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Live Media Group Holdings Acquires Lyon Video

Midwest location and extensive production assets help expand national live production presence

LOS ANGELES, March 8, 2022 — Live Media Group Holdings (LMHG) today announced its acquisition of Lyon Video, a video broadcasting (Outside Broadcasting) and production company based in Columbus, Ohio. The transaction closed on March 1 and marks LMGH's fourth strategic acquisition in the past three years, reinforcing the company's rapidly expanding position as a national production and live broadcast services powerhouse.

Founded in 1986, Lyon Video maintains a fleet of 11 production trucks, including three that support native 4K/UHD production, and seven B-unit trucks that provide additional space for graphics, slow-motion replays, or second-screen production. The company also provides production crewing, equipment rental, turnkey live production solutions, production facility design, and streaming services including its own LYON CLOUD streaming video platform.

Brad Sexton, President and CEO of Live Media Group Holdings, said the company will continue to operate as Lyon Video, and there will be no changes to the leadership team, company structure or operations. "Lyon Video has built their brand and its amazing reputation over the past 36 years. Their relationships with clients across live events, sports and broadcast markets have been earned through high-quality, high-profile productions," Sexton explained. "The reasons for the purchase were simple: Lyon Video's assets are phenomenal, their engineering team is one of the most talented in the industry, and the Midwest location allows LMGH to continue to support client projects across the country." Lyon Video is another complementary company that will help Live Media Group Holdings continue to expand their national presence and strengthen live production and broadcast offerings.

Lyon Video joins the growing LMGH team, which also includes Live Media Group, Live Mobile Group, TNDV and Harb Production Services. Combined, the operations represent one of the largest mid-level unit production companies in the United States.

"This acquisition is an exciting move forward for Lyon Video," added Chad Snyder, President of Lyon Video. "By joining Live Media Group Holdings, we become part of a larger team dedicated to delivering live broadcast excellence. Our new home with LMGH will allow us to expand our services and depth of offerings to our clients."

Ardea Capital Partners and the Private Credit business within Goldman Sachs Asset Management (Goldman Sachs) led the investment round of Live Media Group Holdings. Marc Saiontz, CEO of Ardea

Capital Partners (ACP) commented, “Live Media Group Holdings is well positioned for exponential growth across an industry that is continuing to evolve. We are very impressed with the management teams associated with all of the companies within the LMGH portfolio”, he added. Taylor Mefford, Managing Director at Goldman Sachs stated, “Live Media Group Holdings has a very unique consolidation, roll up strategy that will resonate within an industry that continues to look for new production and technology solutions.” Financial terms associated with the acquisition were not disclosed.

ABOUT Live Media Holdings Group

Formed in 2008, Live Media Group Holdings is the parent company to four distinct, yet highly complementary businesses in the live broadcast space including: Live Mobile Group- offering mid-size HD and 4K hybrid production/uplink trucks supporting client needs across multiple mediums; Live Media Group- an experienced team providing full-service production services from concept through production, delivering superior service to a multitude of clients; NOC (Network Operations Center) – our fully supported the central link between production sites and the viewers’ screens; and nowlive – a revolutionary interactive video experience controlled by the consumer and accessible on any screen or device. Visit <http://www.livemediagroupholdings.com> for more information.

ABOUT Ardea Capital Partners

Ardea Capital Partners ("ACP"), the merchant banking arm of Ardea Partners, provides strategic capital and support to industry-leading companies. With a flexible mandate allowing for a variety of investment structures, growth stages and hold period, ACP employs a collaborative approach to partnering with management teams and founders, supporting them with strategic advice on their business plans and growth capital.

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