



Acquisition of ScoopDragon and NewsChain

Friday, 6 January 2023

National World has announced that it has completed two acquisitions as part of its strategy to develop new formats and increase the size of its customer base.

The Company has acquired independent digital football publisher ScoopDragon and video-first content innovator, NewsChain, which focuses on news, celebrity and football.

ScoopDragon currently operates 50 club-based websites. The acquisition of its assets will enable it to scale its operations, while simultaneously extending National World's multi-layered football network.

National World has a deep heritage in footballing content through local and regional newsbrands and last month launched 3ADDEDMINUTES, using creators within its existing network to develop a unique new voice for football fans. Joining forces with ScoopDragon enables a significant change in reach, (increasing the company's page views by over 10%) and content, and forms part of National World's ongoing strategy of scaling audiences in key verticals via organic development and strategic acquisitions.

The acquisition of NewsChain supports National World's goal of meeting increased customer demand for content in a video format. The acquisition includes its sister site, World of Women's Sport, and National World will grow NewsChain's platform through the addition of content resources and gaining access to a wider customer network with strong overlap in areas of interest.

Commenting on the investment and partnership, National World's Strategy Director Alan Renwick, said:

"We're delighted to have completed these key deals which align with our digital growth strategy. With the founders of the businesses continuing to work with National World to help develop and integrate the sites, this also supports the company strategy to develop a more entrepreneurial, fast paced and innovative digital culture.

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