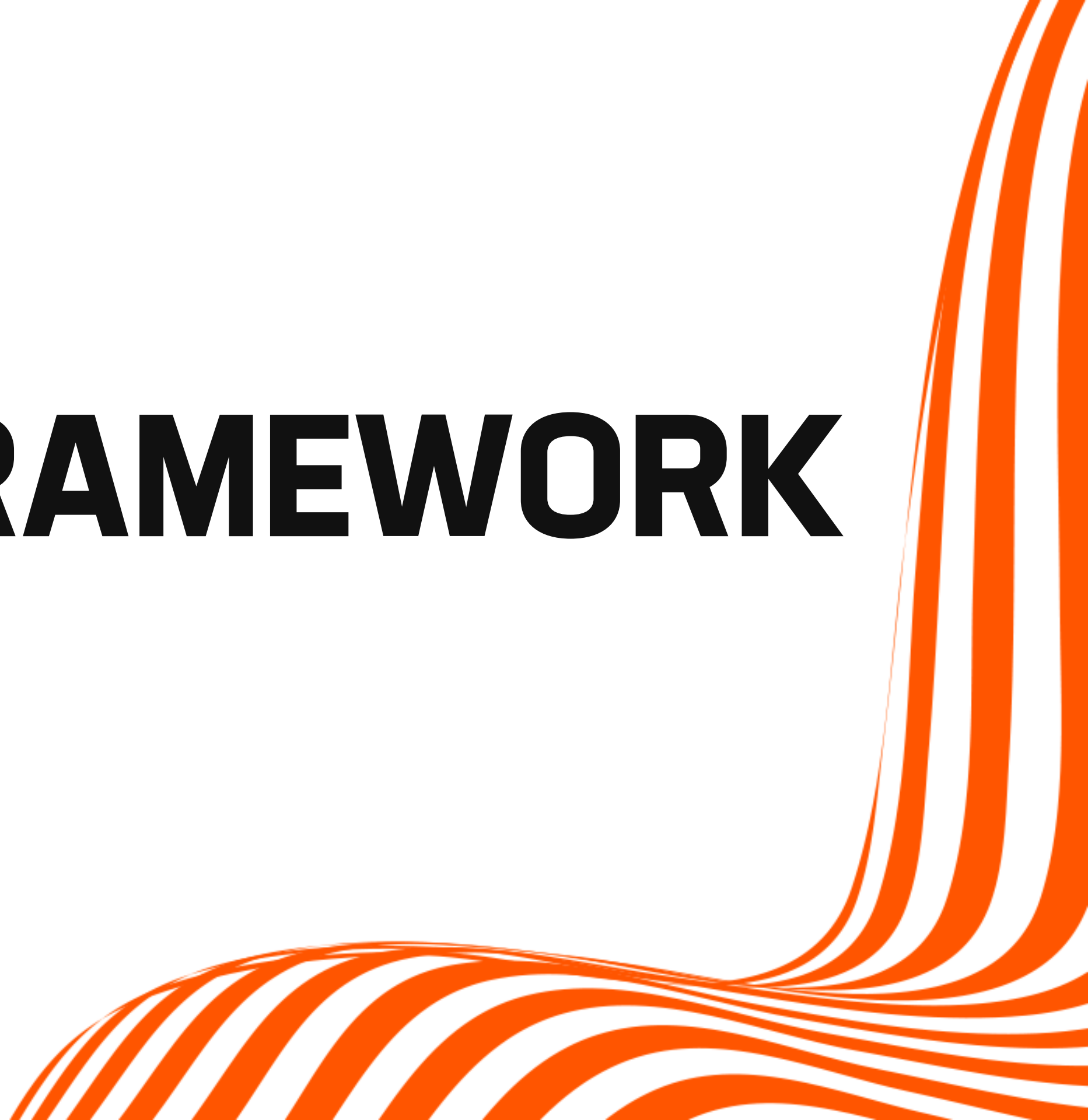


**LiveScore™**

# **BRAND FRAMEWORK**

1.4.2024



# BRAND FRAMEWORK

PURPOSE

**CONNECTING FANS TO WHAT THEY LOVE**

WHAT WE STAND FOR, WHY WE EXIST

MISSION

**TO BE THE NO.1 SPORTSBOOK FOR LSM USERS**

WHAT WE'RE LOOKING TO ACHIEVE

PROMISE

**WE MAKE IT EASIER FOR FANS TO ENJOY BETTING**

WHAT DEFINES US VS. THE COMPETITION

PILLARS

|   |   |   |  |
|---|---|---|--|
| <p><b>INSIGHT</b><br/>Always leave knowing more</p> | <p><b>SIMPLICITY</b><br/>Clear and to-the-point</p> | <p><b>FOOTBALL-FIRST</b><br/>True to our legacy, but stay with LiveScore for your next favourite sports</p> | <p><b>LIVE</b><br/>Fast and on the pulse</p> |
|---|---|---|--|

THE CORE ELEMENTS OF OUR PROPOSITION

HOW

|                      |                                      |                               |
|----------------------|--------------------------------------|-------------------------------|
| <p><b>NO EGO</b></p> | <p><b>RELENTLESSLY INVENTIVE</b></p> | <p><b>SHARP AND SMART</b></p> |
|----------------------|--------------------------------------|-------------------------------|

PERSONALITY:

TONE OF VOICE

**ALL ACTION SIMPLICITY**

ENSURING CONSISTENCY IN COMMS THROUGH DEFINED TRAITS

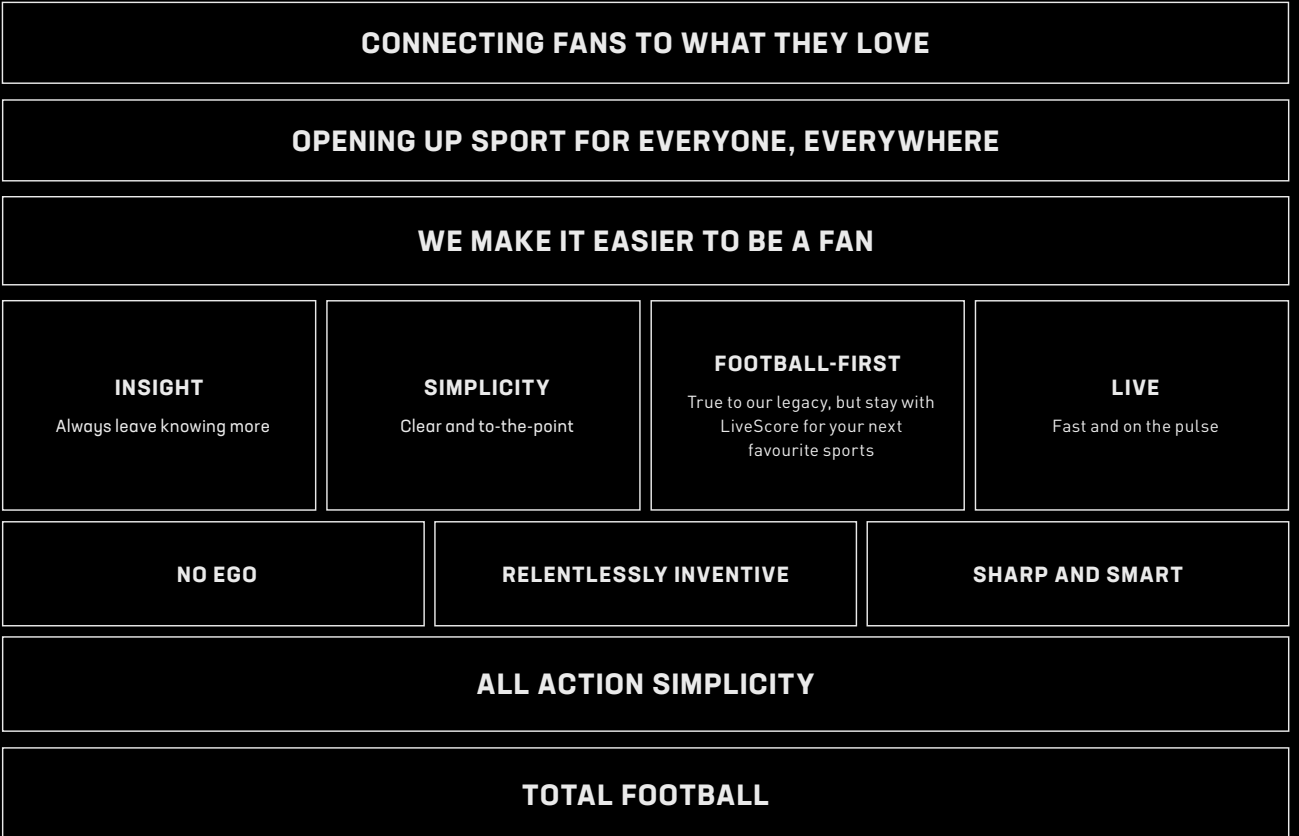
CREATIVE PLATFORM

**TOTAL BETTING**

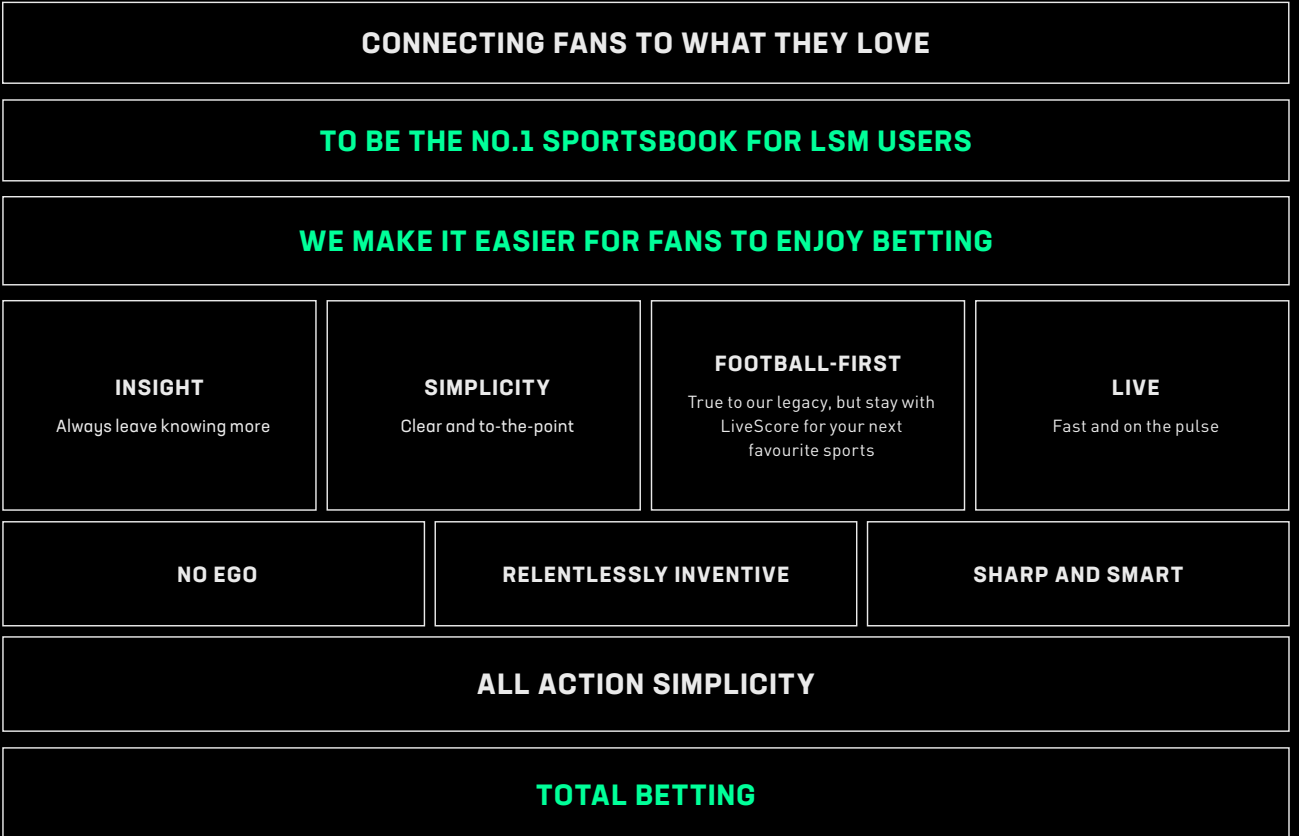
BRINGING THE FRAMEWORK TO LIFE

# OUR FRAMEWORKS

## LiveScore™



## LiveScoreBet™



# PURPOSE

WHAT WE STAND FOR, WHY WE EXIST



# PURPOSE

## CONNECTING FANS TO WHAT THEY LOVE

Our purpose remains constant, just as it was from the outset. For fans, sports hold immense significance. Livescore serves as the vital link that brings them closer to the excitement. Whether it's delivering instant goal updates, live streaming matches from any corner of the globe, or facilitating seamless betting as soon as the star player hits the field, we empower their passion. Livescore was born and continues to thrive with the mission of connecting fans to what they love.

# MISSION

WHAT WE'RE LOOKING TO ACHIEVE

# MISSION

## CONNECTING FANS TO WHAT THEY LOVE

At Livescore, we're on a mission to make sports more accessible and engaging for everyone, regardless of their location. Whether you're checking scores on your phone or streaming games on TV, we're dedicated to bringing the excitement of sports to you whenever and wherever you are.

Our mission is straightforward: ensuring that every fan can effortlessly enjoy their favourite sports moments, regardless of geographical barriers.

This links to localised and trackable KPIs around global growth and access to sport in our key markets.

# PROMISE

WHAT DEFINES US AGAINST THE COMPETITION  
& WHY PEOPLE USE US.

# PROMISE

## WE MAKE IT EASIER FOR FANS TO ENJOY BETTING

Since its creation, fans have loved Livescore for its simplicity. It gives you the info you want, fast.

But being a sports fan nowadays is tough.

There are unreliable stats, fake rumors, clickbait, annoying ads, too many clicks, region-locked highlights, paywalled matches, multiple networks with rights, expensive tickets, and hectic schedules for away games.

Livescore is the solution. We gather everything you need in one spot. Less time searching, more time being a fan.

We make fandom easier by breaking down barriers.

# PILLARS

THE CORE ELEMENTS OF OUR PROPOSITION.

# PILLARS

## INSIGHT

We understand our users don't want to sift through every detail themselves. They crave key scores, stories, and stats that keep them engaged, informed, and perhaps able to impress their friends. That's why we present information smartly, ensuring it's helpful and informative without overwhelming them. Whether you're a casual fan or an expert, we've got something to keep you connected. Whether you're here for a quick glance or an extended stay, you'll always leave Livescore knowing more.

## SIMPLICITY

Livescore is loved for its ease, clarity and simplicity. We need to keep this at our heart.

We're always clear and to-the-point, without dumbing anything down.

We make everything straightforward so you can get what you want, when you want it.

## FOOTBALL-FIRST

Livescore is famous for football, and we're proud of that. However, we recognize that football fans are interested in other sports too. Beyond football, we're the go-to platform for fans to stay updated on all the other sports they care about. We empower them to follow sports they otherwise couldn't without us. So, whether your next favorite sport is basketball, tennis, or something else entirely, you don't have to look elsewhere to know what's happening. Stay on Livescore, and you'll always be in the know.

## LIVE

Our name is our legacy and our promise. We're live and always on the pulse. That's how we've grown and gained our reputation. We're fast, accurate, and move at the speed of the game, never missing a beat. Reactions are instant, analysis is timely, and our content is lean and perfectly suited to its purpose. That's why fans turn to Livescore first when they absolutely need to know what's happening right now, allowing them to spend more time enjoying being fans.

# PERSONALITY



# PERSONALITY

## NO EGO

The limelight is for the superstars, not us. We're here to get fans closer to sport.

We do our talking on the pitch. No singing our own praises or telling everyone how brilliant we are.

## RELENTLESSLY INVENTIVE

We're not satisfied with the status quo. The pursuit of simplicity never ends. We can always do better so fans can have it better. If we stop innovating we won't achieve our vision. Like any great side, success makes us hungry for more success.

## SHARP & SMART

We're not sensationalist or silly. We're insightful and intelligent. We make fans smarter so they can get more from the game.

# OUR TOV

ALL ACTION SIMPLICITY

# TOV

## ALL

### ONE OF THE FANS

Sport is in our blood.  
It's in the words too.  
We show passion and  
knowledge for sport and the  
fans in every word.

## ACTION

### RHYTHM OF THE GAME

Tempo, energy and ebb and  
flow. Be expressive and lively.

## SIMPLICITY

### PITCH PERFECT

Always get to the point.  
Only include what's really  
important. If in doubt, play it  
simple.

# CREATIVE PLATFORM

TOTAL BETTING

# OUR MANIFESTO

1970, Holland.

Ajax of Amsterdam are about to unleash a brand of football so smooth, so connected, it would change the game forever.

They called it **TOTAL FOOTBALL**.

Fifty years later and we're embracing the idea like never before. LiveScore Bet rewards you with an award-winning betting app, seamlessly interwoven with all the sports content you're looking for.

We call this: **TOTAL BETTING**

**AND LIKE THE BEST THINGS IN SPORT,  
IT WORKS BEAUTIFULLY.**

Total doesn't mean comprehensive. After all we don't have shops. It means converged.

**SEAMLESSLY** connecting the sports our customers love, to the bets they want. Total betting means uncomplicated new customer registration. **INFORMED** betting choices powered by data and insight. **INNOVATIVE** free-to-play games. **REWARDING** interactions and promotions. And thousands of markets across hundreds of events every day.

Betting should immerse you in sport, not get in the way of it. Sport and betting are finally on the same wavelength.

LiveScore Bet. Total Betting.

# THE TOTAL BETTING

EXPERIENCE **IS...**

These pillars are 'Behavioural Principles' rather than words we would necessarily use in customer-facing communications.

## SEAMLESS

Everything we do feels fluid and dynamic. Everything feels connected.

## INFORMATIVE

We're smart, knowledgeable and informed. We revel in detail, data and insight.

## INNOVATIVE

We innovate, pioneer and aren't afraid to try new things: products, offers and content.

## REWARDING

Whether it's entertainment, knowledge or value, an interaction with us makes you feel rewarded.

Unpacking the pillars we are:

**Clean**  
**Fluid**  
**Dynamic**

**Insightful**  
**Smart**  
**Real fan**

**Generous**  
**Authentic**  
**Credible**

**Live**  
**Modern**  
**Cutting edge**

# ANY QUESTIONS?

If you have any questions about the LiveScore Bet framework, please contact:

## **BEX HERD - BRAND**

Bex.Herd@livescore.com

## **JOHN CHRISTODOULOU - COPY**

John.Christodoulou@livescore.com