



DAZN Partners with Pulse Media MENA as Exclusive Media & Advertising sales partner in the Middle East and Africa region

[Dubai, UAE 28 June 2024] – DAZN, the world's leading sports entertainment platform, with more than 300 million users, has entered into a strategic partnership with Pulse Media MENA as their exclusive media and advertising sales partner in the Middle East and North Africa (MENA) region. This collaboration will enhance DAZN OTT's advertising capabilities and expand its reach across key markets in MENA.

Pulse Media MENA, recognised for its expertise in sports media sales and digital advertising solutions, will leverage its extensive network and market insights to drive advertising revenues for DAZN's streaming services, which feature some of the biggest and most iconic global sports properties. This partnership underscores DAZN's commitment to delivering targeted and engaging advertising opportunities to brands in MENA seeking to connect with sports fans across the world.

"We are pleased to announce our partnership with Pulse Media as our exclusive media sales and advertising partner in MENA," said Damian Smyth, VP Global Sales at DAZN. "Pulse Media MENA's deep understanding of the MENA sports media and digital landscape make them an invaluable partner in enhancing our advertising offerings and extending our brand presence and relationships across MENA."

Through this collaboration, Pulse Media MENA will focus on optimising advertising strategies and monetising the DAZN's digital streaming platform & social channels. This includes developing tailored advertising packages, fostering partnerships with regional advertisers, and implementing innovative ad formats to maximise engagement and ROI for clients and consumers.

"We are excited to join forces with DAZN OTT as a local sports media expert with 12 years of experience in the region," said Salika Mustafa, Founder & Director, at Pulse Media MENA. "This partnership aligns perfectly with the Pulse mission to deliver impactful media solutions and drive business growth for our partners. Together, we aim to elevate the advertising experience for brands looking to connect with sports enthusiasts in key global markets and help to identify new strategic IP opportunities for DAZN in MENA"

Pulse Media MENA will work closely with DAZN central teams to offer advertisers comprehensive insights and innovative solutions, ensuring campaigns are optimised for effectiveness and ROI. The partnership will also explore opportunities for native advertising, branded content integrations, and sponsorship activations to enhance the viewer experience.

Salika Mustafa added "Within the DAZN Group portfolio is also a newly formed creative content arm that works with global federations and sports rights holders to create award winning social first engagement through various content franchises and formats. For the first time advertisers in MENA can leverage DAZN creative studios across content and production briefs helping to bring innovation and expertise to tell the story of their brand by



an expert sports content solutions team - club that with the broadcast sponsorship and addressable advertising solutions offered on DAZN it's a win win for any client"

For more information about advertising opportunities with DAZN in MENA, please contact Pulse Media at hello@pulsemedia-mena.com

About DAZN OTT: DAZN OTT is a leading sports streaming service that offers fans unlimited access to watch the sports they love, live and on-demand. With a diverse portfolio of sports content including football, basketball, tennis, golf, combat sports and more, DAZN OTT provides an unparalleled sports viewing experience anytime, anywhere reaching over 1 billion sports fans a month

About Pulse Media MENA: Pulse Media MENA is a prominent player in media sales and digital advertising across the Middle East and North Africa headed by an experienced sports media executive who has spent 12+ years in digital football & partnerships sales, Salika Mustafa. With a focus on innovation and customer satisfaction, Pulse Media MENA delivers targeted media solutions and drives business growth for sports partners in the region. We are the home of sports media and sponsorship solutions for clients in the Middle East who want to reach and engage global fans across any sport!

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