



MTG launches World Boxing Super Series

- MTG joins forces with leading players from world of boxing to launch first of its kind annual tournament
- USD 50 million in prize money in year one with two weight classes each competing for the Muhammad Ali Trophy
- TV rights already sold in key territories with sports agency MP & Silva to sell rights internationally

World Boxing Super Series is owned by Comosa AG, in which MTG is a shareholder together with Swiss media rights management company Highlight Event & Entertainment AG and leading boxing promoter SPAG Sauerland Promotion AG. Comosa AG is working in partnership with boxers, promoters and managers around the world, and in alignment with the four major World Boxing Federations, to create a new global platform for the sport. Comosa has also licensed the right to use the name of the greatest ever fighter on the trophies – Muhammad Ali.

The annual tournament will feature 16 of the world's top fighters competing in two weight classes on 14 fight nights between September and May at top venues around the world for season one prize money of USD 50 million. A broadcasting partner for the important US market will be announced in due course. Leading media sports agency MP & Silva is responsible for selling the rights to other territories apart from the Nordic region. World Boxing Super Series opens with a Draft Gala event in June 2017 to present all 16 fighters and the full tournament structure, and culminates in the finals in May each year.

Renowned boxing executives Kalle Sauerland and Richard Schaefer, are Comosa's Chief Boxing Officer and Chairman of the Americas respectively, while former MP & Silva Chief Commercial Officer Roberto Dalmiglio is Head of the Management Board.

Jørgen Madsen Lindemann, MTG President and CEO: "This tournament is what boxing has been missing. A made for television year round spectacle that will enthrall fans all over the world. At MTG, we show 50,000 hours of live sport every year, including many of the top boxing fights from around the world, so we know how big the fan base is and how big the potential of this product is, which is why we have helped create this unique sporting IP. All other major sports have successful annual championships and it is time for boxing to have the same too. Our partners in this venture will ensure that we attract the best fighters at the best venues with the biggest audiences – and all competing for a prize named after the greatest of them all!"

Peter Nørrelund, MTG EVP & CEO of MTG Sport: "This idea was born three years ago and we now can't wait for the first bell to ring. World Boxing Super Series will bring together the best of the best. We are creating a premium sports property with global appeal, and we are doing this with a team that combines MTG's sports broadcasting



skills, Sauerland's boxing expertise and Highlight's marketing knowledge."

Questions?

press@mtg.com (or Tobias Gyhlénus, Head of Public Relations; +46 73 699 27 09)

investors@mtg.com (or Stefan Lycke; Head of Investor Relations; +46 73 699 27 14)

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