



FOR IMMEDIATE RELEASE

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NAVER Corporation Joins PlaySight Interactive's Investor Group

After recent investments from Softbank Ventures Korea and CE Ventures, NAVER is the latest to invest in PlaySight and its global multi-sport AI platform

CRESSKILL, N.J., (August 22nd, 2018) – PlaySight Interactive, a leading global sports technology company, is announcing today an investment from NAVER Corporation (“NAVER”). In addition to developing South Korea’s top internet portal, NAVER has launched other global initiatives including LINE, Webtoon and SNOW. PlaySight intends to use the funds to accelerate its growth in the Asia-Pacific region, and South Korea and Japan in particular.

Selected in both 2017 and 2018 by *Fast Company* as one of the 10 Most Innovative Companies in Sports, PlaySight is driving innovation throughout all levels of sport, with a focus on the next generation of athletes. Its Smart platform is now utilized globally by hundreds of thousands of athletes in over 20 countries and across 25 sports. PlaySight-powered teams include the 2015, 2017 and 2018 NBA Champion Golden State Warriors and several other NBA teams, the 2017 NCAA Champion North Carolina Tar Heels and over 60 other NCAA athletic programs, the United States Tennis Association (USTA), and leading sports clubs, academies, federations and schools across the globe.

With automated broadcasting and live streaming, on-demand video content, AI-based analytics and user-generated highlights, PlaySight is building a global sports media channel in addition to its athlete development platform. PlaySight athletes and coaches are winning more and practicing and playing smarter with the platform’s development tools and technologies.

“We have been looking for the right content, data and media partner as we continue to add more athletes, teams and facilities and are excited that NAVER believes in our expanding vision,” said PlaySight CEO Chen Shachar. “NAVER’s focus on constant innovation and the latest technology developments in artificial intelligence and machine learning is a good fit for us. We also are looking forward to better serving the sports markets of South Korea and Japan through this new partnership.”

To date, PlaySight has raised \$36 million to fuel its growth as a global sports technology and media platform.

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About PlaySight Interactive:

Selected in 2017 and 2018 by Fast Company as one of the “10 Most Innovative Companies in Sport,” PlaySight’s SmartCourt technology leverages both multiangle video and proprietary analytics to improve on-court performance and connect the next generation of athletes. SmartCourts are powering the leading tennis federations, academies, clubs and over 60 NCAA programs.

Outside of tennis, the company is also working with top high schools and professional teams across basketball, soccer and other sports including the 2015, 2017 and 2018 NBA Champion Golden State Warriors and the 2017 NCAA Basketball Champion North Carolina Tar Heels.

About NAVER Corporation:

NAVER Corporation is the company behind the number one search portal provider in Korea (NAVER). Based on experience earned from providing search services for years, NAVER has launched various global services like LINE, Webtoon, and SNOW. Also, NAVER’s R&D subsidiary NAVER Labs is developing future technologies like autonomous driving, robotics, and artificial intelligence under the philosophy of ‘Ambient Intelligence.’ At the same time, AI platform Clova is contributing to the expansion of the AI ecosystem via devices like smart speakers.

NAVER is connecting users, small businesses and creators through continuous investment and R&D on the latest technologies.

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