

“NPFL STRIKES RED HOT NPFL.tv DEAL”

NIGERIAN PROFESSIONAL FOOTBALL LEAGUE (NPFL) ENTERS INTO LONG TERM COMMERCIAL RIGHTS JOINT VENTURE PARTNERSHIP WITH REDSTRIKE MEDIA



Clockwise from top-left: Nick Fitzgerald, Harry Burch, Howard Thomas, Amaju Pinnick, Shehu Dikko, Abiodun Tella, Samson Ebomhe, Salihu Abubakar, Bola Adefehinti, Mike Farnan and Nduka Irabor (centre).

SHEHU DIKKO – CHAIRMAN of LMC ANNOUNCES GROUND BREAKING DEAL FOR NIGERIAN FOOTBALL

The Nigerian Professional Football League (“NPFL”) through the League Management Company (“LMC”) has entered into a strategic and investment partnership with Redstrike Media Nigeria (“Redstrike”) to create NPFL Media and Marketing Company (“NPFL Marketing”) to commercialise the NPFL. Redstrike has agreed to acquire these rights from the LMC/NPFL and the Clubs for NPFL Marketing.

Under this Agreement, NPFL Marketing will be streaming live matches every week of the season through its own Platform “NPFL.tv”, as well as distributing and broadcasting through other media channels. Redstrike will also be launching



opportunities for companies and brands to sponsor the NPFL and to support the growth of the professional game in Nigeria.

Nigerian Football fans will be able to engage and enjoy NPFL.tv's innovative and ground-breaking Next Gen 360° Platform. Redstrike will also be working with each NPFL participating Club to build a dedicated club app to integrate with NPFL.tv and also enhance the revenue base of the clubs.

The NPFL is expected to re-start initially without crowds. However, Nigerian Football fans will be able to follow all the action and so much more through NPFL.tv.

The NPFL Marketing partnership will also involve the creation of an **NPFL Development Fund** that will be deployed towards improvement of stadia infrastructure and connectivity, academies and community outreach programmes.

The NPFL is the elite level of the domestic Nigerian Football Leagues and is managed by the LMC. The League consists of 20 professional football clubs from all corners of the Country. The 2020/21 Season is scheduled to kick off in October 2020 and will run through to June 2021 subject to approvals of the Government and the health authorities.

Shehu Dikko, Chairman of the LMC proudly announced:

“This is exactly what Nigerian football needs. Our partnership with Redstrike is ground-breaking, enabling the NPFL to follow its ambition of becoming Africa’s Premier Football League and to be recognised as one of the most important leagues globally. We are delighted to have the full support of our magnificent participating clubs and the support of the President of the Nigeria Football Federation (NFF), Mr. Amaju Melvin Pinnick, and the entire Administrators of Football around the Country.

We are delighted to enter into our strategic partnership with Redstrike. Their global football expertise is clear, their commercial credentials impressive and Redstrike’s technical ability to deliver NPFL.tv is extremely exciting. Overall, the investment and technical expertise Redstrike will be bringing into the NPFL will surely guarantee the sustainable progression of the League whilst delivering value to the fans, players, club owners and other stakeholders, as well as world class content for monetization.

The effect of this ground-breaking development for Nigerian Football is that every Nigerian football fan will be able to follow their team and watch NPFL matches every week. We also expect that the new broadcast arrangements will energise interest in the Nigerian Football Leagues. I am so excited that the NPFL finally has a medium that will enable all fans of Nigerian football to engage directly with the NPFL and immerse themselves in Nigeria’s famous passion for Football.”

“We are always appreciative of the immense support of the Minister of Youth and Sports Development, Mr. Sunday Dare, the Minister of Information and Culture, Alhaji Lai Mohammed, the Federal Government of Nigeria and the National Assembly for policies and legislation towards making sports thrive as a business and the overall enabling environment for the development of the NPFL and indeed, football in Nigeria.”



Bola Adefehinti, Chairman of Redstrike Media Nigeria and G2P Sports stated:

“Firstly, as a Nigerian football fan, I am proud that the NPFL/ Redstrike partnership enables us to deliver a ground-breaking Platform that makes the Nigerian Professional Football League accessible to all fans of Nigerian football, irrespective of their location. I am particularly delighted about the positive impact that NPFL.tv will have on grass roots football in Nigeria, raising of the standards of the NPFL, improvements in the stadia/ infrastructure and the potential for “exporting” the NPFL brand across the African continent and beyond .”

My profound thanks must go to the LMC and the NPFL, under the stewardship of Mr. Shehu Dikko for working seamlessly with Redstrike to put together the commercial terms of the Joint Venture in a very short period of time. My thanks also go to my colleagues at Redstrike Media and G2P Sports for the tireless “behind the scenes” work to get this Agreement across the line.”

Mike Farnan Global CEO of the Redstrike Group of Companies highlighted:

“This partnership with the NPFL is 100% in line with Redstrike’s mission of investing in emerging markets and rights with unfulfilled potentials. The Nigeria Professional Football League (the elite League in Nigeria) is exactly that with turbo boosters.

I have not been as excited about an opportunity in football since my Manchester United days. It is a fantastic honour to be involved with Nigerian Football and one I and my team will fully commit to. We will deliver commercial success to the NPFL.”

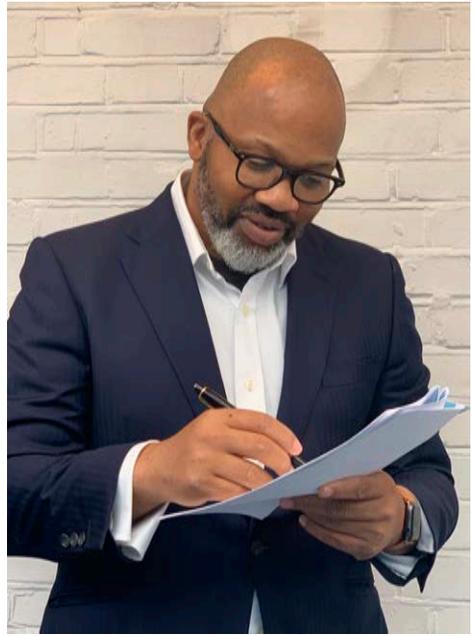
Howard Thomas, Deputy Chairman of Redstrike Media and Redstrike COO proclaimed:

“Our negotiations with the NPFL have been very professional and inspirational. I look forward to having the opportunity to meet Chairman Shehu Dikko in person during September. We look forward to supporting his leadership to deliver the NPFL into one of the globe’s great football leagues.

The appearance of the Covid 19 virus earlier this year, has taken an adverse toll on a facets of life all over the world, with spectator sports as one of its casualties. This will have been felt even more in a country like Nigeria where football is a key point of social interaction. As we collectively pray for God’s intervention in the elimination of this dreaded disease, we hope that the NPFL.tv will mark the beginning of a new chapter for Nigerian Football. Nigeria is a very important and passionate football nation and we know that football is in the blood and the body of every Nigerian.”

Nick Fitzgerald, Technology Director of Redstrike Media Nigeria Group:

I am so excited that the Next Gen 360° Platform first sports launch is in Nigeria. We have so many levels of engagement for Nigerian Football fans. We will be engaging with all ages, boys and girls, granddads and grandmums, players, coaches and supporters. We have some very exciting announcements in the pipeline on content that will be available on NPFL.tv. Our NPFL.tv service will be unlimited and 360°.



Clockwise from top-left: Shehu Dikko (NPFL), Howard Thomas, Bola Adefehinti and Mike Farnan.

ENDS

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NOTES TO EDITORS

About Redstrike

Redstrike was founded in 2013 by CEO Mike Farnan and is now regarded as one of the elite sports marketing agencies in the UK working across Football, Motorsports, Golf and Rugby. Redstrike has offices in London, Johannesburg, Kuala Lumpur, Auckland and Sydney, and now Lagos.

Redstrike delivers expertise needed to ensure sustainable success in the sport through commercial, digital, sponsorship and fan engagement. Clients include brands, Federations, Leagues, Club Owners, Investors, Executive Management and Rights Holders.

Redstrike is the driving force behind a major football academies across Asia where it has secured the services of former Manchester United players Ryan Giggs and Paul Scholes as ambassadors.

For more information please visit www.redstrike.com

About Redstrike Media Nigeria Limited

A Nigerian company established in Lagos by Redstrike with G2P Sports to exploit the exclusive license for Sport for the Next Gen 360°Platform.

The contract with the NPFL is the first such contract in Nigeria.

Directors are Bola Adefehinti, Howard Thomas, Mike Farnan, Nick Fitzgerald and Abiodun Tella.

About Next Gen Sports 360° Platform

A hybrid of traditional and emerging entertainment technologies that is rapidly redirecting the future of sports and online entertainment. The platform uses tailored content delivery services to create an immersive experience which is interactive and shareable amongst fan social networks. Live and On-Demand content delivered in HD-Quality video, paired with interactive elements allows the user to shop, share and play, form a platform built to engage the modern sports fan. By creating a tangible panorama of experiences, we keep sports fans connected and engaged, and enable the growth of a viral brand following. All downloadable as a single application from a device and network agnostic source, globally available to the rights holder's fanbase.

About Bola Adefehinti (Chairman of Redstrike Media Nigera & G2P Sports)

Bola is a UK trained Lawyer/ entrepreneur with over 25 years' experience as a business owner/manager across a range of sectors. He currently holds a portfolio of interests in the Oil & Gas, Maritime, Agri-Commodities, Mining, Sports/ Media and Real Estate sectors.

Bola is the co-founder and CEO of Mainbridge Group, an Africa-focused Group with interests in Oil & Gas, Agriculture, Infrastructure, Maritime and Mining sectors.

Bola has a 20 year+ history in sponsoring and developing youth football programs in Nigeria.



About Mike Farnan: Group CEO and Director of Redstrike Media Nigeria

Mike has over 25 years' experience specialising in brand building, sponsorship and licensing at leading rightsholders including Manchester United, Atletico Madrid, Jordan F1, Sunderland, Sheffield United and AC Parma.

As MD of Manchester United International in the late 90s Mike was instrumental in building the club's global reach the legacy of which is still seen today. He led the creation and roll out of the club's Red Café licensing and retail concept enabling fans all around the world to experience Old Trafford.

Mike won the prestigious Hollis Sponsorship award for his sponsorship and strategy of bringing the first country ever to sponsor a Football Club. The Visit Malta campaign with Sheffield United FC was both ground breaking and a first in what now is an important part of the Tourism Industry in promoting Sports Tourism.

Mike has been New Business Development Director of Italian Sportswear brand Macron for 14 years. He has helped build the Macron brand into the number three technical sportswear brand in Europe, negotiating the first major sponsorship for Macron in Europe with Leeds United. This was followed by sponsorship of West Ham, Millwall, Sheffield United, Aston Villa, Bolton, Stoke City and Nottingham Forest to name a few.

About Howard Thomas: Redstrike Group COO and Deputy Chairman of Redstrike Media Nigeria)

Howard is an internationally renowned senior rugby executive with 20+ years in the sports industry specializing in strategy, governance, tournament direction and commercial management. Within Rugby, Howard has been CEO of Sale Sharks, CEO of Premier Rugby, the English Club Director on the board of the European Cup, Executive Vice President of the Rugby Union of Russia, Deputy Managing Director of Rugby World Cup 7's 2013 and as a Chairman within Rugby Europe for 7's Rugby and Commercial Commissions.

Howard led Premier Rugby converting it from a Secretariat into a Representative Body and Value Creator, personally negotiating some of the largest commercial deals in rugby with Premier Rugby, which has now been valued at \$1billion through the share purchase by CVC. Howard was the designer of the Salary Cap for English Rugby and has considerable experience of commercial rights centralisation and management.

Howard has extensive experience also outside of rugby, including Athlete and Player Pool Representation including Alan Donald, Gary Kasparov and for South African and West Indies cricket.

About Nick Fitzgerald: Director of Redstrike Media Nigeria and Founder of Talico Technologies Pte and TV2U International.)

Nick was the Founder of Tv2u, in 2008. He has an extensive pedigree averaging over 25 years each in media and entertainment, with deep domain expertise and project experience with content owners, digital service providers, broadcasters and telecommunications companies.



Nick served in numerous executive level positions including several successful start-up companies. As Vice President of Digital Rapids Asia, he pioneered encoding/transcoding technology into the Asia Pacific markets and was responsible for the region's operations, business development, sales and distribution networks.

In 2014 he founded TALICO Technologies Pte Ltd, a Singaporean based technology incubator and a pioneer of cloud services whose mandate is to promote the concept of business growth through innovation and application of cloud disruptive technologies.

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