



Bain Capital and Nextalia SGR to acquire Deltatre, a leading sports and entertainment technology provider

London June 23, 2022 – Bain Capital and Nextalia SGR today announced that they have agreed to acquire Deltatre, one of the world's leading sports and entertainment technology providers, from Bruin Capital. Deltatre offers over-the-top (OTT) streaming solutions enabling direct-to-consumer content distribution via the internet as well as data, graphics and live broadcast solutions. Deltatre's clients include some of the largest sports organizations in the world, including UEFA, NFL, MLB and MLS.

The transaction is subject to regulatory and other customary approvals.

With a presence in 14 countries, Deltatre operates globally and enables rights owners, media companies, broadcasters, telcos, content creators, distributors and other brands to create and deliver compelling solutions at scale to consumers and fans.

Deltatre has grown into a market leader in over-the-top streaming, website and app development, graphics, data, officiating systems, broadcast production, user experience, and product design, revolutionizing how media is consumed globally. It helps sports rights owners and rights holders to better engage with fans and ultimately increase monetization opportunities.

Owing to its differentiated offering, 20% of internet users globally have engaged with a digital product from Deltatre and its OTT solutions have approximately 25 million end users per day. Driven by strong performance across its core solutions and by continuous expansion of its product portfolio, Deltatre has experienced significant organic growth, enabling it to outperform the market. It is expected to generate \$180M of revenue in 2022.

Andrea Marini CEO of Deltatre, who will continue to lead the business with the existing management team and remain a significant shareholder in the company, said: "It's never been a more exciting time for the media and sport industries. Rapid technological innovation in how content is produced, distributed, and consumed has opened new opportunities for rights owners to monetize and reach their fans globally, and Deltatre sits at the heart of this shift. I am excited to welcome Bain Capital and Nextalia SGR as our new partners as we enter this exciting chapter in our company history.

"From the start it has been clear that they share many of the same core values that are held by the wider Deltatre community and that have contributed to our long-standing reputation as the premier technology provider for many of the world's most recognizable brands. We believe that their guidance and support will accelerate our mission of transforming the way the world engages with content on their favorite platforms. Finally, I'm extremely grateful for the support of George Pyne and the team at Bruin Capital. They have been a terrific partner over the last six years, and we have achieved great things together."

Luca Bassi, a Managing Director at Bain Capital said: "We are delighted to be partnering with Andrea and the team of Deltatre. They have built a world leading sports and entertainment technology provider and the strides they have taken to date is very much testament to the quality of their team and the initiatives they have deployed. We look forward to working with them on the next phase of Deltatre's growth journey. Bain Capital has the expertise to help deliver value around revenue model, delivery, talent and M&A."

Francesco Canzonieri, Nextalia SGR CEO, commented: "We are proud to support an Italian excellence such as Deltatre, a company founded and rooted in Turin capable of affirming its leadership at a global level. The investment in Deltatre and in its management team represents a clear example of how Nextalia can leverage on its competences and network and help the company in further developing its business in Italy as well as globally."



Bain Capital and Nextalia SGR received financial advice from HSBC and Nomura, and legal advice from Weil Gotshal & Manges and Legance and Gatti Pavesi Bianchi Ludovici.

About Deltatre

Deltatre is the global leader in fan-first video experiences. Its market-leading product and services portfolio has helped redefine the way the world consumes sport, media, and entertainment by offering specialist innovations in over-the-top streaming, websites and apps, graphics, data, officiating systems, user experience, and product design. It has a growing employee community of over 1,000 members, who are distributed in key cities around the world.

About Bain Capital

Bain Capital is one of the world's leading private investment firms that creates lasting impact for our investors, teams, businesses, and the communities in which we live. It has approximately \$160 billion of assets under management, offices on four continents and more than 1,350 employees. Since our founding in 1984, we've applied our insight and experience to organically expand into several asset classes including private equity, credit, public equity, venture capital and real estate, leveraging the firm's shared platform to capture opportunities in strategic areas of focus. Read more at baincapital.com.

About Nextalia SGR

Nextalia SGR is an asset management company promoted by Francesco Canzonieri together with leading Italian institutional investors (Intesa Sanpaolo, UnipolSai Assicurazioni, Coldiretti, Confindustria and Micheli Associati), set up with the aim of investing in Italian excellence to accelerate the path of sustainable growth. Nextalia is positioned as the reference platform in Italy dedicated to investments in private markets, leveraging its network and the skills of a team of highly qualified professionals. Nextalia has set up "Nextalia Private Equity", a closed-end mutual investment fund under Italian law, reserved for professional investors, focused on Italian SMEs.

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