

Creator TV® Announces 2026 Sports Programming under Studio Label, Creator TV Sports

TORONTO, April 2, 2026 — [Sabio Holdings](#) (TSXV: SBIO) (OTCQB: SABOF) (the “Company” or “Sabio”), a Los Angeles-based ad-tech company helping top global brands reach, engage, and validate (R.E.V.) streaming TV audiences, today announced the launch of Creator TV Sports, a dedicated sports content studio label under its [Creator TV®](#) network. The launch marks Sabio’s expansion into creator-led sports programming, beginning with the Creator Poker Championship (CPC), produced in partnership with World Poker Tour®. The tournament was produced in December 2025 and will premiere this summer.

Creator TV Sports develops and distributes original competition formats, live events, and sports-adjacent programming built around creator participation and audience engagement across streaming platforms.

“Sports have the audience. Creators have the engagement,” said Joe Ochoa, GM and Co-Founder of Creator Television. “We built Creator TV Sports because no one had put those two things together in a format built for streaming.”

The initiative builds on established market signals: creator-led content continues to scale across streaming environments, while sports remain the most consistent driver of audience engagement. The IAB projects that U.S. annual creator economy ad spend will reach \$43.9 billion this year, and in turn, sports ad spending continues to surge. Creator TV Sports brings these dynamics together through programming designed for repeat viewership, cultural relevance, and brand integration.

In 2025, the inaugural Creator Poker Championship established early traction for the model, demonstrating demand for creator-driven competition formats produced for streaming audiences. The launch of Creator TV Sports formalizes that approach into a dedicated operating vertical.

Sabio will expand Creator TV Sports in 2026 with a slate of tentpole events, including:

- Creator Poker Championship (in partnership with World Poker Tour) – produced episodes premiering this summer
- High-stakes creator pickleball, a 16-player single-elimination tournament
- New racing series — featuring some of the most exciting rising talent in the space.

Creator TV Sports is supported by Sabio's broader ecosystem, including its Creator TV® distribution network and App Science®, which provides behavioral audience data across connected TV environments.

Programming within Creator TV Sports is designed as recurring franchise formats, giving brands consistent presence across live events, in-show sponsorships, and creator partnerships throughout the calendar.

Visit creatortvsports.com to learn more.

About Creator TV®

Creator TV® is the first creator-led streaming network and content studio dedicated to bringing the authenticity and energy of social media storytelling to TV. We are redefining television by producing and distributing original TV shows led by the world's most entertaining social stars. Our mission is bold yet simple: to increase representation in television by showcasing creator-led programming that better reflects today's diverse world. Creator TV's featured tentpole titles are led by Jenny Lorenzo, Trey Kennedy, QPark, Daphnique Springs, Julie Nolke, and Lenarr Young. We launched our first free ad-supported streaming television (FAST) channel on Plex in January 2025, followed by distribution deals with Sling Freestream, Anoki LiveTVx, Xumo Play, Amazon Fire TV Channels, and TCL tv+ with additional distribution coming soon. Headquartered in Los Angeles, California, Creator TV is owned and operated by Sabio, an award-winning leader in the connected television (CTV) advertising technology industry.

Learn more at creatortv.com

About Sabio

Sabio Holdings (TSXV: SBIO, OTCQB: SABOF) is a technology and services leader in the fast-growing ad-supported streaming space. Its cloud-based, end-to-end technology stack works with top blue-chip, global brands and the agencies that represent them to reach, engage, and validate (R.E.V.) streaming audiences.

Sabio consists of a proprietary ad-serving technology platform that partners with the top ad-supported streaming platforms and apps in the world, App Science™, a non-cookie-based software as a service (SAAS) analytics and insights platform with AI natural language capabilities, and Creator Television® (Creator TV), the first creator-led streaming network and content studio dedicated to bringing the authenticity and energy of social media storytelling to TV.

For more information, visit: sabioc.tv

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