

FOR IMMEDIATE RELEASE



**MELBOURNE, AUSTRALIA NAMED NEWEST HOST OF IRONMAN 70.3 TRIATHLON WITH
IRONMAN 70.3 MELBOURNE COMING IN 2020**

- *IRONMAN 70.3 Melbourne to become first new IRONMAN 70.3 event in Australia in five years*
- *Event set to take place on 15 Nov. 2020*
- *General registration to open on 6 Feb. 2020 at 11 a.m. AEDT at www.ironman.com/im703-melbourne*

MELBOURNE, Australia / TAMPA, Fla. (27 November, 2019) – The IRONMAN Group, a Wanda Sports Group company (Nasdaq: WSG), announced that the IRONMAN 70.3 triathlon series is coming to Melbourne, the southern sporting mecca, with the launch of the new IRONMAN® 70.3® Melbourne on 15 November, 2020.

Based in Catani Gardens, St Kilda, only 6km from the city centre, IRONMAN 70.3 Melbourne will be half-distance triathlon racing at its best, with a big city buzz that will make it unlike any other race on the IRONMAN Oceania circuit.

Melbournians love their sporting events and with outstanding accommodation, easy access and public transport right at its doorstep, the crowds will flock to the beachside venue of St Kilda, bringing with them the energy and passion that is IRONMAN 70.3 racing.

The iconic St Kilda Beach, much loved by residents and visitors, is renowned for its colourful past, expansive views of Port Phillip Bay, safe sandy beach, palm lined boardwalk, iconic buildings, gorgeous sunsets and stunning parks and gardens. Add in world class restaurants, bars and cafés and endless shopping of nearby Fitzroy and Acland St, and IRONMAN 70.3 Melbourne will offer a host of wonderful experiences once the racing concludes.

The IRONMAN Group, Oceania region Managing Director, Dave Beeche, said the feedback from the triathlon community in Victoria, interstate and overseas has been universal on their love for racing in the heart of Melbourne.

“With the announcement of IRONMAN 70.3 Melbourne bringing racing back to the St Kilda foreshore and its surrounding area, I am delighted that we are able to fulfil their wishes and create something unique and exciting. Designing the IRONMAN 70.3 Melbourne course has been about providing the full athlete experience. A high priority has been given to retaining the favourite aspects of racing in the Port Phillip Bay, Beach Road and the Catani Gardens precincts, while providing a spectator friendly, fast, flat, scenic course on the St Kilda waterfront, that will be great for newcomers to the sport and seasoned athletes keen to record a fast time.”

“I am sure athletes, their families and supporters will embrace IRONMAN 70.3 Melbourne and it will quickly become a must do event on the annual IRONMAN 70.3 calendar,” he added. “Together with IRONMAN 70.3 Geelong, domestic and international athletes now have more reason than ever to come to Victoria, exploring and enjoying the southern state’s wide range of cultural, culinary and sporting attractions.”

Mayor, Bernadene Voss said Port Phillip Council is proud to support the new IRONMAN 70.3 Melbourne.

“With a scenic world-class course and a passionate crowd, there’s no better place than St Kilda for this popular event. We are excited that athletes from around the world - and their supporters - can enjoy our City’s beautiful foreshore as well as its many attractions after the event.”

IRONMAN 70.3 Melbourne will be on a centrally located, spectator friendly and super quick course that starts at the St Kilda Sea Baths, with a 1.9-km one lap swim in Port Phillip Bay. Athletes will then complete a 90-km, two lap, fully closed bike course along iconic Beach Road, finishing at the Catani Gardens in St Kilda after a two lap, 21.1-km run with coastal and magnificent Melbourne skyline views. The new event offers athletes a chance to be among the first to race the new and improved course.

See what all the excitement is about IRONMAN 70.3 Melbourne for yourself <https://youtu.be/hiaynOjHOhs>

General registration for the 2020 IRONMAN 70.3 Melbourne will open at 11 a.m. AEDT on 6 Feb. 2020. The 2020 IRONMAN 70.3 Melbourne triathlon will offer 40 qualifying slots to the 2021 IRONMAN 70.3 World Championship taking place in St. George, Utah, USA.

For more information on the 2020 IRONMAN 70.3 Melbourne triathlon, visit www.ironman.com/im703-melbourne, follow the social media hashtag #IM703Melbourne, or see what all the excitement is for yourself <https://youtu.be/hiaynOjHOhs>

Athlete enquiries may be directed to melbourne@ironman.com. For more information on the IRONMAN brand and global event series, visit www.ironman.com.

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About St Kilda

Throughout its history St Kilda foreshore has been Melbourne's favoured playground and that is still true today. In St Kilda, backpackers, families and joggers converge on the Esplanade, where yachts and windsurfers can be seen on the bay. Boom-time mansions, historic sea baths and Luna Park's eye-catching rides are reminders of the strip's past as a glitzy resort. St Kilda has long been a go-to destination for those in search of great food and drink. With so many cuisines to choose from, you'll find every taste bud is satisfied with the array of options in this foodie paradise. The main thoroughfare, Fitzroy Street, is lined with outdoor pubs, cafes and restaurants serving a wide variety of cuisines showcasing Melbourne's multicultural heritage. The café society of Acland Street first bloomed with the influx of migrants in the 1950s and that heritage can still be seen in the European-style cake shops, fine-dining restaurants, cafes and designer shops that line the street. Trams link the Melbourne suburbs to the precinct and with easy access to accommodation for all budgets, St Kilda is the perfect location for competitors, family and supporters.

About The IRONMAN Group

As part of Wanda Sports Group, The IRONMAN Group operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, the Rock 'n' Roll Marathon Series®, IRONKIDS®, ITU World Triathlon Series, premier running events including the Standard Chartered Singapore Marathon and The Sun-Herald City2Surf® presented by Westpac, Ultra-Trail® World Tour events including Tarawera Ultra and Ultra-Trail Australia™, mountain bike races including the Absa Cape Epic®, road cycling events, and other multisport races. The IRONMAN Group is the largest operator of mass participation sports in the world and provides more than a million participants annually the benefits of endurance sports through the company's vast offerings. Since the inception of the iconic IRONMAN® brand and its first event in 1978, athletes have proven that ANYTHING IS POSSIBLE® by

crossing finish lines around the world. Beginning as a single race, The IRONMAN Group has grown to become a global sensation with more than 235 events across 55+ countries. For more information, visit www.ironman.com.

About Wanda Sports Group

Wanda Sports Group (Nasdaq: WSG) is a leading global sports events, media and marketing platform with a mission to unite people in sports and enable athletes and fans to live their passions and dreams. Through our businesses, including Infront and The IRONMAN Group, we have significant intellectual property rights, long-term relationships and broad execution capabilities, enabling us to deliver unrivalled sports event experiences, creating access to engaging content and building inclusive communities. We offer a comprehensive array of events, marketing and media services through three primary segments: Mass Participation, Spectator Sports and Digital, Production, Sports Solutions (DPSS). Our full-service platform creates value for our partners and clients as well as other stakeholders in the sports ecosystem, from rights owners, to brands and advertisers, and to fans and athletes. Headquartered in Beijing, China, Wanda Sports Group has more than 60 offices and 1,600 employees around the world.