

Doha, 20 July 2017  
Press release

## Four more years of UEFA Champions League and Europa League on beIN SPORTS in MENA



**beIN MEDIA GROUP is pleased to announce that it has been awarded the exclusive rights to broadcast the UEFA Champions League and UEFA Europa League in the Middle East and North Africa (MENA) for the 2018/19 to 2020/21 seasons.**

This award means that the UEFA Champions League and UEFA Europa League will be available exclusively on beIN SPORTS, the home of football and current broadcaster of these prestigious competitions, for the next four years. For the 2017/18 season, every match will be broadcast live and exclusive across beIN SPORTS 20 Sports channels, available in Arabic, English, Spanish and French.

This acquisition reaffirms beIN SPORTS position as the undisputed market leader and provides our subscribers with continued access to the UEFA Champions League – one of the most illustrious leagues in world football.

The agreement cements beIN's long-standing partnership with UEFA and demonstrates their faith in beIN SPORTS and its award-winning sports coverage.

Announcing the agreement, **Guy-Laurent EPSTEIN, UEFA Marketing Director** said:

"UEFA are pleased to confirm that beIN SPORTS has extended its broadcasting partnership with the UEFA Champions League and the UEFA Europa League in the Middle East and North Africa region for the 2018/19 to 2020/21 seasons.

beIN SPORTS delivers extensive coverage for the competitions to all football fans in the region with broadcast innovation and programming at the very highest production standards.

beIN SPORTS continues to be great global partner of UEFA, with agreements in over 30 countries around the world, and we look forward to working closely with beIN SPORTS for another cycle of UEFA competitions"

Commenting on the award, **Nasser AL KHELAIIFI, Chairman and CEO, beIN MEDIA GROUP** said:

"We're delighted to continue our partnership with UEFA to provide Champions League football to our fans.

This acquisition confirms the strength of our relationships with rights holders such as UEFA and adds to our best in class football offer, available exclusively on beIN SPORTS.

The upcoming football season promises to be the best yet for beIN SPORTS subscribers with English Premier League, LaLiga, Series A, CAF Champions League and UEFA Champions League, culminating in the 2018 FIFA World Cup.

We look forward to continuing our work with UEFA, building on our successful 12-year partnership."

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#### **About beIN MEDIA GROUP and beIN MENA**

beIN MEDIA GROUP, chaired by Nasser AL-KHELAIFI, is an independent company established in 2014, and the owner of beIN, the leading sport and entertainment global network. beIN is now distributed across 43 countries within Europe, North America, Asia, Australia, Turkey, Middle East and North Africa (MENA).

Aside from building the beIN SPORTS premium network, beIN MEDIA GROUP is expanding beyond sports into entertainment through production and distribution as well as in the digital space. In November 2015, a new platform was launched in MENA including 28 beIN owned channels with 20 related to sports, 4 to movies and 4 to kids, in addition to growing numbers of third party channels. In March 2016, beIN MEDIA GROUP acquired MIRAMAX film studios offering movie production capabilities and a library of over 700 films. beIN MEDIA GROUP acquired Digiturk the leading PAY TV operator in Turkey, in August 2016.

beIN MENA is a multi-genre platform providing exclusive access to prime sporting competitions including: Olympics, FIFA World Cup, UEFA Champions League, football leagues from Europe including Spain's La Liga, England's Premier League, Italy's Serie A, France's Ligue 1, German's League Bundesliga, UEFA Europa League, FIFA Confederation Cup, Copa America; Africa Cup of Nations, CAF Champions League, AFC Champions League, AFC Cup, AFC Asian Cup 2019. Among the world's other most popular sports, tennis (including Roland Garros, US Open, Australian open and Wimbledon as well as the ATP Masters series), basketball (NBA), motorsports (Dakar Rally, NASCAR, Formula1), cycling (Tour de France), rugby (Six Nations) and many more including NFL, MLB and athletics also broadcast by beIN.

beIN MENA also offers complete spectrum of entertainment including blockbuster movies, series and best kids programs through acquiring several exclusive channels like Jeep & Baraem. Stunning local and global entertainment besides best in class sports events all delivered through state of art technology.