

VICE MEDIA

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VICE MEDIA AND SAVAGE VENTURES FORM JOINT VENTURE TO RELAUNCH AND RE-ENERGIZE VICE DIGITAL BUSINESS

Brands Include Vice.com, Munchies, Motherboard, Noisey, and Related Social Channels

New York, NY and Nashville, TN (May 9, 2024) – VICE Media and Savage Ventures today announced the formation of a joint venture and strategic partnership to relaunch and grow VICE’s digital businesses including vice.com, Munchies, Motherboard, and Noisey as well as all associated social platforms, YouTube channels, and websites. The combined portfolio has nearly 100 million followers across all platforms. The joint venture will manage all aspects of VICE’s digital properties, creating immersive, digital content on the edge of culture, evoking the VICE brand. The new venture will be a partnership between VICE Media and Savage Ventures. Terms of the deal were not disclosed.

Savage Ventures has a successful track record of growing and managing digital-first businesses such as outdoors.com in partnership with Bear Grylls and americansongwriter.com. The company has a portfolio of digital businesses in verticals ranging from lifestyle and sports to wellness and music, creating an opportunity to strategically expand the global reach for VICE digital properties.

The joint venture is a major step forward as VICE Media focuses on its core businesses and continues its strategic transition to a producer and provider of content distributed to the widest possible audience by best-in-class partners. The recent sale of Refinery29 to Sundial Media Group (Essence Ventures); i-D Magazine to Karlie Kloss; and the formation of this digital joint venture are key milestones as VICE Media Group accelerates its path to profitability and shifts its strategic focus to being a business-to-business content player across VICE Studios Group, VICE TV, and Virtue.

“We are extremely excited about the opportunity to partner with Bruce and the VICE Media team on relaunching VICE Digital,” said Sam Savage, CEO Savage Ventures. “The VICE brand remains an important cultural icon, and we intend to honor its legacy of compelling storytelling as we shepherd it into the new media landscape.”

“There is intrinsic value in the VICE brand and finding the right partner to re-energize our VICE digital assets is important to our continued growth,” said Bruce Dixon, CEO VICE Media. “Savage Ventures presented us with a unique opportunity to re-energize VICE’s digital businesses. This structure allows us to leverage Savage’s leading expertise and furthers our vision to produce compelling original content that entertains while pushing boundaries.”

VICE Media continues to have strategic discussions with leading global news organizations regarding VICE News and partnering to amplify the company's multi-award-winning, long-form news and documentary content. The VICE News digital assets are not a part of this joint venture.

About VICE Media

VICE Media is a global media company focused on producing high-quality content on the edge of culture across film, documentaries, television, and advertising. The company has four divisions: VICE Studios Group, an international Academy Award nominated film, television, and documentary production group; VICE TV, a linear entertainment television network in partnership with A+E; Virtue, a full-service advertising agency helping some of the largest brands dive deeper into new and emerging cultural communities; and VICE News, the multi-award-winning long-form news and documentary production group. The company was founded 30 years ago as an alternative magazine.

About Savage Ventures

Savage Ventures is a Nashville-based venture operator that invests in, acquires and operates high-growth digital-first businesses. Its current portfolio includes seminal music brands under the Savage Music banner, video production and creative services division Savage Media, sports and gaming media conglomerate Savage Sports, and direct-to-consumer healthcare brand 247Health, among others. The company's principals have collectively created \$500M+ in enterprise value over the past 5 years as well as sold multiple media companies to both CBS and FOX. Website: savageventures.com.