AFC Ajax partners with Dugout to expand global reach

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Dutch Eredivisie club joins 95 of the world's top clubs, national football federations and leagues as part of Dugout's global community to deliver exciting football content direct to fans

London, UK – 19 December 2019: Global media platform Dugout has announced a new partnership with top Dutch football club AFC Ajax that will grow the club's global fan base and expand its reach internationally. Ajax is the latest big-name club to join Dugout's growing global community, which now includes 96 of the world's biggest clubs, federations and leagues.

With 34 Eredivisie titles, 19 KNVB Cups and a slew of international trophies, Ajax is the Netherlands' most successful football club. In addition to four European Cup / Champions League titles - including three consecutive titles from 1971 to 1973 - Ajax has won one European Cup Winners' Cup; one UEFA Cup; two UEFA Super Cups and two Intercontinental Cups over the course of its 119 year history.

Ajax's signing comes at a time of rapid growth for Dugout, which is the only media company owned by the world's top football clubs, whose founding members include Barcelona, Real Madrid, Paris Saint-Germain, A.C. Milan, Liverpool, Manchester City, Arsenal, Chelsea, Bayern Munich and Juventus The new partnership will ensure Ajax can better engage existing fans and reach new audiences through high-quality, original and exclusive football content delivered directly to fans worldwide via Dugout and its global network of premium publishers.

Dugout Co-Founder and Chairman, Elliot Richardson, said:

"We are delighted to partner with Dutch champions Ajax – one of the most prestigious and highly regarded clubs in the world. This partnership will ensure fans across the globe will have direct access to great Ajax content, both on and off the pitch, enabling the club to develop an even deeper connection with its audience, while expanding its global reach.

Ajax is a fantastic addition to the Dugout family and an important component of our ongoing strategy built on a unique collaborative approach. Dugout is proud to partner with 96 member clubs, federations and leagues and work with a global network of 75 premium publishers delivering content to over 60 million users a month. We remain on track to become one of the largest football content providers in the world."

AFC Ajax Chief Commercial Officer, Menno Geelen, said:

Dugout has been running an exciting business for years, expanding in terms of club partnerships and publishing partners. Therefore, we are excited to partner with them, as this fits perfectly in our increasing focus, to develop a strong international partnership proposition and grow internationally. Dugout is the perfect partner to help us fulfil this ambition.

-ENDS-

Notes to Editors

About Dugout

Dugout is the first and only time the world's biggest football clubs have joined forces to support a new business. Since launching with Barcelona, Real Madrid, Paris Saint-Germain, A.C. Milan, Liverpool, Manchester City, Arsenal, Chelsea, Bayern Munich and Juventus, there are now 96 clubs, National Football Federations and Leagues in partnership with Dugout.

Dugout offers exclusive football video content from its member clubs through a central library of more than 50,000 videos direct to fans on Dugout.com and via its global network of premium publishers. Each member club and player have a dedicated Dugout profile to upload content and interact with fans creating a personalised experience based on the clubs and players they follow.

Dugout's network of leading publishers from around the world, are supported by Dugout to strengthen their ability to drive deeply engaging content, user experience and provide the highest level of service to

their audiences with not only static images but dynamic, relevant video content. Dugout produces over 4,500 videos a month across three key content streams - Newsworthy, Stand Alone and Evergreen; all of Dugout's content is available to certified publishers through its embeddable media platform.

Similarly, Dugout works with media agencies, creative agencies and brands to deliver content-rich opportunities for activation campaigns, product launches, experiential marketing and events.

Dugout.com launched in November 2016, followed by the app in March 2017. Dugout's quality content is also available on Amazon Fire TV, Apple TV, as well as via certified global publisher partners.

Visit Dugout.com and Dugoutworldwide.com (corporate site) for more information and download the app here: dugout.com/download-app

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