



Press Release

beIN appoints Mike Kerr as Managing Director of Asia Operation Company reinforcing the management team of it's Asian operation as it continues to expand in Asia

Jun 07, 2016 – Doha. beIN MEDIA GROUP today announced the appointment of Mike Kerr to the position of Managing Director, Asia. Kerr will be based at the company's Singapore office and will report to Tom Keaveny, Managing Director of Asia Pacific.

Today's announcement comes as the beIN Media Group continues to expand its reach in the Asian region, in line with its plans to grow geographically while expanding into new genres and greater content production.

"I am very excited to join the team at beIN Media Group," said Kerr. "The Group is expanding rapidly and I am delighted to be joining one of the fastest growing global media and entertainment companies."

Tom Keaveny, Managing Director, Asia Pacific added "Mike is an important hire for the group and I look forward to working with him as we further expand our Asian business, broadening our distribution capabilities and fortifying our position in the region."

Kerr joins beIN from the Asian Tour, the men's professional golf tour in Asia, where he held the position of CEO since 2012. Prior to joining the Asian Tour, Kerr spent twelve years at ESPN STAR Sports, most recently in the role as Vice President, Affiliate & Multimedia Sales. In his capacity and VP Affiliate & Multimedia Sales he oversaw distribution of the company's Sports Channels & Media Assets, including ESPN and STAR Sports channels and digital media platforms across South East Asia.

Yousef Al Obaidly, Deputy Chairman beIN MEDIA GROUP, mentioned, "beIN continues to strengthen its global presence by securing rights to top level sports assets. While we do that we need to continuously consolidate our local management teams in order to best monetize our investments. Mike's appointment is an important step in that direction."



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beIN is a leading global network broadcasting in the Middle East and North Africa (in 24 countries), France, Spain, USA, Canada, Indonesia, the Philippines, Hong Kong, Thailand and Australia.

beIN is a multi-genre platform providing exclusive access to prime sporting competitions including: FIFA World Cup, UEFA Champions League, football leagues from Europe including Spain's La Liga, England's Premier League, Italy's Serie A, France's Ligue 1, German's League Bundesliga; CAN, AFC Champions League and AFC Asian Cup. Among the world's other most popular sports, tennis (including French Open, US Open), basketball (NBA), motorsports (MotoGP, Dakar Rally, NASCAR), cycling (Tour de France), rugby (Six Nations) and many more including handball (Qatar 2015) and gymnastics are also broadcast by beIN.

beIN offers complete spectrum of entertainment including blockbuster movies from around the world, stunning local and global entertainment besides best in class sports events all delivered through state of art technology. Through beIN SPORTS CONNECT beIN DTH subscribers as well as non-subscribers can access content anytime anywhere.

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