



**Permira Credit Solutions III acts as senior lender to Deltatre in its refinancing,
and acquisition of Massive Interactive**

4 December 2018 – Permira Debt Managers (“PDM”), one of Europe’s leading specialist debt investors, today announces that Permira Credit Solutions III (“PCS3”) is acting as senior lender to Deltatre, a global sports media technology firm backed by Bruin Sports Capital, to refinance its debt and to support its recent acquisition of Massive Interactive, the UK-based multi award-winning OTT software company.

The deal will also provide Deltatre with an acquisition facility to support further growth in the sector.

David Hirschmann, Head of Private Credit at PDM Commented:

“We are pleased to have been able to support Deltatre’s acquisition of Massive Interactive with this financing and continue our strategy of supporting ambitious market leaders with strong growth potential.

“Deltatre is a global firm with an impressive track record of delivering technology solutions to some of the most prominent global sporting events, and the acquisition of Massive Interactive further enhances those capabilities. Deltatre now has an even stronger platform for further growth in what is a highly attractive industry.

“It is also great to work alongside Bruin Sports Capital with whom we have a strong relationship. Bruin is a long-term investor with noteworthy industry expertise and contacts and has significant experience in delivering sustainable growth.

“We look forward to continuing our support for both Bruin and Deltatre in the future.”

PCS3 has now supported over 30 businesses and this investment in Deltatre continues the focus on tech enabled business opportunities.

Founded in 1986, Deltatre is the international leader in sports media technology services. It powers an unmatched suite of leading-edge technologies for the full spectrum of media including OTT, CMS, and digital platform production, virtual broadcast studios featuring state-of-the-art VR and AR capabilities, broadcast graphics, content and data creation and real-time distribution.

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Notes to Editors

About Permira Debt Managers



Permira Debt Managers is one of Europe's leading specialist debt investors, advising investment funds and products which have provided more than €6bn of debt capital to over 120 European businesses. Owned by Permira and PDM's partners, PDM was established in 2007 and aims to partner with high quality, growing businesses across Europe to provide the capital they require and generate market-leading risk adjusted returns for investors.

To achieve this PDM follows three key investing strategies: Direct Lending, Structured Credit and CLO Management. PDM also has a distinctive origination platform which benefits from the strength of Permira's extensive network including 6 European investing offices in UK, France, Germany, Sweden, Italy and Spain, and 5 sector teams specialising in Consumer, Financial Services, Healthcare, Industrials and Technology.

About Bruin Sports Capital

Bruin Sports Capital is a privately-held international capitalized operating company whose broad platforms are category-leaders in sports, technology, marketing, hospitality and luxury hospitality. Collectively these businesses engage billions of consumers. Bruin's portfolio includes more than 1,700 employees operating 37 offices across eleven countries throughout Europe, North America, Asia, and Australia. The client base includes the NFL, UEFA, FIFA, Premier League, ATP Tour, MLB, NHL, 65 American Universities, BBC, BT Sport, Discovery, Motorola, Michael Kors, Mercedes Benz and Under Armour among others. For more information, please visit www.BruinSportsCapital.com

About Deltatre

A Bruin Sports Capital portfolio company, Deltatre is the international leader in sports media technology services. It powers an unmatched suite of leading-edge technologies for the full spectrum of media including OTT, CMS, and digital platform production, virtual broadcast studios featuring state-of-the-art VR and AR capabilities, broadcast graphics, content and data creation and real-time distribution.

It serves a blue-chip client roster of the most prominent and influential sports and media companies including FIFA, Premier League, DFL, IOC, European Tour, NFL, UEFA, BBC, BT Sport, Discovery, ATP, Sony and hundreds of media companies worldwide. In all, Deltatre delivers hundreds of technologies and services backed up by a team of more than 650 people operating worldwide including offices in Italy, France, Germany, Switzerland, the UK, the United States, India, Singapore, and Japan.

Deltatre has over 30 years' experience at the highest level of international sport. Billions of consumers experience sport through Deltatre technologies.

About Massive Interactive

Massive builds a suite of tools that enable all media companies to deliver targeted content and personalized user experiences to specific user groups across devices, in real-time, helping accelerate growth and increase retention across the customer lifecycle. This includes Massive AXIS, a UX management console that gives non-technical product owners complete control over the look and feel of the user interface, across devices. Massive launched 22 years ago and has over 350+ staff across its London headquarters and Sydney, Prague, Singapore, Skopje, and New York offices. Today, Massive is used by the world's most pioneering video companies across five continents. Customers include international companies, like AT&T, Perform Group and BBC Worldwide, and regional companies, like Bell Media and Channel 5.