



**London, 23.9.2013**

### **Matthew Wheeler appointed chairman of Supponor**

Matthew Wheeler has been announced as the new chairman of Supponor, the leaders in Digital Billboard Replacement, as the company prepares for the next stage in its rapid global development.

Wheeler is Managing Partner of one of Supponor's major investors, Sports Investment Partners (SIP), the UK's first ever investment firm focused purely on driving investment and growth in the sports industry. He was previously a non-executive director of Supponor.

Wheeler said: "I am delighted to take on the role of Supponor Chairman and I look forward to continuing to work with Chris Buckley and the management team to make DBRLive the de-facto solution for in-event marketing across all major sports broadcasts.

"We are entering an exciting new phase as the quality and reliability of Supponor's technology is being recognised by sporting bodies all over the world.

"The impressive performance of DBRLive and operational excellence of Supponor's teams means we are perfectly placed to capitalise on this and deliver a valuable change in the marketplace, and increased returns to our investment partners."

Chris Buckley, CEO of Supponor said: "This is another important step in the development of the business. Matthew is a senior and well respected figure in the sports marketplace whose experience, knowledge and energy will be of great value to us. I welcome the opportunity to work closely with him as chairman."

For the past 10 years Wheeler has worked, predominantly as chairman and often alongside private equity investors, with the executive management of a number of businesses in sport, media and entertainment to create and realise shareholder value. He is also chairman of another SIP portfolio company, Arena Group, and a non-executive director of Input Media.

Wheeler was previously CEO of sports marketing group API and led the sale of the company to Interpublic. He went on to be Worldwide Managing Director of Octagon, a division of Interpublic and one of the world's leading sports marketing groups.

A former professional cricketer with Northamptonshire, Wheeler is currently a non-executive director of the Professional Cricketers' Association.

#### **Note to editors:**

**Sports Investment Partners** was set up in early 2011 and partners includes Sir Martin Broughton, chairman of British Airways and former chairman of Liverpool FC; John Connolly, former worldwide chairman of Deloitte; Nic Couchman, chairman of the leading specialist law partnership in sport; and Michael Broughton, a former executive headhunter to the sports industry, who sits on the board of Supponor as a non-executive director.

**Supponor** is a privately-held company, owned by management, private investors and VC funds – Sports Investment Partners, Northzone and Conor.

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[www.supponor.com](http://www.supponor.com)



Supponor's headquarters are in the UK, with its operations teams continually on the road, working with local partners as specialists at live sporting events across the globe. Supponor's highly skilled software engineers in the research and development team in Espoo, Finland, work constantly to refine and further develop the technology underpinning DBRLive, pushing boundaries to create new value for our clients and partners.

There are three core elements to what Supponor does:

- Managing and operating DBRLive, a technically innovative and operationally robust media platform which integrates with live broadcasts
- Creating new value for rights holders by enhancing and acquiring packages of their perimeter billboard inventory
- Delivering marketing opportunities to brands around the world looking to engage specific sports audiences with relevant marketing.

For further enquiries please contact:

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