



GLOBAL SPORTS TECH MARKET 2022

March 2023

NEW YORK | LONDON | LOS ANGELES | MUNICH

SAN FRANCISCO | PARIS | BERLIN | DUBAI



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
 Formulas
DIRT (SERIES)
 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 **IV 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

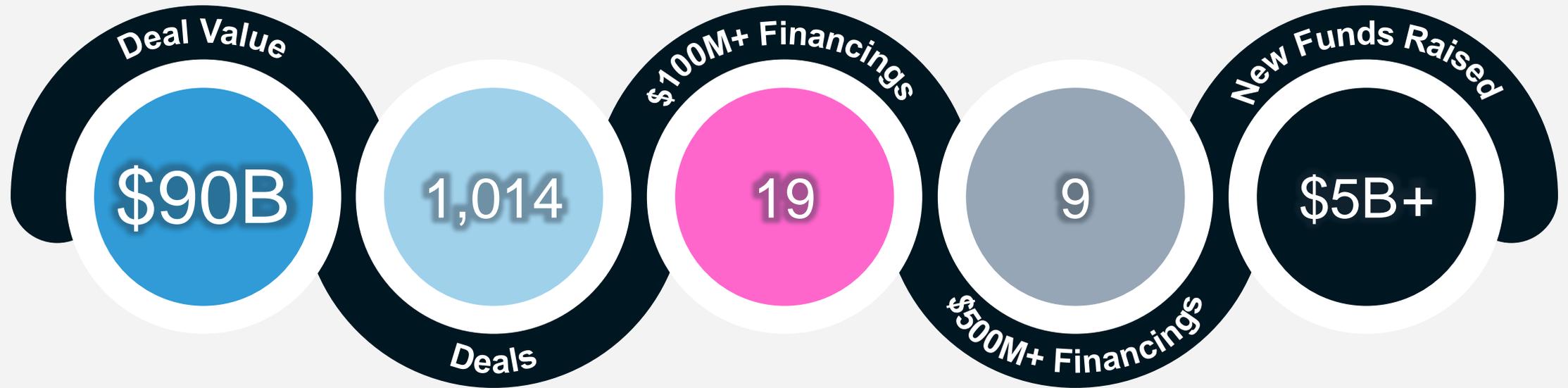
newmoove
 SALE TO
FitnessFirst
 Online Fitness & Healthy Living

nWay
 Power Rangers
 SALE TO
animoca BRANDS
 Gaming / Esports

chillingo
 SALE TO
EA
 Gaming / Esports

OUYA
 SALE TO
RAZER
 Sports/Gaming Hardware

RECORD DEAL MAKING IN SPORTS TECH: 2022

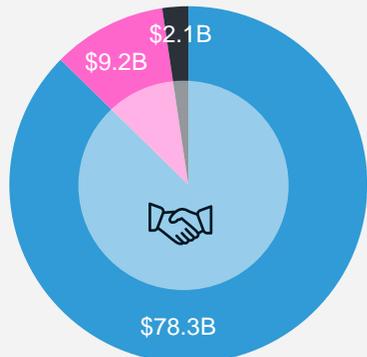


SPORTS TECH BOOM CONTINUED IN 2022

UNPRECEDENTED DEAL ACTIVITY WITH LARGE POOL OF NEW CAPITAL RAISED FOR FURTHER INVESTMENT

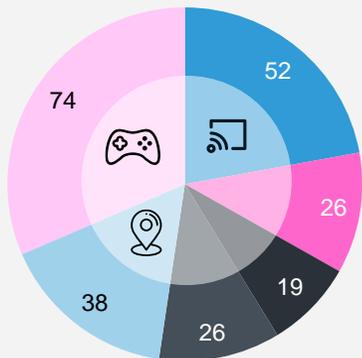
2022 DEAL VALUE

Total - \$89.6B



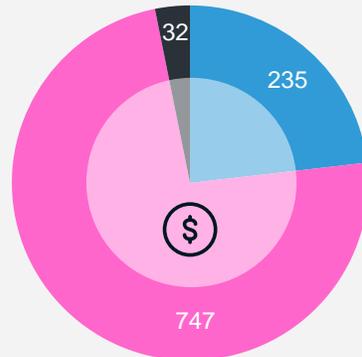
M&A

2022 - 235



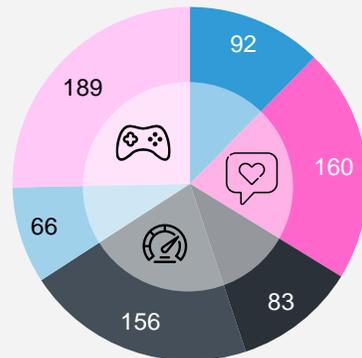
2022 DEAL COUNT

Total - 1,014



PRIVATE PLACEMENTS

2022 - 747



- M&A
- Private Placements
- Public Markets
- Media & Broadcasting
- Fan Engagement/Experience
- Data Analytics
- Wearables & Performance Enhancement
- Sponsorship & Venues
- Esports, Fantasy & Betting

2022 SUMMARY

- 2022 was an **unprecedented** year for sports tech breaking every previous record with **\$90B** in deal value across **1,000+** announced deals
- **\$78.3B** in disclosed M&A activity, over **6x** increase over 2021 with the help of 235 announced M&A deals. While Fantasy, Esports & Betting segment saw the largest deal activity, Fan Engagement / Experience segment reported over **70%** increase in deal volume
- Entain, Sony, Light and Wonder were some of the top strategic buyers. TGI/Bruin, Kore/Serent and Hudl/Bain Capital were highly acquisitive, accomplishing their large consolidation play backed by the large PE firms. PIF owned Savvy Group acquired some of the largest esports assets and continue to be highly acquisitive
- **\$9.2B** was raised through private financings across **740+ deals** including **19** large **\$100M+** raises. The most active VCs included ACIES Investments, Animoca, HBSE Ventures, a16z, Elysian Park and Courtside Ventures
- Over **\$5B of new funds** was raised by financial investors / buyers including the likes of Ares Management and RedBird Capital to invest in sports tech
- 2022 saw some high-profile SPAC listings in **FL Entertainment** and **FaZe Clan**. **Infinite Reality** announced its **\$1.9B** SPAC merger with Newbury Street

STRONG GROWTH AND RECORD M&A DEAL ACTIVITY IN 2022



2021



2022

KEY DEALS

 → 	 → 
 → 	 → 

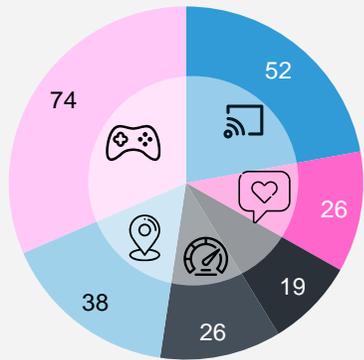
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M&A ACTIVITY: 2022

CONSOLIDATION WAVE ACROSS SEGMENTS WITH SIGNIFICANT GROWTH IN FINANCIAL BUYER ACTIVITY

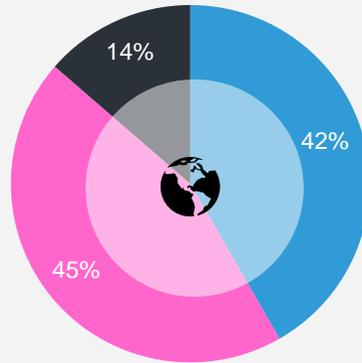
DEAL COUNT BY SEGMENT

Total - 235



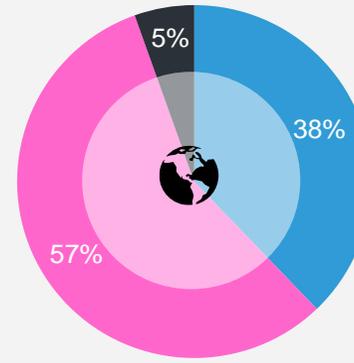
DEAL COUNT BY GEO

Total - 235



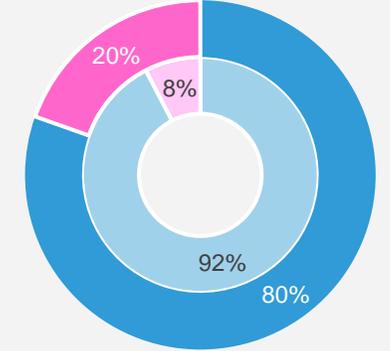
■ North America ■ Europe ■ Asia and Others

DEAL VALUE BY GEO⁽¹⁾



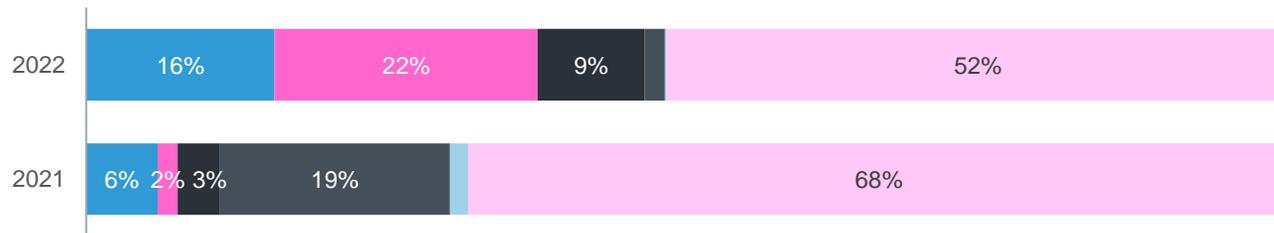
■ North America ■ Europe ■ Asia and Others

DEAL COUNT BY BUYER TYPE



■ 2022 Strategic ■ 2022 PE Buyer
■ 2021 Strategic ■ 2021 PE Buyer

DEAL VALUE BY SEGMENT ⁽¹⁾



Media & Broadcasting

Fan Engagement/Experience

Data Analytics

Wearables & Performance Enhancement

Sponsorship & Venues

Esports, Fantasy & Betting

TOP 15 DISCLOSED M&A TRANSACTIONS IN 2022

235 DEALS AND \$78B+ IN DISCLOSED DEAL ACTIVITY

COMPANY	COUNTRY	SUBSECTOR	DEAL SIZE	EV/REV.	EV/EBITDA	ACQUIRER	ACQUIRER COUNTRY	DATE
ACTIVISION BLIZZARD		Fantasy, Esports & Betting	\$68.7B	7.8x	19.4x	Microsoft		Jan-22
ESL		Fantasy, Esports & Betting	\$1.1B	7.3x	--	SAVVY GAMING GROUP		Jan-22
SuperSport		Fantasy, Esports & Betting	\$935M	--	--	Zentain		Aug-22
BETCITY		Fantasy, Esports & Betting	\$900M	--	--	Zentain		Jun-22
deltatre		Media & Broadcasting	\$850M	4.5x	--	Nextalia		Jun-22
ONETEAM		Fan Engagement/ Experience	\$760M	--	--	ATLANTIC PARK HPS Morgan Stanley		Sep-22
The Athletic		Media & Broadcasting	\$550M	8.5x	--	The New York Times		Jan-22
FACEIT		Fantasy, Esports & Betting	\$500M	15.2x	--	SAVVY GAMING GROUP		Jan-22
TOPPS		Fan Engagement/ Experience	\$500M	--	--	Fanatics		Jan-22
REKT GLOBAL		Fantasy, Esports & Betting	\$470M	--	--	INFINITE REALITY		Apr-22
BARSTOOL SPORTS		Media & Broadcasting	\$388M	3.0x	--	PENN NATIONAL GAMING, INC.		Aug-22
BETFLAG		Media & Broadcasting	\$359M	--	--	LOTTOMATICA		Nov-22
Mitchell & Ness		Fan Engagement/ Experience	\$250M	--	9.4x	Fanatics		Feb-22
AVID GAMING		Fantasy, Esports & Betting	\$237M	--	--	Zentain		Feb-22
edgecast		Media & Broadcasting	\$202M	--	--	Limelight		Mar-22

SPORTS TECH LEAGUE TABLES: 2022

TOP 10 STRATEGIC BUYERS

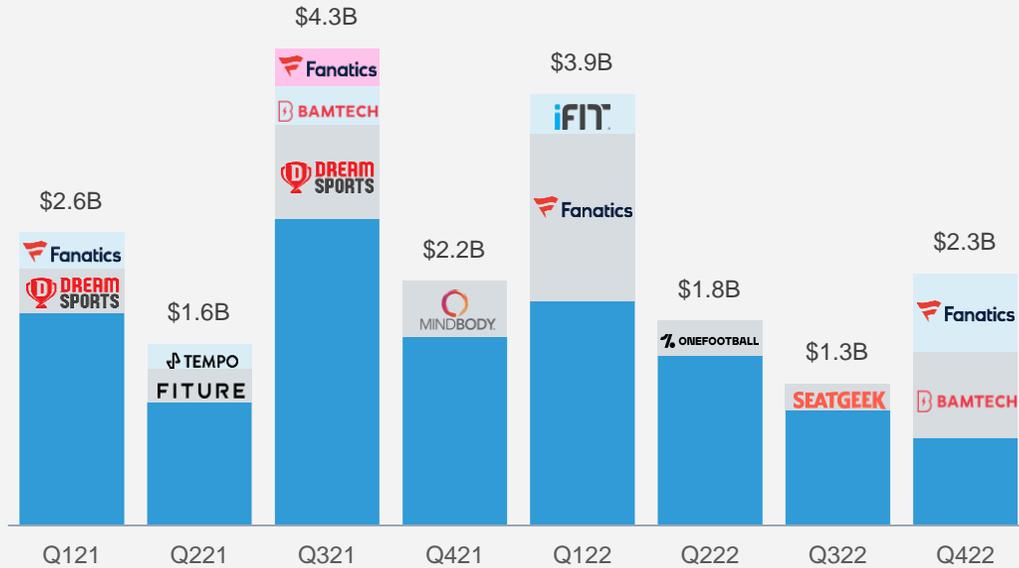
SELECT ACTIVE STRATEGIC BUYERS

COMPANY	DISCLOSED DEAL VALUE (\$M)	DEALS	ACQUISITIONS	LOCATION
 Entain	\$2,105	5	AVID GAMING  BETCITY  SuperSport  Totolotek	
 TGI /  BRUIN	--	3	 Brand Brigade  ISG  sportseen	
 KORE /  Serent	--	3	 hookit  SSB  Sports Alliance	
 hudl /  BainCapital	--	3	 wimu  InStat  BLUEFRAME	
 SAVVY GAMING GROUP / 	\$1,552	2	 ESL  FACEIT	
 Fanatics	\$750	2	 TEPPS  Mitchell & Ness	
SONY	--	2	 BEYOND SPORTS  REPEAT	
 LIGHT & WONDER	\$147	2	 playzido  HOUSE ADVANTAGE	
 BC  BETTER COLLECTIVE	\$139	2	 canadian  FUTBIN	
 azerion	--	2	 ADPLAY  M MEDIA	

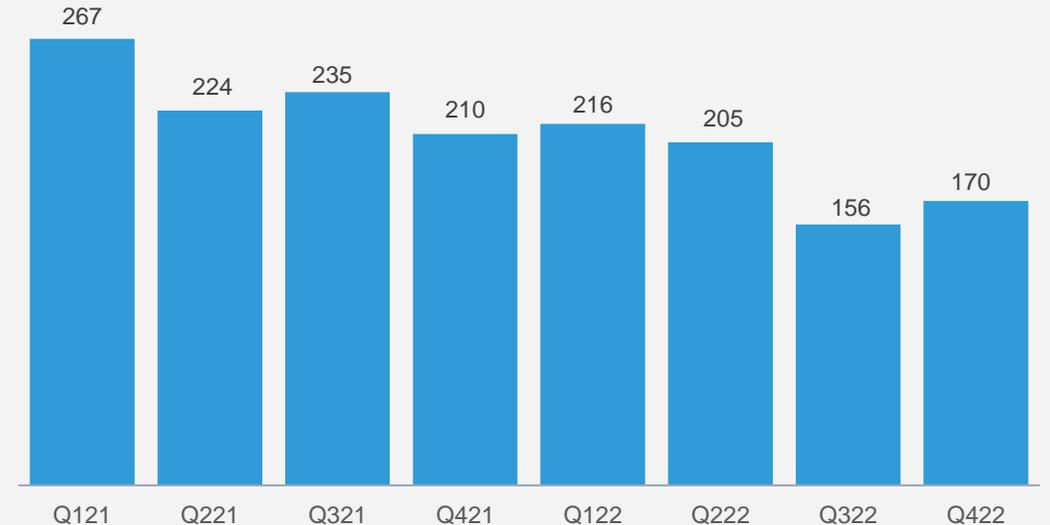
CONTINUED LARGE INFLOW OF PRIVATE CAPITAL IN 2022

FAN ENGAGEMENT SEGMENT SAW HIGHEST GROWTH WHILE ESPORTS FUNDING DECLINED

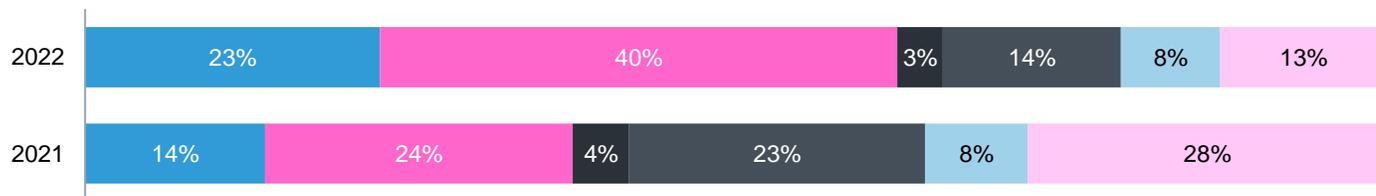
DEAL VALUE



DEAL COUNT



DEAL VALUE BY SEGMENT



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

BURGEONING SPORTS TECH-FOCUSED FUNDRAISING ENVIRONMENT

OVER \$5B OF NEW CAPITAL RAISED FOR SPORTS TECH

 <p>ARES \$3.7B</p> <ul style="list-style-type: none"> Ares Management raised \$3.7B of dedicated capital focused exclusively on investing in sports leagues, sports teams and media and entertainment companies 	 <p>REDBIRD CAPITAL PARTNERS \$1B</p> <ul style="list-style-type: none"> Redbird Capital and International Media Investments partnered to create Redbird IMI, a \$1B JV investment vehicle focused on investing in large scale media and sports content properties 	 <p>WILL VENTURES \$150M</p> <ul style="list-style-type: none"> Will Ventures closed its second fund with \$150M to invest in sports, health and wellness technologies 	 <p>kb partners \$127M</p> <ul style="list-style-type: none"> KB Partners announced final close of their \$127M Fund II, which targets online sporting and recreational goods retail and information technology 	 <p>venturerock. \$75M</p> <ul style="list-style-type: none"> Venturerock launched a \$75M fund to invest in sports technology startups; backers include former soccer player Mark van Bommel and former NFL cornerback Bryson Keeton
 <p>DA-ONE GLOBAL VENTURES An Initiative by Shikhar Dhawan \$75M</p> <ul style="list-style-type: none"> Shikhar Dhawan launched Da One Global Ventures (DOGV), a new \$75M sports tech fund that has been incorporated into the Abu Dhabi Global Market 	 <p>DSG VENTURES BY DICK'S SPORTING GOODS \$50M</p> <ul style="list-style-type: none"> Dick's Sporting Goods announced the launch of DSG Ventures, a \$50M fund to invest in sports starts focused on retail operations, AI, youth athlete training and other areas to improve CX 	 <p>NBA</p> <ul style="list-style-type: none"> NBA launched a new Private Equity division to invest in Sports Tech startups, primarily focusing on early and growth stage companies 	 <p>Playtime</p> <ul style="list-style-type: none"> Lionel Messi launched the investment firm, Playtime, to focus on global investments in the sports, technology and media spaces 	 <p>GAMES 24 SEVEN</p> <ul style="list-style-type: none"> Game24x7 launched the corporate investment arm Games24x7 Ventures to support early-stage start-ups in verticals such as sports tech, online gaming and Esports

TOP 15 DISCLOSED FUNDING ROUNDS IN 2022

\$9.2B INVESTED ACROSS OVER 740 DEALS

COMPANY	SUBSECTOR	COUNTRY	DEAL AMOUNT	VALUATION ⁽¹⁾	SELECT INVESTOR(S)	DATE
 Fanatics	Fan Engagement/Experience		\$1.5B	\$25.5B	BlackRock, Fidelity, NFL	Mar-22
 Fanatics	Fan Engagement/Experience		\$700M	\$30.3B	SILVERLAKE, CLEARLAKE, SoftBank	Dec-22
 iFit	Wearables & Perf. Enhancement		\$355M	\$2.6B ⁽²⁾	CATTERTON, Scott Watterson	Feb-22
 ONEFOOTBALL	Media & Broadcasting		\$315M	\$684M ⁽²⁾	animoca BRANDS, LIBERTY CITY VENTURES, Dapper Labs	Apr-22
 SEAT GEEK	Sponsorships & Venues		\$240M	\$1.0B	Accel, ARCTOS, WELLINGTON MANAGEMENT*	Aug-22
 IMMUTABLE	Fantasy, Esports & Betting		\$200M	\$2.3B	FABRIC VENTURES, TEMASEK, Tencent	Mar-22
 LOOTMOGUL	Fan Engagement/Experience		\$200M	\$1.8B	gem, SL2 CAPITAL	Sep-22
 Autograph	Fan Engagement/Experience		\$170M	\$3.0B	andreesen horowitz, KLEINER PERKINS	Jan-22
 Therabody	Wearables & Perf. Enhancement		\$165M	--	HARTBEAT, North Castle Partners, RX3	Sep-22
 Puttshack	Fan Engagement/Experience		\$150M	--	BlackRock, PROMETHEAN INVESTMENTS	Oct-22
 Pixellot	Media & Broadcasting		\$161M	\$339M	PSG, Israeli Secondary Fund	May-22
 HB	Sponsorships & Venues		\$150M	\$2.9B ⁽²⁾	ARCTOS SPORTS PARTNERS	Jun-22
 KINEXON	Data Analytics		\$130M	--	THL, Thomas H. Lee Partners, BMW i Ventures	Apr-22
 RARIO	Fan Engagement/Experience		\$120M	\$197M	animoca BRANDS, ALPHA WAVE, PRESIGHT CAPITAL	Apr-22
 OVERTIME	Media & Broadcasting		\$100M	\$500M	Blackstone, LIVE NATION ENTERTAINMENT, SAPPHIRE SPORT	Aug-22

(1) Pre-money valuation. (2) Pitchbook estimate

Note: Selected deals only. Drake Star did not act as financial advisor on transactions listed on this page

Source: Pitchbook, MergerMarket, Drake Star analysis

SPORTS TECH LEAGUE TABLES

TOP 10 INVESTORS IN 2022

ACTIVE EARLY TO LATE INVESTORS

INVESTOR	DEALS	SELECT INVESTMENTS	STAGE	LOCATION
ACIES INVESTMENTS	16	ANGSTROM UNDERDOG FANTASY	Early to Late	
animoca	13	CALAXY FCF IGNITE TOURNAMENTS®	Early to Late	
HBS VENTURES	9	ERGATTA PROTEUS®	Early to Late	
ANDREESSEN HOROWITZ	7	Autograph MGM CLASS	Early to Late	
SEQUOIA	6	STEP N HDRAFTEA	Seed to Late	
Bullpen	6	Rei do Pitaco THE EDGE MARKETS	Seed to Late	
TIGERGLOBAL	4	metafy FanCraze	Seed to Late	
Accel	4	SEAT GEEK GAMETIME	Seed to Late	
HIRO CAPITAL	4	AXIOMATIC Playbook	Early to Late	
RX3	3	Therabody FULL SWING	Early to Late	

ACTIVE SEED FOCUSED INVESTORS

INVESTOR	DEALS	SELECT INVESTMENTS	STAGE	LOCATION
ELYSIAN PARK	18	SPORTSBOX AI VAUNT™	Seed to Early	
COURTSIDE VC	16	FanCraze HDRAFTEA	Seed to Early	
SHIMA CAPITAL	13	Betswap.gg U BET	Seed to Early	
FJ LABS	12	Pikkit simplebet	Seed to Early	
305 VENTURES	12	SHARP SPORTS ULT Odds	Seed to Early	
10X CAPITAL	12	ALLSTAR THRIVE FANTASY	Seed to Early	
SEVENTYSIX CAPITAL	11	A SENSEI KYX® LUDIS ANALYTICS	Seed to Early	
3i	11	NY GOTHAM FC ATHLETES UNLIMITED	Seed to Early	
SHARP ALPHA ADVISORS	10	Griip SHARP SPORTS	Seed to Early	
kb partners	9	SIQ Stadium LIVE	Seed to Early	

SPORTS TECH KEY HEADLINES

Q4 2022

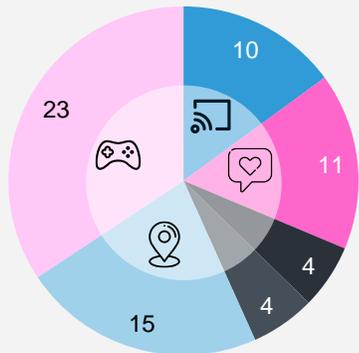
<p>M&A</p> 	<p>TARGET</p>  <p>INVESTOR</p> <p>LOTTOmatica</p> 	<ul style="list-style-type: none"> Lottomatica acquired online sports betting and casino platform BetFlag for \$390M, consolidating its presence in the Italian market Sony acquired Beyond Sports, developer of a 3D simulation platform to facilitate sports training, for an undisclosed amount The Original Fit Factory spent \$137M acquiring Wolfson Brands as well as seven other lifestyle, wellness, and nutrition brands to develop an ecosystem of products and services TEG, the global live entertainment and ticketing company, acquired fan engagement/experience platform FAN+ via its financial sponsors Silver Lake and Mercury Capital Wasserman acquired BSE Media Group, the provider of marketing and event management services to the sports industry for an undisclosed amount
<p>FUNDRAISING</p> 	<p>Fanatics</p> <p>4x other investors</p> <p>Puttshack</p> <p>amagi</p> <p>GENERAL ATLANTIC</p> <p>pitango</p> <p>SPECTRUM EQUITY</p> <p>8x investors</p> <p>lumen</p> <p>SPONSORUNITED</p> <p>on</p>	<ul style="list-style-type: none"> Fanatics raised \$700M in a new financing round led by Clearlake Capital, funding will be used to pursue M&A opportunities Puttshack received \$150M of development capital from BlackRock, funding will be used for GEO expansion across US Amagi, operator of an end-to-end cloud-managed live and on demand video infrastructure, raised \$110M from General Atlantic Lumen, developer of a metabolism measurement device, raised \$62M of funding in a round led by Pitango Venture Capital Sponsor United, developer of a sports marketing and sponsorship platform, raised \$35M of venture funding in a deal led by Spectrum Equity GameOn Technology, a sports social platform, raised \$35M of Series B funding in a round led by Mighty Capital, B3 Capital, and Mirae Asset, alongside participation from five other investors
<p>PUBLIC MARKETS</p> 	<p>INFINITE REALITY</p> <p>ENTERACTIVE</p> <p>Newbury Street Acquisition Corporation</p> <p>Parsec Capital Acquisitions</p>	<ul style="list-style-type: none"> Infinite Reality announced a SPAC merger deal with Newbury Street at a valuation of \$1.9B Interactive Media announced a SPAC merger deal with Parsec Capital Acquisitions at a valuation of \$64.8M

M&A ACTIVITY: Q4 2022

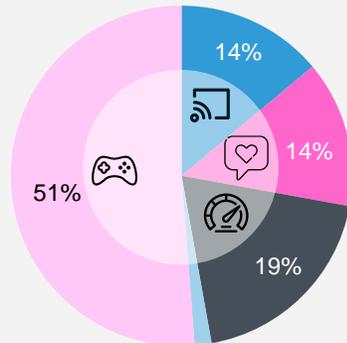
BIGGEST EVER QUARTER IN TERMS OF NUMBER OF DEALS (MAJORITY UNDISCLOSED DEAL VALUES)

DEAL COUNT BY SEGMENT

Total - 67

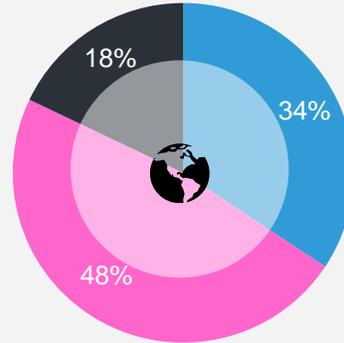


DEAL VALUE BY SEGMENT



DEAL COUNT BY GEO

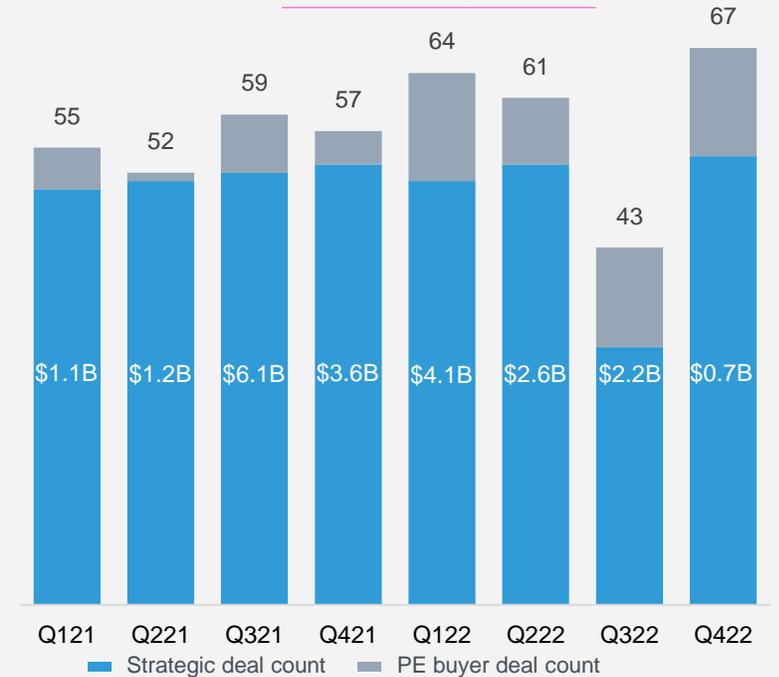
Total - 67



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

- North America
- Europe
- Asia and Others

M&A DEALS AND VALUE BY QUARTER



SELECT M&A DEALS: Q4 2022

67 DEALS



\$359M
ACQUISITION BY





- Betflag, the operator of an online sports betting and casino platform, was acquired by Lottomatica, a gaming company
- Acquisition allows Lottomatica to consolidate its presence in the Italian market

November 2022



\$137M
ACQUISITION BY






- The Original Fit Factory, a newly formed British health and lifestyle group, acquired Wolfson Brands, a sports nutrition e-commerce platform, and seven other technology-enabled fitness and wellness brands
- The acquisition of these brands will help The Original Fit Factory scale at speed

December 2022



Undisclosed
ACQUISITION BY





- BSE Media Group, the provider of marketing and event management services to the sports industry, was acquired by global sports and entertainment agency Wasserman for an undisclosed amount
- BSE rebranded as Wasserman effective immediately

November 2022



Undisclosed
ACQUISITION BY





- Gloria, a soccer-focused social media network, was acquired by OneFootball
- The acquisition reflects OneFootball's commitment to women's football and is intended to provide an increased foothold in the space

October 2022



Undisclosed
ACQUISITION BY





- Beyond Sports, developer of a 3D simulation platform for sports training, was acquired by Sony for an undisclosed amount
- The acquisition will grow Sony's sports business and suite of end-to-end services

December 2022




Undisclosed
ACQUISITION BY






- Digital Golf Solutions and Albatros Datenservice, two European golf technology providers, were acquired by BRS Golf, a subsidiary of NBC Sports Next
- The acquisition will see the creation of an expanded Product and Technology team for NBC Sports Next, with a view to offering a complete golf operations solution

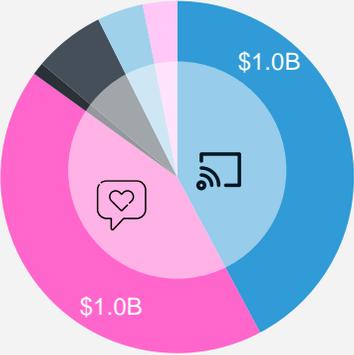
December 2022

PRIVATE PLACEMENTS ACTIVITY Q4

SIGNIFICANT UPTICK IN DEAL VALUE AND VOLUME IN Q4

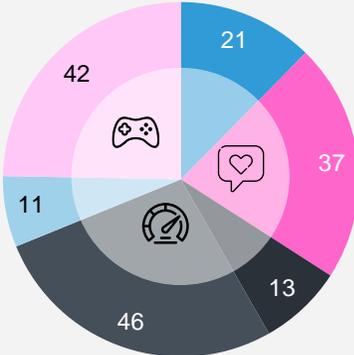
DEAL VALUE BY SEGMENT

Deal Value - \$2.3B



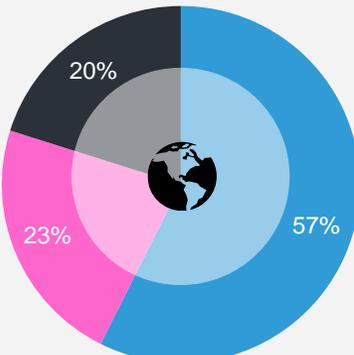
DEAL COUNT BY SEGMENT

Deal Count - 170



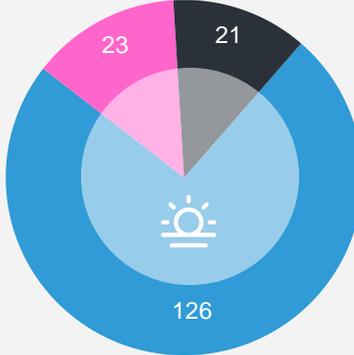
DEAL COUNT BY GEO

Total - 170



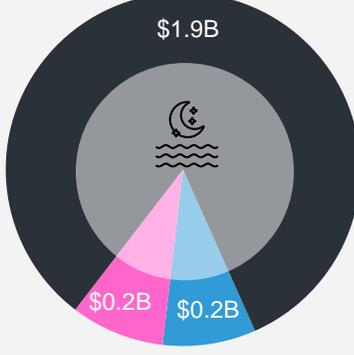
DEAL COUNT BY STAGE

Total - 170



DEAL VALUE BY STAGE

Total - \$2.3B



Media & Broadcasting
Wearables & Performance Enhancement

Fan Engagement/Experience
Sponsorship & Venues

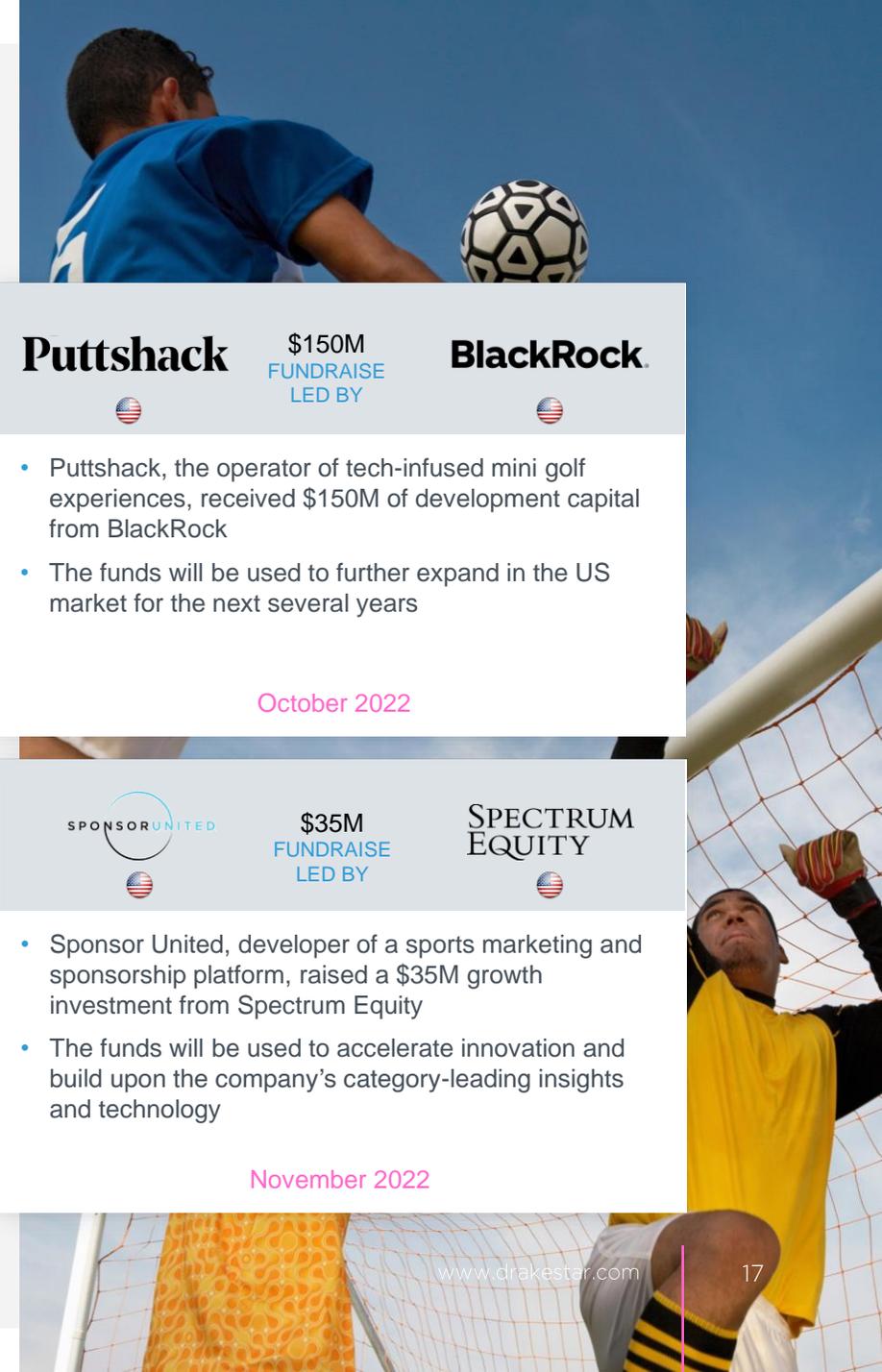
Data Analytics
Esports, Fantasy & Betting

North America Europe Asia and Others

Early Stage Mid Stage Late Stage

SELECT PRIVATE PLACEMENTS: Q4 2022

170 DEALS AND \$2.3B IN DISCLOSED FUNDING




Fanatics
\$700M
FUNDRAISE
LED BY
 Clearlake Capital

- Fanatics, a multi-channel sports merchandise retail platform, raised \$700M in a funding round led by Clearlake Capital, Silver Lake, Fidelity, LionTree and Softbank
- The funding will be used for M&A activity

December 2022


amagi
\$110M
FUNDRAISE
LED BY
 GENERAL ATLANTIC

- Amagi, operator of a cloud-managed live and on demand video infrastructure, raised \$110M from General Atlantic
- The funds will be used to broaden international footprint and product portfolio

November 2022


Puttshack
\$150M
FUNDRAISE
LED BY
 BlackRock

- Puttshack, the operator of tech-infused mini golf experiences, received \$150M of development capital from BlackRock
- The funds will be used to further expand in the US market for the next several years

October 2022


Lumen
\$62M
FUNDRAISE
LED BY
 pitango

- Lumen, developer of a metabolism measurement device, raised \$62M of funding in a deal led by Pitango Venture Capital
- Post-money valuation is an estimated \$169M

December 2022


on
\$35M
FUNDRAISE
LED BY
 B3 CAPITAL
 MIGHTY CAPITAL
 MIRAE ASSET
Venture Investments

- GameOn, a sports social network, raised a \$35M of Series B funding in a round led by Mighty Capital, B3 Capital, and Mirae Asset, alongside participation from 5 other investors
- The funds will be used to deepen the company's footprint and scale its offerings

December 2022

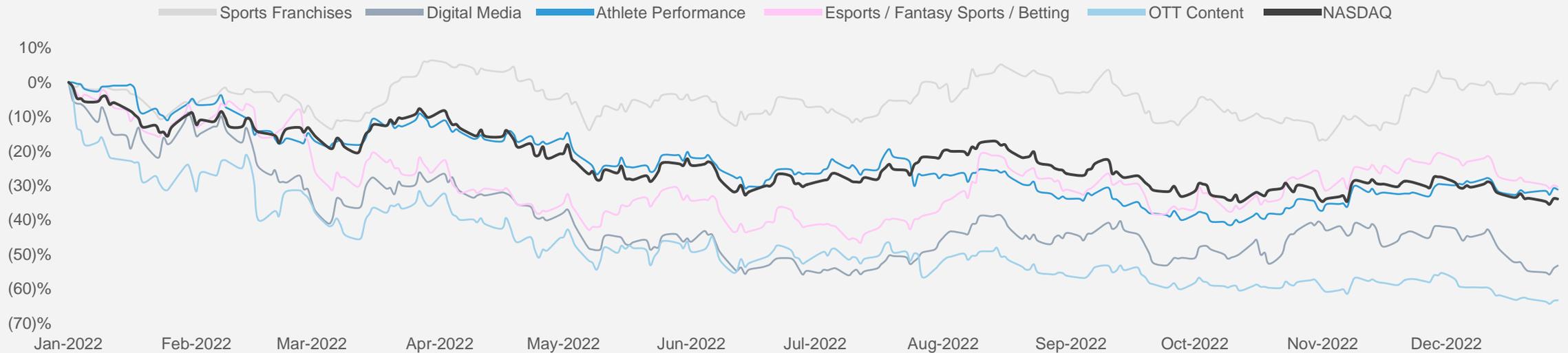

SPONSOR UNITED
\$35M
FUNDRAISE
LED BY
 SPECTRUM EQUITY

- Sponsor United, developer of a sports marketing and sponsorship platform, raised a \$35M growth investment from Spectrum Equity
- The funds will be used to accelerate innovation and build upon the company's category-leading insights and technology

November 2022

PUBLIC MARKETS

SPORTS FRANCHISES YIELDED POSITIVE RETURN IN 2022 AMID WIDESPREAD MARKET DECLINE



SELECTED SPAC MERGERS & PIPE RAISES

- Dec-22: [Infinite Reality](#) announced a SPAC merger deal with Nasdaq-traded Newbury Street at a valuation of \$1.9B
- Jul-22: [FL Entertainment](#), France-based sports betting platform, went public in a \$4.2B SPAC deal by merging with Pegasus Entrepreneurial Acquisition
- Mar-22: [Novibet](#), operator of a sports betting platform, merged with Artemis Strategic Investment in a \$690M SPAC deal
- Jan-22: [Super Group](#), holding company for global online sports betting and gaming businesses, went public in a SPAC deal by merging with Sports Entertainment Acquisition Corp. at a valuation of \$4.8B

Past performance does not guarantee future results. This is not a recommendation to buy or sell any specific security.
 Source: Capital IQ as of September 30, 2022. Market Cap weighted
 (1) Represents the Stock Price Change Between June 30, 2022 – September 30, 2022
 Digital Media = Catena 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, DraftKings, Scout Gaming, Flutter Entertainment, Gfinity, Super League Gaming, FaZe Holdings, PENN Entertainment, Skillz

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																		
Genius Sports	GB	30-Sep-22	\$3.57	\$721.1	\$618.2	\$319.7	-\$163.9	1.9x	1.7x	NM	20.5x	NM	NM	42%	16%	NA	118%	-51.3%
Better Collective	DK	31-Dec-22	\$12.20	\$665.7	\$899.2	\$287.8	\$90.9	3.6x	2.9x	13.0x	8.5x	16.8x	10.5x	52%	10%	56%	17%	31.6%
Catena Media	MT	30-Sep-22	\$1.83	\$131.7	\$181.9	\$135.6	\$50.3	1.3x	1.3x	3.3x	3.6x	8.2x	6.1x	6%	-7%	-20%	7%	37.1%
Median								1.9x	1.7x	8.1x	8.5x	12.5x	8.3x	42%	10%	18%	17%	31.6%
OTT / Content																		
Roku	US	31-Dec-22	\$40.70	\$5,668.3	\$4,351.6	\$3,126.5	-\$210.7	1.4x	1.4x	NM	NM	NM	NM	13%	-1%	NA	36%	-6.7%
WWE	US	31-Dec-22	\$68.52	\$5,097.8	\$5,285.3	\$1,291.5	\$363.7	4.1x	3.9x	14.5x	13.4x	26.5x	25.8x	18%	5%	12%	9%	28.2%
Madison Square Garden Sports	US	31-Dec-22	\$183.33	\$4,460.8	\$5,364.3	\$890.8	\$104.7	6.5x	6.7x	33.4x	NM	NM	NM	40%	-10%	NA	47%	11.8%
fuboTV	US	31-Dec-22	\$1.74	\$339.9	\$472.5	\$1,008.7	-\$375.1	0.5x	0.4x	NM	NM	NM	NM	NA	17%	NA	24%	-37.2%
Median								2.8x	2.7x	23.9x	13.4x	26.5x	25.8x	18%	2%	12%	30%	2.5%
Sports Franchises																		
Formula One Group	US	30-Sep-22	\$59.78	\$13,796.3	\$15,733.3	\$2,606.0	\$564.0	6.0x	5.3x	28.1x	23.2x	NM	NM	42%	14%	61%	20%	21.6%
Manchester United	GB	30-Sep-22	\$23.33	\$3,804.2	\$4,539.2	\$669.0	\$102.4	6.8x	6.2x	43.5x	28.5x	NM	NM	17%	1%	8%	44%	15.3%
Juventus Football Club	IT	30-Jun-22	\$0.34	\$854.1	\$1,005.7	\$455.8	-\$42.3	2.2x	1.8x	NM	7.7x	NM	NM	-7%	17%	NA	404%	-9.3%
Borussia Dortmund	DE	31-Dec-22	\$3.96	\$436.9	\$446.1	\$453.2	\$72.5	1.0x	1.0x	5.8x	3.8x	NM	NM	-4%	-5%	-34%	60%	16.0%
AFC Ajax	NL	31-Dec-22	\$11.65	\$213.6	\$323.6	\$204.9	\$0.4	1.6x	1.6x	39.4x	3.9x	NM	23.7x	17%	0%	NA	18410%	0.2%
Median								2.2x	1.8x	33.8x	7.7x	NM	23.7x	17%	1%	8%	60%	15.3%

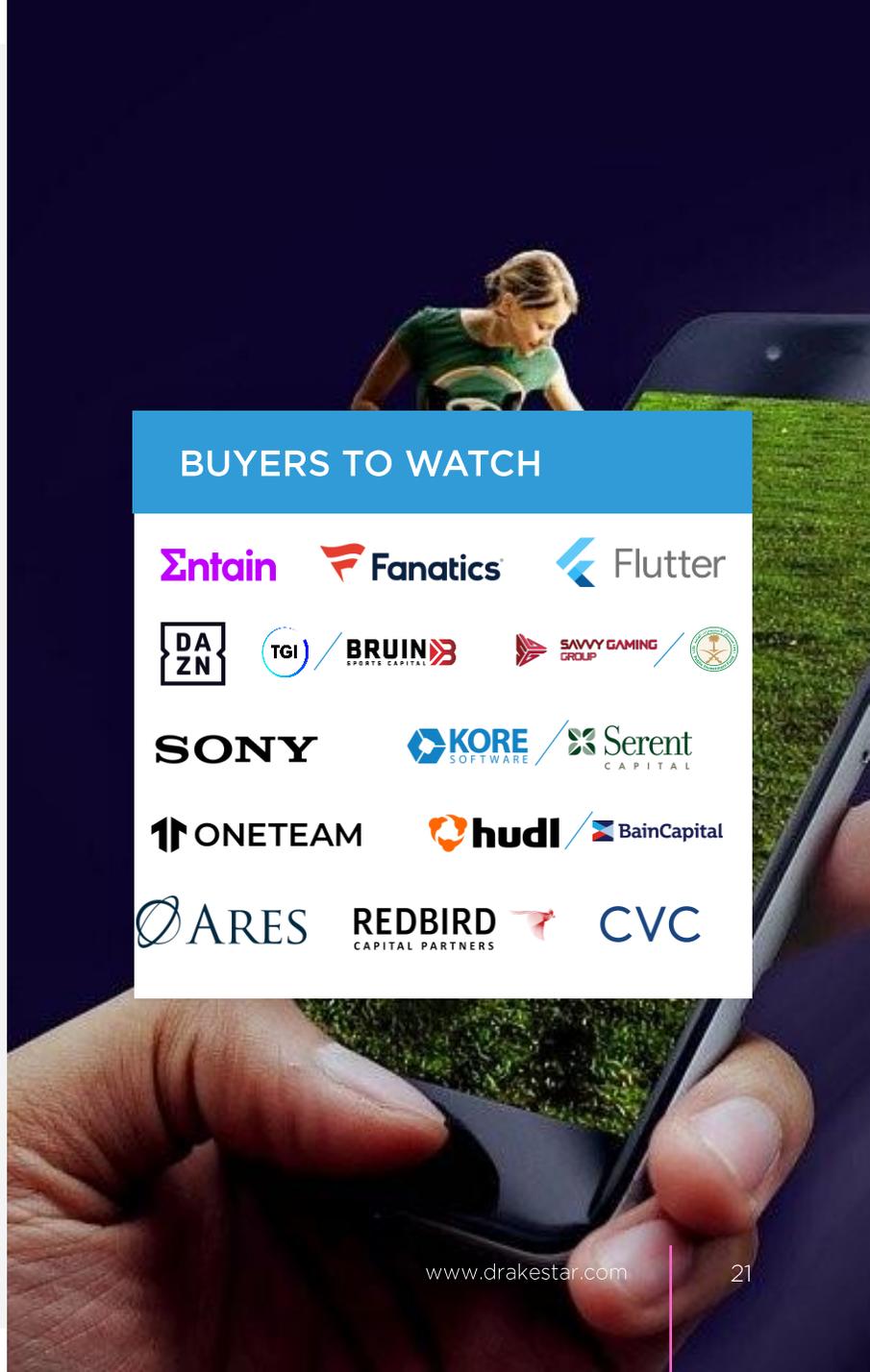
PUBLICLY TRADED COMPS (II/II)

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
Athlete Performance																		
Garmin	CH	31-Dec-22	\$92.29	\$17,688.7	\$15,091.5	\$4,860.3	\$1,191.7	3.1x	3.0x	11.8x	11.8x	18.5x	18.8x	-2%	NA	-13%	NA	24.5%
Catapult Group	AU	30-Sep-22	\$0.50	\$119.4	\$112.4	\$81.1	-\$35.9	1.3x	1.2x	NM	NM	NM	NM	0%	71%	0%	93%	-44.2%
Median								2.2x	2.1x	11.8x	11.8x	18.5x	18.8x	-1%	71%	-7%	93%	-9.8%
Esports / Fantasy Sports / Betting																		
Flutter Entertainment	IE	31-Dec-22	\$136.58	\$23,936.4	\$27,327.5	\$9,269.5	\$1,259.1	3.6x	2.7x	25.8x	15.7x	0.0x	NA	27%	10%	10%	38%	13.6%
DraftKings	US	31-Dec-22	\$11.39	\$5,112.4	\$5,029.2	\$2,240.5	-\$1,325.2	2.7x	1.9x	NM	NM	NM	NM	73%	20%	NA	52%	-59.1%
FL Entertainment	FR	30-Sep-22	\$10.13	\$4,169.8	\$6,974.6	\$3,775.8	\$317.7	1.7x	1.7x	20.2x	10.2x	NM	10.2x	0%	1%	0%	97%	8.4%
Penn Entertainment	US	31-Dec-22	\$29.70	\$4,539.5	\$15,746.2	\$6,401.7	\$1,703.6	2.5x	2.4x	7.8x	7.9x	21.0x	16.2x	8%	1%	17%	17%	26.6%
FaZe Clan	US	30-Sep-22	\$1.85	\$134.1	\$90.3	\$63.7	-\$38.8	1.4x	NA	NM	NA	NM	NA	30%	NA	NA	NA	-60.9%
Skillz	CN	30-Sep-22	\$0.51	\$212.9	-\$56.7	\$335.9	-\$305.6	NM	NM	NM	NM	NM	NM	-2%	-34%	NA	74%	-91.0%
Enthusiast Gaming	CA	30-Sep-22	\$0.55	\$82.6	\$86.5	\$149.9	-\$32.0	0.6x	0.5x	NM	NM	NM	NM	35%	17%	NA	92%	-21.4%
Super League Gaming	US	30-Sep-22	\$0.34	\$12.6	\$15.8	\$18.7	-\$28.6	0.8x	0.6x	NM	NM	NM	NM	200%	47%	NA	17%	-152.7%
Gfinity	GB	30-Jun-22	\$0.01	\$8.0	\$5.4	\$6.4	-\$4.9	0.9x	0.4x	NM	2.0x	NM	NA	-8%	100%	NA	158%	-75.9%
Scout Gaming Group	CN	31-Dec-22	\$0.04	\$9.5	\$7.7	\$2.5	-\$6.5	2.1x	NA	NM	NA	NM	NA	-51%	NA	NA	NA	-264.6%
Median								1.7x	1.7x	20.2x	9.1x	10.5x	13.2x	18%	13%	10%	63%	-60.0%

MARKET OUTLOOK

ANOTHER YEAR OF STRONG CONSOLIDATION AND INVESTMENT

- The rapidly growing sports tech market will see another year of strong consolidation and significant flow of investment into sports tech companies in 2023.
- On the M&A front, we expect large strategics such as Entain, Fanatics, Flutter, DAZN, Sony etc. to remain highly acquisitive while the PE backed platforms like Kore, TGI, Hudl and others to continue to execute their buy-and-build strategy and look for synergistic targets.
- With prominent PE funds such as Ares Management (\$3.5B) and RedBird (\$1B raise and brought Ex-Warner executive Jeff Zucker to lead the fund) raising large new funds focused on sports and media acquisitions, we expect some large roll-ups this year.
- PIF backed Savvy group that has already acquired a few large esports companies is investing another \$38B in gaming/esports and we expect several large ticket M&A and financings in esports.
- Fan engagement, AI, ticketing and venue management are going to be some of the hot segments from M&A and financings standpoint.
- With over \$5B of new capital raised in 2022 including several new sports tech focused VC funds and existing VCs with fresh capital (including \$181M Sapphire Sports II Fund just raised), we expect strong inflow of investments into sports tech ecosystem and 2023 will be another robust year while we expect investors to be more cautious and valuation for the larger rounds to stabilize.
- 2022 was a quiet year for public companies and we expect the market and valuations to recover in the second half of 2023. Some of the IPO ready sports tech companies are expected to explore IPO/SPAC listings.



BUYERS TO WATCH

TWITCH ESPORTS VIEWERSHIP

ON AVERAGE 91,000+ CHANNELS LIVE-STREAMED CONTENT AT THE SAME TIME

1.7B

AVERAGE HOURS WATCHED IN Q4

2.7M

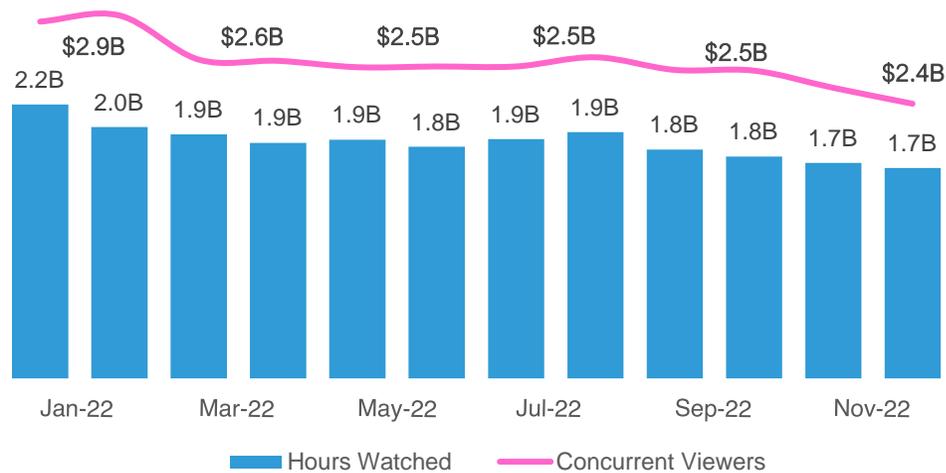
AVERAGE Q4 CONCURRENT VIEWERS

7M

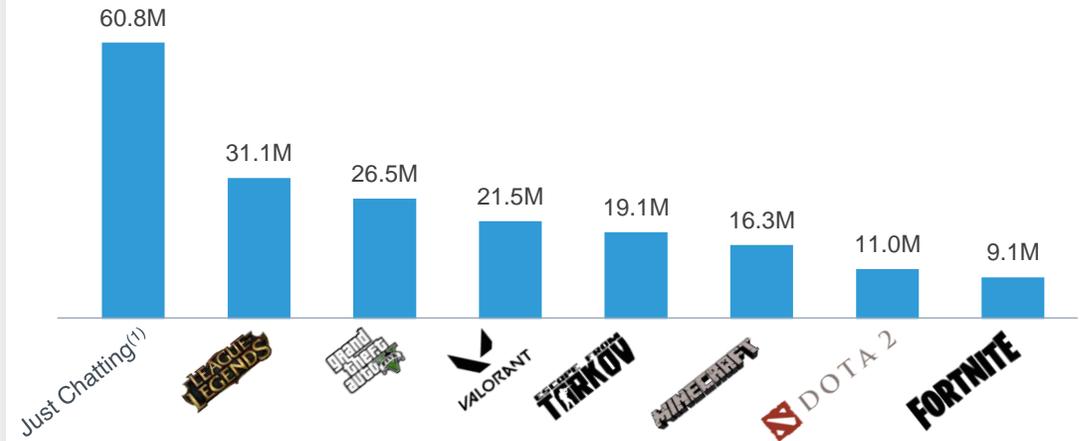
ACTIVE Q4 STREAMERS



CONCURRENT VIEWERS (M) & HOURS WATCHED (B)
JAN. 2022 - DEC. 2022



HOURS WATCHED BY GAME/ESPORT
(LAST 7 DAYS)



SPORTS TECH MARKET MAP

Q4 2022

● 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

Q4 2022

● B2C

● B2B

VENUE / CRM / ORGANISATIONAL SOFTWARE



PERFORMANCE ANALYTICS



ESPORTS / FANTASY SPORTS



DIGITAL SPORTS AGENCIES



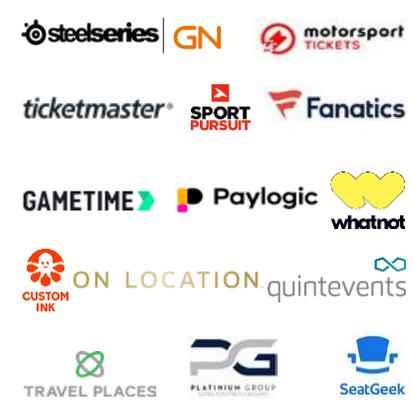
DATA / ANALYTICS



WEARABLES



COMMERCE



CONSUMER SPORTS



GLOBAL REACH COMBINED WITH LOCAL PRESENCE

ONE OF THE LARGEST TECH TEAMS WITH OVER 125 PROFESSIONALS IN THE US, EUROPE, AND MIDDLE EAST

5
countries



+400
transactions



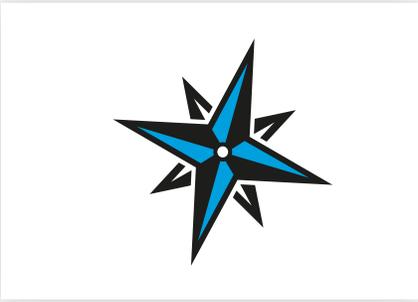
+70%
cross-border
transactions



8
offices



3
continents



+125
professionals



SPORTS TECH

2022 MARKET UPDATE

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DRAKE STAR

BELIEVE IN INNOVATION
CHANGE THE WORLD

