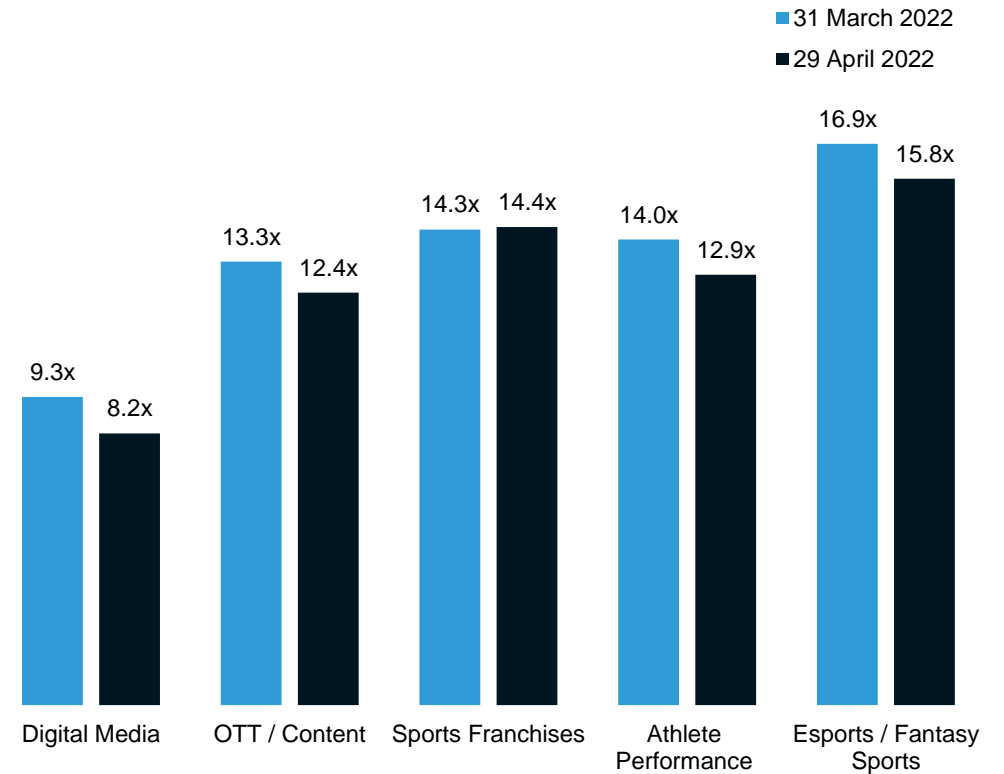
Source: Capital IQ as of May 05, 2022. Market Cap weighted
 (1) Represents the Stock Price Change Between March 31, 2022 – April 29, 2022
 Digital Media = Cantena Media, Better Collective, Genius Sports
 OTT/Content = WWE, The Madison Square Garden Sports Corp, Roku, FuboTV
 Sports Franchises = Manchester United, Ajax, Juventus, Borussia Dortmund, Formula One Group
 Athlete Performance = Catapult Sports, Garmin
 Esports / Fantasy Sports = Enthusiast Gaming Holdings, Draft Kings, Scout Gaming, Flutter Entertainment, Gfinity, Super League Gaming

SECTOR VALUATIONS DOWN ACROSS THE BOARD VS MARCH

MEDIAN TEV / 2022E REVENUE



MEDIAN TEV / 2022E EBITDA



Source: Capital IQ as of May 05, 2022
 Digital Media = Cantena Media, Better Collective, Genius Sports
 OTT/Content = WWE, The Madison Square Garden Sports Corp, Roku, FuboTV
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PROVEN TRACK RECORD IN THE SPORTS TECH SECTOR

CONTACT THE SPORTS TECH DEAL TEAM



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





BLOOM
PRIVATE PLACEMENT
DASSAULT SYSTEMES
bpifrance swisscom Habert Dassault Finance
Social media analytics platform


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





BLAST
PRIVATE PLACEMENT
VEKSTFONDEN
CREANDUM
MAKL.VC * Private Investors
Esports



CODEMASTERS
AAA Game Developer
HAS ACQUIRED
SLIGHTLYMAD STUDIOS
URBAN SPORTS CLUB
a portfolio company of partech VENTURES
Sports and Fitness Marketplace





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

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

PRIVATESPORTSHOP
PRIVATE PLACEMENT
pechel INDUSTRIES
Online Sports Retail




new moove
SALE TO
Fitness First
Online Fitness & Healthy Living



A LEADING GLOBAL TECH M&A INVESTMENT BANK

400+

TRANSACTIONS COMPLETED

70%

CROSS-BORDER DEALS

100+

BANKERS

10*

OFFICES GLOBALLY



NEW YORK



LONDON



MUNICH



SINGAPORE*



SAN FRANCISCO



DUBAI*



LOS ANGELES



PARIS



BERLIN



GENEVA

*Including partner officers



 DRAKE STAR

BELIEVE IN INNOVATION
CHANGE THE WORLD