



FOR IMMEDIATE RELEASE

LEGENDS COMPLETES ACQUISITION OF ASM GLOBAL

New York and Los Angeles (August 23, 2024) – Legends today announced the completion of its previously announced acquisition of ASM Global. The combination of Legends and ASM Global creates the world’s preeminent premium live events company dedicated to providing fans with outstanding experiences globally.

When a brand or venue wants to enhance the fan experience and increase monetization, they will turn to the combined Legends and ASM Global. Together, the companies provide a data-driven, customizable solution across all areas of venue operations and revenue generation focused on delivering exceptional fan and guest experiences in the sports, entertainment, attractions, conventions, and leisure industries. The Legends solution now includes world-class venue planning, development, and management; content and event booking; partnerships and premium ticketing; and merchandise and hospitality services.

“The next era of Legends starts now,” said Dan Levy, CEO of Legends. “Over the course of 15 years, we have developed an unmatched solution to deliver a superior fan experience and help our partners grow. We are proud to add ASM Global to deliver even better experiences and value for our global partners, setting the standard in sports and entertainment.”

Ron Bension, ASM Global President and CEO, said, “One of our ASM Global mantras for a number of years has been ‘the future is now.’ By joining Legends, that future has not only arrived, but it couldn’t be brighter. The opportunities created by our companies’ collective capabilities will elevate not only the success of our partners, clients, and projects worldwide, but the industry as a whole.”

Founded in 2008, Legends has grown organically and through acquisition from a hospitality business to a holistic, industry-leading service provider working with the most iconic and innovative brands in sports and entertainment. Legends’ expanded geographic reach will now support partners across Africa, Asia, Europe, Oceania, and North and South America – providing the benefits of global scale with unparalleled local expertise. For the time being, ASM Global will continue to operate under its name.

Sixth Street, a leading global investment firm with more than \$75 billion in assets under management, is the majority investor in Legends in partnership with YGE Holdings, LLC, an affiliate of the New York Yankees, and Jones Concessions LP, a Jerry Jones family company. As part of the transaction, previous ASM Global equity holders Onex and AEG have sold their full ownership interests.

Moelis & Company LLC and BofA Securities, Inc. served as financial advisors to Legends, and Ropes & Gray LLP and Cleary Gottlieb Steen & Hamilton LLP served as its legal counsel. Goldman Sachs and Jefferies served as financial advisors to ASM Global, and Latham & Watkins LLP, Hogan Lovells, and Arnold & Porter served as its legal counsel. Gibson, Dunn & Crutcher LLP served as legal counsel to YGE Holdings, LLC and Jones Concessions LP.

About Legends

[Legends](#) is a global premium experiences company that works with some of the most iconic and innovative brands in sports and entertainment to deliver exceptional experiences for fans worldwide. The company offers partners a 360-degree data and analytics-fueled service solution platform to drive revenue, heighten their brand, and execute their vision. Founded in 2008, Legends works with marquee clients across professional sports, collegiate attractions, entertainment, conventions, and leisure. Legends is the industry leader in designing, planning, and realizing exceptional experiences in sports and entertainment. Follow Legends on [LinkedIn](#), [Instagram](#), and [X](#).

About ASM Global

Award-winning ASM Global is the world's No. 1 development and full-service venue company focused on client-first approaches for driving significant financial success. The company's elite network spans five continents, featuring a portfolio of 400 of the world's most prestigious arenas, stadiums, convention/exhibition centers, and performing arts venues.

ASM Global translates its unique visionary ownership experience into innovative project development, planning and execution, content programming, curated guest-immersive experiences, locally tailored solutions, and optimized revenue streams for our client's properties and surrounding communities. We cultivate strong, inclusive relationships with the communities we work and live in while championing the welfare and development of our employees and small business partners, resulting in more cohesive, resilient, and vibrant communities. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [X](#).

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