

The background of the image is a dark, low-angle shot of a soccer game at night. A goal net is in the foreground, and a soccer ball is suspended in the air near the center. A goalkeeper in a bright green jersey with the number 31 is on the right, reaching out. Other players in white and dark jerseys are visible on the field. The stadium lights are visible in the background. The LiveScore logo is centered in white, with a trademark symbol. At the bottom, there are several orange wavy lines.

LiveScore™

LIVESCORE - WHO ARE WE?

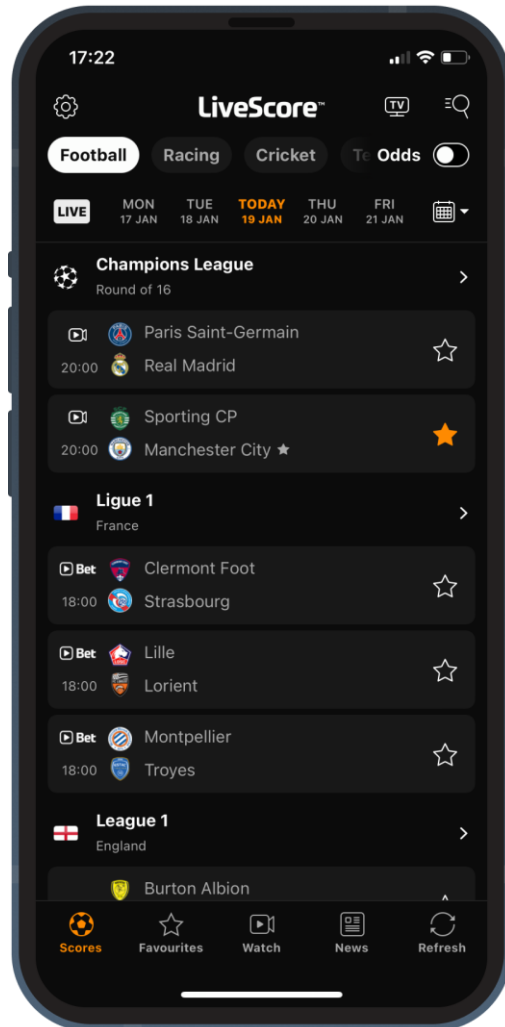


An early pioneer in the online sports media space, LiveScore was founded in 1998 and is a global sports media business, real-time sports updates provider and live streaming service.

LiveScore continues to deliver top quality content that its users have come to expect, with its up-to-the minute sports updates. LiveScore boasts **50 million active users across 200 territories** making it quite simply one of the world's best-known sports brands in the market.



WHAT MAKES US LIVESCORE?



INSIGHT

Our fans leave LiveScore with more knowledge than they had before

SIMPLICITY

Our platform is easy to use, providing scores, stats, news, video & info that is clear for our users

FOOTBALL

Although we have a wide offering, our approach is Football First, we give our users what they want

LIVE

LiveScore is on the pulse, with a scores & insights offering faster than any of our competitors

THE AUDIENCE

GLOBAL

50M+

Monthly unique users

6 Billion

Monthly page views

92%

Male



68%



14%



10%



7%

8%

Female

UK

2.4M

Monthly unique users

700M

Monthly page views

93%

Male



26%



25%



41%

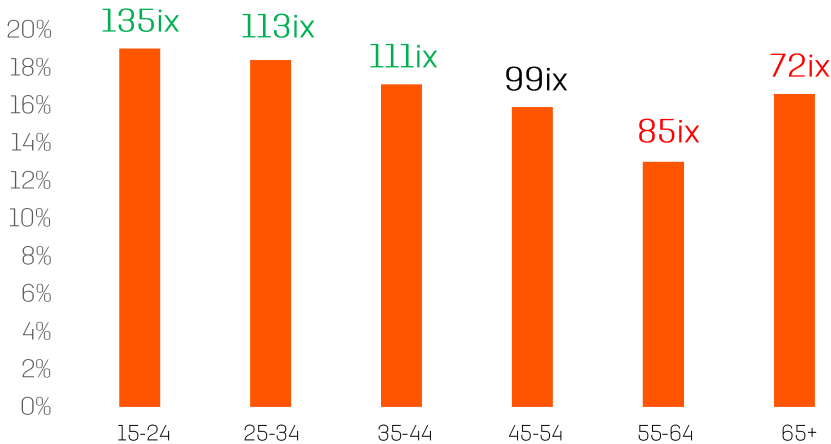


8%

7%

Female

AGE (UK)



SOCIAL



5M+



340K+



1.4M+



2.5M+

WHERE WE SIT IN THE MARKET

2

nd

to Live TV – in a user's Sports Media mix, scores providers are the supplementary to Live TV.*

3

rd

most used sports media brand amongst UK football fans, behind only Sky Sports & the BBC.**

BBC
SPORT
sky
sports

LiveScore™

ESPN

FLASHSCORE

The Athletic

1.3 MILLION UK GEN Z & MILLENIAL USERS ENGAGED EVERY MONTH



% of total
audience
under 45

36%
[78 ix]

45%
[99 ix]

53%
(115 ix)

Average age of
user

49

46

43

SPORTS FANATICS

Our heaviest users make up 49% of our audience

FOLLOWING



- 75% watch live events on TV every week (391ix)
- 68% attend live events (289ix)
- 49% watch live sports via mobile streaming (402ix)

- 50% are subscribed to Sky Sports (270ix)
- 35% are subscribed to BT Sport (304ix)
- 31% are subscribed to other sports channels (373ix)

SUBSCRIPTIONS



PARTICIPATION

- 79% take part in at least one sport (136ix)
- Football is the most popular sport, with 42% taking part (341ix)
- 30% own their own fitness & exercise equipment (189ix)

- 85% have bought trainers, clothing or accessories from sports brands in the last year (171ix)
- 79% buy new trainers at least annually (177ix)
- 64% buy new sports clothing at least annually (216ix)



APPAREL

SPORTING INTERESTS

At LiveScore, we harness a sports obsessed audience, which is far reaching, although football is by far and above the area of passion within our audience

99%

FOOTBALL

74%

BOXING/MMA

69%

RUGBY

69%

TENNIS

68%

MOTORSPORT

67%

DARTS

63%

GOLF

62%

**HORSE
RACING**

60%

CRICKET

36%

**AMERICAN
FOOTBALL**



WHAT DOES A TYPICAL WEEK LOOK LIKE?

ALWAYS ON

Even on days with little to no football, our app keeps a strong number of users engaged.

PEAK

Our peak windows in the week see over 500k users in a one-hour window alone

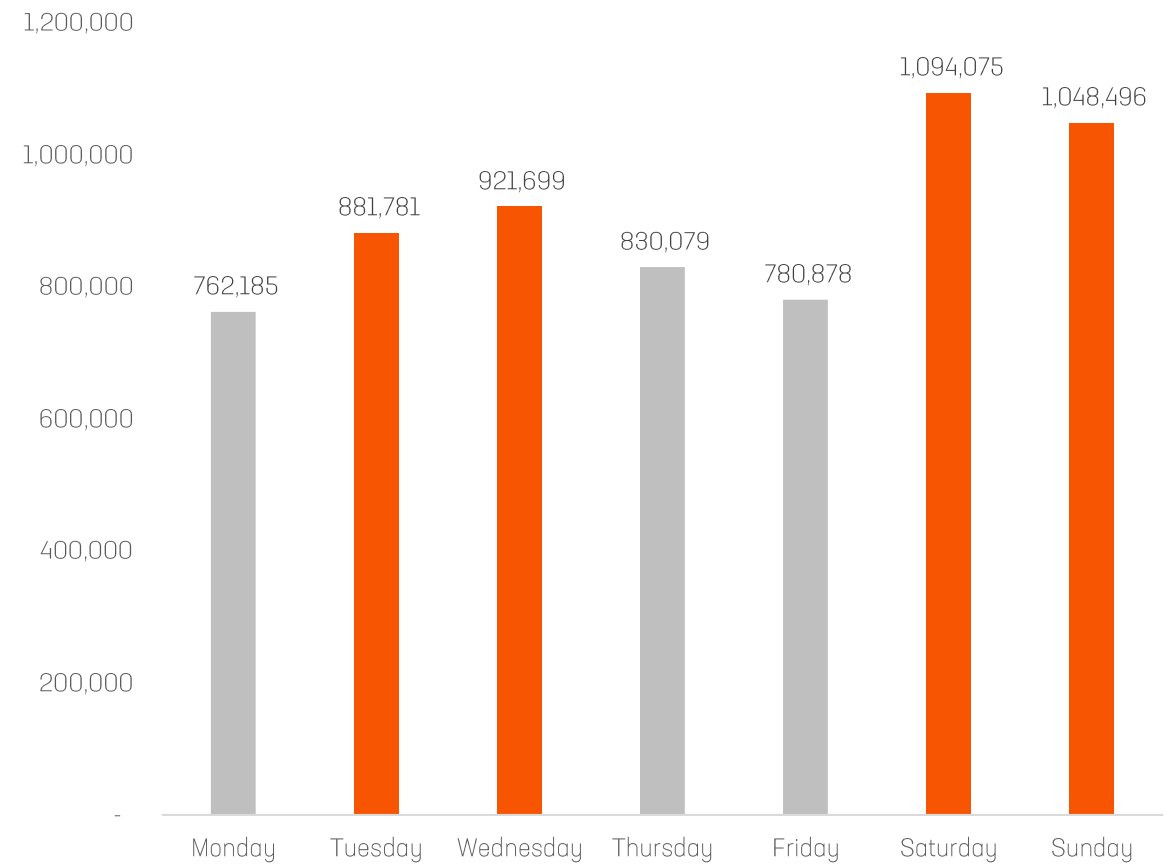
IMPORTANCE OF KICK OFF

Traffic peaks around kick-off, with the highest levels particularly on Tues-Thu evenings and Sat-Sun afternoons. However, residual traffic exists either side of kick-off for both pre-match and post-match.

COMPETITIONS

The high-profile competitions drive the highest traffic, being the PL and UCL. However, we see the secondary competitions of Europa League, UEFA Conference League and the EFL also drive high, consistent levels of traffic.

Average number of UK users per day across April 23



THE GROWTH OF WOMEN'S FOOTBALL

The 2023 Women's World Cup

- **51% of all UK users visited WWC match pages (790k)** throughout the time-period of the tournament – that represents **never seen before levels of engagement** with Women's Football on LiveScore
- This generated over **13m of WWC specific page views** in the UK alone!

The Women's Super League

- The 22/23 WSL season saw 1.2m users engage with competition specific pages in the UK alone – that **represents growth of over 400% compared to 21/22.**
- Page views experienced similar growth, with **over 7m in 22/23** compared to 1.5m throughout 21/22
- News articles read equaled nearly 60k throughout the 22/23 season – significantly up from 21/22



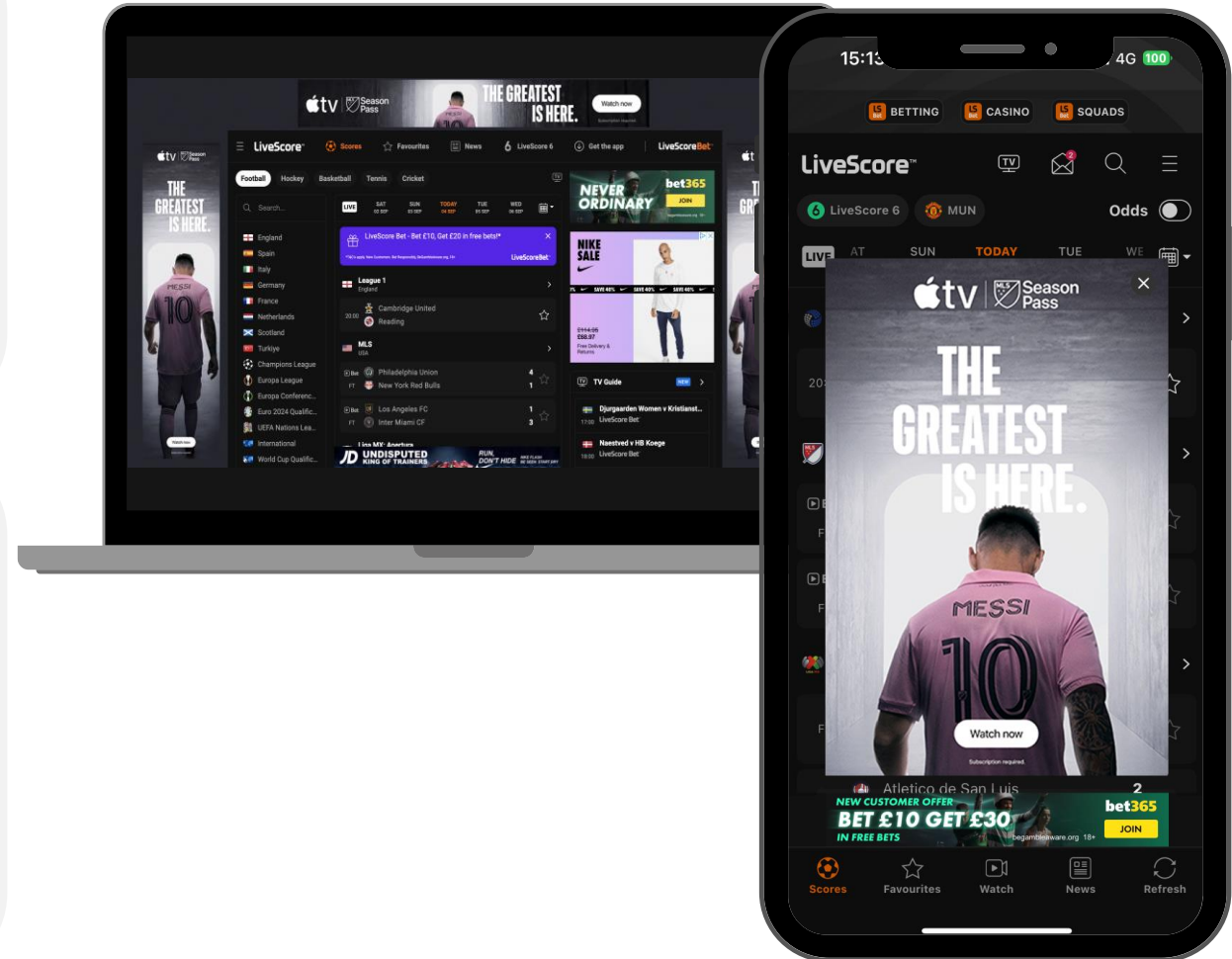
WE HAVE THE TOOLS TO ENGAGE YOUR AUDIENCE

PREMIUM DIGITAL DISPLAY

- Drive audience awareness with our full suite of IAB endorsed ad-units, utilising our world class 1st party data targeting
- Generate a deeper level of engagement from LiveScore users with rich media ad units: countdown timers, polls, shoppable, gamification, units utilising SeenThis technology, new Desktop skins, or Mobile Interstitial

VIDEO & AUDIO

- Deliver your HD video creative as premium pre-roll, unlocking first-class inventory
- Short form, sustainable advertising, HD video served via display using “Adaptive Streaming”
- Reach our ‘Audio Attendants’ segment with in-app audio commentary sponsorships & packages



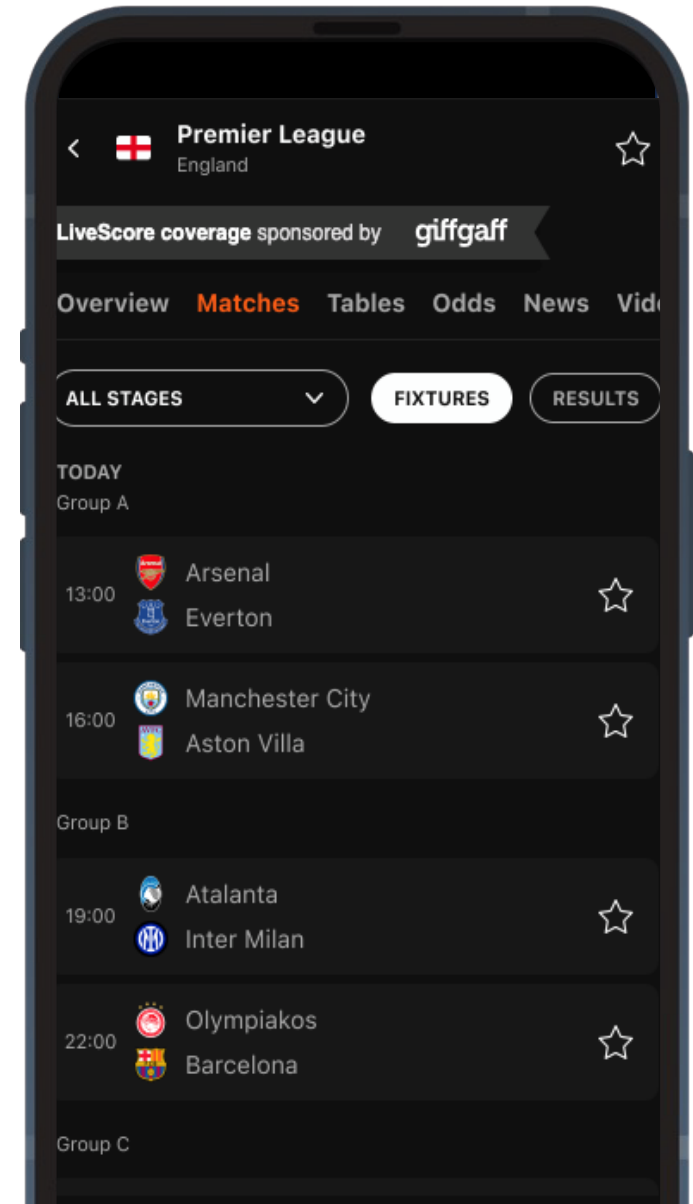
CUSTOM CONTENT & BRAND SOLUTIONS

CONTENT, EDITORIAL & BRANDING

- Leverage our audience insight and social media team to drive distribution of branded content to our 50+ million users
- Work with our creative team to produce editorial, video and social content to reach our engaged fans at scale

BRAND SPONSORSHIPS

- Place your brand at the heart of our football community with integrated sponsorships on our best performing content
- Utilise our new placements which allows for your brand to appear natively across specific pages & competitions



CONTACT US

We bring our audiences closer than ever to the sports they love. With our reach, influence and engagement capabilities we then place brands at the heart of sports culture.

Contact details below.

Partnership & advertising opportunities:
agency-sales@livescore.com

Sportsbook opportunities:
sportsbook-sales@livescore.com

Follow us on [LinkedIn](#)

LiveScore™

