

A full-page background image of a basketball player in a red jersey and shorts, jumping high to shoot a basketball. The player is in mid-air, with his right leg bent and left leg extended. He is holding the basketball with both hands. The background is a blurred stadium with bright lights and a basketball hoop visible in the top right corner.

PREMIER LEAGUE BASKETBALL

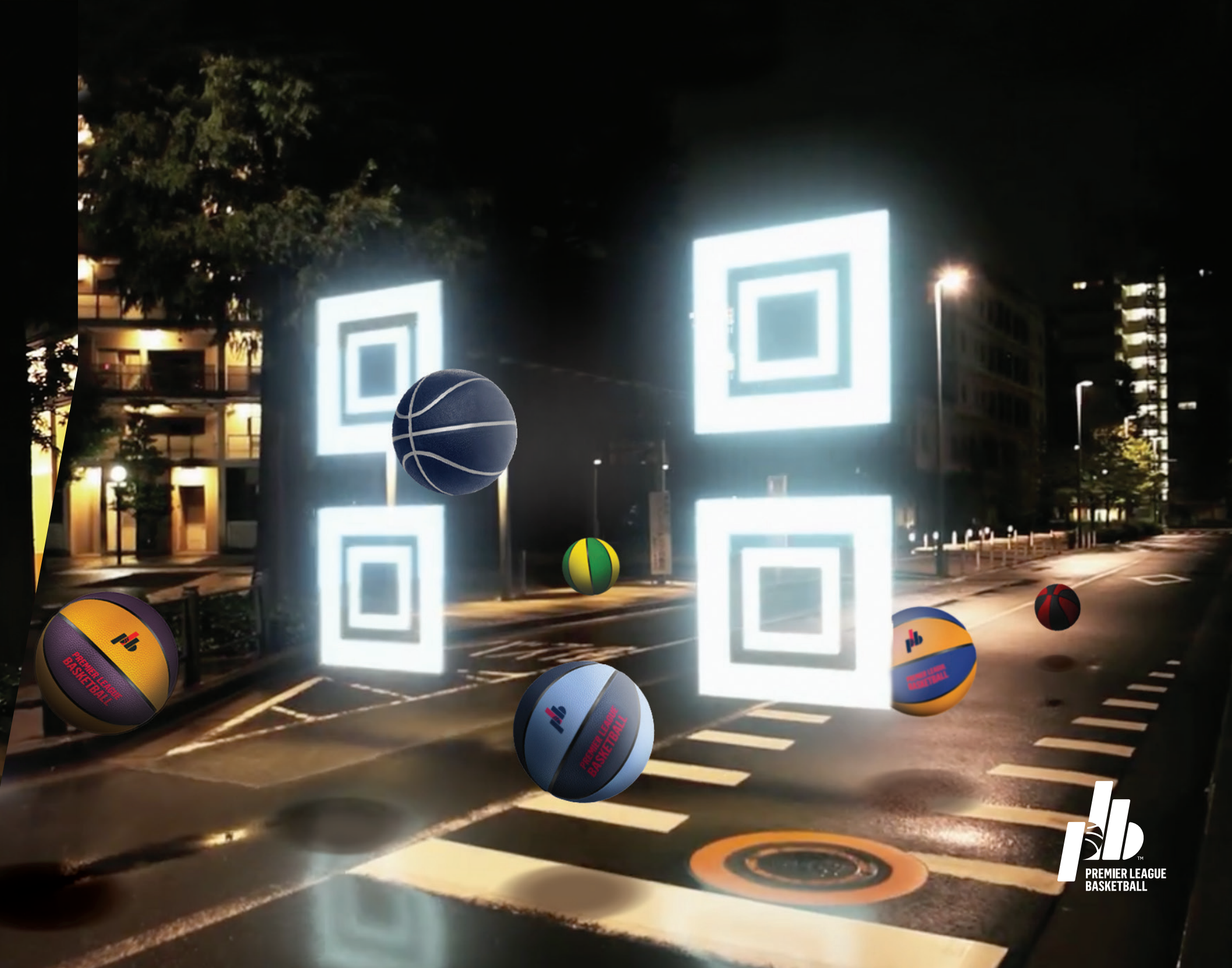
IT'S GAME ON!

PREMIER LEAGUE BASKETBALL
IT'S GAME ON!

IT'S GAME ON!

PLB will be the drumbeat of Britain's Basketball Heart... played in neighbourhoods, heard in pubs and felt on the streets.





PREMIER LEAGUE BASKETBALL
IT'S GAME ON!





**JOIN US TO EXPLORE THE
EXTRAORDINARY NEW
WORLD OF PLB BASKETBALL.**

**AT ANY GIVEN TIME,
SOMEWHERE IN THE WORLD,
SOMEONE IS BALLING.**

**BEAUTIFUL PASSES, SMART
MOVES AND THE SOUNDS OF
THE GAME BRING FAMILY
AND FRIENDS TOGETHER.**

COME ON OVER!



PREMIER LEAGUE BASKETBALL
IT'S GAME ON!

WELCOME TO PREMIER LEAGUE BASKETBALL

**IN THIS BOOK,
WE HOPE TO
DEMONSTRATE
HOW OUR PASSION
AND PROVEN
TRACK RECORD
WILL MAKE
PLB THE MOST
EXCITING SPORTS
ENTERTAINMENT
IN BRITAIN.**

Through the years, the NBA has enjoyed a great relationship with the United Kingdom, dating back to the 1990's when Michael Jordan first appeared on British television and teams started playing at the O₂ during the NBA Global Games Series. The excitement of live professional basketball has proved attractive in this marketplace, with sellout crowds in London and Manchester.

Our team has extensively researched the market, and developed partnerships in anticipation of our 2027 inaugural season. The response has been outstanding, seeding the ground for new partnerships. We very much look forward to delivering world-class, sports entertainment to the United Kingdom.

As we launch our business, we will connect with fans, attract television viewers and continue to build relationships. It's an exciting time to be involved with PLB. We look forward to working with you.

COME ON OVER!

Ron Scott
Founder



PREMIER LEAGUE BASKETBALL
IT'S GAME ON!

WHO IS PLB

**PLB WAS FOUNDED BY A GROUP OF
PROFESSIONALS WHO HAVE A PROVEN TRACK
RECORD IN BASKETBALL OPERATIONS, SPORTS
MARKETING, MEDIA AND ENTERTAINMENT**



Ron Scott



Matt Williams



Pedja Savovic



Ferran Martinez



Mike Darcey



Richard Parsons



Len Elmore



Ed Tapscott



Bernie Mullin



Warner Mandel

**NBA LEAGUE OFFICE
NEW YORK KNICKS
FC BARCELONA BASQUET
ATLANTA HAWKS
CHARLOTTE BOBCATS
BASKET ZARAGOZA
WASHINGTON WIZARDS
BILBAO BASKET
LA CLIPPERS**



PREMIER LEAGUE BASKETBALL
IT'S GAME ON!

WHY PLB?

WHY—

**BASKETBALL IS A GAME OF THE
PEOPLE AND PLB WILL ELEVATE
UK BASKETBALL INTO THE
GLOBAL CONVERSATION**

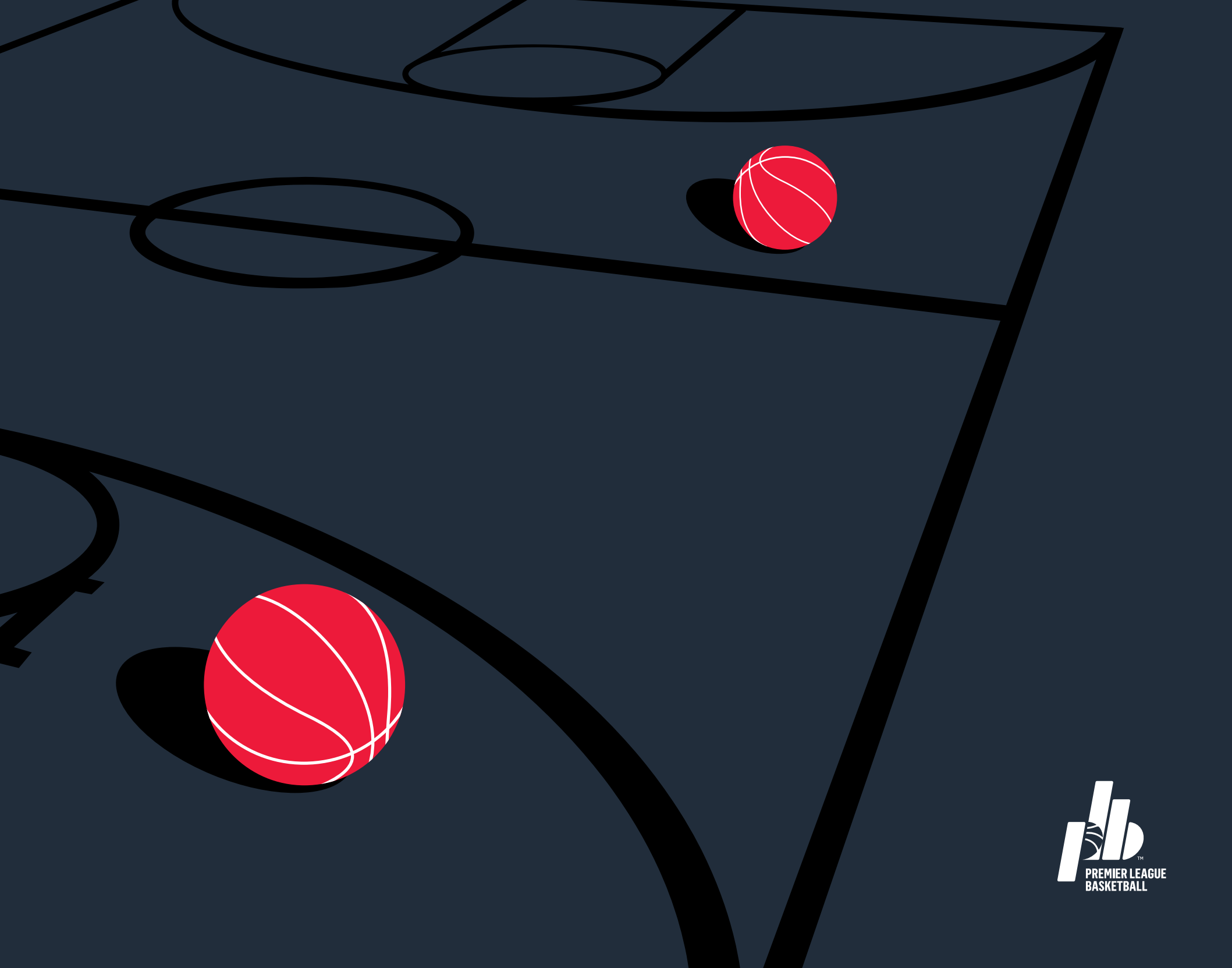
WHAT—

**DELIVER EUROPE'S MOST
EXCITING FAN EXPERIENCE**

HOW—

**CONSISTENTLY PRODUCE ENGAGING
AND COMPELLING FAN EXPERIENCES
WITH A PROVEN MANAGEMENT TEAM
AND A SINGLE-ENTITY LEAGUE MODEL**





PREMIER LEAGUE BASKETBALL
IT'S GAME ON!

WE BELIEVE

Every fan is entitled to a wholesome environment for guests and family members.

Every fan demands that we maintain absolute respect for basketball and the competition.

Every fan deserves our very best effort.

Every fan is entitled to a total entertainment experience at an affordable cost.

Every fan should receive the very best for their purchasing power.

Every fan is entitled to access in recognition of their support at every game.

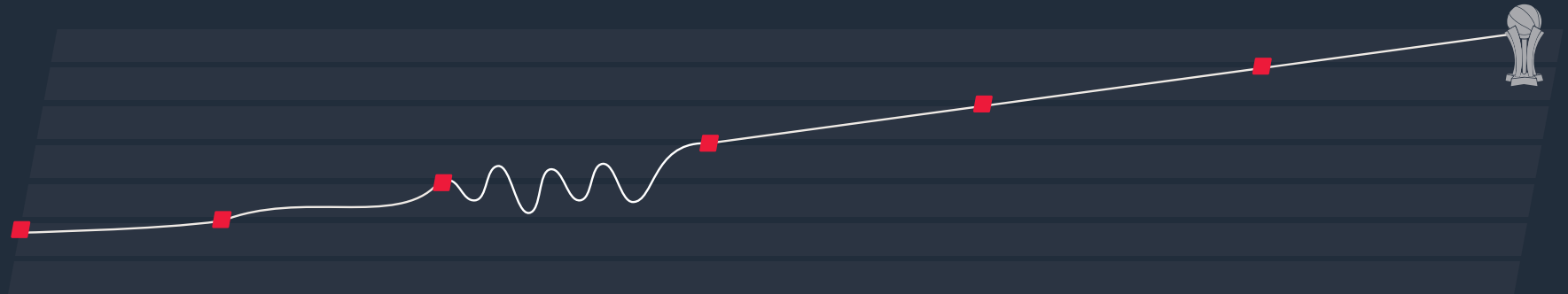
Fans are entitled to fast, accurate, and complete information.

Fans expect Premier League Basketball to be free of physical violence, drugs, alcohol, and gambling abuse.

Fans expect us to make our communities a better, safer, and more positive place to live.

Fans should know that we are committed to serve.

PASSION INDEX



MILESTONES



MINDSET



PREMIER LEAGUE BASKETBALL
IT'S GAME ON!

BASKETBALL!

THE WORLD'S OTHER
GLOBAL SPORT





IT'S MORE THAN A SPORT— IT'S A WAY OF LIFE

Maybe it's the point guard darting his way up the court, defenders spinning and turning like tops or the basketball flying 60 feet in a perfect pass to a soaring forward. It could be the determination of a centre, eyes gleaming with menace to protect the basket.

Whatever the attraction, Basketball is synonymous with exciting, live, professional sports entertainment.

Yes, Basketball is the other global game, and with TV viewers across the globe, in 33 languages, it's set to take over the world.



PREMIER LEAGUE BASKETBALL
IT'S GAME ON!

IT'S GAME ON!





THERE WILL BE NOTHING MORE EXCITING!

MEET THE UK'S ULTIMATE FAN EXPERIENCE

When it comes to live sports entertainment, there will be nothing more exciting than PLB – and that's not just because of the incredible action on display.

Every night *It's Game ON!*

This is the Credo by which the PLB operates. A centrally managed brand and choreographed entertainment ensures a consistent game-day presentation in modern venues, in major cities across Britain.

PLB will reward its fans with the most exciting fan experience in British sport with goodies such as the PLB Experience: a community fanfest for basketball nuts. Then there's gamenight: pregame parties where fans gather to celebrate with popular music and entertainment figures. Be honest, who wouldn't want to be part of that?



PREMIER LEAGUE BASKETBALL
IT'S GAME ON!

BUSINESS MODEL

SINGLE— ENTITY LEAGUE

Ownership in a League versus an individual Club

Centralised governance ensuring revenue sharing and cost controls

Best practices applied across all Clubs

Sponsorship portfolio strengthened by granting sponsoring partners rights in all the League local markets

BUSINESS MODEL

SUMMER SEASON OF PLAY

Reduced seasonal conflict with
football schedules

Greater broadcast and other media
exposure opportunities

Greater access to advertising and
sponsorship revenue

Greater availability of quality players

Access to quality underutilised venues

Opportunity to expand game-day
entertainment options

PLB BY THE NUMBERS

6.5M

Total number of basketball fans in the UK, representing 14% of the population

69%

Percentage of fans who agree Summer is the best season of play

58%

Say they would be interested in attending basketball matches in the UK if the standard was high

62%

Believe there is not enough high-quality basketball in the UK

MARKET OPPORTUNITY

46.5M

TOTAL UK POPULATION 16-69

Basketball is the second most popular sport for 11-15 year olds in the UK. There are more than 6.5m basketball fans in the UK and over 900 amateur basketball clubs, with 48,000+ members.

There are over 200 professional, college and high school British players currently playing outside of Great Britain.

Global excess supply of players: only 1.2 % of former college players play professionally .

PLAYER SELECTION STRATEGY

The PLB player selection process, branded The PLB Players Selection Weekend is scheduled to take place in London during April, 2027.

To build awareness, the PLB plans to execute a targeted marketing campaign to engage and recruit top emerging talent around the world.

120

Players are expected to be invited

60

Players are expected be selected by coaches to enter the draft eligibility pool

30

British and International Players are expected to be drafted by the Clubs

Players will be categorized into three (3) talent pools by the Player Selection Committee.

A—

“A” Players
Coveted standout players:

High school superstars & players with professional or NCAA experience familiar to the PSC

B—

“B” Players
Moderately successful players:

European or NBA experience

C—

“C” Players
Unknown Players:

Showcase for unknown players with limited professional experience

CONTENT & MEDIA STRATEGY

PLB HAS DEVELOPED A MULTI-LAYERED AND ROBUST CONTENT AND MEDIA STRATEGY AROUND THE GAME OF PROFESSIONAL BASKETBALL IN THE UK

PLB will produce a broad range of content for distribution on UK digital, pay and free-to-air channels.

With the focus on producing Live Entertainment, Reality/Factual, Documentary and Event formats, PLB will build brand awareness for the League and basketball at the grass roots level across the UK.

PLB will provide broadcast partners and sponsors with cross-platform opportunities to reach key target audiences that include live-event enthusiasts, families and basketball fans.

Concurrently, PLB will execute a digital strategy designed to foster a 1:1 relationship between the League/Teams and the fans. Specifically, PLB will develop a League App and produce Video Content to engage, educate and entertain fans as well as provide League sponsors with expanded engagement opportunities.

The combination of PLB's broadcast strategy, pay + free-to-air in conjunction with a robust digital effort delivers value for sponsors and fans.

BROADCAST OPPORTUNITY

**HIGH-QUALITY,
LIVE PROFESSIONAL
BASKETBALL
COMPETITION
BROADCAST
THROUGHOUT
THE UK DURING THE
SUMMER MONTHS**

Featuring top emerging talent sourced from the UK, US and Europe

Compelling and exciting game-day experience in major cities throughout the UK

Ancillary television programming options to include:

- Basketball highlight reels
- Reality/factual and documentary-style entertainment formats



PREMIER LEAGUE BASKETBALL
IT'S GAME ON!

PLB IN THE NEIGHBOURHOOD

BASKETBALL AND COMMUNITY ARE THE TWIN PILLARS OF PLB

PLB is committed to making a meaningful difference not only in each club market, but also to advance the game of basketball across the United Kingdom.

Whether nationally at the league level; locally at the club level; or individually through the volunteer and philanthropic activities of shareholders, players, coaches, and club personnel; PLB aims to create dynamic programs and partnership opportunities.

Specifically, PLB plans to work with its brand and media partners to create a nationwide program to re-introduce the game of basketball to the youth audience.





PREMIER LEAGUE BASKETBALL
IT'S GAME ON!

PLB GROWTH — A RICH EXPANSIVE FUTURE

WHAT DOES THE FUTURE HOLD

Upon completion of our Inaugural Season, with eight teams playing in major UK cities, PLB plans to expand.

“It is fair to say that in the long-term, PLB aims to have clubs in the UK’s top ten cities representing England, Scotland and Northern Ireland. This national footprint will be attractive to broadcasters and commercial partners who share our vision of positioning the PLB as the world’s top destination for emerging international basketball talent.”

Ron Scott
Founder



Inaugural Year

8 Clubs

BIRMINGHAM
LIVERPOOL
LONDON/1
LONDON/2
MANCHESTER
GLASGOW
LEEDS
CARDIFF

PREMIER LEAGUE BASKETBALL
IT'S GAME ON!

FOR THE PEOPLE

PLB WILL WORK CLOSELY WITH
CLUB COMMUNITIES TO DEVELOP
LOCAL BRAND IDENTITIES

PLB BRAND MARK



PLB IDENTITY SYSTEM





THAT IS WHAT
MAKES PLB THE
UK'S ULTIMATE
FAN EXPERIENCE

BRITISH BASKETBALL IN THE MEDIA

**“BASKETBALL HAS ALL THE ATTRIBUTES TO
BE BRITAIN’S TRUE SECOND SPORT”**
- CITY AM

**“POWERFUL ‘OLD BOYS NETWORK’ HOLDING
BACK BASKETBALL”**
- TALK SPORT

**“BRITAIN COULD BECOME BASKETBALL’S LATEST
GLOBAL OUTPOST”**
- THE ECONOMIST

**“BASKETBALL’S STREET CRED FUELS ITS FIGHT
TO BECOME UK’S NO2 SPORT”**
- THE GUARDIAN

**“BASKETBALL UNDERFUNDED IN THE UK
DESPITE POPULARITY”**
- ALJAZEERA



PLB IN THE MEDIA

RICHARD PARSONS IN PUSH TO OVERHAUL BRITISH BASKETBALL

“Basketball’s unique appeal to a young, diverse and emerging demographic in the UK should provide a sound platform to develop great sports entertainment experiences and content opportunities”

“We are excited to be a partner and early investor in PLB and look forward to leveraging our network and acumen to help make it a success.”

Max Jahn
Managing Director, R&R Venture Partners



PREMIER LEAGUE BASKETBALL
IT'S GAME ON!

**FOR THE PEOPLE—
TO GIVE AS MANY PEOPLE
AS POSSIBLE A CHANCE
TO EXPERIENCE THE
EXCITEMENT THAT MAKES
PLB THE UK'S ULTIMATE
FAN EXPERIENCE**





