



AMB SPORTS AND ENTERTAINMENT LAUNCHES NEW VENTURE FUND

Immediate Investment Focus on Emerging Companies and Entrepreneurs in Sports and Entertainment Technology, Sports Analytics, Event Operations, and Fan Engagement

August 23, 2021 – ATLANTA, GA – Today, AMB Sports and Entertainment (AMBSE), owned by Chairman Arthur M. Blank and parent company of the NFL’s Atlanta Falcons; Atlanta United of Major League Soccer; award-winning sports and entertainment venue, Mercedes-Benz Stadium; and No. 1 golf and tennis specialty retailer, PGA TOUR Superstore, launched AMBSE Ventures, an investment fund focused on entrepreneurs and early-stage companies aiming to deliver better performance and fan engagement in the sports and entertainment space.

AMBSE Ventures will be led by an experienced leadership team helmed by Steve Cannon, CEO of AMB Sports and Entertainment. Cannon states, “AMBSE Ventures is an evolution of a thriving, innovative organization led by a team uniquely positioned to draw on decades of experience and success in multiple fan and customer engagement sectors.

“Our intention is to be at the forefront of new opportunities to better serve our fans and, more broadly, other clubs, businesses and communities across the sports and entertainment landscape. We will look for like-minded, vision-driven entrepreneurs, that will help position us to drive game-changing innovation across sports and entertainment.”

AMBSE Ventures is poised to offer unique advantages to emerging businesses and entrepreneurs including the strength of the AMBSE portfolio, management teams, club and venue assets, relationships across multiple industries, a strong, innovative reputation for building successful businesses, and associates that have made our entities valued by, and broadly connected throughout the sports industry.

AMBSE Ventures will focus on five core investment verticals:

- **Fan Engagement:** Tools and services to drive engagement by fans with clubs, leagues, or venues including second screen, artificial and virtual reality, sports betting and sports fantasy.
- **Sports Performance and Analytics** –New technologies related to athlete development, injury prevention and performance tracking.
- **Live Event Operations** - Technology solutions to improve operations and the event experience for fans.
- **Emerging Sports & Entertainment** – Content, platforms, and engagement related to emerging sports and entertainment such as esports, sports betting, mobile gaming, and content management.
- **Media and Corporate Partnerships** – Digital media tools and platforms that are either for or connect fans with media and sponsors.

Throughout his portfolio of businesses, Blank and his leadership team are known for pushing the innovation envelope and pioneering some of the most successful innovations in the sports industry including the award-winning food and beverage model and cashless initiative at Mercedes-Benz Stadium and continues to demonstrate nonstop reinvention for all its businesses to better serve the evolving wants and needs of fans, guests, and customers.

About AMBSE Ventures

AMBSE Ventures, a subsidiary of AMB Sports and Entertainment, is an investment fund foundationally rooted in AMBSE's organizational core values and entrepreneurial spirit, which have driven numerous fan-friendly innovations in the industry while growing enterprise value. Overseen by Steve Cannon, CEO of AMB Sports and Entertainment, and members of the AMBSE leadership team, the fund's immediate focus will be investing in entrepreneurs who are growing technology platforms in emerging sports and entertainment, sports analytics, event operations, and fan engagement.

About AMBSE

AMB Sports and Entertainment is comprised of the National Football League's Atlanta Falcons, Major League Soccer's Atlanta United FC, award-winning Mercedes-Benz Stadium, and PGA TOUR Superstore.

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