



NBA CHINA AND HARVES ANNOUNCE MULTIYEAR PARTNERSHIP TO DEVELOP NBA-THEMED ENTERTAINMENT CENTERS IN CHINA

– First Immersive Fan Destination Will Open in 2022 –

SHANGHAI, Nov. 7, 2020 – NBA China and Harves, an entertainment and experience developer with headquarters in China and the U.S., announced today a multiyear partnership to create NBA-themed entertainment centers, a group of unique and immersive NBA fan destinations across China.

As part of the partnership, Harves, plans to open six NBA-themed entertainment centers across China, with the first opening by 2022. These entertainment centers will bring together fans and families to experience the excitement of the NBA through a variety of new activities and offerings, including cutting-edge, interactive digital games, NBA-themed dining and more. The centers will also incorporate customized, proprietary DreamCube™ mixed-reality technology that will provide an unprecedented ability to get closer to NBA action.

The announcement was made today at the 3rd China International Import Expo in Shanghai.

“We are delighted to welcome Harves to the NBA family and can’t wait to bring these new NBA destinations to our fans in China,” said NBA China Chief Financial Officer Wayne Chang. “Using Harves’ innovative products and technology, these new NBA-themed entertainment centers will provide fans with a first-of-its-kind NBA experience.”

“We are thrilled to partner with NBA China in designing and developing our new NBA-themed entertainment centers in China,” said Harves Entertainment Founder and Chairman Bo Zhang. “This groundbreaking partnership furthers our mission to provide best-in-class global entertainment experiences to local populations, giving them a passport to travel without leaving home. The NBA is a global league with fans from all around the world, and we are excited to bring the thrill of the NBA to the doorstep of millions of basketball fans in China. We look forward to developing a one-of-a-kind attraction together.”

About NBA China

The NBA’s entity that conducts all of the league’s businesses in China was formed in January 2008 after its first office opened in Hong Kong in 1992. The NBA currently has relationships with a network of television and digital media outlets in China, including a 30-plus years partnership with CCTV. The league hosts hundreds of touring basketball events for fans,

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conducts community enrichment programs, and maintains marketing partnerships with a combination of world-class China-based corporations and U.S.-based multinationals.

NBA licensed apparel and footwear are available through retail and authorized online stores on e-commerce and social media platforms, including NBAStore.cn, Tmall.com, JD.com, NBAStore.hk and NBAStore.tw. In 2004, the NBA became the first American professional sports league to play games in China. Following the NBA China Games 2019, 17 NBA teams have played 28 games in China.

About Harves

Harves is a global business group with offices in the United States and China. We create and develop top-tier entertainment, experience, and retail properties that bridge brands and consumers across cultures. With our deep network of public and private partnerships, global creative and development expertise, proprietary technology, and best-in-class IP partners like the NBA, we connect the world's most vibrant markets. Our mission is to deliver enriching experiences from all over the world to your doorstep. For more information visit Harves.com.

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Contacts

Shuo Liu, NBA, (8621) 8028-2324, sliu@nba.com

Pinyu Chen, HARVES ENTERTAINMENT, (8610) 8566-0588, cherie@harves.com.cn