



IRONMAN AGE-GROUP ATHLETE BALOGH ACCEPTS SANCTION FOR ANTI-DOPING RULE VIOLATION

TAMPA, Fla. (February 21, 2017) – Today, the IRONMAN® Anti-Doping Program announced that American age-group athlete Holly Balogh tested positive for a prohibited substance and has accepted a four-year suspension which is the applicable sanction for an intentional anti-doping rule violation. Ms. Balogh's positive sample was collected at the 2016 IRONMAN® North American Championship Texas and she will receive credit for the period of her Provisional Suspension which began on July 11, 2016.

Balogh's sample tested positive for the presence of an exogenous testosterone and/or its metabolites, which was confirmed by Isotope Ratio Mass Spectrometry (IRMS) analysis. The use of any exogenous Anabolic Androgenic Steroid, including testosterone, is prohibited at all times under IRONMAN Anti-Doping Rules consistent with the World Anti-Doping Code and the World Anti-Doping Agency (WADA) Prohibited List. In addition, Ms. Balogh did not apply for a Therapeutic Use Exemption (TUE).

All results-management proceedings and sanctions applied under the jurisdiction of the IRONMAN Anti-Doping Program are determined in accordance with the WADA Code and the IRONMAN Anti-Doping Rules. IRONMAN's investigation included information provided by two former athlete support personnel who had worked with Ms. Balogh as well as facts gathered in cooperation with the U.S. Anti-Doping Agency. Through this investigation, IRONMAN confirmed that Ms. Balogh was aware of the inherent risks associated with her conduct and proceeded to knowingly take the prohibited substance. Ms. Balogh initially exercised her right to appeal through the independent arbitration process administered by McLaren Global Sports Solutions under the IRONMAN Anti-Doping Rules. Following the presentation of evidence, she decided to withdraw her appeal and instead accept the sanction.

"It is unfortunate that Ms. Balogh chose to disregard the education, advice and knowledge she had regarding anti-doping and instead competed in violation of the IRONMAN Anti-Doping Rules," said Kate Mittelstadt, Director of the IRONMAN Anti-Doping Program. "We applaud the decisions of the athlete support personnel to step forward, first to report Ms. Balogh's use with disregard to their advice, and also for the conviction to include anti-doping awareness in their coaching. They each recognized the importance of honoring their obligations under the anti-doping rules and cooperated with IRONMAN's investigation."

As a result of this sanction, Ms. Balogh was and is ineligible to participate in any IRONMAN-affiliated competition or any events organized by any other WADA Code Signatory for a period of four years beginning July 11, 2016, the date her provisional suspension began. All of Ms. Balogh's results from May 14, 2016 onward are disqualified. Ms. Balogh also did not accept a qualifying slot to the 2016 IRONMAN® World Championship.

To learn more about the IRONMAN Anti-Doping program, visit www.ironman.com/triathlon/organizations/anti-doping.aspx. For more information on the IRONMAN brand and global event series, visit www.ironman.com. Media-related inquiries may contact press@ironman.com.

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About IRONMAN Anti-Doping Program

As a private corporation conducting triathlon events, IRONMAN is the first private, non-federation sports company to formally adhere to the World Anti-Doping Code. The IRONMAN Anti-Doping Rules are adopted and implemented in conformance with the responsibilities of IRONMAN under the Code, and are in furtherance of IRONMAN's continuing its efforts to protect and promote clean sport and the integrity of

IRONMAN racing. As part of the www.ironman.com website, IRONMAN has included an Anti-Doping section. Downloads of rules, policies and forms, sanctions, as well as educational resources and links are available to all participants and the public through this site. Anti-Doping is key component of IRONMAN's IAMTrue™ outreach initiative focused on ensuring that athletes know and understand their rights and responsibilities and the IRONMAN Competition Rules. The WADA List of Prohibited Substances and Prohibited Methods is available at www.wada-ama.org/en/prohibited-list.

About IRONMAN

A Wanda Sports Holdings company, IRONMAN operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, Iron Girl®, IRONKIDS®, six of nine International Triathlon Union World Triathlon Series races, road cycling events including the UCI Velothon Majors Series, mountain bike races, premier marathons and other multisport races. IRONMAN's events, together with all other Wanda Sports Holdings events, provide more than 680,000 participants annually the benefits of endurance sports through the company's vast offerings. The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world's most challenging endurance races. Beginning as a single race, IRONMAN has grown to become a global sensation with more than 260 events across 42 countries. For more information, visit www.ironman.com.

About Wanda Sports Holding

Wanda Sports Holding is the world's leading sports business entity, founded to capture the opportunities in the global sports industry and to contribute to the prosperous international sports landscape – in three key areas: 1) Spectator Sports (media & marketing business), 2) Participation Sports (active lifestyle business), 3) Services (digital, production and service business). Wanda Sports Holding incorporates the international sports marketing company Infront Sports & Media, the iconic endurance brand IRONMAN, and Wanda Sports China. The headquarters are in Guangzhou, China.