



RAINBOW

CORPORATE
PRESENTATION

MESSAGE FROM THE FOUNDER & CEO

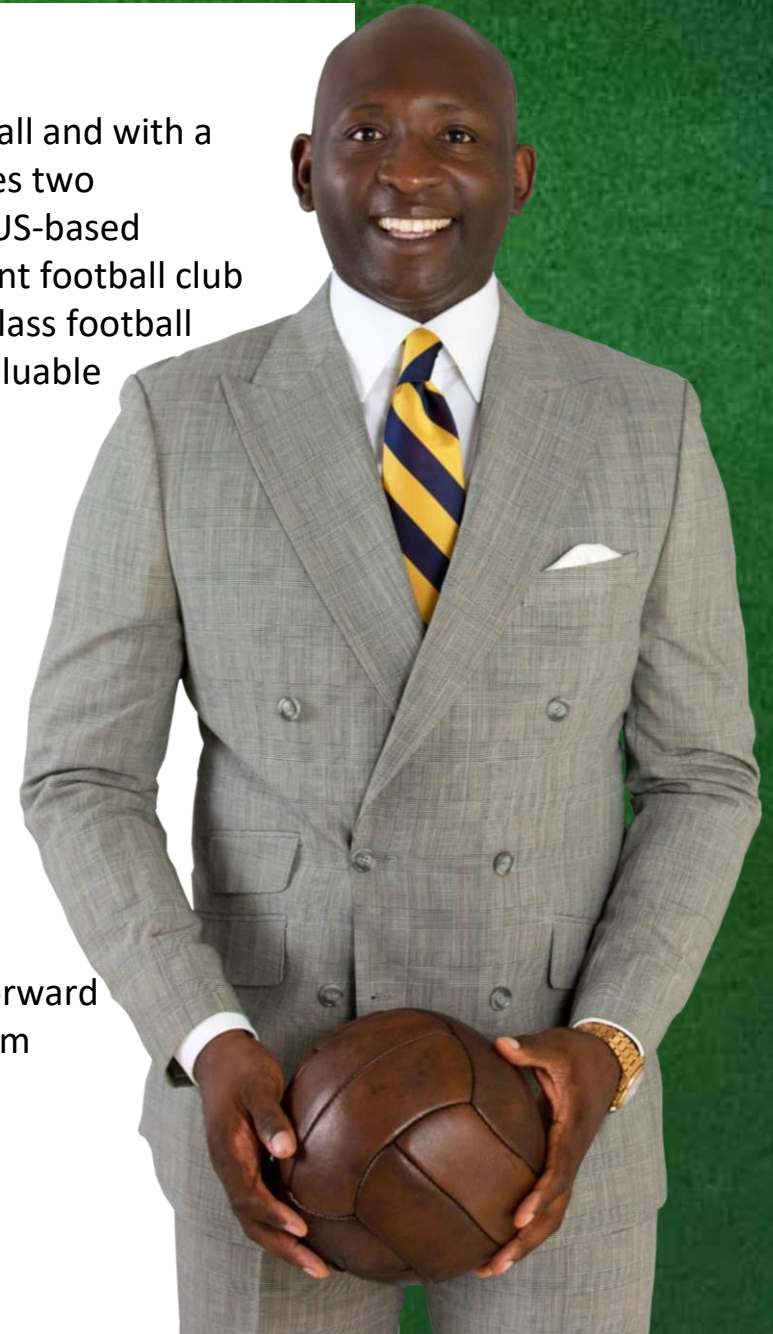
WELCOME TO RAINBOW SPORTS GLOBAL

Rainbow Sports Global is a leading sports enterprise focused exclusively on football and with a footprint that spans all the continents. The Company currently owns and operates two professional football clubs (in Cameroon and in the Czech Republic) as well as a US-based Football Agency (Dreamworld Sports and Entertainment), controls multi-continent football club relationships, and has unique expertise in sourcing and signing emerging world class football talents in Africa. Management believes Rainbow Sports is the largest and most valuable developer and agent of African football talent, and related content, in the world.

To support our growth, we are seeking to raise funds through the launch of our Corporate Bond, which offers a broad range of investors the opportunity to gain exposure to the fastest growing football development company globally. Since inception in 2009, we have grown organically via seed funding and reinvested earnings to become the leading African sports development company. This has enabled us to build and control the entire value chain in African football. It has also allowed us to connect African football to the global ecosystem in ways that no other company has been able to in the past. Our objective post-capital raise is to build on what we have so far achieved and become a truly global company with significant value across the board.

The Board and I are extremely excited about the next stage of growth and look forward to sharing this journey with you, our customers and continually loyal investors. I'm pleased and excited about this opportunity to combine both commercial and transformational objectives, and welcome you to be part of the Rainbow story.

Kingsley PUNGONG



ABOUT RAINBOW SPORTS

Rainbow Sports has successfully positioned itself as the lead Pan-African sports company providing holistic management, marketing and media solution for sports agencies and talented African football players.

The Company owns two professional football clubs in Cameroon and the Czech Republic as well as a US-based football agency. It controls multi-continent football club relationships, and has unique expertise in sourcing and signing world class football talents in Africa.

Management believes Rainbow Sports is the largest and most valuable developer and agent of African football players, and related content, in the world. At Rainbow Sports, we believe exceptional youth talent is central to the creation and the advancement of a better positioning of the African contribution to the world's leading sport.



VISION & MISSION

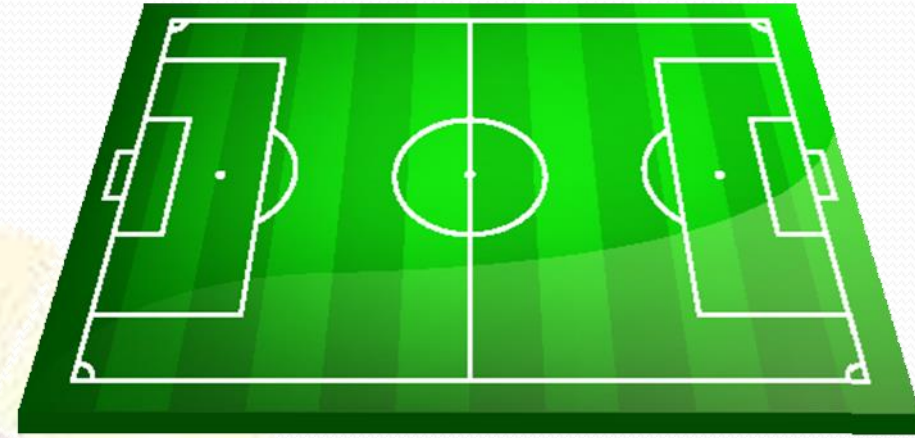
Rainbow Sports vision is to create the number one sports business, marketing, media and content company in Africa to challenge globally.

Rainbow is building a totally unique business model – an integrated global football brand comprised of multi-Continent club ownership alongside player agency and development – all interconnected through technology, content creation and distribution.



THE RAINBOW WAY

The Rainbow Way is a process developed by Rainbow Sports Investments to promote and support the development of a world leading talent identification, recruitment, mentoring and management system. It aims to deliver an environment that promotes excellence, nurtures talent and systematically converts this talent into professional players capable of playing first team football at the highest levels of the global game.



VALUES

Resilience:

Success is defined by how you rise through difficulties. This can begin by something as simple as thinking about your attitude after receiving a bad tackle in a game.

Respect:

How you make others feel about themselves says a lot about you. Treat others how you wish to be treated yourself.

Recognition:

Hard work, success and doing good will bring you recognition. Always recognize others and their efforts.

Reason:

Think rationally, logically and clearly when making decisions.

Responsibility: You are a role model for your family, friends, colleagues and fans. Be conscious of your actions and words.

Reflection:

Take the time now and again to reflect on your experiences and journey. Remember the people around you who stick by you.

Reliability:

Always do what you promise.

TALENT ID AND RECRUITMENT

We are proud of having built the most extensive pan-African talent recruitment network. Successful talent identification and recruitment of players of all ages is vital to the future development of African football. This is a pivotal aspect of the Rainbow Way.

Talent identification is a fundamental concern for African football and its youth development system. The Rainbow Way through its management, coaches and support staff have clearly defined roles and responsibilities vis a vis the identification of the very best talent on continental Africa.

Internationally there are no formal qualifications other than a stand-alone, attendance based “talent identification” course provided by some national federations which is required to operate as a “scout”. The education of recruitment staff currently happens “on the job”, via peer relationships and through learned experience. As an innovative operation, we have identified this problem and have attempted to improve the situation by setting up an education programme for our Recruiters and Scouts as well as introducing the use of standardised technology – based tools.



THE PROCESS

The identification of gifted and talented young players requires specialist knowledge of the game and a deep understanding of athletic potential, psychological profiling and the motivation each potential recruit will need to possess in order to succeed in an elite environment.

There is a growing body of research and expertise gathered throughout football and in other professions to aid the identification of gifted and talented young people. We have drawn upon this knowledge and built a leading understanding of its potential to support the recruitment process.

When a player enters the Rainbow Way, information concerning his entitlement on signing for a Club is made available to the player and parents/ guardians prior to making a commitment to sign. A “cooling off” period is permitted to allow parents/ guardians an opportunity to understand the full implications of the registration form they have signed before the player’s registration is sanctioned.

The process begins with a Parents/Guardians Charter, which will provide clear and impartial information regarding the commitments of registration. This will give an impartial outline of the procedure.

RAINBOW SPORTS PROPERTIES

Rainbow Sports in the quest to achieve its vision, owns three major Sports properties;

- 🏈 RAINBOW FOOTBALL CLUB (RFC) BAMENDA
 - 🏈 RAINBOW SPORTS INVESTMENT (RSI)
 - 🏈 MĚSTSKÝ FOTBALOVÝ KLUB VYŠKOV (MFK VYSKOV)
- and a US based Agency;
- 🏈 DREAMWORLD SPORTS AND ENTERTAINMENT (DW SE)



RAINBOW FC BAMENDA

Rainbow FC is a Cameroonian football club competing in the third tier, regional league in Cameroon.

The club has as ambitions to, in the short to medium term, challenge in the top tier Elite 1 professional league in Cameroon. As such it is expanding its technical and commercial team with a view to increase its international and domestic fanbase and presence.

RFC has been champions of the NW Regional league on two occasions (2012 and 2018) since its creation in 2009, as well as runner-up on several instances.



RAINBOW SPORTS INVESTMENTS

Rainbow Sports Investment (RSI) is the Marketing company of Rainbow Sports. RSI covers the entire sports marketing value chain in African football including but not limited to Sports Marketing and Management, Talent Sourcing and Marketing, Sports Content Development, Sports Financing and Sports Consulting.

RSI established its office in Cameroon in 2012 and has since been a leading marketing and management, talent scouting and representation, financial planning and consulting, and wealth management services company.

RSI explores specific opportunities pertaining to on and off field talent which can be integrated within its global company and serves as a link between Africa and the rest of the world in activities such as talent identification, retention, development, marketing and management.



rainbow
SPORTS
INVESTMENT



MFK VYSKOV

MFK Vyškov is a Czech football club in the city of Vyškov, which was founded in 1921. Since the 2014/15 season, it has been playing in the Third Tier of the Moravian-Silesian Football League.

The biggest achievement of the club is the participation in the third highest competition and the cup matches with the teams of the professional highest Czech competition (2008 1. FC Slovácko, 2018 FC Viktoria Plzeň), in Czechoslovakia, in the year 1956, and Vyškov has continued his third-league affiliation after 58 years in lower competitions. The club's back-up team currently operates in the 1st class and provides additional opportunities for young people to enter. This club is represented in all youth and student categories, including the smallest preparations for novice footballers.

Rainbow Sports acquired majority stakes in the club in 2017 and has been its main owner since then while developing the club to gain promotion to the higher tier of the football league in the Czech Republic.



DREAMWORLD SPORTS AND ENTERTAINMENT

DreamWorld Sports and Entertainment is a US based Pan-African full-service sports, entertainment and media management company. Rainbow Sports established a partnership with DreamWorld SE in 2018 to serve as the agency for its growing number of discerning talents of African extraction in multiple geographies across the globe.

DreamWorld manages the careers of Rainbow clients with professional excellence and integrity through a comprehensive and exclusive management philosophy providing a dynamic and proactive support structure aimed at shaping and supporting excellence.

Its team provides a full suite of services for the modern athlete and entertainer from first contract signing to retirement plans as well as adding value to and developing personal ambitions and narratives beyond the professional arena.

DreamWorld is a pioneering sports, entertainment and media company built to stand as a global leader delivering comprehensive talent management alongside the provision of elite professional and lifestyle services.



CORPORATE STRUCTURE

Rainbow Sports is managed by a strong corporate structure which includes experienced people who are sound experts in their various domains and they bring in these to support the development of the company.

There is a Management Board, a strong management team and the employees from all different operating regions.



Kingsley PUNGONG

FOUNDER AND CEO

Rainbow Sports is the vision of Kingsley Pungong, a Cameroonian-born entrepreneur with experience in starting and running businesses in Africa, UK and USA

Mr. Pungong previously directed Wasserman Media Group's Africa strategy and advised Governments, leagues, sportswear manufacturers and professional football clubs in the UK, Europe, North America and Asia

Holds a Bachelor of Laws LLB Honors and is a graduate of the Wharton School of Business, University of Pennsylvania





BOARD MEMBERS

Momchil DURLEV
INVESTMENT PROFESSIONAL



A London-based business, finance and investment professional with over 18 years of experience across the investment spectrum.

Co-founded the Rainbow Sports Enterprise.

Worked at several investment firms providing investment advice to Institutions, Endowments and High Net Worth Individuals.

Served as Head of Research at the Emerging Markets Funds Desk at CLSA Asia-Pacific Markets – a highly rated independent equity brokerage and financial-services group in Asia.

Masters (M.Sc.) degree in International Securities and Investment Banking from The Business School for Financial Markets (ICMA Centre).

Bachelor's degree in International Economic Relations from the prestigious Moscow State Institute of International Relations (MGIMO).

Scott R. ROYSTER
INVESTOR
RAINBOW SPORTS



An American with a long career in education, private equity and media industries.

Over 20 years deep experience in conceptualizing, starting, building and investing in businesses across sectors, geographies and phases of development.

Founded Maarifa Edu Holdings, an education company that acquires and operates private universities across Africa.

Served as CFO for one of the largest media companies in the

U.S. and helped grow the business from US\$10m EBITDA to over US\$100m EBITDA culminating in a multi - billion USD IPO.

MBA from Harvard Business School and BA from Duke University.

Elias PUNGONG

**HONORARY
BRITISH CONSUL**



Selected Young Global Leaders by the Davos World Economic Forum in 2009.

Director at Block Commodities PLC - a UK Stock Exchange Listed African focused Agricultural and Blockchain business.

Former Senior Partner - Energy at Ernst & Young.

Former member, Africa Leadership team and Managing Partner for Sub-Saharan Africa PricewaterhouseCoopers.

Master Degree with first class honours in Mathematical Statistics from Oxford University.

Advanced Executive training at the Harvard Kennedy School and the Yale School of Management in Global Leadership, Management and Organisational Leadership.



Bernard FONDUFE

**Deputy GM
SPECTRUM GROUP**



A seasoned business executive, with wide and extensive experience in conducting and managing business in Cameroon.

One of the main driving forces behind the Spectrum Group, as a pioneer in communications, telecoms and media.

Has been involved in the license acquisition process in several heavily-regulated sectors in Cameroon, like Telecoms, Communications, Media, and the extractive sector.

Actively involved in the extractive industry through a privately-held company with interests in mining permits in Cameroon, Oil and Gas, Power Generation (solar and biomass), Real Estate and Agriculture.

Currently sits on the Inter-Ministerial commission charged with the Digital Switchover in Cameroon (CAM-DTV)

A non-Executive Director of Mobile Telephony company and sits on the board of the UK-Cameroon Chamber of Commerce.

MSc. Business Studies (Option in Marketing) graduate from the University of Salford in the United Kingdom.



Philip KISOB
CEO
SELECT ANGUILLA



Over 15 years of experience as Senior Executive in the Private Wealth Client Services.

Former Managing Director and Partner of Athos Family and Business Corporate Services in Anguilla.

Former Regional General Manager of a leading US title insurance firm, St. Kitts, St. Lucia and Anguilla.

Former Senior Account Manager with a prominent Caribbean trust group.

Law and Politics graduate from the London University renowned school of Oriental and African Studies.

Patrick MBOMA
CONSULTANT
CANAL OVERSEE



Independent Consultant at CANAL Overseas.

Football Commentator and Football programs Analyst at CANAL+ SPORT.

Former Professional Football Player .

Two times Winner of African Nations Cup (2000 & 2002) and Olympic Gold medalist at the 2000 Olympics.

Several Individual honors including African Footballer and BBC African Footballer of the Year (2000), 2002 African Cup on Nations Top scorer and Coppa Italia Top Scorer (1999-2000).

Graduate of the UEFA Executive Masters for International Players (UEFA MIP) Programme from the UEFA Academy.



MANAGEMENT TEAM & KEY PERSONNEL



Leo CULLEN

**MD
DREAMWORLD SE**



Former Director at James Grants Sports from 2012 to 2016

Former Director at Wasserman Media Group from 2006 to 2010

United States International at Senior, U23, U20 and U18 levels

230 Professional matches played over nine MLS seasons

Number 1 Overall Draft Pick at the 1998 MLS Super draft

Graduate from the University of Maryland

Francis W. NKWAIN

**EXECUTIVE VP
DREAMWORLD SE**



Guides Media and PR strategy for Dreamworld Sports and advises on endorsement deals.

Co-Founder and Africa Director of Polaris Media, a UK-based Sports Public Relations and Communications company.

Developed the Best of Africa Awards to support and exhibit the role of Diaspora Africans in Africa's Development agenda.

Law Graduate (Brunel University) and Harvard Business School Business of Entertainment, Media and Sport alumnus.



Tebo B. TEBO
CEO RAINBOW FC

Football marketing and business development professional with over 10 years experience in the football industry and other sectors

Has been involved in football business development with local clubs, as well as career guidance to football players

Founder of Bridge beyond Balls, an initiative for alternative career development for African players

Strategic Marketing graduate from De Montfort University, UK and holder of Football Marketing and Management certificate from Sports Business Institute Barcelona



Alexandre MORFAW
DIRECTOR OF FOOTBALL

Headed Rainbow's scouting network for the past seven years with a keen eye for top talent

Works intimately with selected high profile African athletes and guides them with career development decisions

Committed to social inclusion programs that support youth and education

Played professional soccer in France (Nantes), UK (Leicester City), the MLS (Vancouver Whitecaps) and at international level with the Cameroon National Team



Martin CHALUPECKY
CEO MFK VYSKOV

Has been involved in Sports for over twenty years as well as sports club administration

Has worked across several domains such as finance, marketing, human resources and as an entrepreneur in different disciplines.

Skilled in business strategies, finance planning and people management

Charged with the strategic direction of MFK Vyskov

Graduated from Palacky University in Olomouc



Ernestine NGEFOR
CHIEF FINANCIAL OFFICER
RAINBOW SPORTS

Certified Chartered Accountant and Member of ACCA, BSc. in Accounting from Oxford Brookes University (Oxford, UK)

Over 10 years of experience in finance and accounting in the following industries: Aviation, Entertainment, Sales and Taxation

Has been leading Rainbow's finance department for over five years



Roland NDAKA
RAINBOW PARTNER
GERMANY

Founder and Managing Director at Yaka 5 GmbH Engineering and IT Solutions (Germany)
Commissioner of African Affairs for "Die Familienunternehmer", a group of German Family owned Businesses.

Guides companies on African strategy and outreach
MBA graduate in Business and Engineering from Steinbeiss/Kelly Business School
Hosts of Africa Business Forum in Cologne



Troy BARDY
HEAD
DIGITAL SCOUTING & CONTENT

Technical Videographer, US Soccer Federation

Video Analyst and Social Media Producer for the US Men and Women National Teams at the 2012 London Olympics, 2013 Gold Cup, 2014 FIFA World Cup and 2016 Copa America

Video Producer, Host and MLS Multimedia Coordinator for LA Galaxy

Video Producer for Yahoo Sports at 2010 FIFA World Cup

Editor, Videographer and Producer for FOX Sports

Field Producer for Perform Group covering the NFL, NBA, MLB, MLS, PGA Tour



LOCATION

Head Office, Douala
CAMEROON

North Carolina
USA





Rainbow...
the colour of Africa



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Ireland**

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