



Fanatics

Fanatics is the market leader for officially licensed sports merchandise and provides the ultimate shopping experience to sports fans. A top 50 Internet Retailer Company, Fanatics comprises the broadest online assortment by offering hundreds of thousands of officially licensed items via its Fanatics (www.fanatics.com) and FansEdge (www.fansedge.com) brands, as well as the largest selection of sports collectibles and memorabilia through Fanatics Authentic (www.fanaticsauthentic.com). A multi-channel company, Fanatics operates more than 300 online and offline stores, including the e-commerce business for all major professional sports leagues (NFL, MLB, NBA, NHL, NASCAR, PGA), major media brands (NBC Sports, CBS Sports, FOX Sports) and more than 150 collegiate and professional team properties. The company’s in-venue and event retail portfolio includes the NBA, NHL, NASCAR, Texas Longhorns, LSU Tigers, Arizona Coyotes and New Jersey Devils, allowing fans to experience a seamless shopping experience across online, mobile and physical store locations.

Overview:

Geographic Region: U.S.

Industry: E-Commerce & direct-to-consumer

Company Website: <https://www.fanatics.com>

CEO: Doug Mack

Investors:

NFL

Bank of America

SoftBank Investment Advisers

Alibaba Group

Silver Lake Partners

Temasek Holdings

Insight Partners

Andreessen Horowitz

Major League Baseball

Funding Rounds

Date	Transaction Type	Lead Investors	Number of Investors	Capital Raised
09/06/2017	Private Equity Round	SoftBank Investment Advisers	3	\$1B
08/25/2015	Private Equity Round	Silver Lake Partners	1	\$300M
06/06/2013	Private Equity Round		2	\$170M
06/07/2012	Debt Financing		1	\$75M
06/07/2012	Venture Round	Insight Partners	2	\$150M