

22 January 2026

**Gana Media Group plc**  
("GANA" or "the Company")

**Gerardo Velázquez de León appointed Head of Estadio Deportes**

Gana Media Group plc (GANA) is delighted to announce that Gerardo Velázquez de León has been appointed Head of Estadio Deportes ([www.estadiodeportes.mx](http://www.estadiodeportes.mx)), (the recently purchased media business); this represents a key moment for Mexico's sports content industry, closely tied to the ongoing evolution of the media landscape.

With more than 20 years' experience in sports journalism, Velázquez de León has become one of the country's most recognised voices, known for a style that combines analysis, reporting, and storytelling with passion, clarity, and a strong connection with audiences.

A cornerstone of his career has been TV Azteca, where he has served as a sports commentator, reporting on and analysing the most relevant events in both national and international sports.

His work is defined by a dynamic and fresh approach, capable of breaking away from traditional sports journalism formats and connecting with new generations of fans-without sacrificing rigour or credibility.

Velázquez de León holds a law degree from Universidad Iberoamericana, an academic background that has shaped his analytical mindset, argumentation skills, and understanding of the structures surrounding professional sports. This combination of education and media experience has allowed him to approach sports not only through emotion, but also through context, interpretation, and deep journalistic insight.

Throughout his career, he has covered FIFA World Cups, Olympic Games, and major international and domestic tournaments-experiences that have strengthened his global perspective and his understanding of evolving audiences.

Velázquez de León has also stood out as the creator and leader of innovative media ventures, including CNI Canal 40, TVC Deportes, and EL UNIVERSAL Deportes-platforms that defined an era and became benchmarks for sports journalism in Mexico.

His profile as a content leader, team builder, and editorial strategist positions him as a well-rounded professional, capable of developing brands, cultivating talent, and adapting to the constant changes of the media ecosystem.

As he takes on the direction of Estadio Deportes, his objective is clear: to elevate a strong sports information and entertainment brand, expand its multiplatform reach, consolidate it as a modern, attractive, trustworthy reference point, and drive awareness of the Company's betting brand Estadio Gana.

Mark Epstein, CEO Gana Media Group:

"We are delighted to announce Gerardo will lead the Estadio Deportes business. His reputation in the industry is immense; he is highly respected and very well known. Truly a great day for the Company, and this just shows the level of super talent that we can now bring in to help grow the business."

Gerardo Velázquez de León, CEO Estadio Deportes:

"I am extremely excited to be taking leadership of such a well-known and historic media business. This is a brilliant time for Mexican sports media as we see tremendous growth opportunities in the build up to the World Cup and beyond. There are incredible opportunities for growth and development of the company. I look forward to working with Mark and the team, bringing all of my expertise, experience and connections to deliver enormous success to the Company."

For further information, please contact:

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