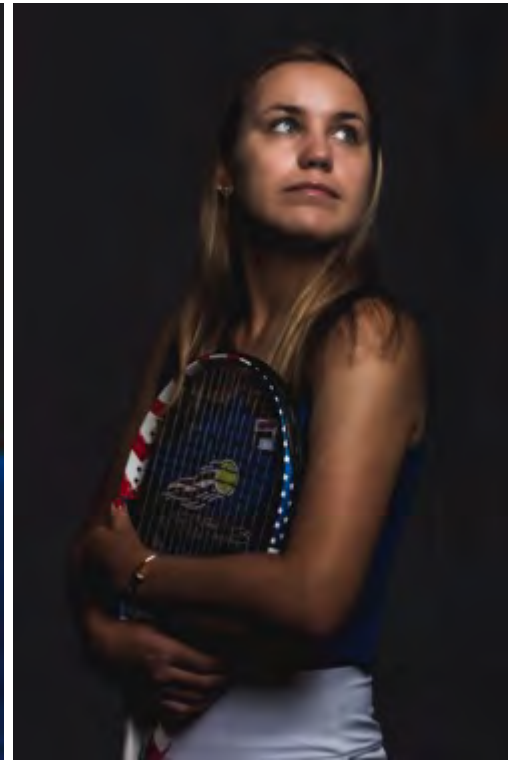




WTT OVERVIEW





2021 SEASON

2021 REGULAR SEASON

2 Weeks in 2021 due to Olympic Year

July 11, 2021 – July 25, 2021

TBD EVENT

1 Location

DATE: TBD





WE'RE TRANSFORMING TENNIS

Co-Founded by the original tennis disruptor Billie Jean King, World TeamTennis (WTT) was created to present a faster, more exciting version of the game, with men and women playing together as teammates.

66 matches airing on CBS, CBS Sports Network, ESPN2, ESPN+, Tennis Channel, and WTT.com

In 2020 we had some of the biggest names playing including: Venus Williams, Coco Vandeweghe, Sam Querrey, Monica Puig, The Bryan Brothers, Kim Clijsters, Jack Sock, Jen Brady, Taylor Townsend, Taylor Fritz, Sloane Stephens, Sofia Kenin, and Brandon Nakashima.



TENNIS PARTICIPATION GROWTH IN 2020



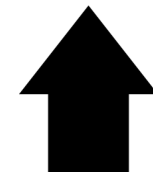
22%

Tennis Participation
Increase in 2020



44%

Nearly 3 Million new players
picked up a racquet in 2020 an
increase of 44% over new
players in 2019



4 MILLION

More People Played Tennis in
2020 than in 2019.

2020 SEASON • 1 CITY • 9 TEAMS

SPONSORS INCLUDE



LOCATION



100% NEGATIVE TESTS FOR COVID-19

Tests within the 30 days of being at the Greenbrier Resort.

Fans had temperature taken in and out of venue with masks being worn to and from seats.

Social distancing while at the venue with CHOSEN FOODS seats covers and regulation of fans coming in and out of seats:

- 3 tests given within the season:
- 1X before arrival at resort
- 1X when players/coaches/WTT staff arrived
- 1X mid-season test



Venus Williams



Coco Vandeweghe



Sam Querrey



Monica Puig



The Bryan Brothers



Kim Clijsters



Jack Sock



Jennifer Brady



Taylor Townsend



Taylor Fritz



Sloane Stephens



Sofia Kenin



Brandon Nakashima

PLAYERS 2020

2020 LEAGUE TEAMS



CHICAGO
SMASH

Chicago, IL



ORLANDO
STORM

Orlando, FL



SPRINGFIELD
LASERS

Springfield, MO



ORANGE COUNTY
BREAKERS

Orange County, CA



PHILADELPHIA
FREEDOMS

Philadelphia, PA



VEGAS
ROLLERS

Las Vegas, NV



NEW YORK
EMPIRE

New York, NY



SAN DIEGO
AVIATORS

San Diego, CA



WASHINGTON
KASTLES

Washington, D.C.

2020 BROADCAST PARTNERS



CBS SPORTS



CBS



TENNIS CHANNEL



ESPN+



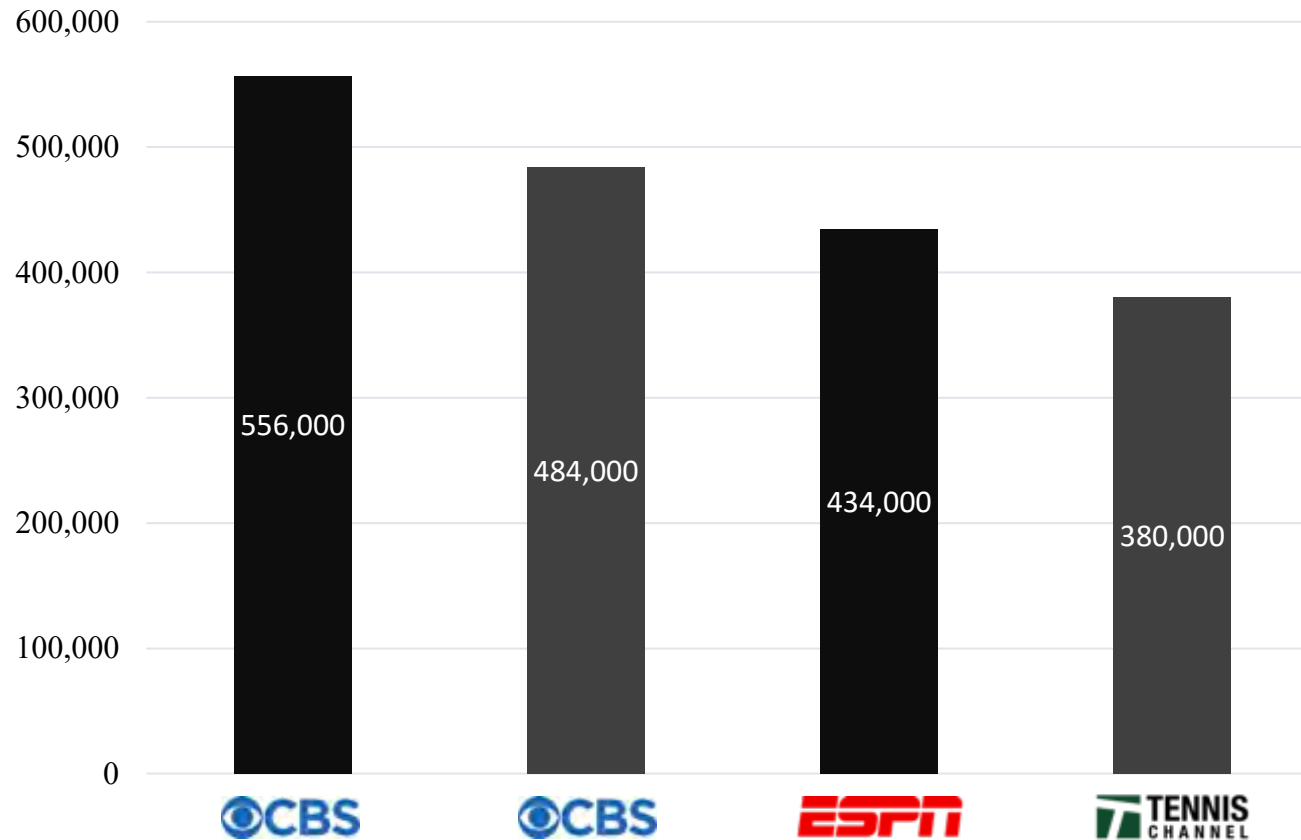
ESPN



FACEBOOK LIVE

BROADCAST NUMBERS

Partner Performance



Highest In History*

*Finals were highest ever rated
WTT match in it's 45-year history*



Simple Math

*HH 31 (000) x 14 Matches = 434
(000)*



Simple Math

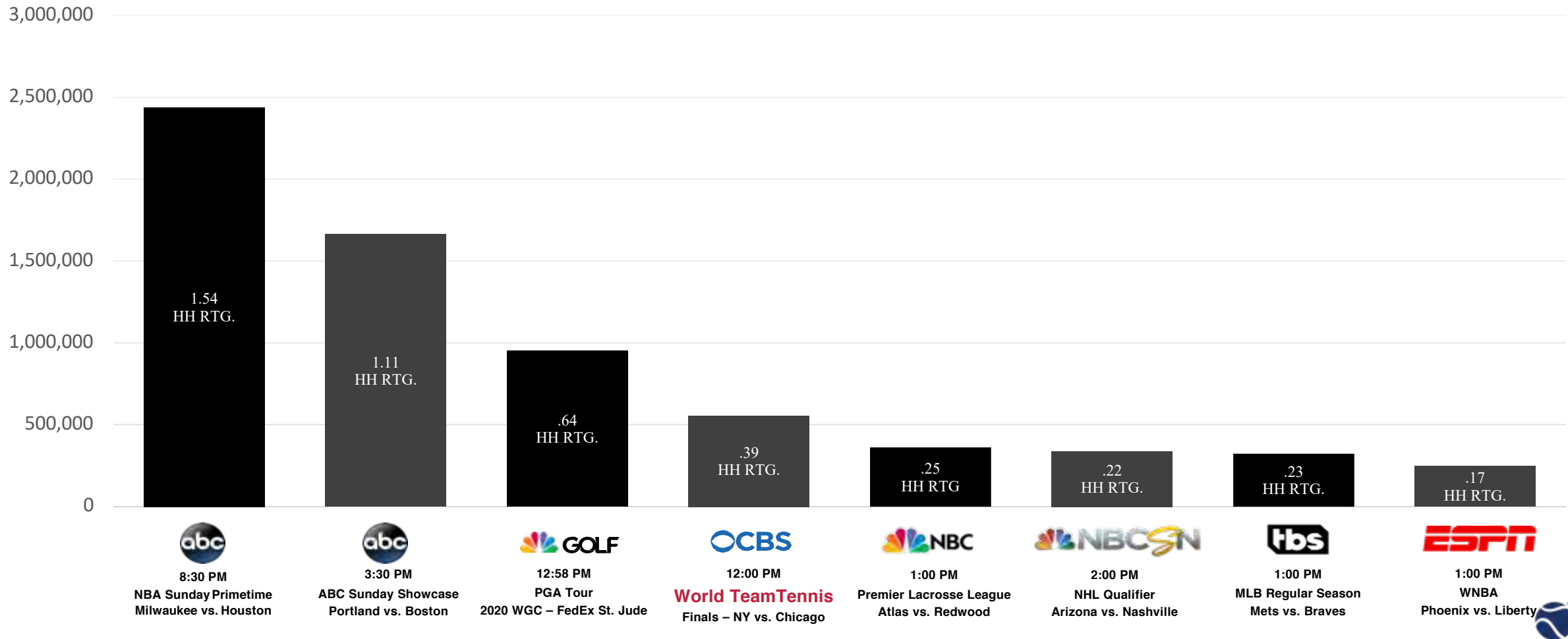
*HH 20 (000) x 19 Matches = 380
(000)*

*On 8/2 FINALS From 3:00 PM to 3:13 PM we saw a spike up to 1.1M HH viewers



BROADCAST NUMBERS FOR WTT FINALS 8/2/20

P2+ VIEWERSHIP BENCHMARKING / HH RTG.



CONNECTED AND ENGAGED

WTT will leverage the significant digital growth in 2020 to make meaningful connections on and off the court.

1.5 Million

WTT.com 2020 League-wide
page views

+1 Million

WTT.com, Daily Motion, and
YouTube video streams



+11 Million

Facebook Followers



+7 Million

Twitter WTT, Players, Talent



+6 Million

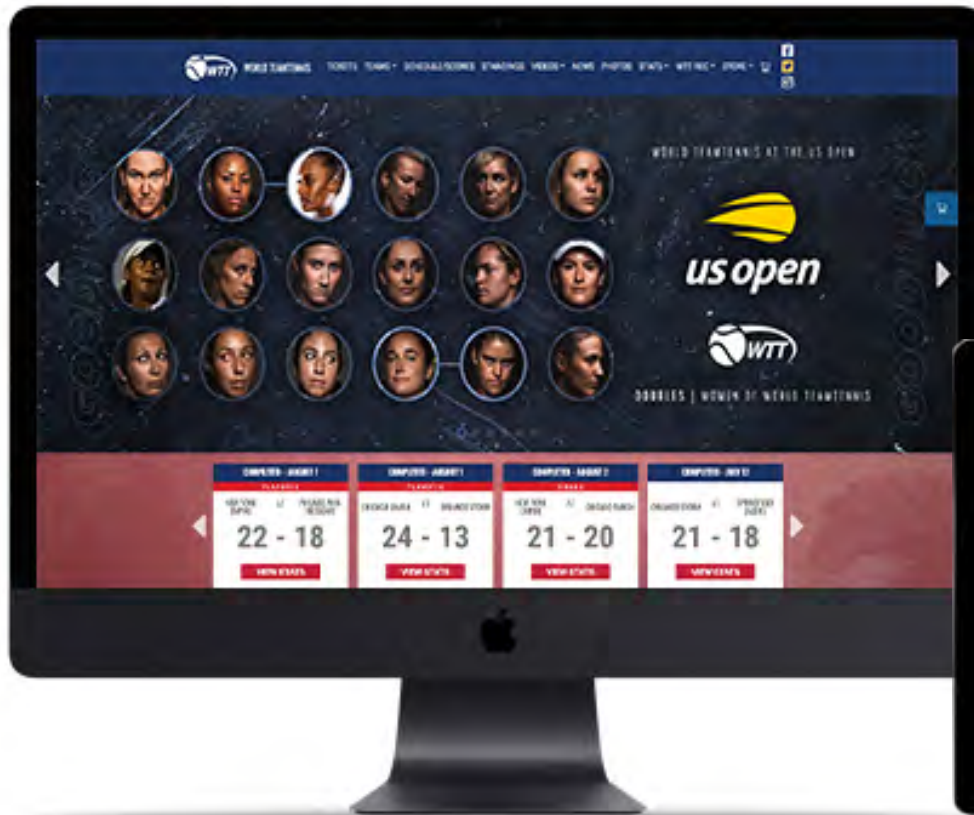
Instagram Followers

100K+

Email subscribers inc. Teams

40K+

Emails through WTT community tennis leagues





AN ATTRACTIVE DEMOGRAPHIC



54%
Women



46%
Men



60%
Avg. Age:
25-64



58%
HH Income:
\$100K+



32%
Post
GRAD



53%
College
GRAD



54%
One or
More Child



2020 SEASON ONSITE SIGNAGE

2020 SEASON ONSITE SIGNAGE



2020 SEASON ONSITE SIGNAGE





JERSEY SIGNAGE

World TeamTennis has introduced in 2020 player jersey patch logos in multiple placements.