



For Immediate Release

Bruin Capital Backs Matchroom Sport in Landmark Deal to Accelerate Global Expansion

ALLIANCE BRINGS TOGETHER ONE OF THE WORLD'S LARGEST INDEPENDENT SPORTS MEDIA AND PROMOTIONAL ENTERPRISES WITH A LEADING SPECIALIST IN SCALING GLOBAL SPORTS PLATFORMS

NEW YORK — May 11, 2026 — [Bruin Capital](#) has agreed to take a minority equity interest in [Matchroom Holdings LTD](#), forming a landmark strategic alliance between one of the world's largest independent sports media and promotional businesses with the leading specialist in scaling sports businesses worldwide, it was announced today.

The Hearn family will retain majority ownership and continue to oversee the business, with Eddie Hearn serving as Group Chairman and Barry Hearn as Founder and President. Financial terms were not disclosed. Bruin will join Matchroom's board of directors.

Bruin's investment comes as global demand for premium live sports content, rights, and events businesses continues to accelerate. The partnership is expected to support Matchroom's next phase of growth, particularly in the United States, where the company has begun expanding its presence.

Over the last four decades, Matchroom has grown into one of the largest independent sports promotion and rights businesses in the world, operating across darts, boxing, snooker, and other sports, with events distributed globally through broadcast and streaming partnerships. Its portfolio includes the Professional Darts Corporation, Matchroom Boxing, the World Snooker Tour, Matchroom Multi-Sport, and Matchroom Media, with more than 600 event days and 2,400 hours of programming distributed annually across broadcast and streaming platforms worldwide. Matchroom also represents some of the biggest names in boxing and darts, including Anthony Joshua, Katie Taylor, Jaron "Boots" Ennis, Jesse "Bam" Rodriguez, and Luke Littler.

Led by George Pyne, the firm's founder and CEO, Bruin has built a reputation for identifying and scaling founder-led sports platforms with valuable intellectual property, international audiences, and significant growth potential across media, events, technology, and fan engagement. Currently, the Bruin portfolio includes nine platforms with global operations of more than 100 offices in 21 countries. Its latest alliance with Matchroom is emblematic of its strategy to back category-defining platforms positioned to expand globally and capitalize on the increasing demand for premium live sports content and experiences.

The collaboration is founded on mutual entrepreneurial principles and features strengths that complement each other exceptionally well. Matchroom has built a global, multi-sport live-events and sports rights platform, while Bruin brings experience scaling sports, media, and entertainment businesses. Together, the companies intend to expand Matchroom's capabilities across digital distribution, data, and direct-to-consumer engagement as the sports media landscape continues to evolve.

Pyne said: "Barry, Eddie, and the Matchroom team have built one of the most important independent sports businesses in the world. Matchroom sits at the intersection of live events, global media rights, and premium sports intellectual property, and we see significant opportunities ahead, particularly in the United States."

Barry Hearn said: "We have built this business over more than forty years by staying independent and focused on execution. In Bruin, we found a partner that understands how to grow sports businesses at scale and can help us take the next step without changing how we operate."

Eddie Hearn said: "The opportunity for Matchroom in the United States and globally continues to grow. This partnership with Bruin gives us the ability to accelerate that expansion and build on the platform we have created."

About Matchroom Sport: Matchroom Sport is one of the world's leading privately held sports rights, promotion, and broadcasting businesses. Founded in 1982 by Barry Hearn OBE, Matchroom owns, promotes, and broadcasts events across boxing, snooker, darts, pool, and other sports, with content distributed globally through broadcast and streaming partnerships. The group includes the Professional Darts Corporation, Matchroom Boxing, Matchroom Boxing USA, World Snooker, Matchroom Multi Sport, and Matchroom Media. The company is headquartered in Brentwood, Essex.

About Bruin Capital: Bruin Capital is a global investment and operating platform focused on sports, media, marketing, entertainment, and related technology. Founded in 2015 by George Pyne, Bruin partners with founders and management teams to build and scale businesses powering the global sports economy. The firm's portfolio includes [Box to Box Films](#), [TGI Sport](#), [AS1](#), [Full Swing](#), [FairPlay Sports Media](#), [PlayGreen](#), and [Proof of the Pudding](#), among others, and is headquartered in Westchester County, New York.

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