

NEWS RELEASE

Fanatics Officially Launches Fanatics Live, a Next-Gen Live Commerce Platform

7/26/2023

Today, Fanatics, a global digital sports platform, launched its new livestream commerce business, Fanatics Live. Fanatics Live is a community-driven platform where fans and collectors can participate in creator-run, live shopping experiences via a dedicated app. Fanatics Live is currently available in North America on Apple devices, with web and Android support coming later this year.

Through engaging, exclusive content offered across the platform, Fanatics Live aims to transform the digital shopping experience and create a space where sellers and fans can unite their passions and interests and transact on collectible items in one place. These unique experiences will initially feature trading card "breaks," limited edition merchandise and collectibles drops, and on-location streams featuring high-profile athletes and entertainers.

"With Fanatics Live, we see a tremendous opportunity to marry content, community, and commerce, and are incredibly excited to officially launch our product," said Nick Bell, CEO of Fanatics Live. "By bringing together like-minded fans and collectors on our platform, coupled with an extensive network of partners across sports, entertainment and culture, Fanatics Live aims to build a trusted environment for fans with highly entertaining, quality programming where commerce is ultimately its by-product."

Fanatics Live is working with a broad range of partners, from individual creators and brands to sports leagues and more, to provide unique product offerings, in-stream entertainment moments, and talent appearances. Fanatics Live currently holds partnerships with Major League Baseball (MLB), with its app first debuting on-field during the league's All-Star Weekend in Seattle, SLAM Magazine, and Gary Vaynerchuk's VeeFriends with more collaborations

to be announced throughout the year. Fanatics Live will also leverage existing Fanatics businesses to create immersive content and commerce opportunities, including Fanatics Authentic, its autograph and memorabilia division, Topps and Lids, as well as existing partnerships across Fanatics' sports and entertainment portfolio.

Through its first iOS application, Fanatics Live will provide a best-in-class in-app experience for both fans and sellers alike. Fans on the platform onboard by signaling their interests and can then discover new content based on what their preferences are. Streams come to life through interactive widgets and a live chat experience that lets them engage with creators, react and celebrate every big moment together in real time. Sellers can run their entire broadcast through "LiveOS," a one-stop shop for managing every stream, including all logistical and operations through analytics dashboards, and meaningfully engage their audience.