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For Immediate Release

## Bruin Capital To Become Majority Shareholder of PlayGreen – Owners of Stadium Grown Lighting and ALVA Technologies The World's Leading Turf Management Specialists

NEW YORK, NY/NETHERLANDS (April 29, 2024) - Bruin Capital agreed to become the majority shareholder of PlayGreen BV Inc. This Netherlands-based holding company owns Stadium Grow Lighting (SGL) and ALVA Technology and their subsidiaries, which combine to form the world's leading natural turf management company, it is announced today.

Together, the group's proprietary technologies and comprehensive R&D systems are responsible for the growth and maintenance of natural grass fields, pitches, golf courses, tennis courts, and playing surfaces for more than 600 international sports teams, leagues, and governing bodies worldwide. Together with Bruin, the company will prioritize global expansion - particularly in the United States - and broaden capabilities through investment and M&A in complementary products, technology, and services.

Following the transaction, Mark Trubenbacher will remain in his position as president, along with fellow leadership team members Frank v. Beusekom, managing director at SGL, and Scott Bogner, managing director at ALVA. Founded in 1997, the group's customized solutions support an incomparable universe of facilities and venues that produce thousands of competitions annually. Among its long-term clients are the Dallas Cowboys, Green Bay Packers, Boston Red Sox, Wimbledon, Arsenal, Tottenham Hotspur, Twickenham (Rugby), Bayern Munich, FC Barcelona, LAFC, and hundreds more of the industry's most prestigious sports entities.

"We are often asked, 'How has technology disrupted the sports business?' said George Pyne, Bruin Capital Founder/CEO. "PlayGreen is a perfect example. A team of visionary entrepreneurs developed a suite of proprietary products and services to become leaders in a sector that never existed but is now crucial to the commercial ecosystem of our industry."

He continued: "From purely a financial perspective, athletes are extraordinarily valuable assets, and safeguarding them means providing the healthiest and safest turf. And now, team and venue owners and operators are maximizing the number of events they host, putting even greater pressure on field maintenance. Against that, SGL is - by far and away - the best at using technology to control the growing environment, and while already trusted by a who's who in international sports, this company has much more ahead. We can't wait to get started!"

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At the heart of the group's value proposition is an unmatched pool of billions of data points on field growth conditions (sodium level, moisture level, weather, grass diseases, light, heat, type of grass, and shading). Collecting that data is an incomparable suite of proprietary products and 24/7 live monitoring tools deployed worldwide by stadium groundskeepers and venue managers. Those products include proprietary LED and HPS (High-Pressure Sodium) lighting systems, Turf Pods for above and below-ground evaluations, disease management tools, and a management dashboard with growth models and predictive maintenance support for the grounds team and stadium managers. The product portfolio is interconnected through a proprietary operating system, "PitchOS", allowing users to make data-driven turf management decisions and implement changes to their ecosystem of solutions from their fingertips. Further, SGL's state-of-the-art Research & Innovation Centre supports agronomical research in every conceivable environment and allows the team to incubate sections or entire fields.

"This is an exciting moment for our company," said Mark Trubenbacher. "We found George and the team unique because they feel genuinely responsible for creating value and growing our business. It's something we heard throughout our search process and have already experienced. Bruin also has an impressive track record for working with digital and technology companies and helping them expand into America and worldwide, which was our key priority. Our entire team is looking forward to working with Bruin."

"From our first meeting with Mark and the SGL team, their strong position and reputation in the space was clear," said Jeff Roth, Bruin Capital Partner. "We were extremely impressed with the SGL's R&D facility, which is truly an epicenter of innovation. Very few companies in any sector have been as prolific as SGL at creating new products and services that are truly difference-making. Plus, its data set and analytical capabilities are best in class. There's so much we can do together."

Mesirow served as the exclusive sell-side advisor to SGL.

**About Bruin Capital:** Founded in 2015 by George Pyne, Bruin is an Investment/Operating Company Specializing in Global Sports. Since its launch, Bruin has raised more than \$1B in committed capital and has closed nearly 40 acquisitions. The current portfolio includes Engine Shop, Fair Play Sports Media, Full Swing, Proof of the Pudding, Soulsight, and TGI Sport. Their collective operations include more than 5000 employees across five continents. Their work impacts billions of sports fans on behalf of virtually every major sports league, media company, federation, and rights holder.

**About SGL:** Facilitating the sports we love by innovating turfgrass management. Derived from a passion for sports and grass, Stadium Grow Lighting provides the biggest sports venues and clubs worldwide with data-driven technology and expert support to maintain a consistent, high-quality, and safe grass playing surface in the most sustainable way possible.

SGL's service and products rely on a data-driven approach, from in-depth data analysis to smart-operating equipment. Smart technology supports the grounds manager by advising on where, when, and for how long you should use your products to get the best results. This enables grounds teams worldwide to utilize their precious time and resources efficiently and effectively and reach the highest results possible. The extensive research and support from SGL's agronomy department assures customers that they use their products as effectively and efficiently as possible. This way, they can guarantee the highest possible grass quality and maximum energy savings.

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