

COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

# THE NEW HOME FOR SPORTS & ESPORTS ENTERTAINMENT

THE ONE STOP DESTINATION APP FOR ALL THINGS SPORT



**WTF**  
MEDIA

## WTF MEDIA

**WTF (Win Trade Fantasy) MEDIA, the one stop destination App for all things sport and esports, is set to become Southeast Asia's largest sports content and social platform with plans to secure 9 Million registered users by Spring 2022.**

WTF MEDIA is creating a better way to discover, watch, and engage with like-minded fans around every sport & esports. Fans can easily get scores, stats, highlights, follow games, stay in the know, and feel a sense of community, all on one platform.

Sports fans can create live and recorded content and engage with each other via groups, forums, pages, polls, 1-on-1 and 1-to-many messenger & fantasy sports.

### OVER 20 SPORTS

Including: Badminton  
Basketball, Cricket,  
eSports, Football, Muay  
Thai, Sepak Takraw,  
Triathlon

### CONTENT

Watch Live! Scores...  
Watch Live! Matches /  
Highlights e.g. ESPN

### UNIFIED PLATFORM

First For Sports Fans - 4.1  
Million Registered Users In  
First 6 Months Since Launch  
In August 2020 with 2.8  
Million Active Users

### SHOP

Buy Sports Merchandise -  
With Great Discounts

### PUBLISH

Fans Can Publish  
Game & Match  
Analysis Via YouTube

### ESPORTS

Meet The Demand  
Created By The 644  
Million Global Esports  
Users Expected By 2022

### ADVERTISING

Can Be Targeted  
Geographically,  
Demographically &  
By Individual Sports

### YOUR SHOUT

Fans Can Express  
Views via Facebook

### FANTASY

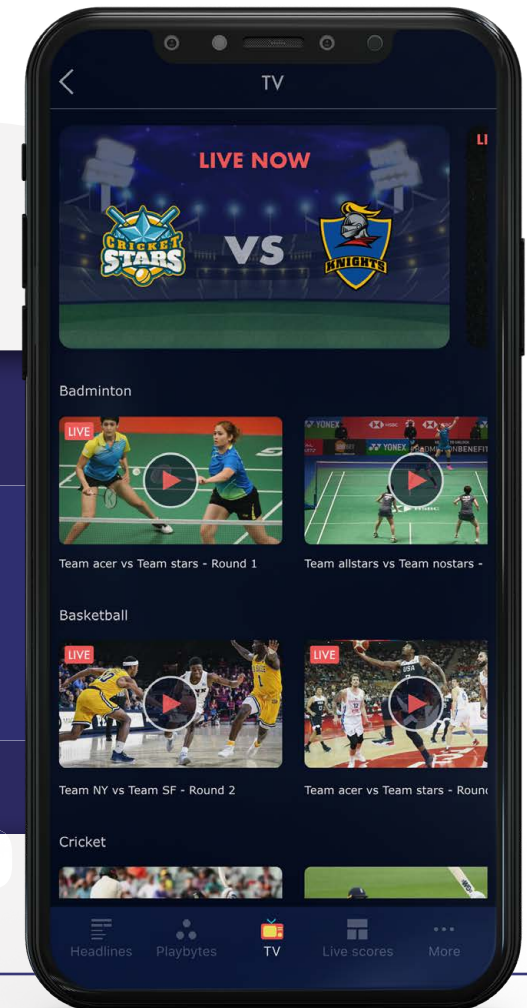
Play Fantasy Sports

## INTEGRATE YOUR MARKETING WITH WTF MEDIA...



Organised by WTF Media  
ONE OF ASIA'S LARGEST SPORTS FAN ENGAGEMENT PLATFORMS

Marketing Support By Paul Poole (South East Asia) Co., Ltd. - The Sponsorship Experts



[www.wtfmedia.io](http://www.wtfmedia.io)

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## WTF MEDIA

### PROJECTED USERS

**6.5 MILLION USERS**

USERS EXPECTED BY END OF 2021...

**9 MILLION USERS**

EXPECTED BY END OF 2022...

### FANTASY

WTF MEDIA includes WTF Sports one of India's biggest fantasy sports gaming platforms. Launched in 2020, WTF Sports helps millions engage with a variety of sports. Fans create their own team made up of real-life players from upcoming matches, score points based on their on-field performance and compete with other fans.

### THAILAND'S OTT MARKET

WTF MEDIA is an OTT (over-the-top) media service offered directly to viewers via the Internet bypassing cable, broadcast, and satellite television platforms. According to a recent report by SpotX, 'OTT in Thailand is on the rise' is an understatement and it is still far from reaching maturation.

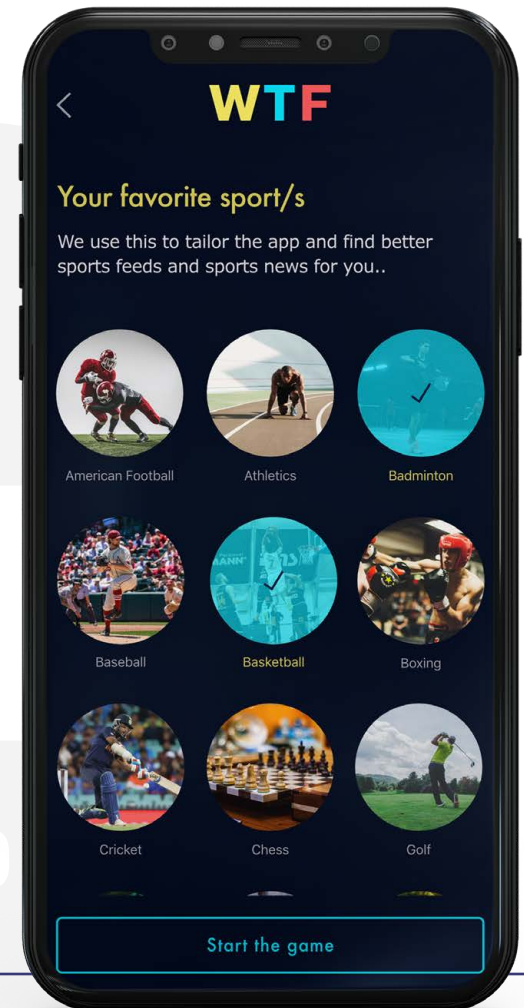
### OTT challenges TV in terms of popularity

51% of Thai video viewers regularly watch OTT (paid or free)

50% of viewers watch TV (paid or free)

70% watch video-sharing platforms

The evolving demographic shifts and consumer behaviours, brought about by technology and digital transition, make OTT a booming trend.



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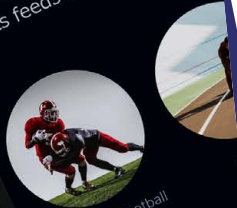


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Your favorite sport/s  
We use this to tailor the app and sports feeds and sports news for you



American Football



Baseball

## PACKAGES

*We have a number of commercial sponsorship and partnership opportunities for businesses to get involved with WTF MEDIA & WTF MEDIA LIVE! SPORTS EVENTS...*

### WTF MEDIA

#### TIER 1

##### OFFICIAL PARTNERS - ACROSS THE ENTIRE WTF PLATFORM

- Up to 10 Official Partners with presence across the WTF MEDIA Platform covering ALL sports
- Official Partners have the opportunity to become partners to one or more of the WTF MEDIA Live! Sports Events e.g. WTF Muay Thai Fight Series & WTF Legends Cricket Match

#### TIER 2

##### OFFICIAL SPORT PARTNERS - ACROSS SPECIFIC SPORTS ON THE WTF PLATFORM

- Up to 10 Official Sport Partners per sport with presence across WTF MEDIA Platform covering SPECIFIC sports e.g. Official Football Partner
- Official 'Sports' Partners have the opportunity to become partners to their SPECIFIC WTF MEDIA Live! Sports Events. For example, Official Muay Thai Partners and the WTF Muay Thai Fight Series / Official Cricket Partners and the WTF Legends Cricket Match

#### TIER 3

##### ADVERTISING PARTNERS

- Unlimited number of Advertising Partners across the entire WTF MEDIA Platform or SPECIFIC sports on the WTF MEDIA Platform

### MEDIA PARTNERSHIPS

WTF MEDIA is looking to Partner with other sports to become the Official Media Partner of Sports Associations, Clubs, Teams, Leagues, Tournaments, Events

#### WHO SHOULD SPONSOR?

WTF MEDIA is a perfect match for any business involved in sport, including the following sectors...

|                |                    |                       |                    |
|----------------|--------------------|-----------------------|--------------------|
| Airlines       | Financial Services | Professional Services | Vegan & Vegetarian |
| Alcohol        | Fashion            | Property              | Watches            |
| Apparel        | Health & Fitness   | Security              | Web-based Services |
| Communications | Hotels             | Sports Tourism        | And More...        |
| Energy Drinks  | Insurance          | Technology            |                    |

### KEY CUSTOMER GROUPS

- Non-playing Fantasy Sports Fans
- Smart-Phone Users Age 18 - 60
- Casual Fantasy Sports Players
- eSports Fans & Players
- Frequent Fantasy Sports Players
- Major Sports Followers



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WTF  
MEDIA

## WHY GET INVOLVED?

Association with WTF MEDIA offers Partners numerous benefits including:

**IMAGE ENHANCEMENT & BRAND EXPOSURE** - through this high profile OTT Sports Platform and its WTF MEDIA Live! Sports Events

**EXPERIENTIAL MARKETING** - exposure through the WTF MEDIA Platform and at WTF MEDIA Live! Sports Events

**HOSPITALITY & NETWORKING OPPORTUNITIES** - entertaining target audiences both internal and external through WTF MEDIA Live! Sports Events

**INTEGRATED MARKETING** - worldwide media exposure

Companies associating with WTF MEDIA tie in with the following values: Action Packed Sport; Major Events; Excitement; Competition; Professionalism...

## RIGHTS ON OFFER

Packages include a range of benefits, including:

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

Packages are designed to provide an exceptional combination of networking and corporate branding opportunities, including:

- new client acquisition
- publicity through a global marketing campaign
- access to a highly exclusive network
- promoting sponsors as industry leaders
- enhancing corporate image and brand exposure
- adding value to a brand's marketing campaign
- generating direct access to target markets

A company's association with WTF MEDIA not only strengthens awareness of its products and services to an audience of important decision-makers but also more importantly confirms its position as an industry leader.



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## WTF MEDIA - APP PLATFORM

RECORD VIDEOS  
AND CREATE YOUR  
OWN CONTENT

WRITE ARTICLES AND  
BLOGS AND CREATE  
YOUR SPORTS NEWS

VOICE YOUR  
OPINION

CREATE YOUR OWN  
PRIVATE NETWORK

BUILD YOUR OWN  
SPORTS SHOW

READ & WATCH  
SPORTS NEWS

WATCH LIVE  
SPORTS  
& ESPORTS

GIVE & GET  
REACTIONS

PLAY FANTASY  
SPORTS

SHOP SPORTS  
PRODUCTS



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## DIGITAL SPORTS LANDSCAPE

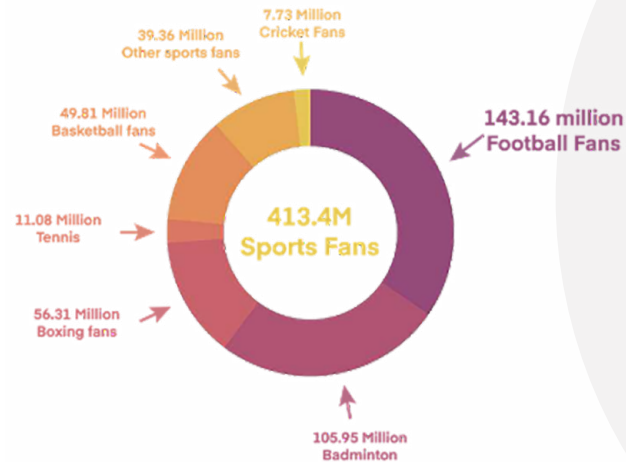
### ASIAN INTERNET CONSUMPTION

On average, ASEAN people spend 7.4 hours / day against 6.6 hours / day spend by people globally.

### ASEAN DIGITAL USERS

Internet Users - 413.4 Million  
Total Population - 657.3 Million  
Mobile Social Users - 368.9 Million  
Social Media Users - 400.7 Million

### MOST VIEWED / FOLLOWED SPORTS IN ASEAN



### ASEAN DIGITAL USERS

| Age Group | Users (Million) |
|-----------|-----------------|
| 16-24 Age | 74.4            |
| 25-34 Age | 136.4           |
| 35-44 Age | 124.0           |
| 44-54 Age | 49.6            |
| 55+ Age   | 28.9            |

### THAILAND'S OTT MARKET

OTT is rapidly expanding from Bangkok to urban cities to rural areas, helped by the arrival of 5G. Thai viewers can access content faster and more easily, instantly accessing entertainment, news, and information, anywhere, anytime through their mobile devices.

Smartphones command the majority of attention, with 60% of Thai OTT viewers mostly watching video content on this device. However, smart TVs are gaining traction with 12% of viewers already accessing content through their smart TV.

- OTT consumption in Thailand is largely home-based, with a heavy focus on private spaces (80%) compared to shared spaces (45%)
- Thailand has the highest levels of solo OTT viewership in the region (56%)
- 27% of viewers stream while traveling
- 25% stream at a friend or family member's home
- 55% OTT viewers earn THB 30,000 or more per month
- 58% are aged 16-34 vs. 43% of TV viewers
- OTT ads are more impactful than ads on TV and video-sharing platform
- Thai advertisers have increased their OTT investment phenomenally as consumers habits have shifted dramatically during the pandemic, particularly the 25-34 age band

Source: SpotX Report 2020



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Your favorite sport/s

We use this to tailor the app and find sports feeds and sports news for you



American Football



Baseball



Cricket

Headlines

who stuck it to big men":  
Maradona



he superstar, one of the sport's greatest players, considered nothing short of a man... 15 mins

[www.wtfmedia.io](http://www.wtfmedia.io)

## WTF MEDIA - GROWTH PLAN

WTF MEDIA plans to create a unified sports media tech ecosystem catering to users from 'fans' to 'fanatics' and 'casual sports fan' to 'professionals' allowing them to move frictionlessly through its ecosystem.

With the sports tech landscape in Southeast Asia becoming more crowded by the day, WTF MEDIA aims to become the leading player in media data and analytics entertainment social media in the next few years. Its marketing is focused around four main pillars including

WTF MEDIA Brand Ambassadors  
WTF MEDIA Live! Sports Events  
Above and Below The Line Promotional Campaign  
User Acquisition

## WTF MEDIA AMBASSADORS

WTF has a number of Ambassadors including:

### SURESH RAINA

Suresh is a celebrity in the international cricket fraternity. He is the Vice-Captain of Chennai Super Kings in the Indian Premier League.

## MEDIA PARTNERSHIPS

WTF MEDIA is rapidly partnering with operators, sporting associations, approved service providers for all sports and sporting bodies in ASEAN. Including:

- Sports Authority Thailand
- Thai National Sports Associations



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## WTF LIVE! SPORTS EVENTS

| Sports                   | Month              | Year | In Association with                   | City, Country                  |
|--------------------------|--------------------|------|---------------------------------------|--------------------------------|
| <b>Cricket</b>           | Feb                | 2022 | Cricket Association of Thailand       | Bangkok, Thailand              |
| <b>Muay Thai</b>         | Mar, May, Aug, Nov | 2022 | Thailand Boxing Association           | Bangkok, Thailand              |
| <b>Football</b>          | Jun                | 2022 | Football Association of Thailand      | Bangkok, Thailand              |
| <b>Triathlon</b>         | Aug, Nov           | 2022 | Thailand Triathlon Federation         | Bangkok, Thailand              |
| <b>Sepak Takraw</b>      | Sep                | 2022 | The Takraw Association of Thailand    | Bangkok, Thailand              |
| <b>Badminton</b>         | Oct                | 2022 | The Badminton Association of Thailand | Bangkok, Thailand              |
| <b>Collegiate Sports</b> | Nov & Dec          | 2022 | Sports Authority of Thailand          | Bangkok & Chiang Mai, Thailand |
| <b>E-Sports</b>          | Dec                | 2022 | Thailand E-Sports Federation          | Bangkok, Thailand              |
| <b>Basketball</b>        | Dec                | 2022 | Basketball Association of Thailand    | Bangkok, Thailand              |

Events website : <https://wtfmedia.io>

Subject to change, 2022 events calendar to be announced

### WTF MUAY THAI FIGHT SERIES THAILAND 2022

Featuring four weekends of magical and mesmerising Muay Thai matches between world-renowned international fighters as well as local talent across the year, the Series is billed as the highest-rated boxing TV show in Thailand with non-stop aggressive and real action.

Live from the 8,000 capacity Rajadamnern Stadium, the world-renowned Muay Thai institution, each of the four events will feature six professional fights and will be live streamed to millions of fans through the WTF Media app.

### WTF LEGENDS CRICKET MATCH THAILAND 2022

The inaugural WTF LEGENDS CRICKET MATCH THAILAND, will take place in Bangkok.

Billed as a carnival of cricket, the event is expected to attract thousands of sports fans and will feature world famous male and female former professional cricket players from Australia, England, India, South Africa and Sri Lanka.

Organised in association with the Royal Thai Government, the event is designed to massively raise awareness of both men's and women's cricket in Thailand and new markets, as well as promote diversity and equality through sport.

WTF LEGENDS CRICKET MATCH THAILAND 2022 will be live streamed to millions of fans through the WTF Media app.



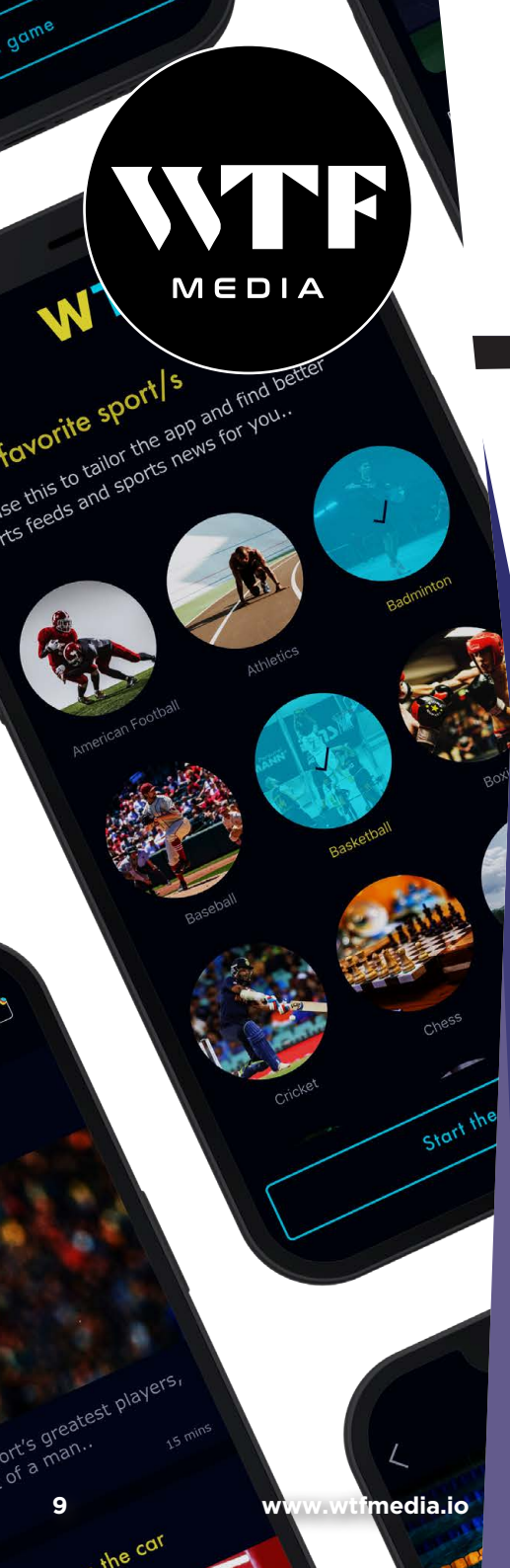
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## MAIN BENEFITS

### BRAND EXPOSURE

The opportunity to integrate with the WTF MEDIA Platform and the WTF MEDIA LIVE! SPORTS EVENTS

### MEDIA, PROMOTION & PR RIGHTS

Partners can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

WTF MEDIA App and the WTF MEDIA Live! Sports Events are hot news. All Sponsors and Partners will have rights to associate with the WTF MEDIA App and WTF MEDIA Live! Sports Events for PR and advertising activity. Sponsors and Partners can create content through: Event Highlights; Onsite Promotion; and Press Conferences.

The PR campaign ensures wide coverage both during and after the event, featuring:

- Media engagement and editorial in lifestyle and sport magazines
- Features on the topics at the event
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

### SOCIAL MEDIA

Advertisers and Partners can take advantage of WTF MEDIA's daily Twitter / Instagram / FB / Podcast and TV posts. Posts can be linked to podcasts, videos and news items

### BRAND AMBASSADORS

Access to WTF MEDIA brand ambassadors who collectively have an enormous audience.

Combining paid and boosted posts as well as posting into large supporters groups many of which have over 100,000 followers

### INFLUENCERS

WTF MEDIA has reciprocal agreements with many high profile social media influencers

### E-NEWSLETTERS

WTF MEDIA publishes many e-newsletters. Partners can use these to target their messages

### NEW SPORTS

WTF MEDIA adds new sports regularly

### PR & MARKETING

Promo videos; app notifications; competitions and prizes

### MEDIA PARTNERS

Guaranteed coverage with WTF Media Partners - currently being confi med.



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## MAIN BENEFITS

### DIGITAL & SOCIAL RIGHTS

Exposure through...

WTF MEDIA social and digital platforms...



#### WEB & APP

<https://www.wtfmedia.io>

#### Android App

<https://play.google.com/store/apps/details?id=io.sports.wtfmedia>

#### iOS App

<https://apps.apple.com/th/app/wtf-media/id1562501846>

6.5 Million + Downloads by end of 2021



#### FACEBOOK

<https://www.facebook.com/WTFMEDIAofficial/>



#### INSTAGRAM

<https://www.instagram.com/wtfmediaofficial/>

WTF MEDIA Live! Sports Events social platforms... for example Muay Thai Fight Series



#### FACEBOOK

<https://www.facebook.com/rajadamnern>

**254,000 FOLLOWERS**



#### INSTAGRAM

[https://www.instagram.com/rajadamnern\\_stadium/](https://www.instagram.com/rajadamnern_stadium/)

**52,000 FOLLOWERS**



### EXPERIENTIAL RIGHTS

WTF MEDIA Live! Sports Events offer an excellent opportunity to meet customers face-to-face, For example, WTF MUAY THAI FIGHT SERIES THAILAND 2022 gives access to target 32,000 spectators - 8,000 at each of the four events and those watching via Live Stream.



### HOSPITALITY & NETWORKING RIGHTS

WTF MEDIA Live! Sports Events offers a plethora of fantastic opportunities to entertain customers, clients and executives. For example, WTF MUAY THAI FIGHT SERIES THAILAND 2022 includes: Welcome & After Parties.



### MERCHANDISING RIGHTS

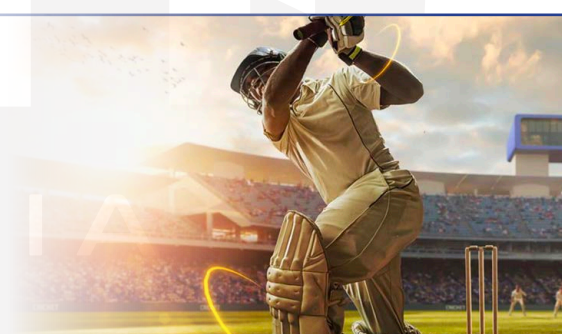
WTF MEDIA offers Partners the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, WTF LEGENDS CRICKET MATCH 2022 Goodie Bags.



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## COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

| RIGHTS INVENTORY –<br>SPECIFIC EVENTS IN SERIES   | PARTNER LEVEL   |   |
|---|---|---|
|   | TIER 1  | TIER 2  |
|   | OFFICIAL PLATFORM PARTNER   | OFFICIAL SPORTS PARTNER   |
| <b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS - SPECIFIC EVENTS</b>  |   |   |
| Rights to title "Official WTF MEDIA Partner" for PR and advertising use   | Yes   |   |
| Official WTF MEDIA Sport Partner for PR and advertising use. For example, Official WTF Muay Thai Partner, Official WTF Football Partner, etc.   |   | Yes   |
| Category Exclusivity  | Yes   | Yes   |
| Right to use WTF MEDIA Composite (lock-up) Logo on all internal and external marketing  | Yes   | Yes   |
| <b>INTELLECTUAL PROPERTY &amp; BRANDING RIGHTS</b>  |   |   |
| <b>WTF APP</b>  |   |   |
| Branding presence on WTF Media App  | Share of available branded area for Platform wide Partners across entire platform | Share of available branded area for Sport Specific Partners across specific sport |
| <b>WTF LIVE! SPORTS EVENTS</b>  |   |   |
| Opportunity to become Sponsor and / or Partner to one or more WTF MEDIA Live! Sports Events. For example, Official Muay Thai Partner and the WTF Muay Thai Fight Series / Official Cricket Partner and the WTF Legends Cricket Match. Benefits include: Branding at Event, On Live Stream, At Parties | ALL WTF MEDIA Live! Sports Events   | For their Specific WTF MEDIA Live! Sports Events                                  |
| <b>MEDIA, PROMOTION &amp; PR RIGHTS</b>   |   |   |
| Logo on WTF MEDIA literature, website, stationery etc.  | Yes   | Sport Specific  |
| Brand name mention and logo in WTF MEDIA press information and advertisements and any promotional marketing / sales materials   | Yes   | Sport Specific  |
| Logo on advertising in Media Partner publications   | Yes   | Sport Specific  |
| Representative to speak at any press conferences  | Yes   | Sport Specific  |
| <b>DIGITAL &amp; SOCIAL RIGHTS</b>  |   |   |
| Branding on emails, website, and all site communications including e newsletters  | Yes   | Sport Specific  |
| Part of digital engagement programme Twitter, Instagram & FB posts  | Yes   | Sport Specific  |
| Top-level corporate placement on event page on <a href="https://www.wtfmedia.io">https://www.wtfmedia.io</a>  | Yes   | Sport Specific  |
| Logo inclusion in corporate sponsor page on <a href="https://www.wtfmedia.io">https://www.wtfmedia.io</a>   | Yes   | Sport Specific  |
| Promotional campaign run across WTF MEDIA platform  | Yes   | Sport Specific  |
| <b>EXPERIENTIAL RIGHTS</b>  |   |   |
| Opportunity for brand activations during WTF MEDIA Live! Sports Events  | Yes   | Sport Specific  |
| Promotional literature and Sampling at WTF MEDIA Live! Sports Events  | Yes   | Sport Specific  |
| <b>HOSPITALITY &amp; NETWORKING RIGHTS</b>  |   |   |
| VIP area access at WTF MEDIA Live! Sports Events  | Yes   | Sport Specific  |
| Tickets to Welcome Party / After Party  | Yes   | Sport Specific  |
| <b>MERCHANDISING RIGHTS</b>   |   |   |
| Opportunity to produce joint branded merchandise  | Yes   | Sport Specific  |

## ADVERTISING PARTNERS

Bespoke plans for Advertising Partners covering:

- Mobile Advertising
- Display Advertising
- Web Advertising
- Performance Based Advertising
- Engagement Advertising
- Like Advertising
- Page Post Advertising
- Sponsored Stories
- Pay Per Impression (PPI)
- Pay Per Click (PPC)

## MEDIA PARTNERSHIPS

In the next 24 months WTF plans to partner with operators who are approved service providers for sports and sporting bodies in ASEAN. Including:

**Sports Authority Thailand**  
**Thai National Sports Associations**

WTF is rapidly partnering with operators, sporting associations, approved service providers for all sports and sporting bodies in ASEAN



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## WTF TEAM

### WTF MEDIA BOARD

**Manit Parikh** - Co-Founder  
**Vinit Bhatia** - Co-Founder  
**Yash Kadakia** - Co-Founder

### WTF MEDIA MANAGEMENT TEAM

**Manit Parikh** - CEO  
**Anchal Chandrakar AVP** - Product  
**Yash Kadakia** - CBO  
**Shankar Gangadhar VP** - Engineering  
**Manish Jha VP** - Partnerships  
**Barrie Goodridge** - Media Advisor  
**Rakesh Singh** - Government Advisor



**Manit Parikh (BoD)** - Co-Founder & CEO

14+ years of experience across Consulting, Sports Media, Blockchain, SaaS, PaaS, Technology and Financial Services with expertise in Business, Corporate & Financial Strategy, Project Management (PMO), P&L Analysis, Organisation Re-engineering & Restructuring - assisting two companies reach \$300M in revenue in two years.



**Vinit Bhatia (BoD)** - Co-Founder & Director

12+ years of experience across Consulting, Manufacturing, Distribution and Financial Services with expertise in Business, Corporate Strategy and Operations. Ex COO for one of India's largest biscuit manufacturing companies and founder of an event management company in HK.



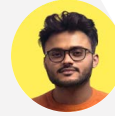
**Yash Kadakia (BoD)** - Co-Founder & CBO

6+ years of experience across Sports Media & Technology focusing on Partnerships, Sales & Marketing.



**Anchal Chandrakar** - AVP - Product

10+ years of experience as a product manager with a passion for technology.



**Shankar Gangadhar** - VP - Engineering

Proactive and focused Product Engineering Leader with 8+ years of experience specialising in the Subscription, Retail, E-commerce & Fintech Industry in Scrum and Agile environments.



**Manish Jha** - VP - Business

9+ years of experience in Partnerships, Sales and Business Development with expertise in penetrating new and established markets for disruption and growth.

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MEDIA

Your favorite sport/s

We use this to tailor the app and find sports feeds and sports news for you



American Football



Baseball



Baseball

## CONTACT

### WTF MEDIA CO., LTD

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<https://www.linkedin.com/company/wtf-media/>

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(English Speaking)  
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Tel. +66 8 0002 3834

### PAUL POOLE (SOUTH EAST ASIA) CO., LTD.

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