



BRUIN
SPORTS CAPITAL

WPP

NFL, BRUIN SPORTS CAPITAL AND WPP ALIGN TO SCALE NFL GAME PASS ACROSS EUROPE

BRUIN AND WPP FORM A NEW COMPANY TO DRIVE INNOVATION AND GROWTH THROUGH LICENSING OF THE NFL'S DIRECT TO CONSUMER OTT SERVICE

New York, NY/London, UK – June 16, 2017 – Bruin Sports Capital and WPP have entered into an agreement with the National Football League to grow NFL Game Pass in Europe, the league's premium OTT offering that features all live NFL games, NFL RedZone, NFL Network and award-winning NFL Films programming targeting NFL's avid European fans. In support of this, today it was announced that Bruin and WPP have formed a new company that, through its strategic license from the NFL, will evolve the NFL Game Pass business as part of the NFL's international growth strategy. The new company will be headquartered in London; its name, CEO and executive team will be introduced shortly.

Today it was also announced that Deltatre, a Bruin Sports Capital portfolio company and global leader in sports media and technology, will now power NFL Game Pass across a combined 61 European countries and territories. This includes the development of a new, state-of-the-art product which will feature a rich user experience optimized for cross-platform viewing. Deltatre will also manage end-to-end technology delivery, streaming, user-facing applications, back-end support, payments and customer service.

Digital media services will be led by data-driven sports marketing agency, Two Circles, which is part of GroupM's ESP Properties and supported by fellow WPP agencies MEC and Ogilvy. Two Circles, the 2017 BT Sport Industry Awards Agency of the Year, will work alongside Bruin and Deltatre to grow NFL Game Pass' European subscriber base.

"As the NFL continues to prioritize Game Pass, we sought out key experts to unlock the significant potential across Europe," said Mark Waller, EVP of International & Events at NFL. "Bruin and WPP have a proven track record of innovation and success and we believe they are the best companies to help take Game Pass to the next level in Europe, technologically, operationally and in terms of growing the user base."

"Sports content is set to be more valuable than ever, especially given how fans are increasingly choosing to consume," said George Pyne, CEO at Bruin Sports Capital. "Bruin is going to continue to be an aggressive investor in forward-looking technology and business models, such as OTT platforms and SVOD as this endeavor demonstrates. We are thrilled to work alongside the NFL and WPP on this business, and excited to showcase the ways our portfolio company Deltatre will transform the Game Pass product in Europe through its innovative OTT platform."

"We're confident that Game Pass will grow to become one of the NFL's most important licensed assets and will reach new levels in Europe with the support of our media, sports and tech know-how, and the combined marketing capabilities of Two Circles, MEC and Ogilvy," said Martin Sorrell, WPP CEO. WPP

recently established a dedicated sports practice to act as a global point of entry to the Group's collective sports services and expertise. "There is a confluence of key global trends informing our digital strategy, including the rapid global improvement of digital infrastructure and the growing importance of online video. We feel that Game Pass is well positioned for success given these trends," he continued.

About Bruin Sports Capital

Bruin Sports Capital is a privately held capitalized operating company whose global platforms span experiences, events and hospitality, marketing, media and technology. Bruin's portfolio companies include On Location Experiences, Engine Shop, Deltatre and Courtside Ventures. Bruin is a global market leader with a reach that includes more than 1,100 employees in 24 offices across nine countries. The client base of its portfolio companies include premier properties and blue chip companies such as major global sports leagues, federations and media companies. Bruin's investor base consists of wealthy global families and WPP, the world's largest communication services group. Bruin's access to long-term, flexible strategic capital and the operating expertise of its leadership provide a high degree of speed and execution for the companies within its diverse portfolio. For more information, visit www.BruinSportsCapital.com.

About WPP

WPP is the world's largest communications services group with billings of US\$74 billion and revenues of over US\$19 billion. Through its operating companies, the Group provides a comprehensive range of advertising and marketing services including advertising & media investment management; data investment management; public relations & public affairs; branding & identity; healthcare communications; digital, eCommerce and shopper marketing; and specialist communications. The company employs over 205,000 people (including associates and investments) in over 3,000 offices across 112 countries. For more information, visit www.wpp.com.

WPP was named Holding Company of the Year at the 2016 Cannes Lions International Festival of Creativity for the sixth year running. WPP was also named, for the sixth consecutive year, the World's Most Effective Holding Company in the 2017 Effie Index, which recognises the effectiveness of marketing communications. In 2017 WPP was recognised by Warc 100 as the World's Top Holding Company (third year running).

About Deltatre

A Bruin Sports Capital portfolio company, Deltatre is a global leader in providing reliable and innovative solutions for global federations and media companies including OTT services, digital and social media, content production and data and broadcast services. With a team of around 500 people and offices in Turin, London, Manchester, Munich, Hamburg, Paris, Geneva, New York, Los Angeles, Mumbai, Singapore and Tokyo, Deltatre has over 30 years' experience at the highest level of international sport. The firm's client portfolio includes UEFA, FIFA, the English Premier League, ATP World Tour, European Tour, European Athletics, NBC Universal, BBC, BT Sport, Star TV, Rede Globo, amongst others. Deltatre supports rights owners and holders in delivering multi-dimensional and multi-platform sporting coverage focusing on three different experiences: online, providing truly immersive digital user experiences; onstage, adding value for viewers on venue and on linear TV; backstage, enabling any other front-end service for those who work behind the scenes. Deltatre has enhanced the fan experience for the top 5 sports events of all time including the FIFA WC 2014 Final, Euro 2016 Final, 2016 Champions League Final, Rio 2016 100M Final and the 2015 Cricket World Cup between India and Pakistan. The services provided by Deltatre range from sport media strategies, creative and design, websites, mobile apps, live streaming and OTT platforms, to the delivery of results, TV graphics and additional on venue services, as well as a

comprehensive sport event management system. For more information, please visit www.deltatre.com or follow us on Twitter: @deltatre.

About Two Circles

Founded in 2011, Two Circles is a data-driven sports marketing agency that helps sports organisations grow relationships with their audiences and partners to drive commercial growth. It is part of WPP's GroupM, the world's largest media investment group.

Working with some of the biggest rights-holders in sport across the UK, North America and mainland Europe, the business helps its clients improve customer experience, increase revenue and enhance their partner proposition. In April 2017, for the second time in its five-year history, Two Circles was named Agency of the Year at the BT Sport Industry Awards. For more information, visit www.insidetwocircles.com.

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