

BUILT FOR NOW

—
THE INDUSTRY IS CHANGING.
WE BELIEVE IN CHANGE AND
EMBRACE THE OPPORTUNITIES
IT CREATES.

Innovation and new technologies are driving sports and entertainment into uncharted, yet exciting waters. This has manifest in the dramatic rise in the power and influence of consumers who now have unprecedented options to engage with sports entertainment. Today, fans are interacting with their passions and pastimes in more ways and through more touchpoints, screens, and events than ever.

Now, the industry is working harder and is more aggressive than ever to maximize the value of those engagements. It has blown the doors wide open to new, unconventional approaches.

Bruin is unconventional. We approach things differently than the

Instead, our mission is to be a value-adding partner that brings a unique combination of resources, skills, and expertise. Our value-proposition of long-term capital, industry expertise, operational experience, global resources, and a genuinely collaborative approach was designed to be the rocket fuel for growth in this era of transformation and innovation.



LONG-TERM FLEXIBLE CAPITAL

Success amidst disruption requires the ability to move fast and capitalize when opportunity strikes. Access to capital is the key. Bruin has partnered with the world's most respected financial companies including [CVC and The Jordan Company](#), bringing deep access to all the long-term, flexible capital and global resources it needs to support any acquisitions and growth opportunities it wishes to pursue on behalf of itself and portfolio companies.

CAPABILITIES

Our portfolio companies and partners have full access to our range of resources, including:

Sourcing Global Investment Opportunities

Developing a Comprehensive Strategic Analysis

Creating Operational Best Practices

Bringing Strategic Relationships with Corporate Entities

Arranging and Structuring Complex Financial Strategies

Identifying Emerging Market Trends

Recruiting World Class Talent and Performance Management

Sourcing and Assessing M&A Opportunities

Utilizing Deep Global Market Intelligence

Global Relationships

Assessing specific needs for a company

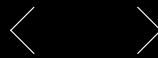


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one who could best accelerate
huge amount of due diligence
Capital was the standout choice
and Bruin understands this in
and as a result, they have a p
Important too was the fact th
we're hugely ambitious, and v
operational support, could see



Gareth Balch
CEO & Co-Founder, Two Circle



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