

PEPSI® TO LAUNCH A SOCIAL MEDIA CONTENT SERIES FEATURING UNIQUE HIGHLIGHTS OF THE BIGGEST PLAYS FROM THE NFL PLAYOFFS

Playoff Moments presented by Pepsi Zero Sugar will leverage Tempus Ex technology to spotlight unapologetic performances throughout the playoffs

January 11, 2023: As the 2022 NFL Season enters the Playoffs, Pepsi Zero Sugar is bringing fans a unique viewing experience of some of the biggest plays during the NFL postseason. Playoff Moments presented by Pepsi Zero Sugar is a social media content series, in partnership with the NFL, spotlighting the crucial plays that help teams advance towards the Super Bowl. During each week of the playoffs, Pepsi and the NFL will release a video series over their social channels (@Pepsi, @NFL) showcasing players and their unapologetic performances.

To provide fans with these unique NFL highlights, Pepsi Zero Sugar is using Tempus Ex's proprietary Fusion Feed™ technology, which enables access to low-latency data and video, including every camera angle of every play. Pepsi, through this social media content series, will be the first NFL partner to provide fans the ability to watch alternate camera angles of iconic plays that were not shown on the broadcast.

"As a longstanding NFL partner Pepsi is always looking for ways to evolve our partnership," said Melissa Duhaime, Director of Sports Marketing for PepsiCo. "Our consumers and fans are always top of mind, and the Playoff Moments presented by Pepsi is a unique way we're engaging with fans to bring them unprecedented access."

"We are excited to work with Pepsi and the NFL to bring our technology, which has been installed in all 30 NFL stadia since 2021, to fans during the playoffs," said Sidhant Rao, Tempus Ex Machina's Head of Revenue and Partnerships.

To see weekly Playoff Moments presented by Pepsi Zero Sugar fans can follow Pepsi and the NFL on Instagram, Facebook and Twitter (@Pepsi, @NFL) starting Jan. 14 – Feb. 12.

About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$79 billion in net revenue in 2021, driven by a complementary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Beverages and Convenient Foods by Winning with PepsiCo Positive (pep+). pep+ is our strategic end-to-end transformation that puts sustainability and human capital at the center of how we will create value and growth by operating within planetary boundaries and inspiring positive

change for planet and people. For more information, visit www.pepsico.com, and follow on [Twitter](#), [Instagram](#), [Facebook](#), and [LinkedIn](#) @PepsiCo.

About Tempus Ex

Tempus Ex Machina is a cutting-edge technology company revolutionizing the sports and entertainment industry. Merging sports, video, and data with innovation and accessibility, Tempus Ex technology enables the creation of new interactive experiences around live events. Harnessing the latest AI, machine learning, and data science technologies, Tempus Ex has partnered with the National Football League and other premier global sports leagues and conferences, broadcasters, gaming companies and world-class athletes to deliver cutting-edge solutions that will forever change the sports consumption experience. Most recently, Tempus Ex partnered with the Pac-12 collegiate conference in a first-ever, all-encompassing data technology partnership. The first groundbreaking commercial deal enabled by Tempus Ex's technology allows Pac-12 student-athletes to monetize automatically-generated bespoke highlights on Twitter. Tempus Ex Machina closed its Series B fundraising round in 2021, led by Silver Lake and Endeavor, both leaders in global technology and entertainment-driven investment. Andreessen Horowitz, General Catalyst, and Silver Lake have all led previous funding rounds.