



Euroleague
Basketball

FORWARD MOMENTUM



The **EuroLeague** is a sports entertainment business committed to **innovation, disruption & growth**

Euroleague
includes some of
the world's most
important sports
brands



Join the competition
From 16 to 18 teams

Targeting
expansion to
key western
European
markets

24 Clubs
Groups format

Competition evolution

Key markets consolidation
through the introduction of
long-term licenses

16 Clubs
All clubs play all each other
home & away, followed by
play-offs and the Final Four

2000

Euroleague launches.
Clubs take control of the
competition Third-parties
manage TV rights

2005

Euroleague Properties is
created with full control of
the league collective
commercial assets

2009

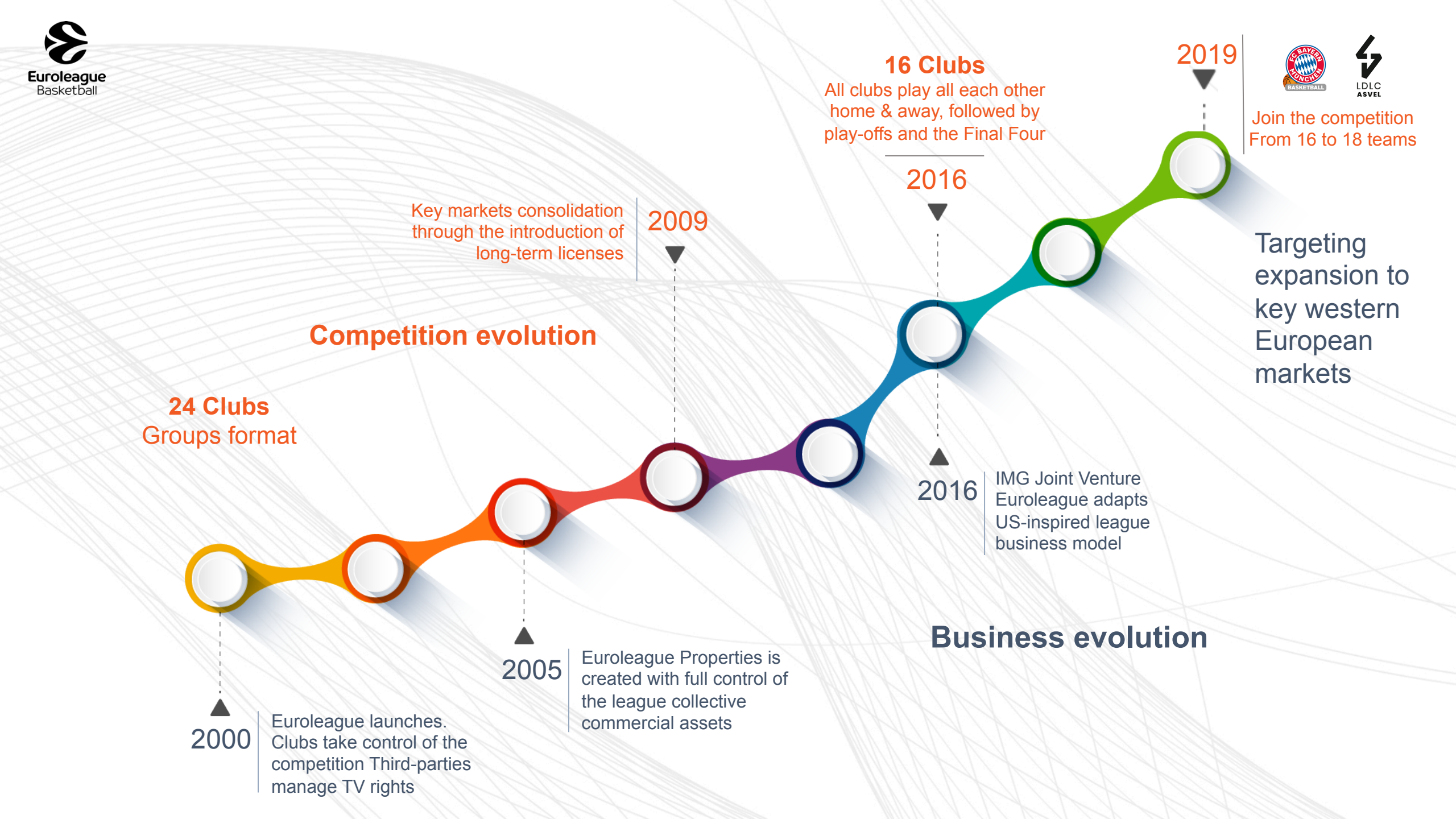
2016

2016
IMG Joint Venture
Euroleague adapts
US-inspired league
business model

2016

Business evolution

2019



11 Licenced Clubs (75%) 9 national leagues (25%)



EuroLeague

IMG

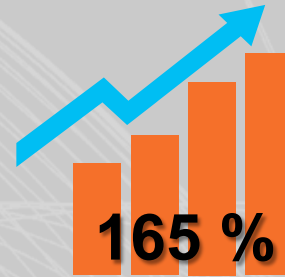
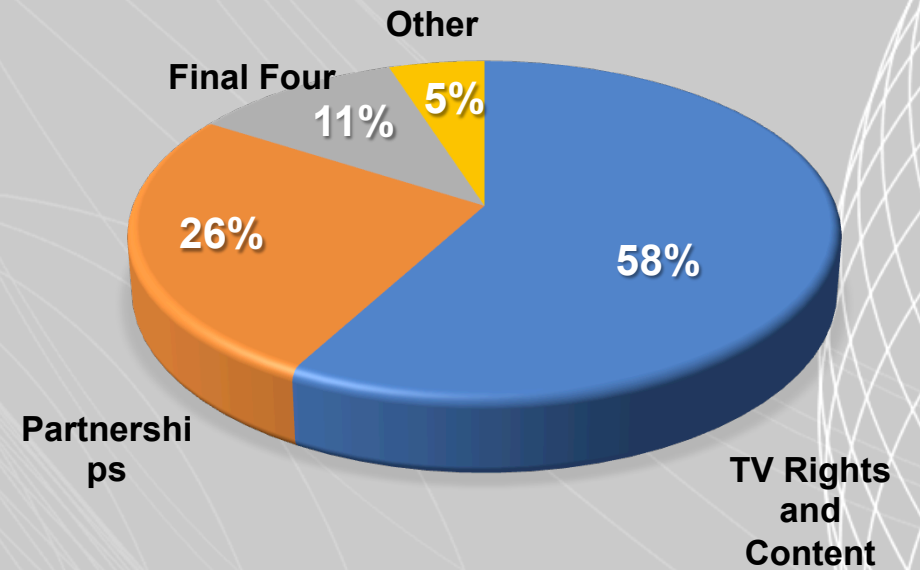
Euroleague Ventures

Clubs are the **owners** and
the **decision makers**



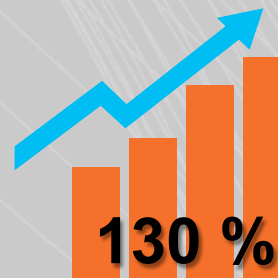
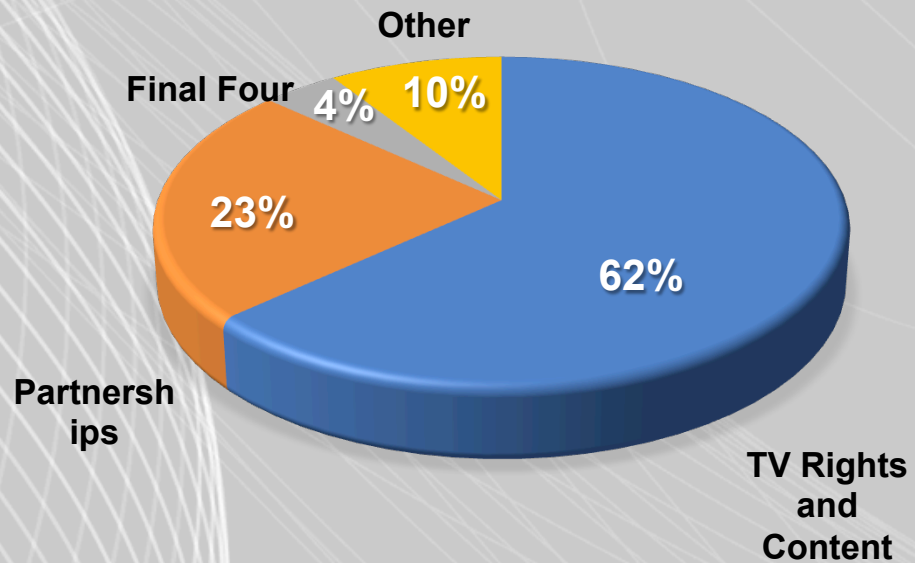
Euroleague Revenue Structure and Growth

2018-19 Season



GROWTH IN OVERALL REVENUE SINCE THE 2013-14 SEASON

2013-14 Season



INCREASE IN THE ECONOMIC DISTRIBUTION TO THE CLUBS SINCE THE JV CREATION

Our growth is a result of
a **balanced increase** in all
our KPIs

Attendance

Total arena spectators per season

2.133.440

143%

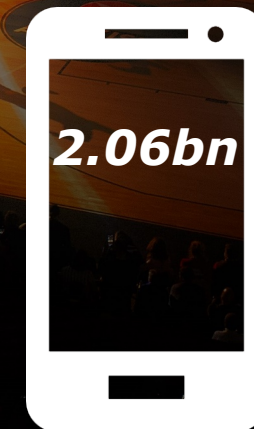
Increase in average attendance since
the inaugural 2000-01 season

TV and Digital Audiences

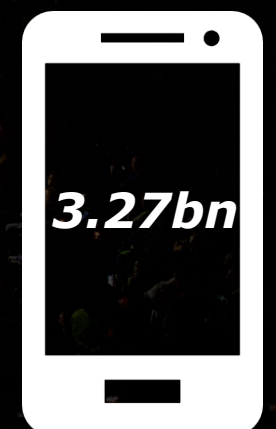
Between 2014-15 and 2018-19



+8%

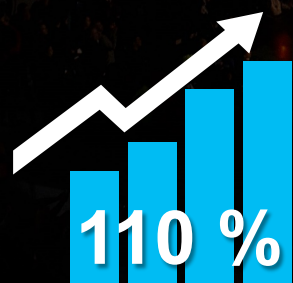


+59%

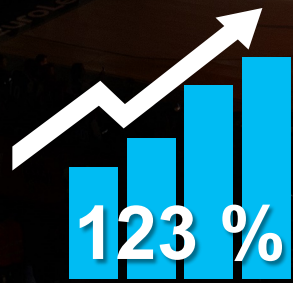


Revenue

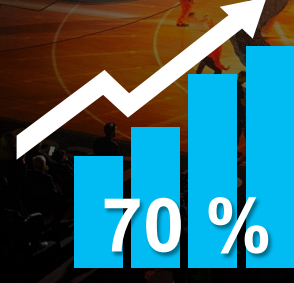
Between 2015-16 and 2018-19



GROWTH IN
OVERALL
REVENUE




GROWTH IN
MEDIA
REVENUE



GROWTH IN
SPONSORSHIP
REVENUE

FUTURE CHALLENGES

- 
- ⌘ Definitive competition system
 - ⌘ High income markets yet to expand to
 - ⌘ TV Rights and Sponsorship Rights
 - ⌘ Business Operations & Club Services (BOCS)
 - ⌘ F4 Growth
 - ⌘ Community Grassroots
 - ⌘ Innovation Projects

STRATEGIC OBJECTIVES



ATTRACT INVESTMENT

INCREASE THE LEAGUE'S FOOTPRINT BY EXPANDING IN THE FINANCIAL HEART OF EUROPE (FRANCE, GERMANY, UK)

RAISE BRAND VALUE

INCORPORATE KEY SPORT BRANDS WITH A STEADY PRESENCE IN THE LEAGUE

LICENCE APPRECIATION

CONTINUE TO GROW THE VALUE OF THE ECOSYSTEM

