

Acquisition of ScoopDragon and NewsChain

Released : 06 January 2023

RNS Number : 9961L
National World PLC
06 January 2023

National World plc

("National World" or the "Company")

Acquisition of ScoopDragon and NewsChain

National World announces that it has completed two acquisitions as part of its strategy to develop new formats and increase the size of its customer base.

The Company has acquired independent digital football publisher ScoopDragon and video-first content innovator, NewsChain, which focuses on news, celebrity and football.

ScoopDragon currently operates 50 club-based websites. The acquisition of its assets will enable it to scale its operations, while simultaneously extending National World's multi-layered football network.

National World has a deep heritage in footballing content through local and regional newsbrands and last month launched 3ADDEDMINUTES, using creators within its existing network to develop a unique new voice for football fans. Joining forces with ScoopDragon enables a significant change in reach, (increasing the company's page views by over 10%) and content, and forms part of National World's ongoing strategy of scaling audiences in key verticals via organic development and strategic acquisitions.

The acquisition of NewsChain supports National World's goal of meeting increased customer demand for content in a video format. The acquisition includes its sister site, World of Women's Sport, and National World will grow NewsChain's platform through the addition of content resources and gaining access to a wider customer network with strong overlap in areas of interest.

Commenting on the investment and partnership, National World's Strategy Director Alan Renwick, said:

"We're delighted to have completed these key deals which align with our digital growth strategy. With the founders of the businesses continuing to work with National World to help develop and integrate the sites, this also supports the company strategy to develop a more entrepreneurial, fast paced and innovative digital culture."

ScoopDragon was formed in 2012 by Ashley Balchin and publishes sites covering 50 UK football clubs including each of the Premier League clubs and the majority of the Championship teams.

NewsChain is the trading name of Not A Newspaper limited, a startup formed in 2019. The company publishes newschainonline.com as well as sister site worldofwomenssport.com.

- Ends -

Enquiries:

National World plc

David Montgomery
c/o Montfort Communications

Montfort Communications

Nick Miles
Olly Scott +44 (0)78 1234 5205

Dowgate Capital Limited - Financial Advisers and Brokers +44 (0)20 3903 7715

David Poutney
James Serjeant

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lse.com or visit www.rns.com.

Reach is a non-regulatory news service. By using this service an issuer is confirming that the information contained within this announcement is of a non-regulatory nature. Reach announcements are identified with an orange label and the word "Reach" in the source column of the News Explorer pages of London Stock Exchange's website so that they are distinguished from the RNS UK regulatory service. Other vendors subscribing for Reach press releases may use a different method to distinguish Reach announcements from UK regulatory news.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRAUPUBPGUPWGQQ