



# The Panini Group to Become Exclusive Trading Card Partner of WWE®

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## ***Multi-year agreement will begin in the first quarter of 2022 with the release of WWE Prizm***

IRVING, Texas & STAMFORD, Conn.--(BUSINESS WIRE)-- **The Panini Group** and **WWE (NYSE: WWE)** announced today a multi-year agreement that will make Panini WWE's exclusive trading card and collectible sticker partner. The landmark agreement will begin in the first quarter of 2022 and will include multiple trading card products during the first year. Panini's U.S. subsidiary, Panini America will be responsible for developing the WWE trading card products.

The first product release – 2022 WWE Prizm – will coincide with the buildup surrounding *WrestleMania*®, WWE's biggest annual event, taking place on April 2 and 3 at AT&T Stadium in Dallas. WWE trading card products will be available at mass retailers including Walmart and Target, as well as hobby stores nationwide and online.

"We have always been intrigued by WWE as a license partner and their fans' incredible passion," said Panini America CEO Mark Warsop. "Our entire team is looking forward to adding WWE, a truly iconic license, to our roster of exclusive partners. We have big plans for our WWE portfolio and the new heights we can help WWE trading cards and stickers reach in the collectibles arena."

"Panini has a 60-year history in sports and entertainment collectibles and is a leader in the trading card space throughout the U.S. as well as in Latin America, Europe and Asia," said Scott Zanghellini, WWE Senior Vice President, Revenue Strategy & Development. "We believe that this partnership perfectly aligns our mutual interests in providing fans with exclusive collectibles and, ultimately, growing this category globally."

### **About PANINI**

The Panini Group, established 60 years ago in Modena, Italy, has subsidiaries throughout Europe, Latin America and the United States. Panini is the world leader in officially licensed collectibles and is the most significant publisher of collectibles in the U.S., with official licenses for NFL, NFLPA, NBA, NBPA, FIFA, UFC, MLBPA, NASCAR, College, Disney, Epic Games and other key properties from many other licensors. Panini is also the exclusive trading card and sticker partner of the Pro Football Hall of Fame, Naismith Memorial Basketball Hall of Fame and Pop Warner Little Scholars, Inc.

Panini has distribution channels in more than 150 countries and employs a staff of over 1,200. For more information visit us at [www.paniniamerica.net](http://www.paniniamerica.net), [www.paninigroup.com](http://www.paninigroup.com) or <http://blog.paniniamerica.net/>. You can also follow Panini America on social media platforms Facebook, Twitter, YouTube and Instagram.

### **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, pay-per-view, digital media and publishing platforms. WWE's TV-PG programming can be seen in more than 900 million homes worldwide in 28 languages through world-class distribution partners including NBCUniversal, FOX Sports, BT Sport, Sony India and Rogers. The award-winning WWE Network includes all live pay-per-views, 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 (NYSE: WWE) can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.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: the impact of the COVID-19 outbreak on our business, results of operations and financial condition; entering, maintaining and renewing major distribution agreements; a rapidly evolving media landscape; *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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