We Go Out of Bounds
First-and-only athlete lifestyle network distributed on linear, OTT, hardware tech and digital platforms.

We Are One of One
500+ TV networks and 100+ athlete-owned production companies exist. Only One Home for Athlete Lifestyle Content.

We Empower Athlete Storytelling
We have in-house production and a cross-channel distribution platform dedicated for athletes.
Players Media Group is a sports and lifestyle entertainment media company housing a complementary ecosystem of owned-and-operated media and entertainment verticals for athletes to storytell and connect with fans.

Direct Athlete Access
Reaching a Total 300MM+ SOCIAL MEDIA FOLLOWERS

IN-HOUSE PRODUCTION for Original Series and Custom Short-Form Content

Built-In Distribution to 285MM U.S. HOUSEHOLD DEVICE OWNERS

DIRECT-TO-CONSUMER video subscription on demand platform for all sports lifestyle content
The Power of
ATHLETES

The Power of
CONTENT

The Power of
DISTRIBUTION
ATHLETE INFLUENCE

Athletes are not just content creators but culture game changers. Idolized as heroes on the playing surface and leaders off of it, athletes’ influence extends not just to inspiring fashion and music trends, but also to prompting fan purchase behavior. The power in this fandom is that these fans are your customers.

Dwyane Wade
Athlete
Businessman
Owner
Activist

KYLIE IRVING
Nike Signature Athlete
FANS ARE 164% MORE LIKELY TO PURCHASE FROM THE INFLUENCE OF AN ATHLETE

TRAVIS KELCE
Hilo Supplements Founder
49% OF FANS RELY ON RECOMMENDATIONS FROM THEIR FAVORITE ATHLETES

DAMIAN LILLARD
Hulu Ambassador
40% OF FANS HAVE MADE A PURCHASE AS A RESULT OF ATHLETE INFLUENCE

CHRIS PAUL
Nate Farr Ambassador
20% OF FANS RECOMMEND PRODUCTS BASED OFF OF ATHLETE INFLUENCE

SOURCE: NAVIGATE RESEARCH 2019
The Players Social Network aggregates the digital followings of our athlete owners and creators, allowing brands to work directly with athletes on sponsored social campaigns, branded content series and ambassador partnerships.

**HOW PLAYERS SOCIAL NETWORK MANAGES THE PROCESS FOR YOUR BRAND:**

<table>
<thead>
<tr>
<th>IDENTIFY</th>
<th>NEGOTIATE</th>
<th>PRODUCE</th>
<th>DISTRIBUTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>the athlete(s) for a Brand Partnership from our network of athlete investors and creators</td>
<td>terms with the athletes</td>
<td>branded content featuring and in collaboration with athletes</td>
<td>content on PlayersTV’s network and athletes’ digital channels</td>
</tr>
</tbody>
</table>
ATHLETE OWNERS AND CREATORS

MEET OUR ATHLETE OWNERS AND CREATORS

1 AND ONLY ATHLETE OWNED TV NETWORK

50+ PLAYERSTV ATHLETE OWNERS AND MARKETERS (ALL OWNERS HAVE CONTRACTUAL CONTENT CREATION HOURS AND MARKETING DELIVERABLES)

300M+ AGGREGATE SOCIAL MEDIA FOLLOWING OF PLAYERSTV ATHLETES

60%+ PMG OWNERS ARE FROM BIPOC COMMUNITIES

AND MANY MORE!
ATHLETE X FAN ENGAGEMENT WITH SOCIAL CAUSES

Now more than ever the consumer is looking to support brands that take a stance, and athletes have been paving the way to change through their massive social media presences and strong connection with their fanbases.

CAUSES THAT FANS ARE MOST PASSIONATE ABOUT

<table>
<thead>
<tr>
<th>CAUSE</th>
<th>% OF SPORTS FANS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANIMAL WELFARE</td>
<td>68%</td>
</tr>
<tr>
<td>EQUAL OPPORTUNITY</td>
<td>67%</td>
</tr>
<tr>
<td>FOOD AVAILABILITY</td>
<td>66%</td>
</tr>
<tr>
<td>HUMAN RIGHTS</td>
<td>65%</td>
</tr>
<tr>
<td>RENEWABLE ENERGY</td>
<td>65%</td>
</tr>
<tr>
<td>ACCESS TO EDUCATION</td>
<td>64%</td>
</tr>
</tbody>
</table>

Source: Nielsen Insights, 2021; Fortune, 2021

- CJ McCollum: 0.5% of dollars committed to social funds in 2020 has been materialized so far.
- Angel McCoughtry: 63% more engagement for brands was generated in 2020 due to athlete incorporation than any other social media content.
- DeAndre Jordan: $1.2B in media value by 2023 generated by athletes with at least 5 million followers when posting for social causes.
Case Studies
CASE STUDY: KYRIE IRVING X PEPSICO

The phenomenon and success of the Uncle Drew character is as a model for how brands and athletes should co-own and co-create new intellectual property. Kyrie’s and PepsiCo’s relationship was a business-savvy evolution that began as an endorsement deal and ended in a multi-million-dollar content partnership.

The Endorsement

In 2011, PepsiCo signed Kyrie Irving to be a brand ambassador for Pepsi Max during his rookie year.

The Idea

Kyrie had the creative idea to transform himself into the old basketball playing legend “Uncle Drew” to highlight that Pepsi Max was a zero-calorie soda in disguise.

The Branded Content Series

This original campaign lived as a three-part webisodes series sponsored by Pepsi Max and garnering 100+ MM YouTube views.

The Feature Film

Building off the success of the mini-series, Kyrie worked with Pepsi to write, direct and star in Uncle Drew, the movie, generating $46MM at the box office.

“The success of ‘Uncle Drew’ changed the way Pepsi now thinks of digital marketing. Advertising is going from the interruptive model of trying to get your attention while you are watching something to a model that is more inviting, where people actually want to watch the engaging content that you produce.” -- Adam Harter, VP of Consumer Engagement at PepsiCo
Season 1 of Cooking Clean with DeAndre Jordan proved to be a great success. The energetic and fun-packed episodes inspired viewers to try out a plant-based diet and to have a good time while doing it.

- PlayersTV garnered 39.7MM+ impressions for Bounty over a 30 day partnership duration.
- PlayersTV delivered a $3.1MM+ media valuation

PlayersTV worked closely with Bounty’s brand team and agency partners at Carat to authentically incorporate Bounty Hacks directly into each episode along with amplifying DeAndre’s love of the hacks on his social media.
PARTNERSHIP SUMMARY

Partnership Highlights:

- Participated in the first ever TV network plant-based cooking show
- Media Performance valued at $3.1MM+
- Delivered 11.35x the value of original investment
- Leveraged organic product placement and authentic integration of clever “Bounty Hacks”

IMPRESSION BREAKDOWN

- Partnership term: 6/1/2021 - 6/30/2021

<table>
<thead>
<tr>
<th>MINIMUM IMPRESSION GUARANTEE</th>
<th>TOTAL IMPRESSIONS DELIVERED</th>
<th>% GOAL EXCEEDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,500,000</td>
<td>39,717,564</td>
<td>1135%</td>
</tr>
</tbody>
</table>
CASE STUDIES

Bounty Case study for media Kit:
As the Official Partner of DeAndre Jordan’s plant-based cooking show with PlayersTV, Cooking Clean, P&G received over 39MM+ impressions in the show’s first 30 days of airing. Incremental to this partnership, PlayersTV also produced and activated a social media campaign for Bounty (P&G) and DeAndre around kitchen tips garnering 500K impressions in the first 48 hours.

Players Social Network orchestrated a social promotion partnership with CJ McCollum and GoDaddy for their “Made in America” content series about supporting small businesses. From suggesting the right athlete, to procurement, to social post execution, PSN seamlessly coordinated between both parties. In the first 48 hours from the post, the “Made in America” series trailer reached 162,000 viewers.

Players Studio repackaged our existing Chris Paul footage from his North Carolina voting activism community events this past election cycle to build this final creative for State Farm’s Black History Month commercial. The campaign is currently on-going and running on PlayerTV as well as State Farm’s other media properties such as TNT, ESPN, etc. Over the course of Black History Month this campaign reached 580,000 people across PlayersTV’s distribution network and Chris Paul’s social platforms.

Sony Pictures leveraged both Players Social Network and Players Studio in this partnership. PMG identified athletes that fit Sony’s specifications and then activated Players Studio to re-cut the “Monster Hunter” trailer to incorporate the athlete’s involved. This campaign made over 950,000 impressions across PlayersTV’s distribution network and the involved athletes’ social media in the first week of a four week flight.

*click the play button to check out PSN client campaigns
PRESS STRATEGY

With the help of our athlete hosts and guests we will blitz the marketplace in great publications focused on show genre.

As seen to the right, with DeAndre Jordan’s vegan cooking show we targeted both general audiences for wide appeal, but also the niche vegan news outlets to dive deeper into the theme of the show and it’s core audience.
HOW WE PARTNER

AMPLIFY CURRENT CAMPAIGNS

- Run a Media Buy on PlayersTV
- Identify/Procure Athletes for Current Brand Campaign through Players Social Network
- Utilize Players Studio to produce ancillary content for brand campaigns

BRANDED CONTENT

- Collaborate with Players Studio to create custom content around athletes that delivers on brand KPI’s
- Distribute Branded Content across PlayersTV’s 285MM households/devices

ORIGINAL CONTENT PROJECTS

- Join Players Studio in the creative process of PlayersTV original series by becoming a series Presenting Partner
- Become an official partner of a PlayersTV Original series to feature your brand in dedicated segments throughout each episode
- Authentically integrate your brand’s products into a PlayersTV original series along with other incremental benefits as a product placement partner
The Power of ATHLETES

The Power of CONTENT

The Power of DISTRIBUTION
MISSION
Inform
Inspire
Innovate

PRODUCTION EXPERTISE

ON-LOCATION
SET DESIGN

TALENT
SELECTION

CONTENT
STORYBOARDING

POST-PRODUCTION
EDITING

PLAYERSTV + ATHLETE
DISTRIBUTION

FULL-SERVICE
PRODUCTION

CLICK THE PLAY BUTTON TO VIEW OUR SIZZLE
CONTENT FORMATS AND GENRES

Players Studio is the content engine for original IP produced by, featuring and starred in by athletes.

GENRES

SPORTS STORIES  CULINARY  CULTURE  FASHION  MUSIC  WELLNESS  TRAVEL  BUSINESS  REALITY COMPETITION  ESPORTS

AND MANY MORE!
Players Studio is developing a diverse collection of original series and co-produces with athlete and brand partners. Brands have the opportunity to collaborate on production, underwrite the series and authentically integrate into the storytelling. Be more than a presenting sponsor, become our partner.

More than a baseball story, Swingman captures the phenomenon of Ken Griffey Jr. and how he became a beloved icon that transcends sports and influences culture.

Trading their uniforms for business formal attire, Chris Paul will executively produce a series where he and other business-minded athletes are pitched by entrepreneurs.

Damian Lillard’s story is as much about the destination of becoming the face of the NBA as it is about his journey of unexpected achievements and pinnacle comebacks despite the odds against him.

Executive producer Chris Paul brings to life the animated series City of Hoops. Inspired by real life events viewers join T and his city crew of friends on a quest to uncover the mystery around his father’s death, while doing whatever it takes to make the state basketball championship.

Pull up a chair to the chef’s table with NBA center DeAndre Jordan as he learns from the best on how to cook great tasting vegan food.

Kyrie Irving will host a part-talk, part-action-packed activity show where he and A-list celebrity guests and public figures will engage in compelling conversations and creative on-set activities with guests like Michael B. Jordan and Barack Obama.
The Power of Athletes

The Power of Content

The Power of Distribution
PlayersTV has an omni-channel ecosystem for distributing its 24/7 digital linear channel dedicated to athlete lifestyle content across OTT/CTV, travel, mobile and social.

**OTT / CTV**
- **285+ Million**
  - U.S., Canada, and five EU nations
  - Household devices for digital linear TV across OTT/CTV devices

**TRAVEL**
- **90 U.S. Airports**
  - Located in top U.S. D.M.A.s

**SOCIAL**
- **300+ Million**
  - Aggregate athlete social media followers
PMG's original content distribution strategy has an omnichannel approach to maximize viewership and engagement.
Original Content and Hero Programming