

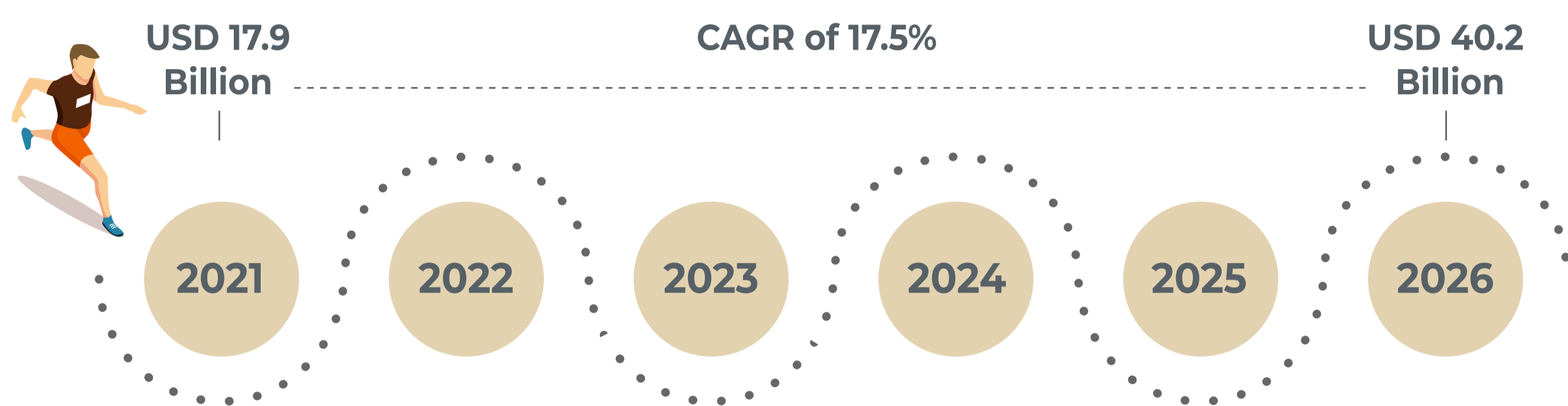


Future Sport Israel

Discovering Game-Changing Technology
30.5 - 1.6 | 2022 **3rd Edition**

SUMMARY OVERVIEW ON THE ISRAELI SPORT TECH

The Global Sports Technology Market¹



Why Israel?

- 1/1400** Start-up Nation- With a population of 8.5 million, it has the total prevalence of start-ups per capita in the world, with around one start-up per 1,400 people²
- 4.5%** Israel invests 4.5% of its GDP in R&D which is the 2nd highest ratio of any country in the world³
- #1** #1 VC Investments per capita⁴
- 452** 452 MNC operates in Israel⁵
- 9.2%** High-tech workers make up 9.2% of the national work force⁶

Characteristics of a startup employee:

- >> Creative, "out of the box" way of thinking
- >> Risk taking spirit- See failure as an opportunity



1 OF 10 UNICORNS IN THE WORLD IS AN ISRAELI COMPANY!⁷



The Israeli Sports Tech Ecosystem

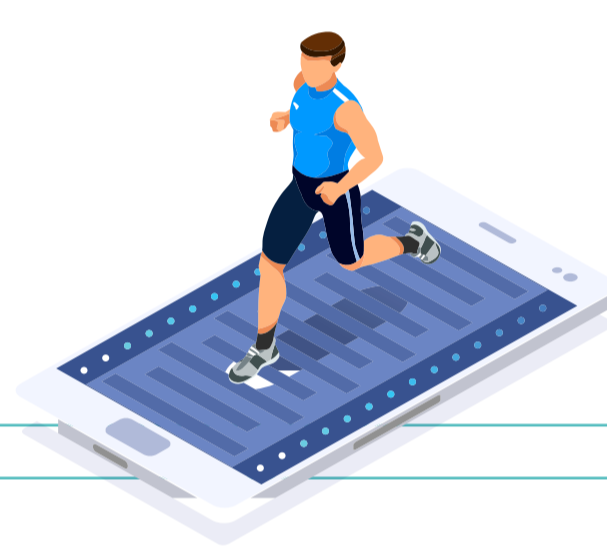
1200

Core Technologies influencing in sports (#mobility, #cybersecurity, #fintech, #foodtech, #5G, #industry4.0, #watertech)

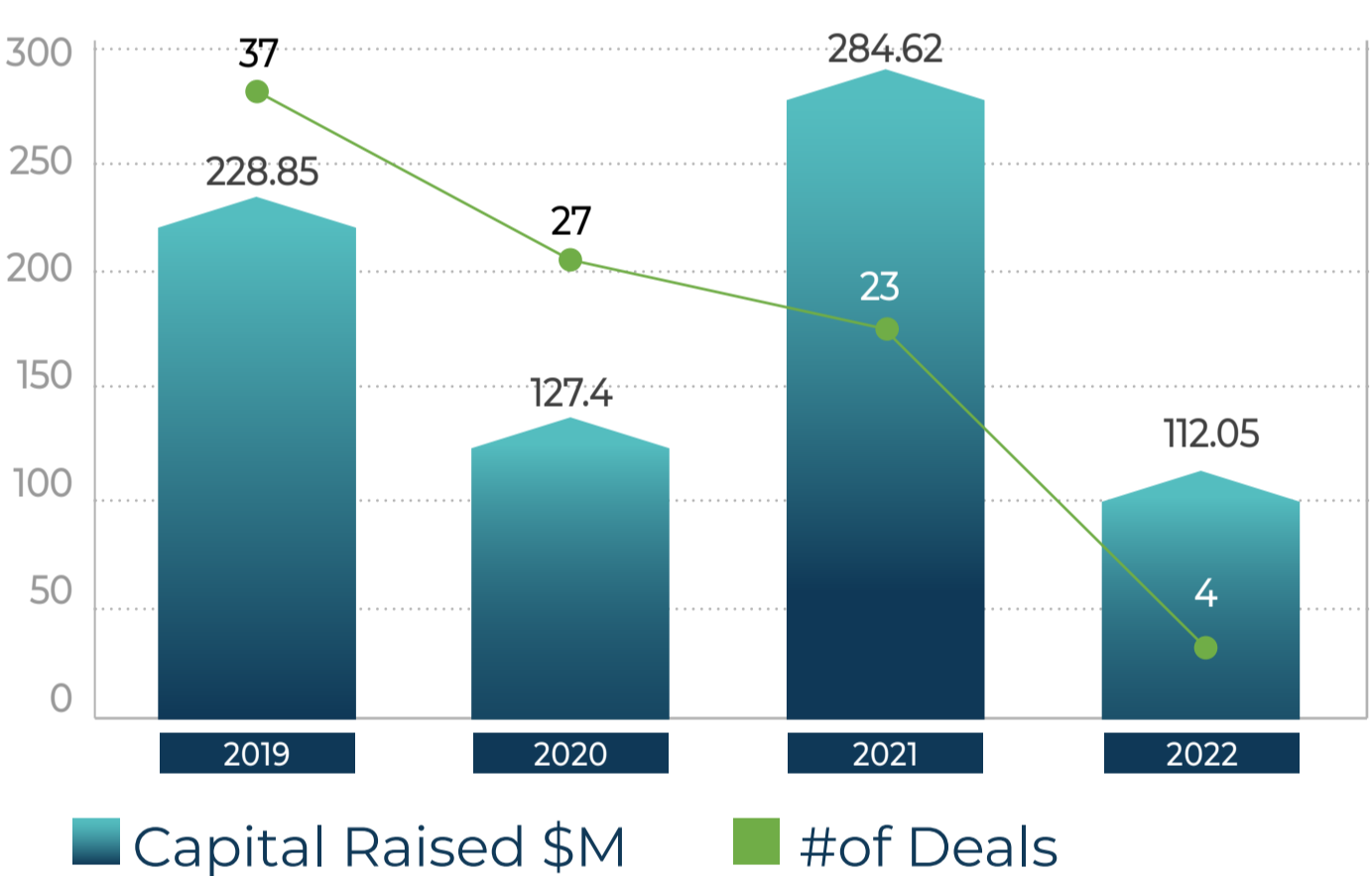


202

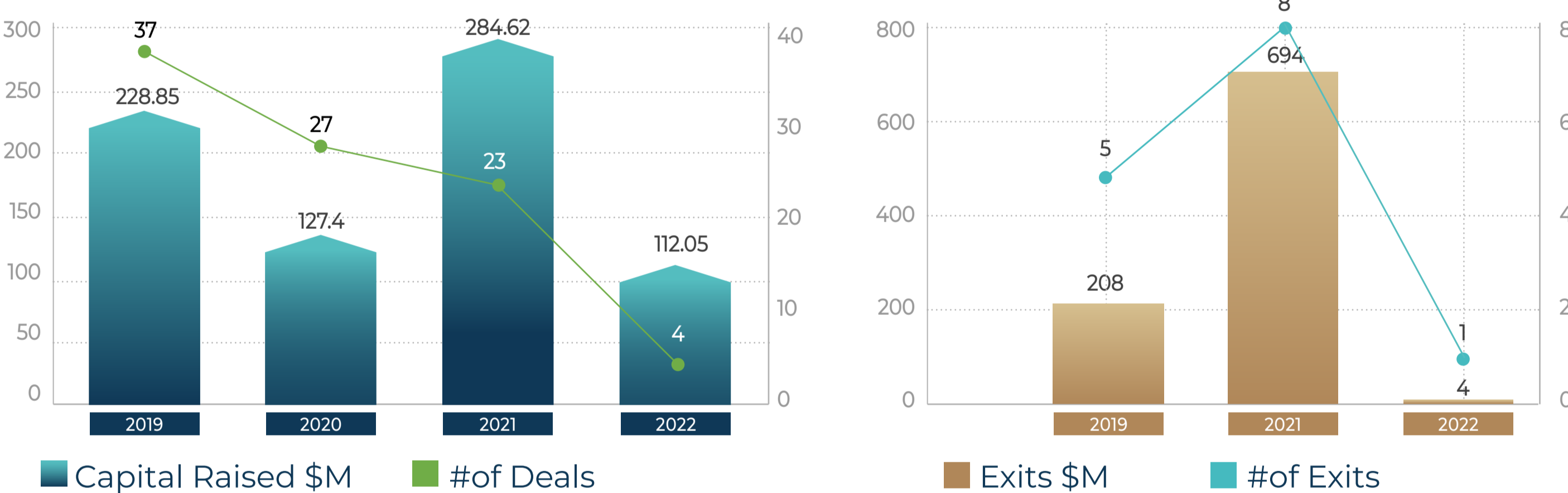
202 Active Israeli Sports tech companies⁵ (Excludes betting)



Capital Raised by High-Tech⁵



Exits by High-Tech Companies⁵



Success Stories

Proven track record of technological capabilities and success stories – "Start-up Nation"



- Raised a \$100 million Series D round | Total Funding 149M⁸
- Works with rights holders worldwide including an impressive roster of names such as the NBA, ESPN, Bundesliga, Tencent, the PGA, YouTubeTV and many others.⁹
- "Best Broadcast Technology" Award 2021.¹⁰
- Among the 50 innovative sports tech companies in the world.¹¹



- The company's technology used by NTT to transmit live video over 5G network during the Olympic games in Tokyo.¹²
- 4 Summer Games covered by LiveU's solutions.¹³
- Collaboration with DAZN on producing the 2. Bundesliga.
- Among the 50 innovative sports tech companies in the world.¹⁴



- Raised more than \$87 million.¹⁵
- Broadcasts 150,000 hours of live video content per month¹⁷.¹⁵
- Among the 50 innovative sports tech companies in the world.¹⁶



The wearable solution is already used by Pro clubs in Israel, Colombia, Poland, the English Premier League, including Manchester City and Norwich, teams in the MLS, and 100 U.S. colleges.¹⁷



More than 100,000 users from 130 countries.

Main Acquisitions

- Intel > Replay | 175M\$¹⁸
- Slinger > PlaySight | 82M\$¹⁹
- DAZN > Texel | Undisclosed²⁰
- Carlyle > LiveU | 400M\$²¹



Innovation & R&D Centers



REGISTRATION >>>

www.futuresportisrael.com

Sources

- <https://www.globenewswire.com>
- <https://apex.aero>
- <https://www.imd.org>
- <https://www.statista.com>
- IVC
- <https://nocamels.com>
- <https://i-capital.co.il>
- IVC
- <https://en.globes.co.il>
- <https://www.forbes.com>
- <https://sportstechgroup.org>
- <https://sportstechgroup.org>
- <https://www.rapidtvnews.com>
- <https://get.liveu.tv>
- <https://sportstechgroup.org>
- <https://www.sporttechie.com>
- <https://www.geektime.com>
- <https://en.globes.co.il>
- <https://www.sporttechie.com>
- <https://www.sporttechie.com>
- <https://www.calcalistech.com>