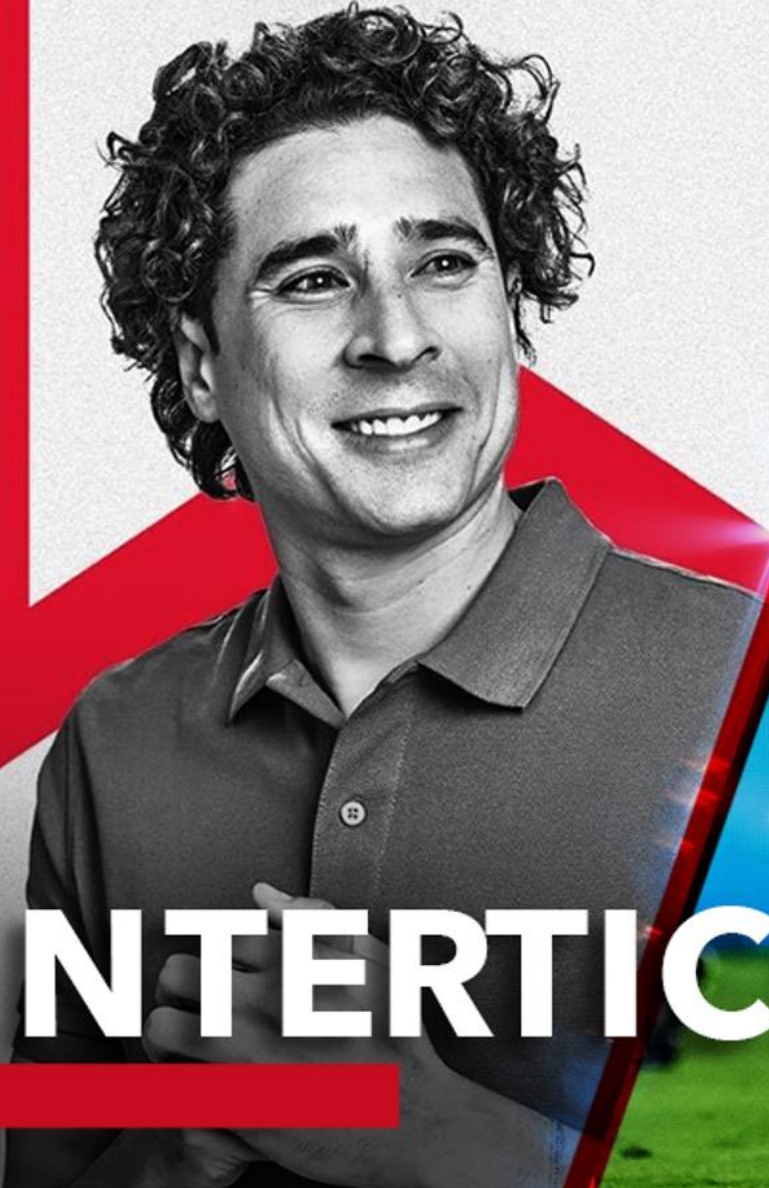


Michelob
ULTRA



INTERTICKET



ABOUT INTERTICKET



For 25+ years Interticket has helped brands connect with fans through Futbol's highest impact properties.

Established in US: 2010

Mission: Help brands authentically connect with U.S. Hispanics.

Main Properties: Mexican National Team and Liga MX

Specialized in brands that invest in Hispanic and sports: Auto & Related, Beverage, Tech, Telecom, QSR, CPG, Entertainment.

Privately Held - Minority Owned



ABOUT INTERTICKET

INTERTICKET **CONNECTS BRANDS** WITH FANS TO GROW LOYALTY AND
KEEP THEIR BUSINESS THRIVING IN TODAY'S EVER-CHANGING MARKETPLACE.



IGM
In-Game Media
By INTERTICKET

ICONS
www.interticket.com



IN-GAME MEDIA

OVERVIEW

REALITY:

LIVE SOCCER VIEWERSHIP IS **TRENDING UP**.
SOCCER :30's ARE PREMIUM SPACE AT A HIGHER
CPM.

PROBLEM:

HOW DO WE **MAXIMIZE** VISIBILITY IN LIVE
SOCCER ON LINEAR TV AT A REASONABLE
INVESTMENT AND DRIVE AN **EFFECTIVE**
ROI?

SOLUTION:

WE PROVIDE AN **OUTSIDE THE POD** MEDIA
SOLUTION THAT IS IN-GAME WITH
GUARANTEED TV TIME ON UNIVISION,
TELEMUNDO AND FOX.

INTERTICKET PUTS YOUR BRAND WHERE IT MATTERS THE MOST:

LIVE INSIDE THE GAME!



AT&T 5G RÁPIDA. CONFIABLE. SEGURA

IN-GAME MEDIA

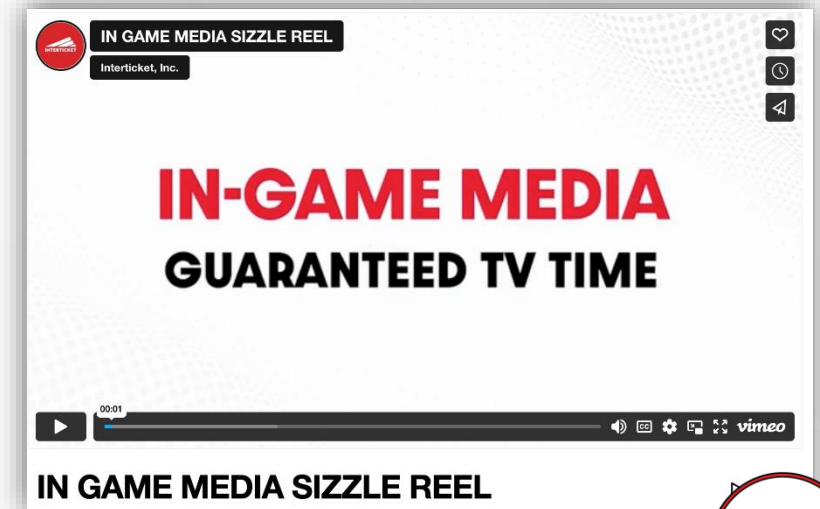
OFFERING & EXAMPLES

- **Overview:** Two ways to get into a soccer match on linear: Traditional buy (i.e., Uni at half-time) and/or Interticket (in-game). Both guaranteed TV time.
- **Schedule:** Soccer runs 11 months out of the year.
- **Reach:** 2B monthly impressions ¹
- **Platform:** Ad placement on linear broadcast (Univision, Telemundo, Fox Deportes). Value add across streaming and social media.
- **Targeting:** Virtual technology that allows ads to be seen exclusively on the U.S. TV broadcast.
- **Type of Advertising:** 30 second in-game ad unit that is TV visible with guaranteed viewership. Units are dynamic and customized messaging, graphics, animation. Our units are "outside the pod" when the game is being played (90 min) and viewership is the highest vs halftime (15 min).

1. Aggregate of all games for calendar year (Nielsen verified viewership)



SIZZLE REEL: [LINK](#)



SIZZLE REEL: [LINK](#)



TALENT MARKETING

ACTIVE MNT PLAYERS

MARKET LEADER CONNECTING THE TOP MEXICAN FUTBOL ICONS AND BRANDS TO HELP THEM CREATE SUCCESSFUL, DEEP, SUSTAINED, EMOTIONAL BONDS WITH THEIR CONSUMERS.

ROSTER

GUILLERMO OCHOA
ANDRES GUARDADO
SANTIAGO GIMENEZ
HIRVING 'CHUCKY' LOZANO
ALEXIS VEGA

HECTOR HERRERA
EDSON ALVAREZ
MARCELO FLORES
LUIS CHAVEZ
DIEGO LAINEZ

[CLICK HERE FOR TALENT REEL](#)



TALENT MARKETING

MNT LEGENDS

FOR U.S. HISPANICS, NO OTHER SPORT COMES CLOSE TO SOCCER AND NO CELEBRITY IS REVERED LIKE PLAYERS ARE. OUR GOAL IS TO PROVIDE OUR CORPORATE PARTNERS WITH THE RIGHT LEGEND THAT CONNECTS THEIR BRAND WITH THEIR CONSUMERS.

ROSTER

RAFAEL MARQUEZ
LUIS HERNANDEZ
JARED BORGETTI
OSWALDO SANCHEZ
ORIBE PERALTA
PAVEL PARDO

HUGO SANCHEZ
MOISES MUÑOZ
ZAGUE
JORGE CAMPOS
MIGUEL LAYUN
CARLOS SALCIDO

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THANK YOU

