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## **Diana Horowitz Named SVP, Advertising Sales at fuboTV**

NEW YORK--(BUSINESS WIRE)-- FaceBank Group, Inc. (d/b/a fuboTV) (OTCQB: FUBO) announced today it has appointed Diana Horowitz to the newly-created position of senior vice president, advertising sales. Horowitz is based in New York City and reports directly to CEO David Gandler.

Horowitz brings extensive media experience in digital and broadcast advertising and technology to fuboTV. In her new role, Horowitz leads the national advertising sales team, as well as overseeing ad operations and overall sales strategy for fuboTV and its linear channel, fubo Sports Network. Horowitz is tasked with increasing fuboTV's ad sales revenue by expanding the company's direct and programmatic relationships, and growing fuboTV's direct ad sales team.

fuboTV's ad sales revenue reached \$12.4 million in 2019, an increase of 201% over the prior year. In Q1 2020, fuboTV expects ad revenue to increase by more than 120% year over year. The company's ad sales strategy includes dynamic ad insertion, which it launched in January 2018 ahead of its larger peers like Hulu with Live TV and YouTube TV. With fubo Sports Network, brands have numerous partnership opportunities including product integrations with fubo talent and original programming in addition to traditional ad buys.

"I've known Diana since our days at Scripps Network Interactive and am thrilled she has joined fuboTV to lead our national ad sales and ad operations," said Gandler. "Advertising is a growing revenue stream for fuboTV alongside subscriptions. I'm confident Diana will help us build a complete ad sales operation that offers brands multiple opportunities to engage with our streaming platform and our original programming."

"I am thrilled to be joining fuboTV at this incredibly exciting time for the company and the media industry," said Horowitz. "A leader in media innovation since its inception, fubo provides an unparalleled platform for advertisers to reach a highly engaged audience in a premium connected television environment. fuboTV's powerful combination of premium channels and programming, coupled with industry-leading advertising technology and targeting capabilities, makes it uniquely positioned for growth in today's rapidly transforming media landscape, where CTV has become the primary screen."

Prior to joining fuboTV in 2020, Horowitz was vice president, sales for Telestream's full range of advanced media technologies in the eastern United States. Previously, Horowitz was executive director, sales for IBM Watson Media, also holding positions at Comcast Technology Solutions as global client director and director, VOD sales. Horowitz joined Comcast from Scripps Networks Interactive (now Discovery, Inc.), where she led the digital advertising sales team, northeast region for Food Network and Cooking Channel.

Horowitz started her career at The New York Times Company, where she held numerous

leadership roles in both New York and Paris for *The New York Times* and the *International Herald Tribune*.

Named to *Multichannel News*' 2020 Women to Watch list, Horowitz is a sought-after thought leader at industry conferences and events.

### **About fuboTV**

fuboTV (OTCQB: FUBO) merged with FaceBank Group in April 2020 to create a leading digital entertainment company, combining fuboTV's direct-to-consumer live TV streaming platform for cord-cutters with FaceBank's technology-driven IP in sports, movies and live performances.

Named to *Forbes*' Next Billion Dollar Startup list in 2019, fuboTV is the live TV streaming platform with more top Nielsen-ranked sports, news and entertainment channels for cord-cutters than any other live platform.

Continually innovating to give subscribers a premium viewing experience they can't find with cable TV, fuboTV is regularly first-to-market with new product features and is the only virtual MVPD to stream in 4K. Other industry "firsts" for the company include entering Europe with the launch of fuboTV España in 2018. [fubo Sports Network](#), the live, free-to-consumer TV network featuring sports stories on and off the field, launched in 2019.

### **Cautionary Note Regarding Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based on the current beliefs, expectations and assumptions of fuboTV and on information currently available to fuboTV. The forward-looking statements in this press release represent fuboTV's views as of the date of this press release. These statements may include, but are not limited to, statements regarding future events or future financial and operating performance and fuboTV's plans for, and the anticipated benefits of, new strategic partnerships and fuboTV's plans and timing regarding uplisting to a national stock exchange. Although fuboTV believes the expectations reflected in such forward-looking statements are reasonable, fuboTV can give no assurance that such expectations will prove to be correct. Forward-looking statements may involve known and unknown risks, uncertainties and other factors that may cause fuboTV's actual results, performance or achievements to be materially different from those expressed or implied by the forward-looking statements. Accordingly, readers are cautioned not to place undue reliance on these forward-looking statements. Except as required by applicable law, fuboTV does not plan to publicly update or revise any forward-looking statements contained herein, whether as a result of any new information, future events, changed circumstances or otherwise. No representations or warranties (expressed or implied) are made about the accuracy of any such forward-looking statements. Important factors that could cause fuboTV's actual results to differ materially are detailed from time to time in the reports fuboTV files with the Securities and Exchange Commission, copies of which are available on the Securities and Exchange Commission's website at [www.sec.gov](http://www.sec.gov) and are available from fuboTV without charge. However, new risk factors and uncertainties may emerge from time to time, and it is not possible to predict all risk factors and uncertainties.

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