



24 March 2017

BNN Technology and Arsenal FC expand China partnership

Major step in BNN's strategy to develop unique mobile content and large public participation programmes in football

BNN Technology (AIM: BNN), a London-listed Chinese technology, content and services company, today announces an expanded, multifaceted partnership with Arsenal Football Club. This significantly expands the three year commercial relationship announced on 9 September 2015 with one of Europe's most successful clubs, focusing on delivering unique content, developing coaching programmes, providing 'money-can't-buy' VIP experiences for Chinese football fans and offering competitions through the Xinhua News mobile app.

The expanded partnership is a further step in BNN's strategy to support grassroots football in China by developing large public participation programmes that build on the Company's longstanding operations in China and enhance the lives of the country's citizens. BNN's Chinese technology partner NewNet will manage a new 'coach the coaches' programme, offering in the first year up to 250 Chinese football coaches the opportunity to be further trained by qualified Arsenal coaches in China. The programme is open to any coach already involved with a football team in China, regardless of their levels of expertise. Applicants may participate via a nomination process hosted on a microsite on the Xinhua News app. The individuals with the greatest number of votes are selected to attend the training camps.

The expanded partnership also allows BNN, supported by NewNet, to provide a range of Arsenal content to the Xinhua News app, including manager interviews before games, pre-match press conferences, weekly news bulletin videos, weekly training footage, monthly bespoke coaching videos and three news articles per week. In addition, Chinese fans will be offered opportunities to win, through free-to-enter prize draws, fully paid VIP trips to watch Arsenal play at the club's Emirates Stadium in London, as well as competitions to win exclusive merchandise such as Arsenal jerseys and signed footballs.

Darren Mercer, Chief Executive of BNN Technology, said:

"I am delighted that we are expanding our relationship with Arsenal, one of Europe's top clubs, to help BNN play a wider role in supporting China's football ambitions while also delivering first class content to the Xinhua News app and gaining further high quality data to support our other sales channels. Arsenal's heritage, ethos and coaching style will be invaluable as our Chinese technology partner NewNet builds a programme that will ultimately improve coaching standards throughout China. We firmly believe that football is a powerful force for promoting social engagement, enriching day-to-day lives and in turn strengthening the base of our consumer focused operations."

Vinai Venkatesham, Chief Commercial Officer of Arsenal FC, said:

"We have enjoyed a fruitful relationship with BNN since welcoming the group to our family of partners in 2015 and are delighted to expand the partnership. As a club we have a huge and incredibly passionate supporter base in China; we have tremendous engagement with our Mandarin-language website and over 5million followers across the major Chinese social media platforms. Interest in the Premier League will continue to grow and, by expanding our partnership with BNN, we are delighted to support the development of football in China through the provision of structured coach education programmes by Arsenal coaches. BNN has shown enormous commitment to China's mission for football and we look forward to working with the group to help deliver this exciting vision. "

For further information, please contact:

BNN Technology plc

Darren Mercer, Chief Executive
Scott Kennedy, Chief Financial Officer
Stephen Benzikie, Communications

+44 (0) 1565 872990

Brunswick Group (Public Relations)

Brian Buckley / Diana Vaughton

+44 (0) 20 7404 5959

Strand Hanson Limited (Nominated & Financial Adviser)

Andrew Emmott / Ritchie Balmer

+44 (0) 20 7409 3494

Mirabaud Securities LLP (Broker)

Peter Krens

+44 (0) 20 7878 3362

About the Group

BNN Technology plc is a Chinese technology, content and services company that builds long-term partnerships to deliver China's citizens with value-added services, content and evolving opportunities.

Listed on AIM since 2014 the Group principally engages in providing technology to partners to facilitate fulfilment of payments online and on mobile apps through partnerships or affiliate agreements with corporate and key government partners, and, developing digital content, both online and mobile. Through its partnership with Xinhuatong and NewNet, BNN facilitates mobile payments, through its technology platform, on the Xinhua News mobile app in 12 provinces in China. The Chinese consumer shift to 'life on mobile' is only just beginning and BNN's platform technology enables urban and rural communities across China to access exclusive content and pay for more services online.

The Group employs nearly 300 professionals throughout China.

About Arsenal FC

Arsenal is one of the leading clubs in world football with a strong heritage of success, progressive thinking and financial stability.

Arsenal Football Club was founded in 1886 in Woolwich, south London, before moving to Highbury in north London in 1913.

Arsenal has an impressive roll of honour: English League Champions 13 times, FA Cup winners a joint-record 12 times, League Cup winners twice and European Cup Winners' Cup (1994) and European Fairs Cup (1970) winners once.

In addition, Arsenal Ladies are the most successful English club in women's football.

Arsenal's Manager since 1996 has been Frenchman Arsène Wenger. Wenger is Arsenal Football Club's most successful manager. His honours include three League titles, six FA Cups and six Charity/Community Shields, including two League and Cup 'doubles' in 1998 and 2002.

For further information please visit: www.Arsenal.com