

June 05, 2024

To,

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400001

BSE Symbol:

BSE Scrip Code: 543280

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor

Plot No. C/1, "G" Block

Bandra-Kurla Complex

Bandra (E), Mumbai - 400 051

NSE Symbol: NAZARA

Sub: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sirs/Madam,

We are enclosing herewith the Press Release dated June 05, 2024 titled "Absolute Sports, a Nazara subsidiary, Acquires Assets of SoapCentral.Com, a Leading US Entertainment Content Website".

The same will also be available on the website of the Company i.e www.Nazara.com

This is for your information and records.

Thanking You,
Yours Faithfully

For Nazara Technologies Limited

Varsha Vyas
Company Secretary & Compliance officer

Encl : A/a

NEWS RELEASE

JUNE 5, 2024

FOR IMMEDIATE RELEASE

MEDIA INQUIRIES

pr@absolutesports.media

Absolute Sports, a Nazara subsidiary, Acquires Assets of SoapCentral.Com, a Leading US Entertainment Content Website

Acquisition marks Absolute Sports' expansion in the entertainment publishing sector in the US.

Mumbai, Maharashtra — [Absolute Sports](#), a Nazara Technologies subsidiary and the parent company of [Sportskeeda.com](#) and [ProFootballNetwork.com](#), one of the world's leading providers of sports news and analysis with over 100 million fans engaging with its platform monthly, announced today that it has signed an asset purchase agreement, subject to closing conditions, to acquire all of the assets of SoapCentral.com, a premier source of entertainment content in the US. The transaction is for an all-cash consideration of \$1.4 Million (~ INR 11.6 crores) and is expected to be closed in the next 30 days. In CY23, SoapCentral.com had revenues of US \$621K (~ INR 5.2 crores). Absolute Sports will use its cash reserves to fund the transaction.

Absolute Sports aims to become one of the leading sports and entertainment focused publishers in the US market and this acquisition is a strong step towards achieving that goal. The company already operates SK Pop (Pop-Culture) and has experience scaling entertainment content under the SK-Pop banner. The company expects to unlock massive synergies with its content scaling and operating playbooks to establish Soap Central as a leading entertainment content destination for fans in the US.

"We are thrilled to announce our expansion in the entertainment segment with the acquisition of Soap Central. The entertainment publishing industry is more than twice the size of sports publishing (Similarweb, 2024) and allows us a great canvas for expansion into multiple content categories," said Ajay Pratap Singh, CEO of Absolute Sports. "Having tested our content publishing and hyper-growth playbook with the acquisition of Pro Football Network last year, we are confident of scaling Soap Central in a very short time."

About Soap Central

Founded by Dan J. Kroll, Soap Central is one of the leading entertainment publishers in the US.. Launched in March, 1995, Soap Central provides the latest news, comprehensive daily recaps, sneak peeks and previews, character profiles, interviews, and more for US TV Shows. The website gets upwards of 400K users visiting the site monthly.

About Absolute Sports

Established in 2009, Absolute Sports, via its flagship brand Sportskeeda.com, is a global sports media platform that covers the world's biggest sports and esports subjects and serves more than 100 million fans every month. The team comprises top content creators from around the world who produce hundreds of well-researched multimedia content pieces on a daily basis.

In 2019, Nazara (NSE: NAZARA), a publicly listed diversified gaming and sports media platform, picked up a majority stake in Absolute Sports Private Limited.

For Media Enquiries

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