NEWS RELEASE

Fanatics Appoints Parag Agrawal as Chief Information Officer

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Today, global digital sports platform, Fanatics, announced the appointment of Parag Agrawal to the role of Chief Information Officer (CIO) for Fanatics Holdings, Inc. In this newly created role, Agrawal will lead Fanatics' internal digital systems transformation, which spans accounting, financial planning and analysis and human resources; create a dedicated IT infrastructure for the company's corporate entity; and partner with the businesses to further enhance global IT capabilities across the Fanatics' enterprise. He will report to Fanatics Executive Vice President and Chief Financial Officer Glenn H. Schiffman.

"Building the leading global digital sports platform and delivering more value to our fans and partners requires ongoing investments to our systems to ensure we continue to make timely, data-driven decisions and that our employees have access to the latest technology and tools to make their jobs easier," said Schiffman. "Parag couldn't be joining at a better time. His experience and expertise are exactly what we need to ensure that we not only enhance our current systems, but that we continue to adopt cutting-edge solutions moving forward. I am thrilled to welcome him to the team."

Prior to joining Fanatics, Parag spent 9 years at Chobani, where he held various positions of increasing responsibility, most recently having served as Chief Information Officer. As CIO, he led an overhaul of Chobani's software platforms to allow its technology to support the company's rapid growth. He has also held leadership and technical positions at Materne North America (the maker of GoGo squeeZ products), Avon, American Promotional Events, PFSweb, Inc, and Metamor Global Solutions.

"Fanatics has done an incredible job innovating the fan and partner experience," said Agrawal. "I am excited to bring that same energy and mindset to our internal systems and platforms. I look forward to working alongside Glenn

and team to ensure a best-in-class experience that continues to allow for us to grow and succeed together as a global organization .”

Parag received his MBA in Innovation and Technology Management from Pacific Lutheran University, and his B-Tech from the National Institute of Technology in Warangal, India. He is based in Fanatics’ new headquarters in New York City.