

MEDIA RELEASE - FOR IMMEDIATE RELEASE

DAZN AND ONEFOOTBALL ANNOUNCE PAY-PER-VIEW DISTRIBUTION PARTNERSHIP

New partnership will bring selected DAZN live football matches from international leagues via single-game pay-per-view offering to the OneFootball platform

Partnership kicks off this weekend with the Italian Serie A and France's Ligue1 in Germany and Austria, with more leagues and competitions to come

Deal furthers both companies' ambitions to disrupt and innovate the way fans discover and watch their favourite sport

Berlin, 2 February, 2023 – Two of the world's leading and most innovative sports platforms today announce a distribution deal – a collaboration between global sports broadcaster DAZN and football-focused media company OneFootball, aimed at delivering live football to a new generation of fans in Germany and Austria.

Starting this weekend, the deal will enable OneFootball's highly-engaged, mobile-first community to watch a selection of DAZN's football content on a pay-per-view (PPV) basis on OneFootball. The partnership will include live PPV matches and free-to-air highlight clips from top European leagues and competitions which will be available to OneFootball users in Germany and Austria.

Football fans in those countries will now be able to enjoy DAZN's live broadcasts via pay-per-view on OneFootball, on a flexible basis and at their fingertips from the Italian Serie A, and France's Ligue 1. The rights to further international leagues and competitions will be added to the partnership in the near future.

The partnership gets underway this weekend with Paris Saint-Germain vs FC Toulouse and Olympique Marseille vs OGC Nice in Ligue 1, as well as the legendary "Derby della Madonnina" between Inter Milan and AC Milan in Serie A.

Initially, the deal will see OneFootball offer single-match pay-per-view access to all DAZN live broadcasts from the selected competitions at €3.49 or, for selected top fixtures, €4.99 per match. Fans in Germany and Austria can also enjoy DAZN highlight clips of these competitions for free on OneFootball.

This unique tie-up reflects OneFootball's ongoing commitment to delivering a flexible approach to live football, bringing the world's top competitions to its global audience of over 100 million monthly active users, 75% of whom are between 17 and 34 years old. It also furthers DAZN's ambition to redefine the live sports experience, from distribution to consumption.

Privileged and confidential

Content from DAZN will be available via OneFootball's platforms, including smartphone and tablet using the OneFootball Mobile App (iOS/Android, incl. Apple AirPlay and Google Chromecast), the OneFootball.com website, and OneFootball TV (for Apple tvOS, Android TV, Amazon Fire TV and Samsung TV devices).

Lucas von Cranach, founder and CEO at OneFootball, said: "We have a lot of admiration for the platform and the brand DAZN has built and how they've scaled to reach and engage so many sports fans around the world. With our unique place within the football ecosystem and our deep understanding of the new generation football fans and what they want, we are really excited about this brilliant tie up. We can't wait to see how football fans engage and see how we can build a long-term relationship between our two organisations. This is a really important first step towards us and DAZN bringing even more live and affordable football to our fans all over the world."

Alice Mascia, CEO of DAZN DACH, said: "I have always been a fan of OneFootball and the way they connect football fans around the world, particularly among the younger consumers. From this perspective DAZN and OneFootball are a great fit as brands, as we both aim to innovate the way fans discover and watch their favourite sport. At DAZN we want to enable all football fans to watch their favourite sport the way they like it best. Therefore, we have already made our unique and diverse football offer available in the past via partners to address specific audiences and increase accessibility. Now, we offer fans even more flexibility and watch individual matches via PPV thanks to this cooperation with OneFootball."

-ENDS-

ABOUT DAZN

DAZN offers all fans the best live football: only on DAZN do fans get the Bundesliga, UEFA Champions League and UEFA Women's Champions League as well as LaLiga, Serie A, Ligue 1 and other top international leagues and competitions in one place. In addition, DAZN offers the largest selection of sports outside of football, including NFL, NBA, UFC, Darts, MotoGP, Handball and much more - totalling more than 100 live events per week and over 8,000 live sports broadcasts per year, all in one place. You can find the current prices and offers [here](#).

DAZN pioneered the sports industry by bringing sports streaming to Germany, Austria and Switzerland as its first market in 2016. Since then, fans can stream their favourite sports on almost all internet-enabled devices with DAZN and the sports platform is now available in over 200 countries and regions. Whether at home on smart TVs and laptops, on the go on mobile devices or in addition to the app via the linear channels DAZN1 and DAZN2 via satellite, cable and IPTV through distribution partnerships with Sky, GigaTV and MagentaTV. Live, non-live, time-shifted or in repeat and in high quality with up to FullHD resolution. In addition, DAZN offers DAZN FAST+ and DAZN FAST, a 24/7, free-to-air, linear TV service for sports fans.

The sports platform also offers the best live sports to all pubs, sports bars or restaurants in Germany with "DAZN For Business". Interested parties can obtain information on the commercial offer at the following website: <https://business.dazn.com/de-DE/welcome>

DAZN is part of the DAZN Group, a leading global media group in digital sports content. For more information, please visit <https://dazngroup.com/>.

About OneFootball

Founded in 2008, OneFootball is the leading football media platform for a new generation of mobile-first football fans. It serves 100 million people every month through its owned and operated platforms, bringing fans closer to the game with breaking news, highlight clips and live streaming and more. OneFootball partners with over 150 clubs, leagues, federations, players and brand partners to bring their content to the OneFootball network across 194 markets, and with a video distribution network that includes over 230 premium publishers partners globally. In 2022, it announced the launch of OneFootball Labs, a dedicated business unit that is collaborating with the football industry and Web3 leaders Animoca Brands and Liberty City Ventures to release premium digital assets and fan-centric experiences on the blockchain. For more information, please visit:

company.onefootball.com

<https://aera.onefootball.com/>

twitter.com/onefootball

linkedin.com/company/onefootball/

For more information, please visit:

- company.onefootball.com
- twitter.com/onefootball
- linkedin.com/company/onefootball/