



Euroleague Basketball unveils brand-new competition websites

EuroLeague, EuroCup and ANGT sites make bold restarts

Design, functionality, content upgrades aimed at future fans

Euroleague Basketball's ongoing digital transformation project took a bold step forward this week with the unveiling of brand-new competition websites that are sure to lift the online experience of loyal and new fans alike, now and into the future. A new game-based digital app will be launched soon, as well.

With a striking new and younger design wrapped around upgraded contents, functionalities and personalization choices, the new websites embody the dynamism of the greatest basketball in Europe.

Fans of all three Euroleague Basketball competitions - the **Turkish Airlines EuroLeague**, the **7DAYS EuroCup** and the **Adidas Next Generation Tournament** - will find themselves feeling closer to the action than ever, with the game's most compelling moments, images and stories always at their fingertips.

All the new on-line fan destinations meet the objectives of a year-old wider digital transformation project through which Euroleague Basketball aims to drive engagement by giving fans a 360-degree in-game experience with new preview and comparison features; to embrace personalization by channeling exclusive contents and news based on the team preferences of users; and to open new commercial opportunities with strategic sponsor visibility, integration of TV broadcast partners and direct access to club ticketing sites.

The new sites feature a true mobile-first commitment that lets fans carry the best live-game and in-depth basketball coverage on the continent with them wherever they go. Among the

additional new features they will find are:

- My Arena, a personalization tool on which fans can tailor the sites to their favorite teams.
- Integrated video by Endeavour Streaming that brings all the games and plays alive more sharply than ever.
- Expanded standings that show how each team is doing in multiple scenarios that go far beyond home and away.
- Advanced statistics that break down all the game details for the most devoted followers.
- Upgraded image presentation that takes the best photography from every game and puts the user in the middle of the action.

Best of all, the new website platforms are built to adapt for future enhancements that let them evolve at the speed of a fastbreak!

"We are pleased to be launching these new websites with a promise to continue improving the digital experience for our long-time fans, but also to attract the generations coming up who consume sports in new and exciting ways," Alex Ferrer Kristjansson, Marketing and Communication Senior Director at Euroleague Basketball, stated. "We will keep listening, engaging and striving to give them more of the basketball they want, the way they want it, online as well as on the court."

Partners in the project include industry leaders like InCrowd, a UK-based agency focused on data-powered digital experience whose list of clients include F1, UEFA, FIFA, Bundesliga, Sky Sports and more; and UNRVLD, digital pioneers who've designed websites for the United Rugby Championship, The Open golf tournament, and Southampton FC, among others. Both chose Euroleague Basketball as the first basketball product in which to expand their expertise.

The website launches, which also include new web homes for **Euroleague Basketball**, its **One Team** corporate social responsibility program and **EB Institute**, are due to be followed shortly by a new mobile app whose game-based focus will cater to the most demanding fans.

It's all part of Euroleague Basketball's commitment to constantly look ahead and embrace new technologies in order to give fans the best experience possible, now and tomorrow.

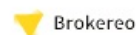
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Euroleague Basketball (EB) is a global leader in the sports and entertainment business, devoted to running the top European competitions of professional basketball clubs under a unique and innovative organizational model. Owned and administered by some of the most successful and historic clubs in the world, EB manages the continent's two premier men's basketball competitions, the Turkish Airlines EuroLeague and the 7DAYS EuroCup, as well as the sport's premier under-18 showcase, the EB Adidas Next Generation Tournament.

The EB competitions bring the elite of European basketball to all five continents and to the entire sports community through the OTT platform EuroLeague TV. EB also organizes a series of community and educational activities, led by the One Team program, in alignment with the United Nations Agenda 2030 Sustainable Development Goals. On the academic side, the EB Sports Business MBA trains future professionals in sports management.



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