

# SOCIAL IMPACT REPORT

2021





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# WE'RE ON A JOURNEY

## ABOUT THIS REPORT

**AS THE *WORLD'S LEADING* SPORTS STREAMING PLATFORM, OUR FUNDAMENTAL MISSION IS TO BETTER CONNECT FANS TO THE SPORTS THEY LOVE.**

**AND WHEN WE SAY FANS, WE MEAN ALL FANS - FROM ALL PARTS OF THE WORLD AND ALL WALKS OF LIFE.**

Since our first market entry a handful of years ago and global launch at the end of 2020, we've set out to change the way fans watch sport. As our influence as a business grows, we have also increasingly recognized our responsibility to contribute

towards the communities we serve. There are critical barriers of inequality and inequity that exist within and beyond sport, and we are committed to making real and lasting change around vital issues. We have the ability and, therefore, obligation to

make a positive impact. Over the past year in particular - our first as a truly global business - we have made strides about inclusivity and equitable action, both internally within our team and externally across our sphere of influence.

This report summarises the progress we made in 2021 and outlines our commitments going forward.

## MESSAGE FROM OUR CEO, SHAY SEGEV

SPORT HAS THE POWER TO *UNITE*, TO *INSPIRE*, AND TO *TRANSFORM* LIVES. LOVE OF SPORT TRANSCENDS SOCIAL, CULTURAL, AND RELIGIOUS BARRIERS. IT IS INCLUSIVE. IT CREATES COMMUNITIES AND *BRINGS PEOPLE TOGETHER*, ON AND OFF THE PITCH.

In addition to the positive impact on our physical health, participation in sport has well-evidenced benefits to mental wellbeing and cognitive development. It teaches children and young people communication and leadership skills; and it gives us all a sense of belonging. Sport is empowering. At DAZN, our passion for sport drives our mission. We're energetic, innovative and proactive. Above all, we are fans. We believe sports can be a catalyst for change, and we believe in sports for all. As a leader in the global sports ecosystem, we recognise our responsibility to invest in the future

of sport and leverage its immense power to positively impact our communities. In 2021, we made great strides in improving our approach to social impact, within our teams, our communities, and the wider industry. These are only the first small steps on a longer journey that we are embarking on at DAZN.

I am proud of the social impact progress we have made and I am committed to the important work still to come.

- Shay Segev



# 2021 AT A GLANCE

**2.4K**

Employees

**25**

Global Offices

**LIVE IN 200+**

Countries and Territories

**27K+**

Unique live events

**NEARLY 1 BILLION**

Hours of Content Streamed

# SELECTED KEY GLOBAL RIGHTS

## SPAIN



## JAPAN



## CANADA



## DACH



## ITALY



## CROSS MARKET RIGHTS PARTNERS



## GLOBAL



**OUR BELIEF**

**EVERY PERSON -- NO MATTER THEIR BACKGROUND -- SHOULD HAVE THE OPPORTUNITY TO ACCESS AND EXPERIENCE THE TRANSFORMATIVE POWER OF SPORT.**

**OUR PLEDGE**

**TO PLAY OUR PART IN BREAKING THE CRITICAL BARRIERS OF INEQUALITY AND INEQUITY IN SPORTS **WITHIN OUR WALLS, IN OUR COMMUNITIES, AND ACROSS OUR INDUSTRY.****

# WE PLAY TOGETHER

## MESSAGE FROM OUR HEAD OF DIVERSITY, EQUITY, AND INCLUSION, SHOLA AMINU

*INCLUSIVITY, EMPATHY, AND CELEBRATION.* THOSE ARE THE VALUES THAT COME TO MIND WHEN I ENVISION SUCCESS FOR DAZN.



This past year, we accomplished many milestones that have formed the foundation for our ambitions for a more diverse, equal, and inclusive community. Changing hearts, minds and business priorities has been possible thanks to each one of our team members. We should be proud of the collective commitment to each other and the progress we've made in a short time frame.

On reflection, like so many other organisations, the tragic events surrounding the countless racial injustices against Black people

that caught the world's attention in summer 2020 served as a catalyst for DAZN's commitment to do better. Of course, while this historic movement was a critical and transformative moment for everyone across the globe, it is unfortunately a drop in the bucket when it comes to the pervasive acts of racism and discrimination that persist in the world.

I take my responsibility as DAZN's first-ever Head of Diversity, Equity, and Inclusion (DEI) incredibly seriously and personally. Inspired

by the passionate individuals who make DAZN a wonderful place to work, I'm committed to driving the global company-wide DEI strategy and actively working towards fostering a culture of belonging, self expression and equitable action so everyone can be their authentic selves in the workplace.

From ensuring our DEI practices are embedded across our recruitment practices, learning and development programmes, to establishing and supporting the evolution of our employee resource groups, to

the ongoing creation of thought-provoking content that lives across our various platforms - we've seen that change is possible.

I am confident our business will continue to thrive with our efforts. With progress, I am optimistic that an increasingly equitable DAZN is on the horizon.

**- Head of Diversity, Equity, and Inclusion at DAZN, Shola Aminu**



# VOICE OF THE EMPLOYEES

In 2020, the events that polarised the #BlackLivesMatter conversation, compounded with the myriad of other injustices and movements worldwide, propelled our employees globally to initiate candid discussions around greater inclusion considerations and efforts by the company. Employee feedback focused on specific areas of improvement, which senior leaders across the business swiftly agreed to and pledged to not only help implement, but personally support.

Since then, through accelerated conversations and efforts, as well as global employee input and insights, we've been able to build great momentum in our initial efforts to date.

## **ACTION**

Take more actionable steps that show DAZN's commitment to contributing towards progressive changes.

## **ACKNOWLEDGE DIVERSITY**

Celebrate the beauty of our global workforce, as a unique rainbow of races, genders, sexualities, abilities, religious backgrounds and more.

## **SUPPORT AN INCLUSIVE WORKPLACE**

Foster an internal culture that embraces self-expression, belonging and everyone feels respected for their differences.

## **FOCUS ON CAREER DEVELOPMENT**

Help foster growth and mentorship to drive more diversity at all levels of our organisation.

## **COMMIT LONG-TERM**

Proactively commit to efforts that last beyond the current climate.



# SPORTS FANS ARE THE HEART AND SOUL OF DAZN AND THE VERY REASON WE EXIST.

To best serve them, our global workforce must reflect the diversity of sports fans all around the world. We recognize that having the strongest workforce possible means hiring and developing the best people across all races, ethnicities, religions, age groups, sexual orientations, gender identities and all abilities. We are committed to fostering an inclusive environment that values equality and diversity - where everyone can contribute and have their voices heard.



## Footnote:

This statement was curated by a group of more than 100 employees globally, all of whom volunteered their voices

and diverse perspectives to craft what now serves as a guiding light behind all DEI efforts. This reflects the efforts linked to DAZN's commitment to

personal and professional development, what makes each employee unique, and the positive impact this can have in the wider sports industry.

We're proud to showcase our intent via this statement across all internal and external brand materials.

# PILLARS OF ACTION

**THE DAZN TEAM SPIRIT IS BUILT UPON FIVE KEY CHARACTERISTICS THAT WE BELIEVE LEAD TO SUCCESS.**

## **WE ARE AMBITIOUS**

Everyone here wants to make a big impact at a personal, company, and customer level.

## **WE ARE INVENTIVE**

We push boundaries, never settle, are restless, and always want more for our customers.

## **WE ARE PASSIONATE**

We show commitment and pride in what we do every day.

## **WE ARE BRAVE**

We bring initiative and aren't afraid to ask for help.

## **WE ARE SUPPORTIVE**

We look out for each other and strive for inclusion and diversity in all we do.



**ROOTED IN THIS TEAM SPIRIT, WE HAVE A GAME PLAN FOCUSED ON *PEOPLE EQUITY*.**

**OUR TEAM MEMBERS ARE EXTRAORDINARY AND SHOULD BE CELEBRATED AS SUCH.**

**THIS PAST YEAR, WE'VE DEPLOYED *NUMEROUS COMMITMENTS* THAT WE'LL CONTINUE TO EXPAND UPON WITH THE MISSION OF FURTHER FACILITATING CONSISTENT *GROWTH AND OPPORTUNITY*.**

# EMPLOYEE RESOURCE GROUPS

# 130

We formed Employee Resource Groups - currently 130 members strong across 8 markets, striving to drive local initiatives around diversity, equity, and inclusion.

# 70

We developed DEI Identity Networks - representing another 70 employees across markets around the world.



Disability@DAZN



ParentZone



Proud@DAZN



Women@DAZN

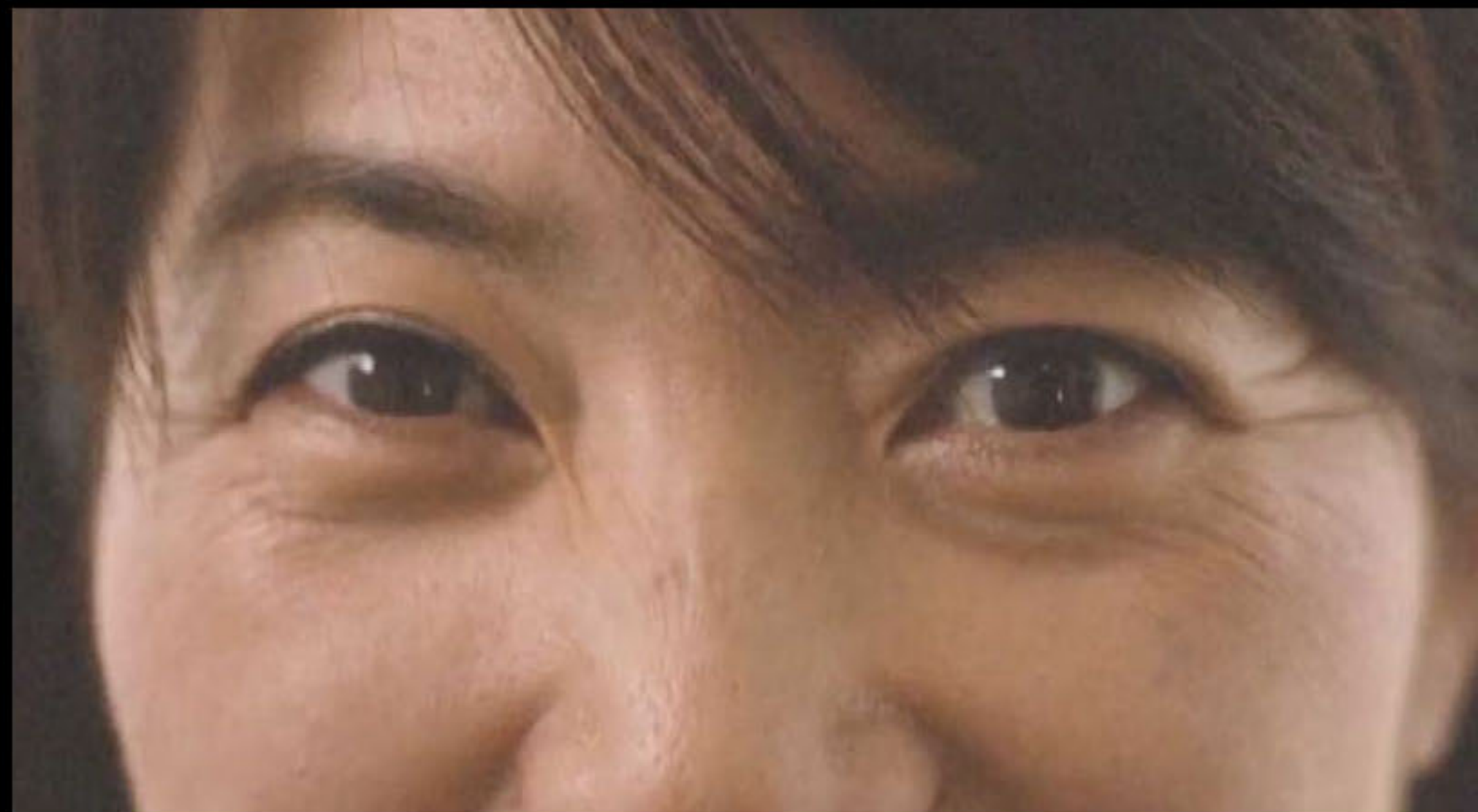
# DEI LEARNING, DEVELOPMENT & RECRUITMENT

We launched our first phase of **DEI Learning & Development**, and we're incredibly proud to reach this landmark moment in our strategic efforts to date.

This is made up of a series of employee education modules entirely custom-made by DAZN and for DAZN, and features first-hand lived experiences from our colleagues. This invaluable component, alongside definitions and additional anecdotes, help set DEI in a more relatable context and highlight what our expectations are for individuals, our teams, our leaders and as a collective organisation.

We established guidelines for **inclusive recruitment practices**.

We've joined forces with like-minded corporate partners to strengthen our people-related recruitment and inclusion efforts. The key framework of these partnerships includes recruitment, networking, and mentorship opportunities, as well as showcasing internal Life@DAZN network features and external content reaching their expansive communities - including content around why DAZN should be the next step in their career. This is just the start, and we're looking forward to evolving these partnerships.





**WE SHARED AND SPREAD THE DAZN TEAM SPIRIT THROUGH A SERIES OF INITIATIVES IN 2021 OF WHICH WE'RE PARTICULARLY PROUD**

# CODE FIRST GIRLS

We partnered with Code First Girls the largest provider of free coding courses for women in the UK, to build internal talent pipelines in engineering. We ran a series of four different training programmes across the UK, focusing on:

**Short Online Courses (MOOCs)** - supported 183 women looking to pursue careers in data and software by funding multiple online courses, designed to impart technical skills, confidence, and career discovery.

**Classes** - Provided 73 women with two eight-week courses, designed with the University of Leeds to provide fundamental grounding in web development and data.

**Nanodegree Certificate Program** - Enabled 72 women who aspire to be leading women in data or software to join the funded 13 week intensive program. The program included five female DAZN engineers supporting the participants as mentors and career advisors.

**“I KNOW ONE DAY I WILL BE ABLE TO REPAY THIS AND HELP MENTOR SOMEONE”**

Notably, we're proud that the “Nanodegree” program led to the internal hiring of two junior software engineers who have already been fundamental to the business.

**DAZN Junior Software Engineer, Julie Luu:**

“DAZN's partnership with Code First Girls played an important part in me being able to achieve my goal of

changing careers and in an industry where it is very male dominated. Sponsorships like this will ensure that more women and non-binary people that come from different backgrounds a chance to up-skill themselves and change their careers to turn their goal into a reality. I know one day I will be able to repay this and help mentor someone who also wants to break into the tech industry.”





## MYGWORK

We announced our corporate partnership with myGwork, which empowers the LGBTQ+ community by offering members a safe space where they can connect with an inclusive employer and find job opportunities. More specifically, we were an exclusive sponsor for myGwork's "Work Pride" event, a day themed around inclusiveness. We also collaborated on two major training sessions, focused on how to write an inclusive job description and how to conduct an inclusive interview.

## MAMA YOUTH PROJECT

The MAMA Youth Project recruits and trains under-represented groups and supports them to start their career within the TV and media industry.



## WOMEN IN TECHNOLOGY & WOMEN IN DATA

We were excited to kick-start these partnerships this year, which include collaborating with the wider community of both partners for networking events and raising awareness for the disparity of women in STEM.

## BYP NETWORK

BYP Network connects Black professionals and students from all over the world, and as an active sponsor DAZN provides career opportunities, role model visibility, mentoring, and networking events

## SPAIN

**European Women's Football Gala:** DAZN participated in the first European Women's Football Gala and presented the European Promise Award to Nikita Tromp, a 19-year-old striker for Dutch club Ajax and one of the top talents in European football. Nadine Kessler, Alexia Putellas, Jenni Hermoso, Virginia Torrecilla, Flor Bonsegundo, Evelina Cabrera, received awards during the ceremony. DAZN was honored to participate in such an impactful event, along with other top leading brands, to help recognise the powerhouses of European women's football.

## DACH

**Employee Resource Group (ERG) Lunch Talk: Women in Sports and in Leadership Positions:** This talk featured Stephanie Gonçalves Norberto the educational director at FC St. Pauli's youth development center and founder of "The League." FC St. Pauli is a German professional football club in Hamburg competing in the Bundesliga's second division. "The League" is a platform that inspires, enables synergies and empowers for all women and non-binary people working in the sports industry. The panel gave insight into the current situation of women in sports and in leadership positions in Germany.

## USA

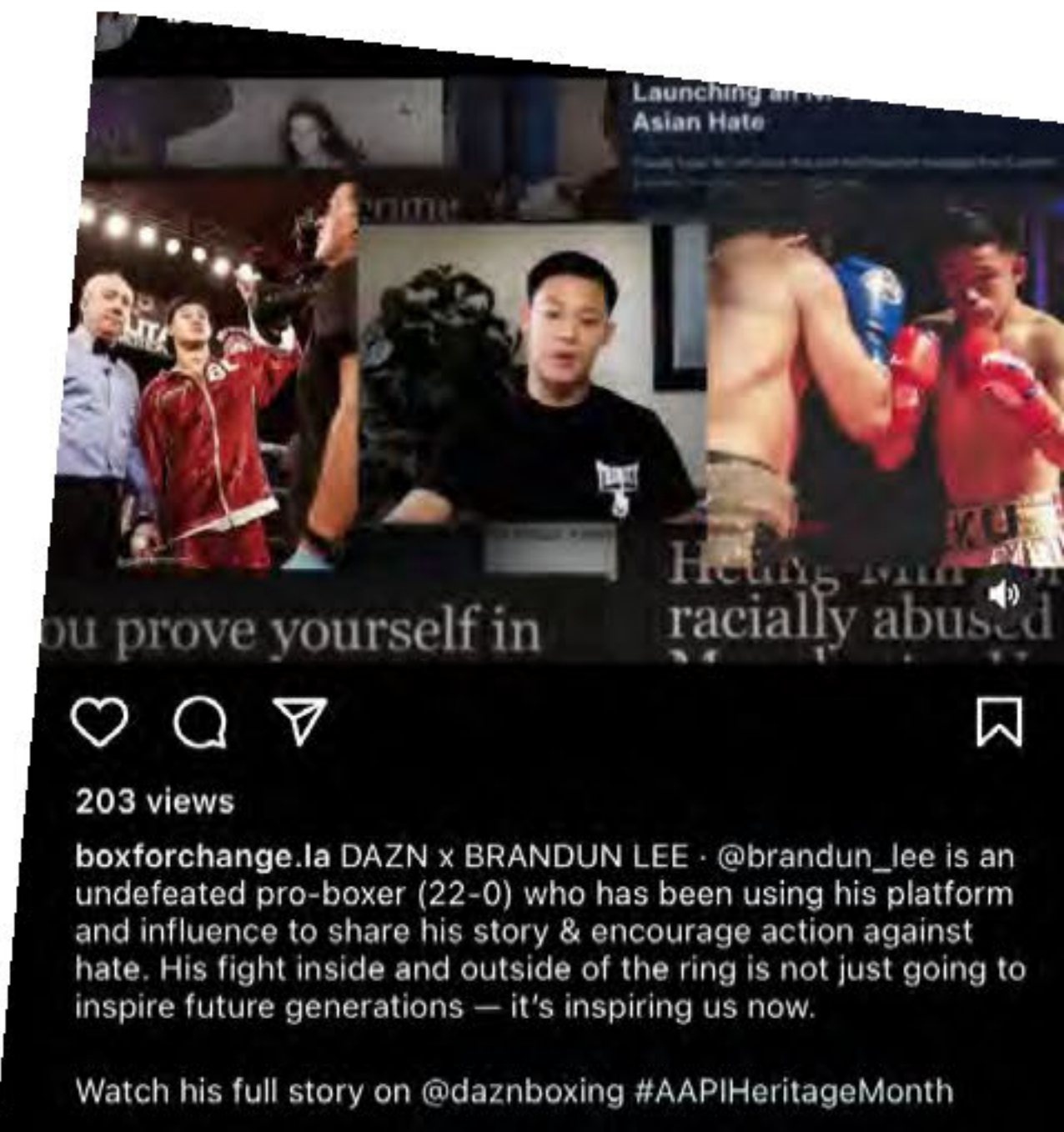
**USA Boxing:** We are proud to have donated boxing ring floor mats from past fights to various local USA Boxing gyms across the country. As part of our boxing broadcasts, we've also encouraged viewers to donate to USA Boxing's Grassroots Grant Program. These funds have gone towards operational expenses, boxing equipment, and waived club fees so the gyms can stay open for young people in the community.

**Box For Change:** During Asian American and Pacific Islander Heritage Month, we were proud to raise awareness through our broadcast and social channels for Box For Change - an incredible nonprofit organisation run by two inspiring women out of California. They use to empower the local community in the wake of widespread anti-Asian hate and violence, including free self-defence classes for Asian seniors over the age of 50.

## POLAND

**Workshop with AKS Złoty:** An LGBTQ+ football team that prioritizes diversity, openness, inclusiveness, and tolerance. DAZN Poland hosted two female footballers to answer questions about gender equality, differences in men's and women's football, and how football can help raise awareness about gender equity.

## IMPACT AROUND THE WORLD



# SPOTLIGHT - JAPAN

## Shibuya Social Innovation Week:

DAZN collaborated with Shibuya City to communicate Diversity, Equity, and Inclusion through the eyes of sports across education, awareness, engagement, and activations.

## “The Future of Sports and Women”:

A discussion with panels from various backgrounds, including the WE League chair and WE league players was held with 2.68k concurrent viewers. From WE LEAGUE players to media, the discussion covered the overall sports industry on gender differences and what being a woman in sports means. The panel included Kikuko Okajima (Yogibo WE LEAGUE Chair), Eriko Arakawa and Mina Fujimori (WE LEAGUE Players, Kay Matsuoka (DAZN Japan VP Communications and PR), and more.

## “Respect is Knowing”

An educational and collaborative video that aims to highlight the importance of women's inclusion and empowerment through sports.

## “Now and The Future of DEI in Sports”

- Session run by Future Design Shibuya, to discuss the importance of why DEI matters within sports. The session featured panel guests DAZN Chief Communications Officer Nancy Elder and J.League Director Yuriko Saeki, the first female director of a J.League men's football club.



# SPOTLIGHT - ITALY

**4 WEEKS 4 INCLUSION:** A series of events on diversity and inclusion organised by Telecom Italia, the Italian national broadcaster.

DAZN attended along with 160 companies (including Google, Accenture, BMP, Snam, Salesforce). DAZN participated in a panel entitled "WORDS IN THE FIELD. Is sports storytelling a gender issue?" featuring Ughetta

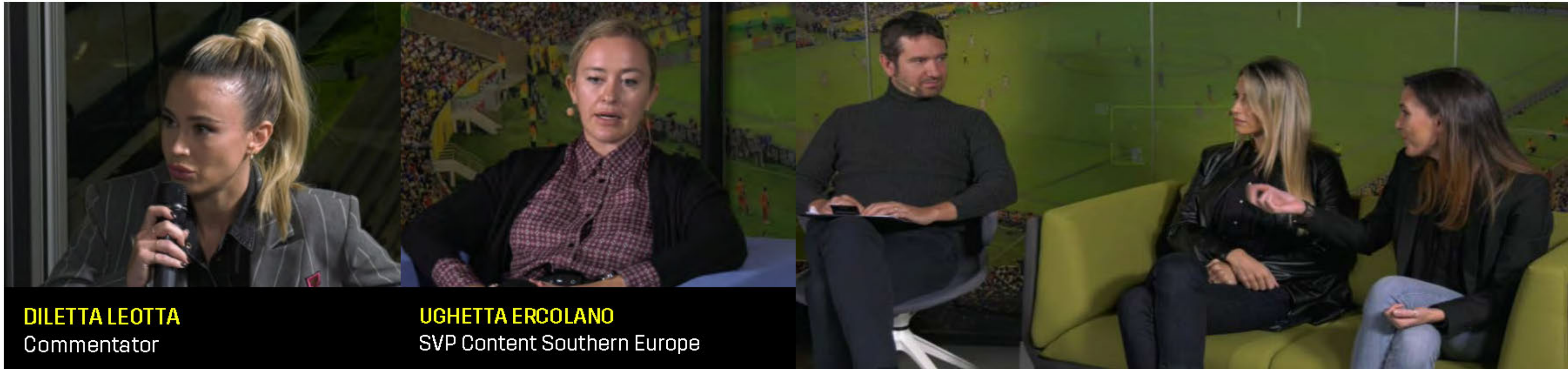
Ercolano (DAZN SVP Content, Southern Europe) and Diletta Leotta (DAZN Italy On-Air Talent).

During the session, DAZN presented a local research report titled "Social Athletes," conducted in collaboration with Blogmeter to investigate the differences in digital conversations relating to male vs. female athletes. Launched in sync with International Day Against Women's Violence and

released in full nationally, this report uncovers the link between social media language in Italy and gender disparity, including reality of and how to better combat harassment and violence on social media.

**Italy 2026: The Digital That Leaves No One Behind;** an event to share the stories about digital innovation skills in the national and international ecosystem.

The main topics of the panel that DAZN spoke to were fostering inclusion through digital, the role of enterprises, how the habits of the new generations have changed, and the challenges and priorities for enterprises.



**DILETTA LEOTTA**  
Commentator

**UGHETTA ERCOLANO**  
SVP Content Southern Europe

# WE ALL RISE



## **MESSAGE FROM ADA HEGERBERG, UEFA WOMEN'S CHAMPIONS LEAGUE ALL-TIME LEADING SCORER & DAZN GLOBAL WOMEN'S FOOTBALL AMBASSADOR**

"I couldn't be happier to be a part of DAZN's efforts in increasing visibility of women's football. One of my greatest joys is serving as a role model for girls around the world, and I'm grateful the UEFA Women's

Champions League has a new global broadcaster that is so committed to narrowing the coverage gap, helping our sport reach new heights, and inspiring the next generation."

# WITH MORE EYES

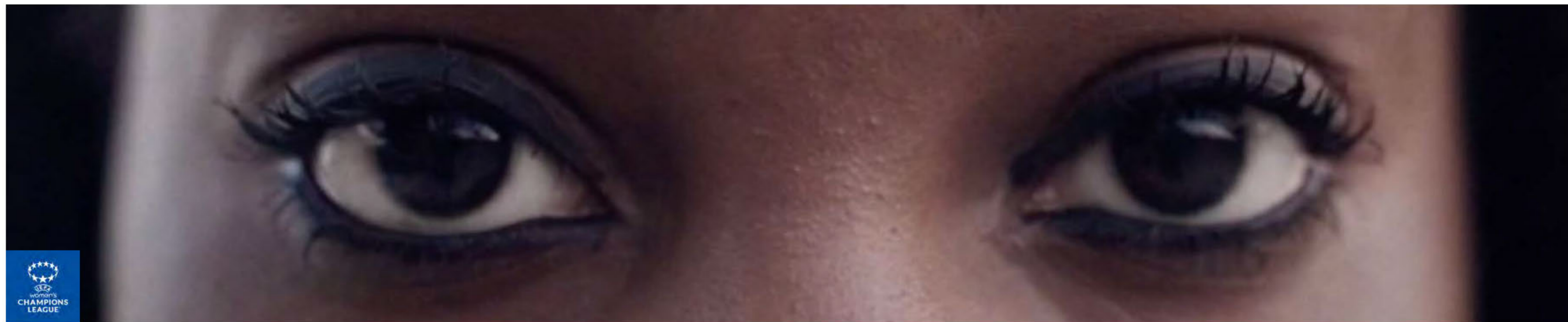
As the new global broadcaster of the UEFA Women's Champions League, we are committed to increasing visibility of the competition globally and growing women's football overall – including giving the epic action unprecedented exposure by making it available to watch all

season-long, all over the world, all in one place, and for free on DAZN's dedicated UEFA Women's Champions League YouTube channel.

During the group stage of the first season, which took place from October to December in 2021, fans

from **216 countries and territories** tuned in to watch on DAZN's YouTube channel. Accumulating more than **14 million views**, **2.3+ million hours** of watch time, and **137,000 subscribers**. This unprecedented reach and audience in just two months proves the incredible and

immediate global potential of the competition and the sport that DAZN and partners have already tapped into and will continue to build upon in the months and years to come.



# 216

Countries and Territories

# 14M

Views

# 2.3M

Hours watched

# 137K

Subscribers



**WE LOOK FORWARD TO EVEN MORE EYES ON  
THE GAME LEADING TO MUCH, MUCH MORE  
– MORE SOCIAL MEDIA LIKES, MORE FANS,  
MORE SPONSORS, MORE PLAYERS TURNED  
INTO HOUSEHOLD NAMES, AND MORE  
OF THE NEXT GENERATION INSPIRED TO  
PLAY AND PURSUE THEIR DREAMS.**







**WE'RE POSITIVELY CONTRIBUTING  
TO *OUR INDUSTRY* BY PROMOTING  
AND ENCOURAGING *EQUITY***

# THE COVERAGE GAP REPORT

A Step Toward Leveling Visibility and Viewership Disparity

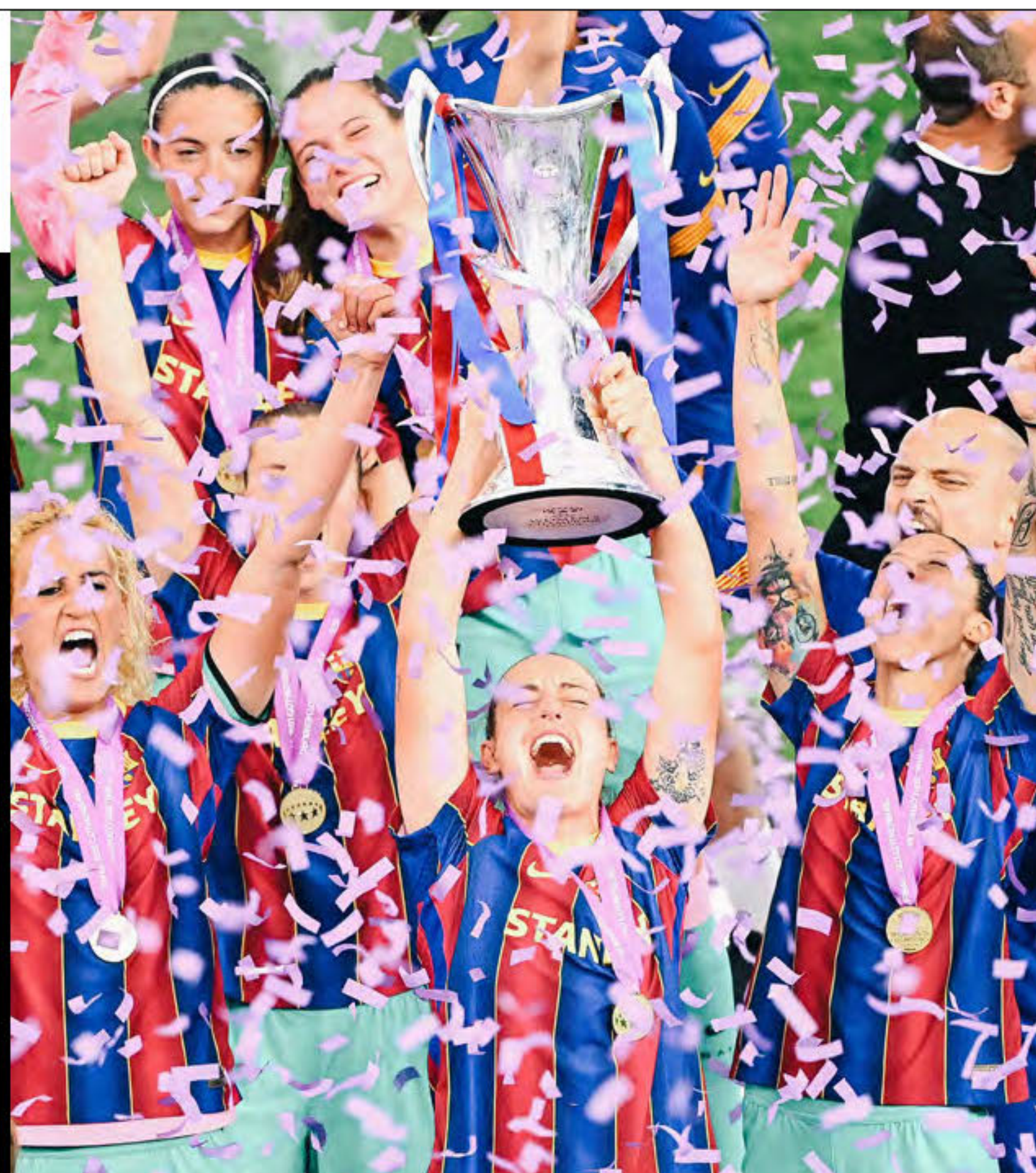
A global research report by DAZN and partner The Female Quotient that examines the current landscape of sports coverage, lays out a

new standard for more quality and consistency in women's sport coverage, and invites the industry and fans to join in taking

action to close the women's vs. men's sports coverage and thus narrow the viewership gap.

## THE COVERAGE GAP:

A STEP TOWARD LEVELING VISIBILITY AND VIEWERSHIP DISPARITY IN WOMEN'S SPORTS



**“WE’RE PROUD TO PARTNER WITH DAZN IN RALLYING THE INDUSTRY TO TAKE ACTION. WE URGE BROADCASTERS TO SHOWCASE MORE WOMEN’S GAMES, THE MEDIA TO AUDIT AND EXPAND THEIR COVERAGE, AND BRANDS TO PARTNER WITH MORE FEMALE ROLE MODELS.”**

- The Female Quotient  
CEO, Shelley Zalis



OCTOBER 2021

# DIVERSITY AND INCLUSION ON AND BEHIND THE SCREEN

IN WHAT HAS HISTORICALLY BEEN, AND TO A LARGE EXTENT STILL REMAINS, A MALE-DOMINATED INDUSTRY, WE **STRIVE FOR EQUITY** AS WE GROW OUR WORLD CLASS BROADCAST AND PRODUCTION TEAMS.

WE'VE IMPLEMENTED CLEAR COMMENTATOR GUIDELINES AND A **ZERO TOLERANCE** PROTOCOL AROUND ALL FORMS OF DISCRIMINATION.



**WE'RE REACHING OUR *COMMUNITY* WITH  
*COMPELLING* CONTENT AND LIVE PROGRAMMING  
THAT *AMPLIFIES DIVERSE VOICES* IN SPORT.**



# GROWING VISIBILITY OF WOMEN'S SPORT IN 2021



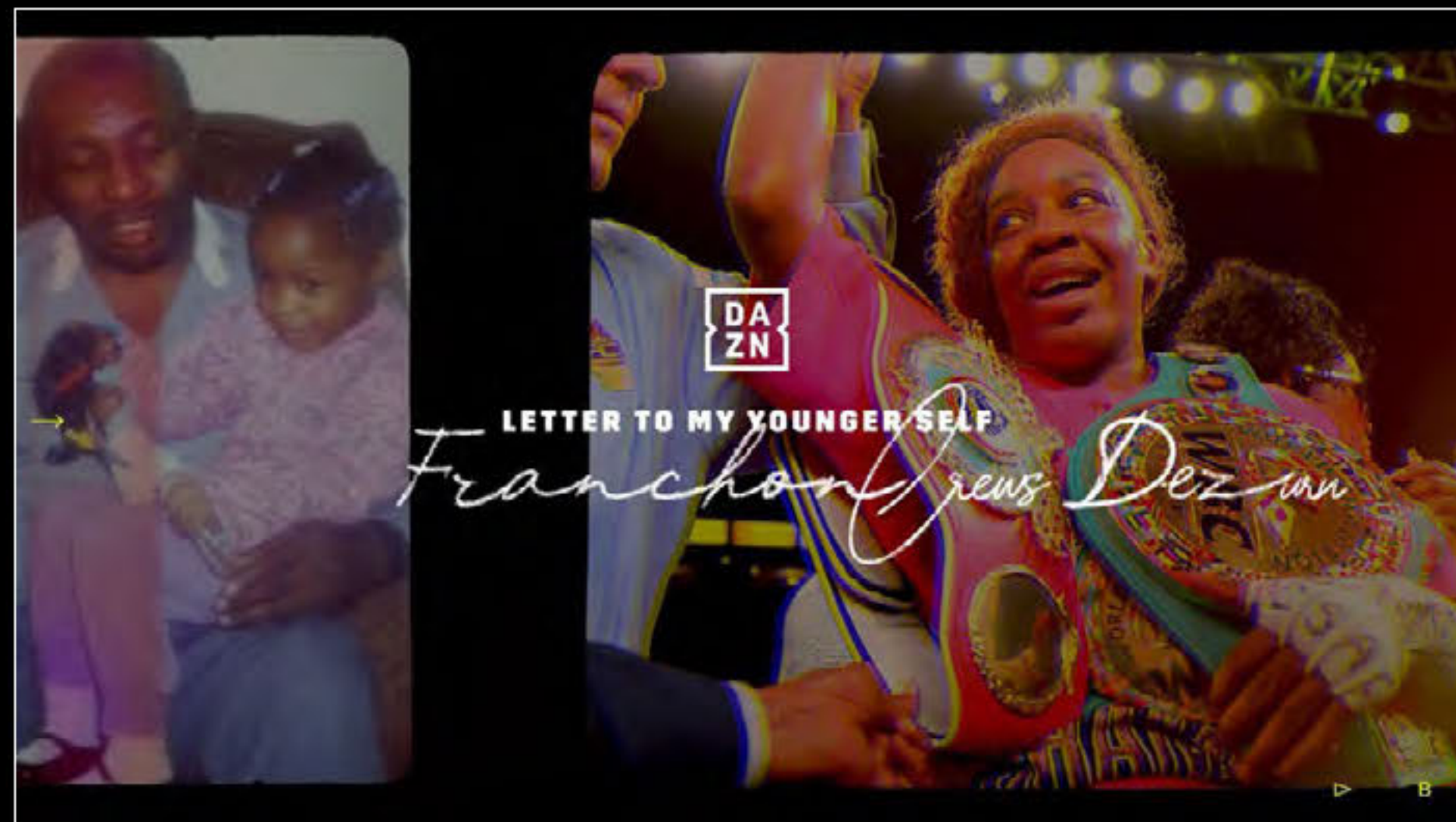
DAZN and YouTube bring UEFA Women's Champions League to fans worldwide



In Japan, DAZN signed an eight-year partnership with the Yogiho WE League, with select matches also shown for free on DAZN's local YouTube channel.

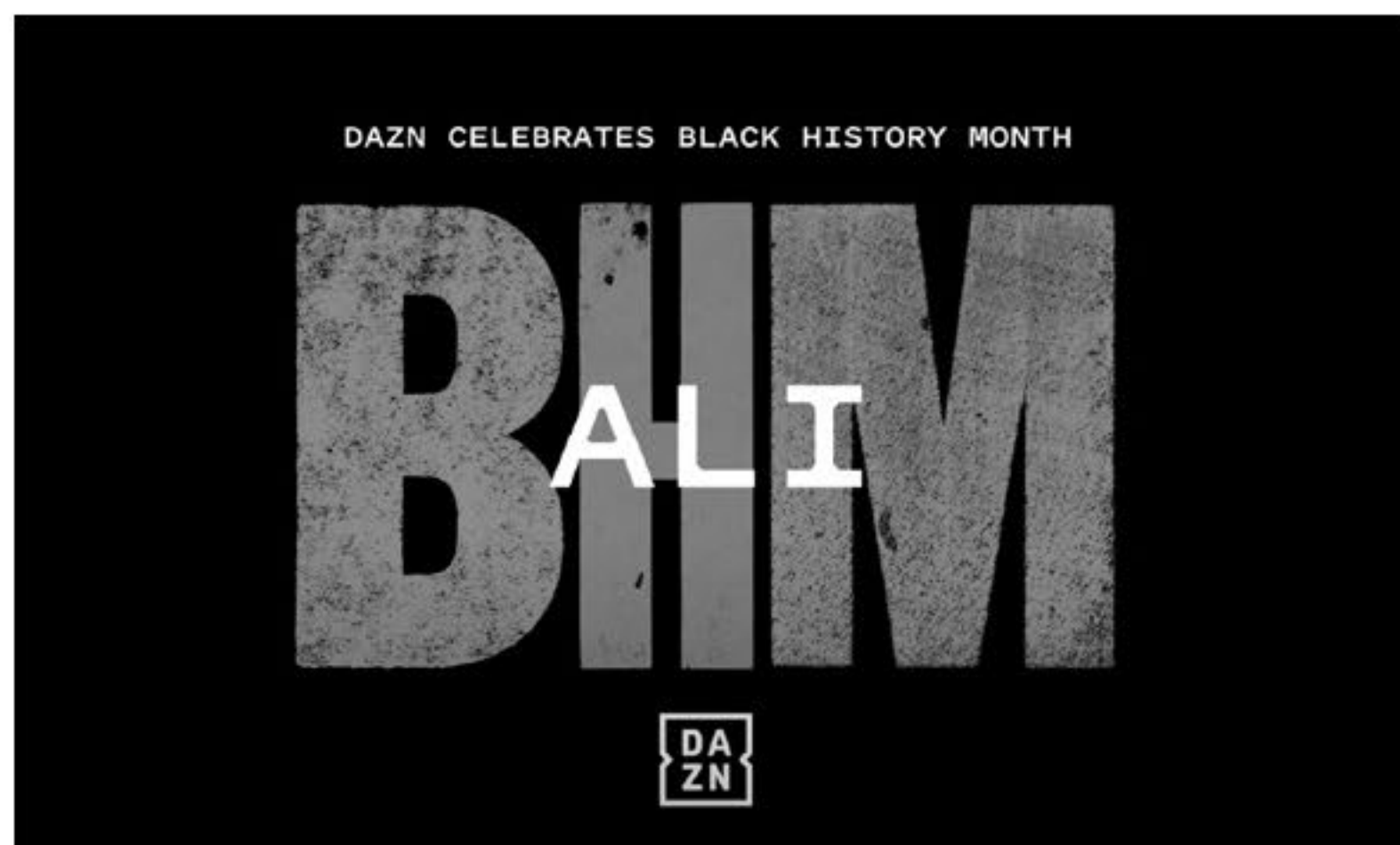


Cecilia Brækhus became the most successful female fighter of all time live on DAZN.



DAZN collaborated with five of the most prominent female fighters in the world to shine a light on their journey through the docuseries, Letter To My Younger Self.

# CELEBRATING AND REMEMBERING



In celebration of U.S. Black History Month, the short-length documentary **Be Like Ali** takes a look at the current social climate, asks the question regarding who the next Ali could be, and how the current crop of fighters can carry on the legacy of "The Greatest."



Our short film **Remembering Black Wall Street** and the **Tulsa Race Massacre** shines a light on the legacy of Tulsa and our wider hope for living harmoniously while acknowledging and appreciating diverse cultural experiences.



DAZN celebrated **Hispanic Heritage Month** with **DAZN Sazón**, a campaign celebrating the rich heritage of the Hispanic community – one that is deeply rooted in American and Latin American culture, and a lifeblood to boxing.

# STANDING AGAINST HATE



**Stop Asian Hate x Brandun Lee** honors Asian American & Pacific Islander Heritage Month, while shining a spotlight on the rise in anti-Asian hate through Brandun's personal reflection.



At DAZN, we stand alongside The FA, EPL and EFL in tackling racial hatred and discrimination on social media platforms.

The collective efforts of the sports community – which includes broadcasters, leagues, teams, players, officials and charities - call for significant improvements in policy and procedures regarding online discrimination on social media platforms.

To show our solidarity, we intend on participating in the social media blackout of English football content on DAZN social channels this weekend.

**DAZN stands** alongside The Football Association, English Premier League, and English Football League in **tackling racial hatred and discrimination** on social media platforms.

**WE'RE *COMMITTED TO HELP* DRIVE POSITIVE CHANGE IN OUR WORLD THROUGH EQUALITY, OPPORTUNITY, AND SUSTAINABILITY**

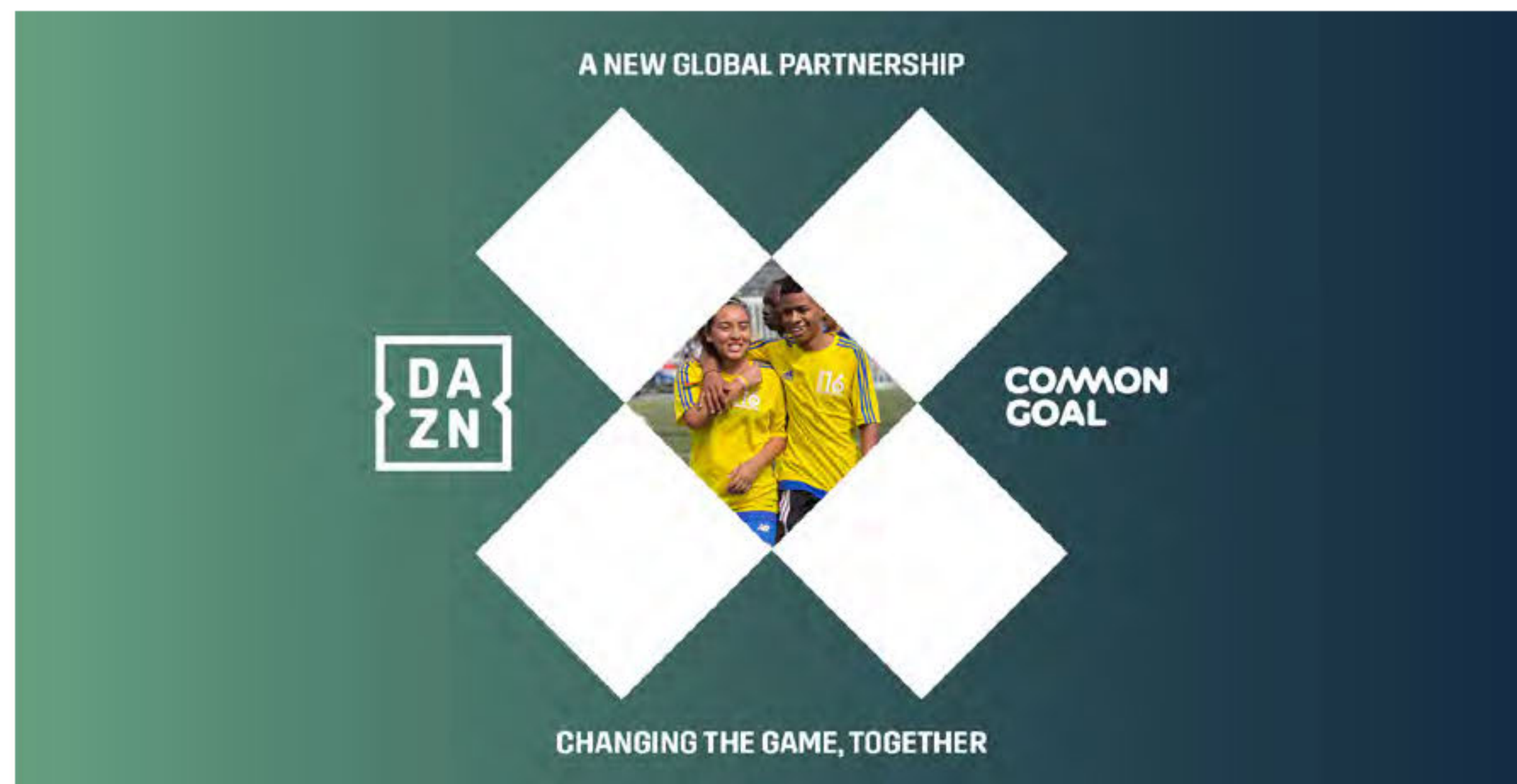




# THE COMMON GOAL MOVEMENT

Last September, we made a **multi-million dollar pledge**, alongside a targeted 1% time and resource commitment from segments of the DAZN team, to become a global impact partner within the Common Goal movement. Our commitment addresses three fundamental and deep-rooted issues within and beyond football: **gender equity, racial justice, and cultural diversity**. We're doing this with donations to four specific

Common Goal collective initiatives that are using football to transform the realities of tens of thousands of individuals - **Global Goal 5 Accelerator, The Anti-Racist Project, Common Ground and Play Proud** - as well as partnering on content creation and amplification opportunities to inspire a shift in mind-set around these issues, and activating DAZN team and wider ecosystem to be an active part of the change we want to see in society.



**“THE *COMMON GOAL* MOVEMENT HAS SHOWN THAT FOOTBALL CAN ONLY FULFILL ITS TRUE POTENTIAL AS A FORCE FOR *POSITIVE CHANGE* FOR PEOPLE AND THE PLANET WHEN *WE WORK TOGETHER.*”**

- CO-FOUNDER OF COMMON GOAL,  
JÜRGEN GRIESBECK

**COMMON  
GOAL**



**GLOBAL GOAL 5 ACCELERATOR**

**GLOBAL GOAL 5 ACCELERATOR**

Driving towards gender equality

LEARN MORE WATCH VIDEO

**PLAY PROUD**

Providing safe spaces for LGBTQ+ communities

LEARN MORE WATCH VIDEO

**THE ANTI-RACIST PROJECT**

Tackling racism through football

LEARN MORE WATCH VIDEO

**COMMON GROUND**

Play, Lead, Create

LEARN MORE WATCH VIDEO

**OUR PLEDGE SPECIFICALLY ADDRESSES FOUR OF THE 17 UNITED NATIONS SUSTAINABILITY GOALS**



**4 QUALITY EDUCATION**

**5 GENDER EQUALITY**

**10 REDUCED INEQUALITIES**

**17 PARTNERSHIPS FOR THE GOALS**



# PLAN INTERNATIONAL

# £650K



Since 2013, we've partnered with Plan International - who are advancing children's rights and equality for girls across the world - to help inspire the next generation and tackle gender inequality through the power of sport.

As of 2021, we've reached thousands of young people across 75 countries through play, education and leadership training.



# DAZN EMPLOYEE ANALIA COCCOA SHARES HER EXPERIENCE WITH PLAN INTERNATIONAL'S SPONSORSHIP PROGRAMME

“As someone who comes from Latin America, I’ve always wanted to give something back to developing countries in some way. Child sponsorship was something that I did in the past when I lived in Spain and was a such a positive and meaningful experience.

When I heard the news about DAZN’s partnership with Plan, and found out about the child sponsorship campaign, I didn’t think twice, it was just the right time for me.

I’ve just received the first letter to the welcome pack. It is so moving to know more about the child I’m sponsoring and see his picture and his families. To my surprise he is

from Latin America as well and I’m so excited that we’ll be able to write to each other in Spanish. I really look forward to knowing more about him and to grow this new bond. Also, I’m already planning to visit him in a few years’ time when my own children get a bit older. Today I am a happier and more fulfilled person because of this.

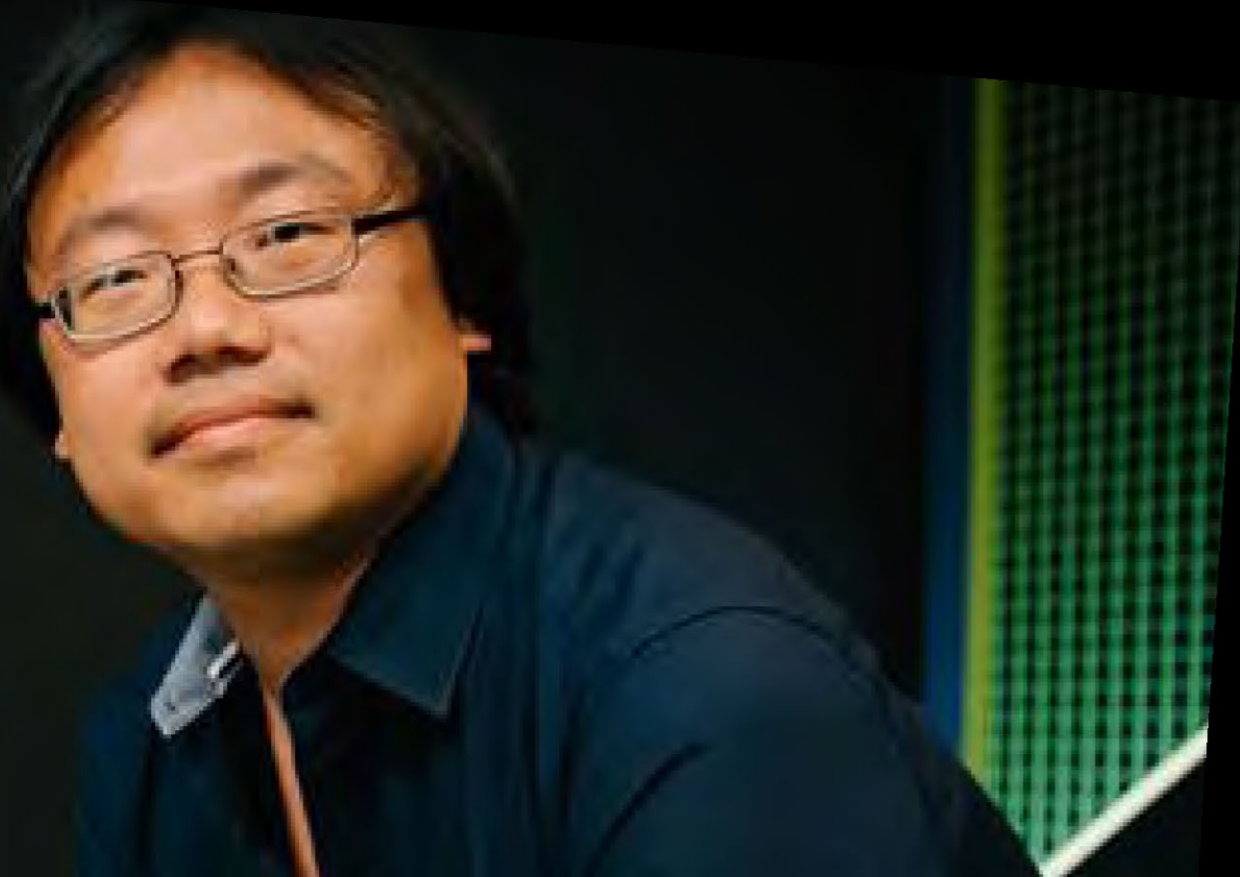
I encourage everyone to take this step. For me, it is about equality, social justice and wellbeing for both the sponsor and the child. It is about working with and supporting young people and their communities so they can make positive change. It is about taking action and making our contribution for a better world.”



# A SUSTAINABLE FUTURE

**LAST YEAR WE UNDERTOOK OUR FIRST 5G LIVE EVENT BROADCASTS WITH OUR PARTNER VODAFONE. TRANSMITTING THE FEED VIA 5G HELPS US REDUCE THE EMISSIONS IMPACT OF STREAMING A LIVE FOOTBALL MATCH BY HALF A TON OF CO<sub>2</sub>. OUR AMBITION IS TO INCREASE THE NUMBER OF 5G TRANSMISSIONS IN 2022.**

- VP MEDIA AT DAZN, HARUKA GRUBER



We are committed to minimising our environmental footprint and, in 2021, this mindset was formalised into an action plan driven by passionate members of the DAZN team.

Streaming sports via an existing internet connection naturally eliminates the large amount of hardware associated with satellite and cable broadcasting.

However we also recognise the data and energy requirements of streaming services are significant. A key element of our action plan is therefore oriented towards powering our business sustainably.

The company's overall CO<sub>2</sub> footprint decreased 83% from 2019 to 2020, benefiting from a reduction in business travel brought about by the pandemic.

DAZN's global travel policy continues to encourage essential travel only to keep environmental impact at a minimum.

Our data centres are an integral part of DAZN's operations and since 2020 our key sites in London have been 100% powered by sustainable energy including water, wind and solar.

Since 2019 we have been a part of the Sustainable Recruitment Alliance as we look to continue to improve best practices and take a more environmentally-friendly approach to early talent recruitment.



# WE'RE READY FOR MORE

In 2022, we have big plans for how we can up our game and further drive meaningful change in our community, our industry, and our world.

This is our first ever social impact report for our business. We've detailed some key points of progress to date. The following outlines our commitments and how we'll be holding ourselves to account in this next year to come.

Our number one priority above all else is ensuring we are diverse, equitable, and inclusive. We invite our team members to continue with us on this journey.



# 2022 COMMITMENTS

**WE WILL CONTINUE TO BUILD UPON THE FOUNDATION WE'VE ESTABLISHED BY COMMITTING TO FOSTER MORE CHANGE FOR THE BETTER.**

# 1

Having in 2021 gathered DEI analysis and insights on our team, the industry, and best practices, we will implement solutions that ensure greater transparency, demonstrate our ambition for improvement and continue our mission to achieve equity at DAZN.

# 2

We will establish a new framework for auditing and reporting on the CO2 emissions our business generates, and take action to reduce that impact.

# 3

We will take our involvement in the Common Goal movement to the next level with new 1% contributions and a groundbreaking original content launch - more to come on that soon!

# 4

We pledge to #GetOnside in support of Women in Football's latest campaign - a rallying cry to be on the side of change when it comes to gender equality in football - by narrowing the gap in women's sports viewership by increasing the reach and engagement of women's sports coverage across DAZN's platform and editorial channels.