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## Bank of Ireland TMT team supports digital sports media

PERFORM Group Ltd is a market leading digital media company specialising in the commercialisation of sports content across web-enabled digital platforms. PERFORM owns digital sports rights to over 200 sports leagues and events.

Bank of Ireland has provided new £20m senior bilateral facilities to support PERFORM in its acquisition of Goal.com, the world's largest football website. The deal represents a major step in PERFORM's growth strategy, increasing its scale and reach to over 95 million users a month. PERFORM will look to enhance the current Goal.com site by integrating its sports data, news, and video highlights products.

Commenting on the transaction, Emma Stephens said "This new relationship demonstrates our continuing investment in the TMT sector and highlights our interest and support for businesses harnessing the increasingly rapid structural shift of content delivery from traditional media channels to digital platforms".

Head of TMT, Simon Bumfrey, said "We have been following the progress of PERFORM for the past 3 years and are delighted to be able to support the company with the acquisition of Goal.com and through the next stage of its development."

### Contact us

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£20,000,000  
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