

Surround the PFL Challenger Series on fuboTV

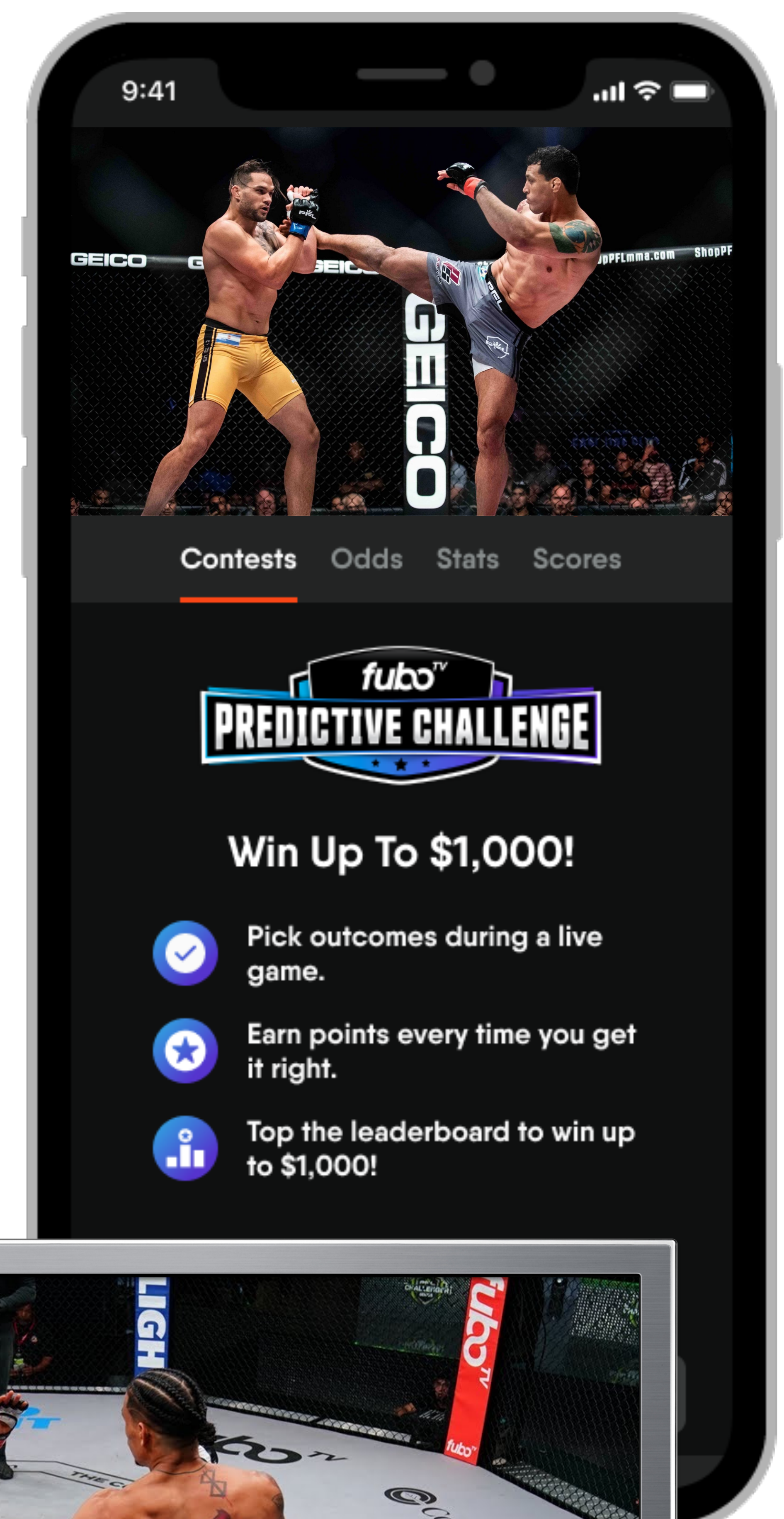
Connect with combat sports fans during the PFL Challenger Series, exclusively on fuboTV, via targeted CTV video and unique sponsor integrations that drive alignment with action-packed MMA cards.

PFL Challenger Series Programming:

- Every Friday night, 2/18 – 4/8
- Each card, 8 fighters from a different weight class battle it out on the mat for a PFL contract
- Unprecedented interactivity (celebrity panels, fan voting, and predictive challenges)

Partnership Opportunities:

- Premium, targeted CTV video placement
 - Leverage first-party addressable data
- Branded predictive challenge (free-to-play)
- High-traffic homepage banner on EPG
- Sponsored promotions and social extensions



Series Schedule

- Week 5 (Lightweight) – 3/18
- Week 6 (Heavyweight) – 3/25
- Week 7 (Pro Debuts) – 4/1
- Week 8 (2nd Chance) – 4/8



The fuboTV Advantage

100% Authenticated – 100% HH Addressable – 100% Brand Safe – 94% Viewed on CTV
 For information, contact your fuboTV sales rep, or email advertising@fubo.tv