



# WWE® & Fanatics Expand Partnership to Include All Global Event Retail and Merchandise Operations

04/18/2023

STAMFORD, Conn. & NEW YORK--(BUSINESS WIRE)-- WWE® (NYSE: WWE) and Fanatics today announced an expansion of their existing comprehensive, long-term sports and entertainment partnership, which will now see Fanatics assume operations of WWE's global event merchandise business. The deal will kick off on May 1 before WWE's premium live event, *Backlash*®.

Under the expanded partnership, Fanatics Commerce, the company's e-commerce, licensed merchandise and physical retail operations division, will manage the on-site event retail experience for WWE's annual calendar of 300-plus events, including premium live events such as *WrestleMania*®, *Royal Rumble*® and *SummerSlam*®.

Fanatics will work closely and collaboratively with world-class teams at WWE who previously operated the event retail business in-house for decades to optimize the event shopping experience for its growing global fanbase. This includes curating an enhanced in-venue product offering with more localized merchandise collections, creating innovative event retail stores and experiences, as well as utilizing Fanatics-operated team stores during various live events. Fanatics holds physical retail partnerships with more than 50 professional and college teams across several sports.

The expansion follows strong commercial results for WWE across its retail channels in 2022, including record-breaking demand for WWE merchandise. Fanatics became WWE's global e-commerce partner in 2022, and the company saw record-breaking sales at *WrestleMania*, *Royal Rumble*, *Money In The Bank*® and *SummerSlam*, among others.

"Fanatics has been an amazing partner and will immediately bolster WWE's event retail business," said Alex Varga, WWE Senior Vice President, Head of Corporate Development. "Expanding our partnership will allow WWE to further expand our offering to fans and grow merchandise revenue in 2023 and beyond."

In March 2022, WWE and Fanatics announced a long-term partnership that would utilize many parts of the Fanatics expanded digital sports platform to create a new, enhanced experience for WWE fans globally, including e-commerce, licensed merchandise and memorabilia, and physical and digital trading cards and collectibles.

"The WWE has built one of the most incredible global events portfolios across sports and entertainment, and we're honored that they've tapped Fanatics to build on our overarching partnership together," said Molly Adams, Fanatics Commerce Chief Strategic Retail Officer. "Through our expansive global footprint and event retail operations expertise, Fanatics is uniquely positioned to provide an unrivaled event retail experience for WWE's passionate fans at hundreds of events worldwide."

WWE *Backlash*®, hosted by Bad Bunny, emanates from the Coliseo de Puerto Rico José Miguel Agrelot in San Juan, Puerto Rico on Saturday, May 6.

## **About WWE**

WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The Company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family-friendly entertainment on its television programming, premium live events, digital media, and publishing platforms. WWE's TV PG programming can be seen in more than 1 billion homes worldwide in 30 languages through world class distribution partners including NBCUniversal, FOX, BT Sport, Sony India and Rogers. The award winning WWE Network includes all premium live events, scheduled programming and a massive video on-demand library and is currently available in more than 180 countries. In the United States, NBCUniversal's streaming service, Peacock, is the exclusive home to WWE Network.

Additional information on WWE can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com).

## **About Fanatics**

Fanatics is the ultimate one-stop sports fan destination that ignites and harnesses the passion of fans and maximizes the presence and reach for preeminent sports partners globally. Boasting long-standing relationships with more than 900 sports properties, a database of more than 90 million consumers worldwide and a trusted brand name, Fanatics is furthering its innovation across the sports landscape by building a leading global digital sports platform, complete with offerings including e-commerce and licensed merchandise, physical and digital trading cards and collectibles, and online sports betting and iGaming.

For additional information please visit [www.fanaticsync.com](http://www.fanaticsync.com).

**Trademarks:** All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

**Forward-Looking Statements:** This press release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include, without limitation, risks relating to: entering, maintaining and renewing major distribution and event agreements; WWE Network (including the risk that we are unable to attract, retain and renew subscribers); our need to continue to develop creative and entertaining programs and events; the possibility of a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets including possible disruptions and reputational risks; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including, without limitation, claims alleging traumatic brain injury; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; privacy norms and regulations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our indebtedness including our convertible notes; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the volatility of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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Source: WWE