PRESS RELEASE

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Free and DAZN Team Up to Launch the Ligue 1 McDonald's Near-Live Clips Destination through Free FOOT App



Free, as it's now a major telecoms player with 22.7 million subscribers and broadcaster of French Football since 2020, and DAZN, the world's largest sports entertainment platform and the new home of Ligue 1 McDonald's in France, today announced a collaboration that will see near live highlights of DAZN's live and exclusive Ligue 1 McDonald's matches made available at no cost[1] via Free's new app, Free FOOT (previously called Free Ligue 1).

The partnership builds on the success of Free's past near live highlights offer, and forms part of DAZN's strategy to reach the widest possible audience in France.

Content Offering Includes:

Fans will be able to access:

- Near-live clips and summaries of eight daily Ligue 1 McDonald's matches.
- Expert analysis and commentary on matches and player performances.
- Exclusive content such as player interviews and behind-the-scenes access.
- Engaging in contests and fan interactions via Free FOOT's social media platforms.

Partnership Overview

DAZN and Free are working closely together to develop the editorial content in line with DAZN's innovative approach to bringing fans closer to Ligue 1 McDonald's match action, including new camera positions to offer different perspectives of the games. The cobranded Free FOOT app will be integrated seamlessly into DAZN's digital ecosystem, offering fans even greater choice in how to follow their Ligue 1 McDonald's club, and the wider competition.

New Free FOOT Features

From the start of 2024/2025 Ligue 1 McDonald's season, newly launched Free FOOT app will provide free access to near-live highlights of DAZN's eight live and exclusive on each match day of the Ligue 1 McDonald's Championship. Free FOOT, available on iOS and Android, will keep fans updated with near-live video clips of all the goals, near misses, and the most exciting moments across the competition. Free FOOT app will be widely available to all football fans—not just subscribers – making this one of the most accessible ways for fans to enjoy Ligue 1 McDonald's football.

A Unique Collaboration

This innovative partnership between Free and DAZN offers near-live access all the best action from Ligue 1 McDonald's, including match summaries — all free and without commitment – with clips available immediately both during and after each game.

Shay Segev, CEO of DAZN Group, commented: "*We are delighted to partner with Free to continue delivering innovative fan experiences. This product is crucial for ensuring that French football fans easily transition to the new home of Ligue 1.*"

Thomas Reynaud, CEO of ILIAD Group, stated: "*Free is proud to be partnering DAZN in offering this unique and exclusive service for fans to follow Ligue 1 McDonald's matches. By making the app available to all football fans – in other words, not just to Free subscribers – we're aiming for Free FOOT to become the go-to app for following all football news in France, in an easy and entertaining way, and at no extra cost.*"

Free FOOT: A Football Fan's Destination

Free FOOT replaces the popular Free Ligue 1, which was a huge success in engaging fans over the last four years. **Nicolas Thomas, CEO of Free,** remarked: *"Free Ligue 1 was incredibly successful among French football fans. We are launching Free FOOT as the ideal platform for experiencing the passion of football."*

Current Free Ligue 1 app users will seamlessly transition to the new Free FOOT app through a simple App Store or Google Play update.

Join us on Friday, August 16, for the Ligue 1 McDonald's kick-off featuring the clash between HAVRE AC and PARIS SAINT-GERMAIN

[1] Connection costs included in the subscriber's data allowance and/or billed depending on the subscriber's mobile plan.
Free FOOT service: offer subject to terms and conditions, valid in Metropolitan France on a compatible smartphone or Freebox (the app needs to be downloaded from the App Store or Google Play and a user account created). No-cost access to News ("Actus"), Goals ("Buts"), Round-ups ("Résumés"), Series ("Séries") and highlights (in the form of clips) for the matches of the 2024/2025 season of the Ligue 1 McDonald's championship within the limit of eight matches/nine matches per day. Service published by Free SAS.

About Free

Free – the inventor of the world's first triple-play box – is a Fixed and Mobile Ultra-Fast Broadband operator in France, standing out for its innovative, straightforward and attractive offerings. At end-March 2024, it had 22.7 million retail subscribers (15.2 million Mobile subscribers and 7.5 million Fixed-line subscribers). Free is a subsidiary of the iliad Group, which was created in France in the early 1990s and now also operates in Italy under the iliad brand and in Poland under the Play brand. In March 2021, the iliad Group launched its BtoB business in France under the Free Pro brand.

 @Free

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About DAZN

DAZN, the home of European football, women's football, boxing and MMA, and the NFL (excl. USA), is creating the world's biggest sports entertainment platform. A leading digital sports platform in Italy, Spain, Germany, Austria, Switzerland, Belgium, France, Portugal, Japan, Canada, US and the UK, its wide range of exclusive content covers top-flight football from the world's most popular competitions. DAZN's football rights include Bundesliga, English Premier League, J.League, LALIGA, Ligue 1, Serie A, and the UEFA Champions League, helping make DAZN the largest broadcaster of football in Europe. The platform features the biggest sports and leagues from around the world - Formula 1, NFL, NBA, MotoGP and the best in boxing and MMA.

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