



FÉDÉRATION INTERNATIONALE
DE MOTOCYCLISME

WORLD
SUPERCROSS
CHAMPIONSHIP



PRESS RELEASE

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Mubadala Capital backs SX Global to launch new FIM Supercross World Championship

Mubadala Capital, the asset management subsidiary of Mubadala Investment Company, one of the world's leading sovereign investors with US\$243 billion of assets under management, today announced its investment in SX Global, an Australian company established to develop, promote, and commercialize the FIM Supercross World Championship.

Mubadala Capital has established a track record of successfully investing in category leaders across sports, media, and entertainment—including EMI Music Publishing, Endeavor Group Holdings, Reigning Champs, Ultimate Fighting Championship (UFC) and the Yankees Entertainment and Sports Network (YES Network), among others—and this investment continues its history of backing world-class management teams in building differentiated global sports, media and entertainment businesses.

Mubadala Capital's investment will support SX Global's expansion plans for Supercross and its efforts to capitalize on the exclusive rights it has secured from the Fédération Internationale de Motocyclisme (FIM) to manage and promote the new FIM Supercross World Championship, bringing the exciting sport of off-road motorcycle racing to fans across the globe in a new competitive format.

"Our commitment to SX Global and the FIM Supercross World Championship builds on our strategy and track record of selectively investing in premier content properties with strong global appeal," said Adib Martin Mattar, Head of Private Equity at Mubadala Capital. "We expect that our investment in SX Global will introduce the exciting sport of Supercross to a global audience and build lasting value by delivering an authentic, exciting and fan-centric experience."

SX Global's President, Tony Cochrane, added, *"We're proud to partner with Mubadala Capital, a company that shares our vision and global aspirations for the FIM Supercross World Championship. With the international reach, resources, and business building experience of Mubadala Capital alongside us, we're looking forward to establishing FIM Supercross World Championship as a leading global motorsport and entertainment property."*

Representing Mubadala Capital on the SX Global Board of Directors will be Matt Kim and Russ Pillar, who collectively bring decades of experience backing and leading global sports, media, and entertainment companies. They will be joining Tony Cochrane, SX Global's President; Adam Bailey, SX Global's Managing Director (Motorsport); Ryan Sanderson, SX Global's Managing Director (Commercial); Tom Potter, Rush Sport & Entertainment; and Tavo Hellmund, Founder, Event Partners Marketing, on SX Global's Board of Directors.

In December 2021, the FIM awarded SX Global the exclusive organisational and commercial rights to stage, manage and promote the FIM Supercross World Championship. Under the leadership of the SX Global Team, and with the financial backing and support of Mubadala Capital, Supercross will become a true global sports property, competing on a global platform for the first time in history. The FIM Supercross World Championship will commence in late 2022.

About Mubadala Capital

Mubadala Capital is a wholly owned asset management subsidiary of Mubadala Investment Company, a leading global sovereign investor headquartered in Abu Dhabi. In addition to managing its own balance sheet investments, Mubadala Capital manages over \$10 billion of third-party capital on behalf of institutional investors in all its businesses, including three private equity funds, two early-stage venture funds, a public fund, and two funds in Brazil focused on special situations.

Mubadala Capital and its affiliated entities have a long track record of owning and/or operating globally recognized sports, media, entertainment and premium content and services properties including EMI Music Publishing, Endeavor Group Holdings, Reigning Champs, Ultimate Fighting Championship, and the Yankees Entertainment and Sports Network.



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About the FIM (www.fim-moto.com)

The FIM (Fédération Internationale de Motocyclisme) founded in 1904, is the governing body for motorcycle sport and the global advocate for motorcycling. The FIM is an independent association formed by 116 National Federations throughout the world. It is recognised as the sole competent authority in motorcycle sport by the International Olympic Committee (IOC). Among its 50 FIM World Championships the main events are MotoGP, Superbike, Endurance, Motocross, Supercross, Trial, Enduro, Cross-Country Rallies and Speedway. Furthermore, the FIM is also active and involved in the following areas: public affairs, road safety, touring and protection of the environment. The FIM was the first international sports federation to impose an Environmental Code in 1994.