



GENIUS SPORTS RENEWS OFFICIAL DATA PARTNERSHIP WITH MALAYSIAN FOOTBALL LEAGUE UNTIL 2029-2030 SEASON

- *Genius Sports' Football LiveStats system to capture and distribute official game statistics to inform and engage fans*
- *Bespoke fantasy and predictor games to be launched, enabling fans to test their knowledge and compete with friends throughout the season*

The Malaysian Football League (MFL) is proud to announce the renewal of its exclusive partnership with Genius Sports for an additional five years, from the 2025–2026 season until the 2029–2030 season.

Genius Sports' Football LiveStats system will capture and distribute official match statistics from every game, powering live updates for Malaysian football fans across their website, live broadcasts and other media platforms.

As the trusted gamification partner to some of the largest leagues in world football including FIFA, the EFL and MLS, Genius Sports will launch bespoke fantasy and predictor games for the MFL. Malaysian football fans will be able to test their knowledge on their favorite players and compete with friends and other fans worldwide.

To help drive continued global growth and connect Malaysian football with fans internationally, Genius Sports has been granted the exclusive rights to distribute live data and video streams from each competition.

This extended agreement aligns with Genius Sports' mission and vision to enhance digital fan engagement and contribute to the overall growth of Malaysian football—especially the Malaysian League, which currently ranks 11th out of 47 Asian countries.

MFL Acting Chief Executive Officer, Mohd Shazli Shaik Mohd and Steven Burton, Chief Partnerships Officer at Genius Sports, signed the new agreement which took place on Thursday witnessed by Dato' Ab Ghani and VP of Sports Partnerships at Genius Sports, Mohamed Feizel.

President of Malaysian Football League (MFL) Dato' Ab Ghani Hassan, hopes that this continued collaboration will have a positive impact on the Malaysian League and further strengthen its connection with football fans.

“This partnership reflects our confidence in Genius Sports' ability to further develop the digital and commercial aspects of the Malaysian League through the latest technology, bringing the league closer to local football fans.

“In this modern era of football technology and innovation, live data and statistics are crucial to delivering comprehensive information to Malaysian League supporters.

“Through this partnership with Genius Sports, we hope to establish the best platform for collecting and distributing live match data to MFL from this season until 2029–2030,” he said.

Steven Burton, added “The MFL has established a reputation as one of the most innovative and technologically advanced organisations in Asian football and we're excited to extend our partnership with them. Our proven technology will enhance the fan experience around every game while providing new revenue opportunities for Malaysian football to grow globally.”



About Malaysian Football League

Established in 2015, the Malaysian Football League (MFL) operates and commercialises the highest level of Malaysian professional football, which includes Liga Super, Piala FA, Piala Malaysia, MFL Challenge Cup, and the Piala Sultan Haji Ahmad Shah (Perlawanan Sumbangsih), with over 228 matches and the highest total live viewership base in Malaysian sport.

With the vision to make football a pride of the nation once again, MFL's efforts to transform Malaysian football is centred around four key pillars: competitive matches in all competitions, positive commercial growth, strong partnerships with stakeholders and increasing professionalism as well as integrity in team and league management.

<https://www.malaysianfootballleague.com>

About Genius Sports

Genius Sports is the official data, technology and broadcast partner that powers the global sports and media ecosystem. Our technology is used in over 150 countries worldwide, creating highly immersive products that enrich fan experiences across the entire sports industry.

We are the trusted partner to over 700 sports organisations, including many of the world's largest leagues, teams, brands and broadcasters, such as the NFL, English Premier League, NCAA, Coca-Cola, EA Sports, CBS, NBC and ESPN.

Genius Sports is uniquely positioned through AI, computer vision and big data to power the future of sports fan experiences. From delivering augmented broadcasts and enhanced highlights, to automated officiating tools, and personalised marketing activations, we connect the entire sports value chain from the rights holder all the way through to the fan.