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## ATP AND LE SPORTS AGREE LANDMARK DIGITAL PARTNERSHIP

LONDON – The ATP and Le Sports have announced a new partnership which sees China’s revolutionary digital sports broadcasting company become Official Online Video Partner and Platinum Partner of the ATP World Tour, as well as the season-ending Barclays ATP World Tour Finals, for a five-year period beginning in 2016.

In addition, through ATP Media, broadcast arm of the ATP, Le Sports has acquired the exclusive digital media rights to the ATP World Tour Masters 1000s and 500 tournaments in China over the same period.

Le Sports will bring live action of more than 20 of the biggest tournaments on the ATP World Tour, as well as the ATP’s weekly magazine TV show, ATP World Tour Uncovered, offering fans unique behind-the-scenes access of the ATP World Tour to a rapidly growing audience on its digital platforms.

Chris Kermode, ATP Executive Chairman & President, said: “As we continue to focus our efforts on expansion in the digital media sphere, the ATP is delighted to have reached this agreement with Le Sports that will help us to reach and connect with new audiences in one of our most important markets. We look forward to a successful partnership over the next five years.”

Mr. Lei Zhenjian, CEO of Le Sports, said: “As the world’s premier tennis organization, ATP World Tour and its events are extremely popular in China. Connectivity is the key function of the Internet, we hope our cooperation can help more people connect with sports, and generate more exchange between China and the world’s sports industry. We hope that with Le Sports’ unique internet eco-system and by joining forces with ATP World Tour, we can help further promote the sport of tennis in China, provide enhanced watching experience to Chinese fans, and encourage more people to play and enjoy this amazing sport.”

Mark Webster, CEO, ATP Media, said: “We are delighted that Le Sports have acquired the digital rights in China to the ATP World Tour Masters 1000 and 500 events along with our season finale, the Barclays ATP World Tour Finals. We have no doubt that Le Sports will provide the passion and superb production values required to showcase the finest male tennis players competing in the world’s most exciting venues.” As with all our broadcasters, we look forward to a collaborative relationship where ATP Media can offer the extra service which serves as the benchmark in the sports broadcast industry.”

As part of the partnership, Le Sports will receive on-court branding at the Barclays ATP World Tour Finals and will also become the presenting sponsor of the video section on the Tour’s flagship website, ATPWorldTour.com, the No.1 tennis digital portal which recorded 325 million visits in 2014.

Le Sports recently have acquired a number of media rights deals in 2015, including the rights to Wimbledon from 2016-2018, in addition to exclusive rights to English soccer’s Premier League in Hong Kong from 2016-2019.

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PLATINUM PARTNERS



### About the ATP

The ATP is the governing body of the men's professional tennis circuits - the ATP World Tour, the ATP Challenger Tour and the ATP Champions Tour. With 62 tournaments in 31 countries, the ATP World Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2015 ATP World Tour will battle for prestigious titles and Emirates ATP Rankings points at ATP World Tour Masters 1000, 500 and 250 events, as well as Grand Slams (non ATP events). At the end of the season only the world's top 8 qualified singles players and doubles teams will qualify to compete for the last title of the season at the Barclays ATP World Tour Finals. Held at The O2 in London, the event will officially crown the 2015 ATP World Tour No.1 presented by Emirates. For more information, please visit [www.ATPWorldTour.com](http://www.ATPWorldTour.com).

### About ATP Media

ATP Media is the broadcast arm of ATP World Tour. It manages the production, distribution and commercial exploitation of the broadcast rights of ATP World Tour Masters 1000 tournaments and the Barclays ATP World Tour Finals plus the 13 ATP World Tour 500 events. Global distribution of ATP Media's programming spans 6 continents and over 200 territories generating 125,000 hours of global broadcast coverage to a cumulative global audience of over 750 million annually. ATP Media also distributes ATP World Tour Uncovered, the magazine show of the ATP World Tour, with a worldwide reach of 172 territories and 30 broadcasters. Please visit [www.ATPMedia.tv](http://www.ATPMedia.tv)

### About Le Sports

Le Sports is China's leading Internet-based eco-sports company known for its international, industrial and internet-based development philosophy. Holding on to the concept of "Your Participation, Our Goal", Le Sports strives to create a sports system that covers the whole industrial chain, integrate sports resources from around the world, enhance the integration of technologies into sports and promote the overall upgrading of the sports industry. In March 2014, Le Sports was officially established based on the former sports.letv.com. The video-streaming website was therefore transformed into an eco-sports company covering the whole industrial chain with its event operation, content platform, smart devices and value-added service. With the completion of its Series A funding in May 2015, Le Sports raised RMB 800 million, boosting the company's valuation to RMB 2.8 billion. Series B funding was already initiated in September 2015. Regarding its content platform, Le Sports now possesses the copyrights of over 200 sports events covering 10,000 matches. With its abundant sports copyright resources, Le Sports is now known as the biggest copyright empire in the industry. In terms of smart hardware, Le Sports launched Super Bike, its first smart device, in August 2015, and many more smart devices are in the Research & Development stage. As for Internet service, the company is pushing forward O2O, gaming, e-commerce, ticketing and other business sectors. With respect to event operation, Le Sports has introduced the International Champions Cup (ICC) into China, taken charge of the operation and promotion of the Women's Super League and launched its self-operated events including several marathon games. Please visit [www.lesports.com/e](http://www.lesports.com/e)