

4th March 2021

**DAZN BECOMES OFFICIAL SCUDERIA ALPHATAURI PARTNER
WITH DRIVER YUKI TSUNODA AS BRAND AMBASSADOR**



Scuderia AlphaTauri is pleased to announce DAZN, the leading global sports destination, as an Official Partner for the 2021 Formula 1 season. Alongside the new team partnership, Japanese driver Yuki Tsunoda will undertake a brand ambassador role with DAZN.

The partnership aims to deepen and enrich the coverage of Formula 1 for motorsport fans in Japan and in particular, will utilise Tsunoda, who is the first Japanese racing driver to compete in the championship for seven years. The 20-year-old racer will represent DAZN in an array of content across race weekends and will also sport DAZN branding on his cap at the circuit.

Scuderia AlphaTauri, Tsunoda and DAZN will together create original content throughout the season, featuring exclusive team news, insights, and analysis. The content will go live on DAZN's subscription service - primarily focused on the Japan market initially - across each race week, adding to the extensive live and on demand coverage of all races from the 2021 season, that gets underway in Bahrain on March 28.

Additionally, Scuderia AlphaTauri and DAZN will enrich the fan experience further by creating an exclusive DAZN annual pass and gift packs, that give superfans special access to competition and virtual or in-person meet-and-greets with Yuki Tsunoda, Pierre Gasly and the team.

Martyn Jones, DAZN Japan, Executive Vice President said: "The partnership with Scuderia AlphaTauri and Yuki Tsunoda underlines our continuing commitment to investing in working with the biggest stars and best teams to create high-quality original content that complements live events. We believe in the power of storytelling, in the build-up to the race, through live coverage and after the event. With this partnership, we can bring the full story of Formula 1 and Yuki to life for all Japanese motorsports fans on DAZN."

Yuki Tsunoda, the first F1 driver to be born in the 2000s, commented: "I'm really excited for this partnership between DAZN and Scuderia AlphaTauri – especially as I'll be a brand ambassador - as it means my Japanese fans will have direct access to the team and myself when we're racing in Formula 1. We all know that Japanese fans are super enthusiastic – as we always see in Suzuka – so I'm

looking forward to seeing how the DAZN subscribers interact with the content. As the first Japanese Formula 1 driver to race since 2014, I hope that the exclusive videos we provide through DAZN can allow more fans to become interested in F1, and I believe it's the perfect platform to be able to provide this access."

Franz Tost, Scuderia AlphaTauri Team Principal, said: "We are really pleased to welcome DAZN onboard as a partner of Scuderia AlphaTauri for the upcoming 2021 Formula 1 season. We understand how passionate Japanese fans are about Formula 1 and we're excited to be able to provide exciting and exclusive content to DAZN's subscribers. This year – especially with Yuki Tsunoda driving for us – we want to interact more with our growing Japanese fanbase, and this partnership allows us to immerse our fans fully into the team, through engaging behind-the-scenes content across an F1 weekend."



About DAZN Group

DAZN Group is one of the fastest growing sports media companies in the world. Headquartered in the UK and with employees in over 25 countries, our businesses touch every aspect of the way fans engage with sports; from production, through to content distribution and commercialization. DAZN Group is home to DAZN, the leading global sports streaming platform, DAZN News, the popular sports portal and DAZN Player, the proprietary sports VOD platform for publishers. DAZN is leading the charge to give sports fans around the world access to sport anytime, anywhere. DAZN guarantees affordable access on connected devices including smart TVs, set-top boxes, streaming sticks, smartphones, tablets, PCs and game consoles. DAZN is now live in more than 200 countries and territories. Visit <https://media.dazn.com> for more information.