

Deltatre, Global Leader in Sports Media Services & OTT Solutions, Expands to the United States

Claude London, Google Executive, To Join as President of the Americas

New York, NY – May 15, 2017 – [Deltatre](#) today announced plans for a major expansion into the Americas, broadening its global footprint in the \$500 billion sports and media landscape. The company also announced that, as part of this move, it has hired Google Executive Claude London as President, Americas. Claude will oversee all Deltatre activity in the Americas, and will manage a team based in Deltatre's offices in New York, Los Angeles and Silicon Valley. He will report directly to Deltatre CEO Giampiero Rinaudo.

As President, Claude will leverage Deltatre's decades of experience working with the largest sports federations and broadcasters in the world on video content, data, graphics and immersive experiences for consumers. He joins the Deltatre team with more than 20 years of experience as a consumer technology executive, with a successful track record of designing, launching and scaling breakthrough products and businesses. Most recently, Claude worked for Google and its YouTube business, serving in various leadership positions that included overseeing a commercial strategy function seeking to maximize YouTube's monetization potential.

"It is an honor to join what is widely regarded as the leading global media and technology solutions company in sports," said Claude London, President of Deltatre Americas. "Over the past 30 years, Deltatre has built its reputation worldwide, and I see real opportunity for growth in the Americas which has historically been an early adopter of new technologies. We at Deltatre Americas look forward to serving our great sports leagues and broadcasters, as well as to innovating with them."

Deltatre is the global leader in sports media and technology providing a comprehensive range of digital and broadcast solutions for the world's largest sport events, federations, media partners and brands. Deltatre creates, processes, and fuses live video, data and graphics on a real-time basis, layering in interactive features and content to transform the sports viewing and fan experience. Deltatre has powered crucial services for federations and broadcasters for the top 5 global sports live events of all time including the FIFA World Cup 2014 Final, the UEFA Euro 2016 Final, the UEFA Champions League 2016 Final, the Rio 2016 100M Final and the 2015 Cricket World Cup match between India and Pakistan.

"We are ready and excited to bring our 30 years of experience working with global sports federations and media companies to the Americas," said Giampiero Rinaudo, CEO and Co-founder of Deltatre. "Claude is the perfect person to lead our ambitious expansion into a frontier that embraces sport, media and technology, and all the innovation that goes with it."

Today's news is the first in a series of major announcements planned by Deltatre over the next several months as part of its American expansion. [Deltatre has already built a reputation of innovation and operational excellence in Europe](#), and is poised for explosive growth in the Americas.

"For decades Deltatre has proven to be an operationally reliable and technologically innovative media solutions company for the largest sports federations, leagues and broadcasters in the world," said George Pyne, Founder and CEO of Bruin Sports Capital. "We look forward to bringing this experience and expertise to the Americas."

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About Deltatre

A Bruin Sports Capital portfolio company, Deltatre is the global leader in providing reliable and innovative solutions for sports federations, leagues and media companies including OTT services, digital and social media applications, content production and data and broadcast services. With a team of around 500 people and offices in Turin, London, Manchester, Munich, Hamburg, Paris, Geneva, New York, Los Angeles, Mumbai, Singapore and Tokyo, Deltatre has over 30 years' experience at the highest level of international sport. The firm's client portfolio includes UEFA, FIFA, the English Premier League, ATP World Tour, European Tour, European Athletics, NBC Universal, BBC, BT Sport, Star TV, Rede Globo, amongst others. Deltatre supports rights owners and holders in delivering multi-dimensional and multi- platform sporting coverage focusing on three different experiences: online, providing truly immersive digital user experiences; onstage, adding value for viewers on venue and on linear TV; backstage, enabling any other front-end service for those who work behind the scenes. Deltatre has powered crucial services for federations and broadcasters for the top 5 global sports live events of all time including the FIFA World Cup

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The services provided by Deltatre range from sport media strategies, creative and design, websites, mobile apps, live streaming and OTT platforms, to the delivery of results, TV graphics and additional on venue services, as well as a comprehensive sport event management system. For more information, please visit www.deltatre.com or follow us on Twitter: @deltatre.

About Bruin Sports Capital

Bruin Sports Capital is a privately held capitalized operating company whose global platforms span experiences, events and hospitality, marketing, media and technology. Bruin's portfolio companies include On Location Experiences, Engine Shop, Deltatre and Courtside Ventures. Bruin is a global market leader with a reach that includes more than 1,100 employees in 24 offices across nine countries. The client base of its portfolio companies includes premier properties and blue chip companies such as major global sports leagues, federations and media companies. Bruin's investor base consists of wealthy global families and WPP, the world's largest advertising agency. Bruin's access to long-term, flexible strategic capital and the operating expertise of its leadership provide a high degree of speed and execution for the companies within its diverse portfolio. For more information, visit www.BruinSportsCapital.com.

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