

## SURJ SPORTS INVESTMENT ANNOUNCES INVESTMENT IN DAZN

- **SURJ Sports Investment agrees to acquire minority stake in DAZN, accelerating the growth of the world-leading sports entertainment platform**
- **SURJ and DAZN to work closely on establishing DAZN MENA—a broadcasting joint venture**

**Riyadh, 17 February 2025:** SURJ Sports Investment (SURJ), a leading sports investment company, has agreed to acquire a minority stake in DAZN, the global leader in sports entertainment. SURJ and DAZN are natural partners, committed to the unifying power of sports by making world-class sports rights available globally.

Launched in 2023, SURJ Sports Investment is mandated to invest in sports to drive international growth while enhancing the sporting ecosystem in Saudi Arabia and the wider Middle East. SURJ's strategy extends beyond direct investment in sports to include other essential elements of the ecosystem, such as broadcasting, digital platforms, grassroots programmes, and fan engagement initiatives, to drive audience participation and the long-term growth of the sports industry.

DAZN provides SURJ with an official streaming and broadcast partner for both live and on-demand content to showcase the best of Saudi sport and Saudi-based events to a global audience. DAZN is available in more than 200 markets and is home to the most exciting sports and biggest leagues from around the world. DAZN has transformed the way that fans enjoy sports on a platform that allows them to watch, play, buy, and connect in a frictionless and immersive experience. This transformative deal will support SURJ with reimagining how fans in the region can interact with the sports they love—in a way that will deliver widespread economic and social returns.

As part of this agreement, SURJ and DAZN will work closely to establish DAZN MENA, a joint venture that will unlock new broadcasting opportunities for Saudi Arabia's growing sports sector and accelerate fans' access to live and on-demand sports content. The partnership aims to strengthen Saudi Arabia as a leading market for sports investments, while capitalizing on the significant growth in demand for high-quality sports broadcasting.

**Danny Townsend, CEO at SURJ Sports Investment, said:** "DAZN has established itself as the global sports platform of choice, and this is a really exciting opportunity to build on DAZN's significant successes in recent years by bringing more sports to fans and audiences around the world.

"SURJ supports the leadership of DAZN, and our partnership will accelerate the growth of DAZN and capitalize on the significant and growing demand for high-quality sports broadcasting.

"This investment will help SURJ achieve its mandate of driving fan engagement, encouraging sports participation and unlocking game-changing opportunities, and further showcasing the region as a destination for world-class sports."

**Shay Segev, CEO of DAZN, said:** "DAZN is the only truly global entertainment platform dedicated to sport, which makes us ideally positioned to expand access to sports content globally from Saudi Arabia's growing sports sector. As part of the DAZN MENA joint venture with SURJ, DAZN is committed to maximizing the reach and accessibility of sports, while delivering the best entertainment experience to a global community of passionate fans. This is a milestone partnership for the group, which is bound to transform the sports entertainment landscape in Saudi Arabia and the wider region."

## **NOTES TO EDITORS**

### **ABOUT SURJ SPORTS INVESTMENT**

SURJ (/Surge/) Sports Investment, a PIF company, is fueling the growth of international sport through strategic investments with global and local resonance. Its mandate centers on investing in global rights holders and key enablers in the global sports ecosystem—investments that will generate long-term returns, empower sports and sports-adjacent businesses to innovate and reach new audiences and create new experiences. SURJ Sports Investment is unlocking game-changing opportunities, inspiring the next generation of talent and fans in Saudi Arabia, the wider MENA region and beyond.

For more about SURJ Sports Investment, visit [www.surjsports.com](http://www.surjsports.com).

### **ABOUT DAZN**

As a world-leading sports entertainment platform, DAZN streams over 90,000 live events annually and is available in more than 200 markets worldwide.

DAZN is the global home of European football, women's football, boxing and MMA, as well as the NFL internationally. The platform features the biggest sports and leagues from around the world—Bundesliga, Serie A, LALIGA, Ligue 1, Formula 1, NBA, Moto GP, and many more, including FIFA Club World Cup 2025.

DAZN is transforming the way people enjoy sport. With a single, frictionless platform, sports fans can watch, play, buy, and connect. Live and on-demand sports content, anywhere, in any language, on any device—only on DAZN.

DAZN continues to expand its presence across markets, entering an agreement in December 2024 to acquire Australia's leading sports and entertainment media business—Foxtel Group—from its majority shareholder News Corp and minority shareholder Telstra, subject to regulatory approval. The acquisition establishes DAZN as a leader in sports entertainment in Australia—a highly attractive sports market—marking another milestone in DAZN's long-term strategy to become the global home of sport.

DAZN is a global, privately-owned company, founded in 2016, with more than 3,000 employees. Between 2021 and 2024, DAZN more than doubled its revenues to US\$3.4 billion through diverse revenue streams comprising subscriptions, advertising, sponsorship, and transactional.

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

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