

**March 22, 2023**

To,  
**Listing Compliance Department**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai - 400 001.

**Scrip Code: 543280**

**Listing Compliance Department**  
**National Stock Exchange of India Limited**  
Exchange Plaza, Plot No. C/1. G Block,  
Bandra -Kurla Complex, Bandra (East),  
Mumbai- 400051.

**Scrip Symbol: NAZARA**

Dear Sir/Madam,

**Subject: Intimation of Investor Presentation for Sportskeeda Acquisition of Pro Football Network**

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, please find enclosed herewith the Investor Presentation for Sportskeeda Acquisition of Pro Football Network.

This is for your information and records.

Thanking you,

Yours faithfully,  
For **Nazara Technologies Limited**

**Pravesh Palod**  
**Company Secretary and Compliance Officer**  
**M. No. A57964**

Encl. As above



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## Sportskeeda Acquisition of Pro Football Network

March 2023

## Sportskeeda announces acquisition of Pro Football Network, the #3 NFL Publisher in the US



- Absolute Sports, the parent company of Sportskeeda has signed definitive agreements, subject to closing conditions, to acquire a 73.27% stake in Pro Football Network LLC, a premier source of coverage and analysis of the National Football League, which is the most watched sports in the US. This marks the first acquisition for Absolute Sports in the US Sports Media market as it looks to bolster its existing user base and offerings in the US
- Founded in July 2019, Pro Football Network LLC operates its website [www.profootballnetwork.com](http://www.profootballnetwork.com) . With a monthly active user base of 5 Million, the site ranks amongst the top three NFL focused websites (Similarweb, Jan '23)
- The company also operates another website at [www.collegefootballnetwork.com](http://www.collegefootballnetwork.com), which focuses on the college football market in the US.
- For CY22, PFN had revenues of \$2.1 million (equivalent to INR 17.5 crores).

### Deal Structure

- Absolute Sports, through its subsidiary Sportskeeda Inc. will acquire 73.3% stake for \$1.82 million (equivalent to INR 16 crores) through a combination of primary investment and secondary purchase from its existing shareholders. This acquisition is funded through internal accruals
- Further, Sportskeeda Inc, reserves an option to acquire up to 10% and up to 8% additional stock of the Pro Football Network LLC in CY24 and CY25 respectively.

### Investment Rationale

- With more than an average of 5 million MAUs, Pro Football Network is widely recognized as one of the best NFL-focused sports sites and is ranked 3rd amongst the top NFL focused media sites in the US (SimilarWeb Rankings, January 2023). NFL is the most watched sport in the US.
- Its in-depth coverage of the NFL will add value to Absolute Sports' existing portfolio of sports media brands. The acquisition will help both companies derive synergistic value, enabling extended coverage from the US