



Wanda Sports leads FIBA Marketing to score a new global partnership agreement with TCL

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Beijing, China - The International Basketball Federation (FIBA) and electronics company TCL have signed a new global partnership agreement for a further four years until 2023.

The deal was brokered by FIBA Marketing, the strategic partnership between FIBA and Infront, a Wanda Sports company. It follows a successful first cycle which saw TCL achieve broad exposure at the FIBA Basketball World Cup 2019 hosted across eight cities last year in China.

As outlined in a recent press release from FIBA, the agreement grants TCL exclusivity in the categories of home appliances including TVs, refrigerators, washing machines and air conditioners and is expanded to provide key commercial rights across all FIBA competitions. This includes the Men's and Women's Olympics Qualifying Tournaments, FIBA Continental Cups for both Men and Women, FIBA Youth World Cups, the FIBA Women's Basketball World Cup 2022 and FIBA's pinnacle event the FIBA Basketball World Cup in 2023.

Specific rights for these events include premium brand visibility on the court and presentation of the player of the game award ("TCL Player of the Game"), while TCL has also been granted the exclusive Presenting Sponsorship rights for the Asian Qualifiers for the Asia Cup 2021 and the FIBA Basketball World Cup 2023.

Hengming Yang, President and CEO of Wanda Sports Group said: "We are excited to see that our marketing services and capabilities help build further/stronger connections between brands and sport federations. Our unmatched experience, deep knowledge and creative technologies, make us confident to continuously deliver value to the sporting value chain."

Julien Ternisien, Infront Senior Vice President Summer Sports said: "TCL was a key contributor to the FIBA Basketball World Cup 2019 in terms of exposure but also fan engagement. This new and expanded agreement illustrates the high value that brands can derive from associating themselves with FIBA and its properties and I have every confidence TCL will once again be an integral cog in the basketball family."

About Wanda Sports Group

Wanda Sports Group is a leading global sports events, media and marketing platform with a mission to unite people in sports and enable athletes and fans to live their passions and dreams. Through its businesses, Infront and the Wanda Sports China, Wanda Sports Group has significant intellectual property rights, long-term relationships and broad execution capabilities, enabling it to deliver inspiring sports event experiences, creating access to engaging content and building inclusive communities. Wanda Sports Group offers a comprehensive array of events, marketing and media services through its three primary segments: Spectator Sports, Digital, Production, Sports Solutions (DPSS) and Mass Participation. Wanda Sport Group's full-service platform creates value for its partners and clients as well as other stakeholders in the sports ecosystem, from rights owners, to brands and advertisers, and to fans and athletes.

Headquartered in China, Wanda Sports Group has more than 53 offices in 16 countries with over 1,200 employees around the world. For more information, please visit <http://investor.wsg.cn/investor-relations>.