

DAZN LANDS MULTI-PROJECT ORIGINAL CONTENT DEAL WITH BRAZILIAN FOOTBALL ICON, RONALDO, TO LEAD GLOBAL CONTENT SLATE FOR 2021

- **DAZN TO TELL THE DEFINITIVE STORY OF RONALDO OVER THREE ORIGINAL CONTENT SERIES TO LAUNCH IN 2021-23**
- **THE FIRST SERIES, 'EL PRESIDENTE', WILL PREMIERE GLOBALLY ON DAZN IN MAY**
- **DEAL UNVEILED AS PART OF DAZN'S BLOCKBUSTER ORIGINAL CONTENT SLATE FOR 2021, FEATURING GLOBAL SPORTING ICONS RONALDO, OSCAR DE LA HOYA, JULIO CÉSAR CHÁVEZ AND YUKI TSUNODA ALONGSIDE A-LIST HOLLYWOOD TALENT EVA LONGORIA AND BERNARDO RUIZ**

LONDON, May 5, 2021 — DAZN, the leading global sports destination, has secured a multi-project development deal with Brazilian football superstar and global icon, Ronaldo, to headline its global original content slate for 2021.

DAZN will produce three original content series telling the definitive story of 'O Fenômeno' that will launch globally on DAZN between 2021-23. The first project in the agreement is 'El Presidente', a six-part docu-series that goes behind the scenes of Ronaldo's current life as President of Real Valladolid with unprecedented access, launching on DAZN globally on Thursday May 20.

The deal marks the next stage of DAZN's original content rollout, with a blockbuster slate that takes fans to the heart of their favourite sports across football, boxing and motorsport. Availability of content will vary per market and will be rolled out on DAZN throughout 2021 from May.

"Ronaldo remains one of the greatest football players of all time, an inspiration to a generation of sporting heroes. His remarkable story will connect with DAZN's global audience of football fans around the world", said DAZN's Chief Operating Officer, Ed McCarthy. "This line-up demonstrates our commitment to creating world class original content that keeps fans coming back to DAZN for more. If you're a football, boxing or motorsport fan – or just a fan of great sports stories - there's something here for you."

"This is a once in a lifetime opportunity for me to tell my story" added Ronaldo. "Throughout my career, I have been fortunate enough to partner with many global sports brands and I feel DAZN is the right partner to help me bring my story to fans around the world."

The full slate is as follows:

'El Presidente' takes viewers inside the day-to-day running of Real Valladolid, run by world-famous footballer, Ronaldo, who is out to prove himself a shrewd, business-smart club owner and board president. The six-part series reveals every challenge and triumph in Valladolid's first full season under their Brazilian president, intercut with parallel narratives detailing the highs and lows of Ronaldo's own playing career. These thrilling football stories are told by Ronaldo and a cast of his former teammates, including Roberto Carlos, Dida, Pep Guardiola, Boudewijn Zenden and Javier Zanetti. 'El Presidente' is produced by Zoom Sport with DAZN and the first episode will go live on DAZN on May 20.

Directed by Actress, Producer, Director & Activist, Eva Longoria and produced by her Emmy-nominated UnbeliEVAble Entertainment (Reversing Roe) and film-maker Bernardo Ruiz (Kingdom of Shadows) – **‘La Guerra’** is the epic story of two of the most captivating boxers in the history of the sport; Oscar de la Hoya and Julio Cesar Chavez. This feature length documentary goes beneath the historic bouts between these two Latino giants who represented either side of Mexico’s cultural divide, revealing personal journeys, family pride, and links to Mexico’s notorious drug cartels. Executive produced by DAZN’s Deirdre Fenton (40 Days), ‘La Guerra’ will land on DAZN’s Global platform in the Autumn.

‘Como 1907: The American’ documents the journey of Michael Gandler, the CEO of a 112-year old Italian soccer club languishing in the lower league. Como 1907 is a once proud, former Serie A contender, whose stadium on the shore of Lake Como offers one of the most stunning backdrops in world football. With the setting of the world famous lake, the three-part series documents issues of corruption, threats and mismanagement, as Michael attempts to return the now decrepit club to a place worthy of its illustrious history. ‘Como 1907: The American’ is a collaboration between DAZN and SENT Entertainment and will land on-platform in June.

Club Ibiza returns with **‘The Xtra Sessions’** for release on DAZN this August. The crew are back in Ibiza filming the 2020/21 season following UD Ibiza on their quest to reach La Liga. With the sound of Carl Cox’s series theme tune ‘Sand, Moon & Stars’ ringing in everyone’s ears, the magic island will again provide the most beautiful backdrop to the coolest football club in the world.

‘Canelo: The Greatest Athlete You’ve Never Seen’ will offer sports fans an intimate look at one of the most successful fighters of all time. Narrated by British actor, Idris Elba, this one-off documentary will introduce Canelo Alvarez to a new audience of sports fans ahead of his May 8 clash with Billy Joe Saunders and try to answer this ultimate question: Despite all his titles and unending success, why does it feel like Canelo is the greatest athlete we barely know? ‘Canelo: The Greatest Athlete You’ve never seen’ will air on BBC One on May 5, before it lands on DAZN’s platform.

‘Yuki: The Making of an F1 Driver’ follows Japanese motorsport prodigy, Yuki Tsunoda, as he embarks on his debut season in F1 with the help of his AlphaTauri team of specialists. The series will track Yuki’s journey through the course of the 2021 season as he moves from promising youngster to rookie – but with his eyes on becoming an F1 legend.

Further international content announcements from DAZN will follow over the coming months.

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About DAZN Group

DAZN Group is one of the fastest growing sports media companies in the world. Headquartered in the UK and with employees in over 25 countries, our businesses touch every aspect of the way fans engage with sports; from production, through to content distribution and commercialisation. DAZN Group is home to DAZN, the leading global sport destination, as well as the popular sport portal, DAZN News. DAZN is leading the charge to give sports fans around the world access to sport anytime, anywhere. DAZN guarantees affordable access on most connected devices including smart TVs, set-top boxes, streaming sticks, smartphones, tablets, PCs and game consoles. DAZN is now live in more than 200 countries and territories after first

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