For Immediate Release

Bruin Capital Announces New $1 Billion Strategic Partnership to Create Global Sports Platform

BACKED BY 26NORTH, TJC AND OTHER PARTNERS, BRUIN ESTABLISHES LATEST PLATFORM TO BACK, BUILD, AND SCALE BUSINESSES ACROSS THE GLOBAL SPORTS ECONOMY

NEW YORK, NY — [January 8, 2026] — Bruin Capital ("Bruin") today announced the creation of a new platform with affiliates of 26North Private Equity ("26North"), TJC LP ("TJC"), and select other partners, capitalized with $1 billion to acquire, support, and grow a diversified collection of market-leading businesses across the global sports ecosystem.

This new alliance reflects the strong market validation of Bruin's specialist strategy, which focuses on "second-level enablers" – the companies that develop and provide the technology, data, media, and commercial services essential to teams, leagues, federations, rights owners, and others. These "second-level enablers" are high-growth, innovative companies that underpin the sports industry's rapid expansion.

With access to 26North's extensive resources, the institutional capabilities of longtime partner TJC, and support from all partners, this new Bruin platform offers a deeply differentiated growth engine for founders and the new wave of companies transforming the sports industry operating model.

It builds on Bruin's track record of successfully identifying and scaling enterprises powering the industry's transformation. Underpinning this strategy is Bruin's unique platform-based structure, which allows for long-term ownership, multi-stage growth, and flexible liquidity pathways, setting the firm apart from traditional fixed-term funds.

Founded in 2015 by George Pyne, Bruin is the only firm dedicated exclusively to the global middle-market of sports. Over the last decade, Bruin has scaled multiple, successively larger platforms with more than $2 billion of capital. Along the way, Bruin has consistently delivered meaningful value creation, including the 2024 sale of Two Circles, the international sports marketing and analytics firm; the growth and exit of Deltatre, a leader in digital, streaming, and broadcast technology; and its influential early investment in On Location Experiences, which grew into a premier global hospitality and live-events business. These outcomes demonstrate an ability to maximize value by creating high-demand platforms that attract premium buyers on flexible timelines, rather than being constrained by traditional fund timelines.

Said Pyne: “I am incredibly proud of the partnership with Josh Harris, my longtime collaborator Rich Caputo, and our entire investor group, whose shared vision for our unique thesis has made this milestone possible. While we are proud of what Bruin has achieved over the last decade, I am even more excited about the road ahead; with this unrivaled scale of resources and expertise, we can be even more creative in building the essential companies that underpin the global sports operating system. This is the most ambitious chapter in our history, and we remain deeply committed to scaling the second-level enablers that drive the industry's real value and long-term transformation.”

Mark Weinberg, 26North’s Head of Private Equity, said: “This platform harnesses Bruin’s global reach and deep relationships across sports, alongside the capital, experience, and networks of 26North, TJC, and our other partners. This collaboration gives the platform the scale and flexibility to engage with founders and management teams in ways few investors can and builds on 26North’s strategy of investing in the infrastructure underpinning the growth of global sports.”

Rich Caputo, TJC Chairman and Chief Executive Partner, added: “Our relationship with Bruin is rooted in a shared conviction that sports is a durable, high-growth global asset class. Bruin’s disciplined approach, international network, and long-duration investment model make them an exceptional partner for building value over time.”

All of this comes at a time when the global sports industry continues to evolve into a sophisticated, high-growth sector. Analysts estimate the worldwide sports market now exceeds $500 billion in annual revenues, with international media rights surpassing $60 billion. Franchise valuations across major leagues have risen more than 300% in the past decade, while institutional investment in sports has quadrupled. Investors are increasingly focused on scalable technologies, data infrastructure, and commercial services surrounding sport—precisely the areas where Bruin has built its expertise, platforms, and long-term strategy.

About Bruin Capital

Bruin Capital is a privately held, global operating company founded by George Pyne. Bruin was ahead of the industry in foreseeing the potential of the international sports ecosystem as a distinct and durable asset class—one positioned for outsized growth as media, technology, data, and consumer engagement converge. It is the only specialist vehicle focused on the middle market of the sector. It combines deep operational experience, flexible capital, and comprehensive operating capabilities to build sector-leading, high-performing companies. Today, the firm oversees eight global platform businesses with more than 3,500 employees across 21 countries.

About 26North

26North Partners LP is an integrated, multi-asset-class investment platform founded by Josh Harris that provides investment advice and opportunities to its clients across private equity, credit, insurance and reinsurance strategies.

The 26North team brings decades of experience managing third-party capital to help clients achieve their financial goals while making a lasting impact on the communities in which they operate.

Since launching in 2022, 26North has grown to approximately $32 billion in assets under management.

About TJC

TJC LP, formerly known as The Jordan Company, has worked for more than 40 years with CEOs, founders and entrepreneurs across a range of industries, including Consumer, Diversified Industrials, Healthcare, Industrial Technology, Logistics & Business Services and Digital & Power Infrastructure. With $30.9 billion of assets under management as of September 30, 2025, TJC is managed by a senior leadership team that has invested together for over 24 years on over 90 investments. TJC has offices in New York, Chicago, Miami and Stamford. For more information, please visit www.tjclp.com.

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