



NEWS RELEASE

Endeavor China Acquires Mailman Group

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Mailman and subsidiary Seven League to collaborate closely with leading cultural marketing agency 160over90 and IMG's global media businesses

SHANGHAI (JULY 8, 2021)--Endeavor China today announced the acquisition of Mailman Group, a leading digital agency for sports brands and rights holders.

The move signals the company's continued commitment to servicing clients in China, Asia-Pacific, and beyond looking to excel in the world of sports marketing.

"Mailman and Seven League are exceptionally well-respected content engines with a proven track record building fan engagement," said Mark Shapiro, President of Endeavor. "We share their commitment to helping the world's best sports brands, leagues and teams build global digital media businesses, and know their expertise will be a tremendous value add for our current and future clients."

As part of the deal, Mailman will become part of Endeavor's full-service cultural marketing agency, 160over90, to enhance its expertise in advertising, experiential, communications and sponsorships for brand clients including AB InBev, Marriott International, HSBC, and Visa.

Seven League will integrate into IMG's Media & Events division, enhancing its offerings across rights and distribution, sponsorship sales, client consultancy and broadcast production for federations and governing bodies.

"Our mission is to help rights holders build global digital media businesses, joining Endeavor China is a dream next step," said Andrew Collins, CEO of Mailman Group. "We have built a reputation of connecting fans with sports, and now that we are arms locked with 160over90 and IMG, we have an enormous platform to drive both the audiences, the brand equity and monetization for our clients."

Established in 1999, Mailman Group and subsidiary Seven League provide digital services for sports federations, leagues, teams and elite athletes, and now employ approximately 200 people across 50 global markets. Mailman Group services clients including NHL, FIFA, Under Armour, NBA and Chelsea FC in areas spanning digital strategy, transformation, digital marketing, social media, production, digital partnerships, PR and ecommerce.

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ABOUT ENDEAVOR CHINA

Endeavor China is a subsidiary of Endeavor, a global entertainment, sports and content company. Formed through an investment group that includes Sequoia Capital China, Tencent and affiliates of FountainVest Partners, Endeavor China is focused on bringing the best entertainment, sports and fashion content and experiences to Chinese audiences.

ABOUT MAILMAN GROUP

Established in 1999, Mailman Group and subsidiary Seven League is a leading digital sports agency and consultancy. The group provides digital services for sports federations, leagues, teams and elite athletes, and now employs approximately 200 people across 50 global markets. Mailman Group services clients including NHL, FIFA, Under Armour, NBA and Chelsea FC in areas spanning digital strategy, transformation, digital marketing, social media, production, digital partnerships, PR and ecommerce.