****

**Bruin Sports Capital Announces an Agreement to Acquire**

**Award-Winning Agency Two Circles From WPP**

**NEW YORK/LONDON (12.2.19):** Bruin Sports Capital (Bruin) today announced the majority acquisition of Two Circles, the award-winning sports marketing technology, and analytics practice, from WPP. Terms of the deal were not disclosed and subject to the regulatory approvals of TK.

Two Circles is a new breed of agency with clients that include the NFL, Premier League, UEFA, Formula 1, and Wimbledon, among over 100 sports rights-owners. The company specializes in leveraging sophisticated, proprietary data-analytics tools to deliver marketing campaigns that have produced record-breaking audience engagement and revenue growth. In fact, on behalf of its clients, Two Circles processes more sports fan data than any organization in the world. And most recently, Two Circles played a fundamental role in the record attendance in a host of 2019 global sports events (including the ICC Cricket World Cup and Open Championships), record sponsorship rights growth, and subscription and consumption growth in the best D2C sports media businesses

George Pyne, Founder and CEO of Bruin Sports Capital said: “The digital age is leading to a significant shift in the sports industry’s commercialization models. Sports properties will increasingly rely on direct fan relationships to drive the greatest commercial growth across all business areas. The understanding how to gather and interpret consumer data is now essential to cultivating these fan relationships, and we have identified Two Circles as the agency to enable sports properties to do that. Mountains of data have run through its products, they’ve delivered significant growth for its clients in many ways, and we’re excited to have them formally join the Bruin family.”

Founded in 2011, Two Circles is a two-time BT Sport Agency of the Year (2014, 2017). In 2018, the Sunday Times named it one of the 100 Best Places to Work For.  The agency has grown to 180 employees in four offices: New York, Los Angeles, London, and Bern. Their services include ticketing, premium, marketing and sponsorship, , stadium redevelopment, and subscriptions. Add sentence about US expansion? Seattle work? More in depth on stadium work? Should add some oomph here..

Two Circles has been affiliated with Bruin, since 2017, serving as the marketing arm for OverTier, a venture created by Bruin to operate NFL Game Pass, the league’s premium subscription service. OverTier initially operated NFL Game Pass throughout Europe, and after two years of record growth, the relationship expanded to 181 countries worldwide, in large part due to the marketing work of Two Circles.

Gareth Balch, Two Circles CEO, said: “The sports industry is moving from a B2B model to a direct-to-consumer model where growth will be centered around a direct relationship between sports and fans. Over the last eight years, we believe we have built proven models agency that can take sports properties on this journey. With Bruin's backing, experience, and relationships in global sport, we have the perfect platform to enter the next phase of commercial growth – both for our clients and as an agency."

The news follows Bruin’s recent partnership with CVC Capital Partners and The Jordan Company, whereby the companies committed an initial $600M to Bruin to build high-performing, next-generation sports and entertainment enterprises.

**-END-**

**About Two Circles:** Two Circles is a sports marketing agency that uses data to help over 100 of the world’s leading sports organizations grow relationships with their audiences and partners to drive commercial growth. Two Circles’ technology-driven, service-led offering helps its clients improve customer experience, increase revenue, and enhance their partner proposition. Current clients include the Premier League, NFL, ICC, UEFA, and Wimbledon. Two Circles has twice been named Agency of the Year at the Sport Industry Awards.

**About Bruin Sports Capital**

Bruin was founded in 2015 by George Pyne after 25 years of creating billions in shareholder value in sports, entertainment, commercial real estate, live events, and academia. Bruin was designed to support investors and entrepreneurs with a unique value proposition of capital, vision, capability, and track record. Bruin partners include CVC Capital Partners, The Jordan Company, Rock Ventures, NNS Chaired by Nassef Sawiris, and several others for a combined investment of nearly $1 billion. Bruin’s portfolio of best-in-class tech, live events, marketing, and brand strategy companies includes 1700 people operating out of 37 offices worldwide.

**For further information:**

Scott Novak

Head of Global Communications

[snovak@bruinsc.com](mailto:snovak@bruinsc.com)

+19176994142

Matt Cutler

Head of Communications, Two Circles

matt.cutler@twocircles.com  
+447957184415