

FUTBOL IS STRONG AND ANTICIPATING GROWTH

INCREASING POPULARITY, INVESTMENT IN INFRASTRUCTURE AND THE UPCOMING 2026 FIFA WORLD CUP N.A.



\$50B

**Global soccer
industry revenue
estimates**



4.7B

**Global audience
watching across
leagues/territories**

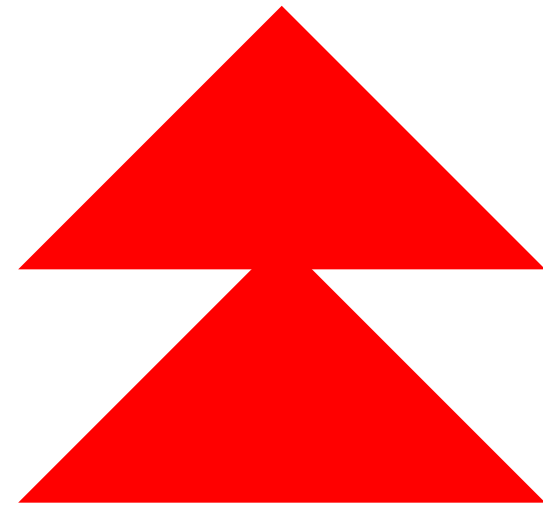


\$3-4B

**Domestic soccer
industry revenue
estimates**

FUTBOL IN THE U.S. IS A KEY DRIVER OF FUTURE GROWTH

INCREASING POPULARITY, INVESTMENT IN INFRASTRUCTURE AND THE UPCOMING 2026 FIFA WORLD CUP N.A.



54%

**US soccer fans
under the age of
45**



810K

**High school youth
league players
in the US**

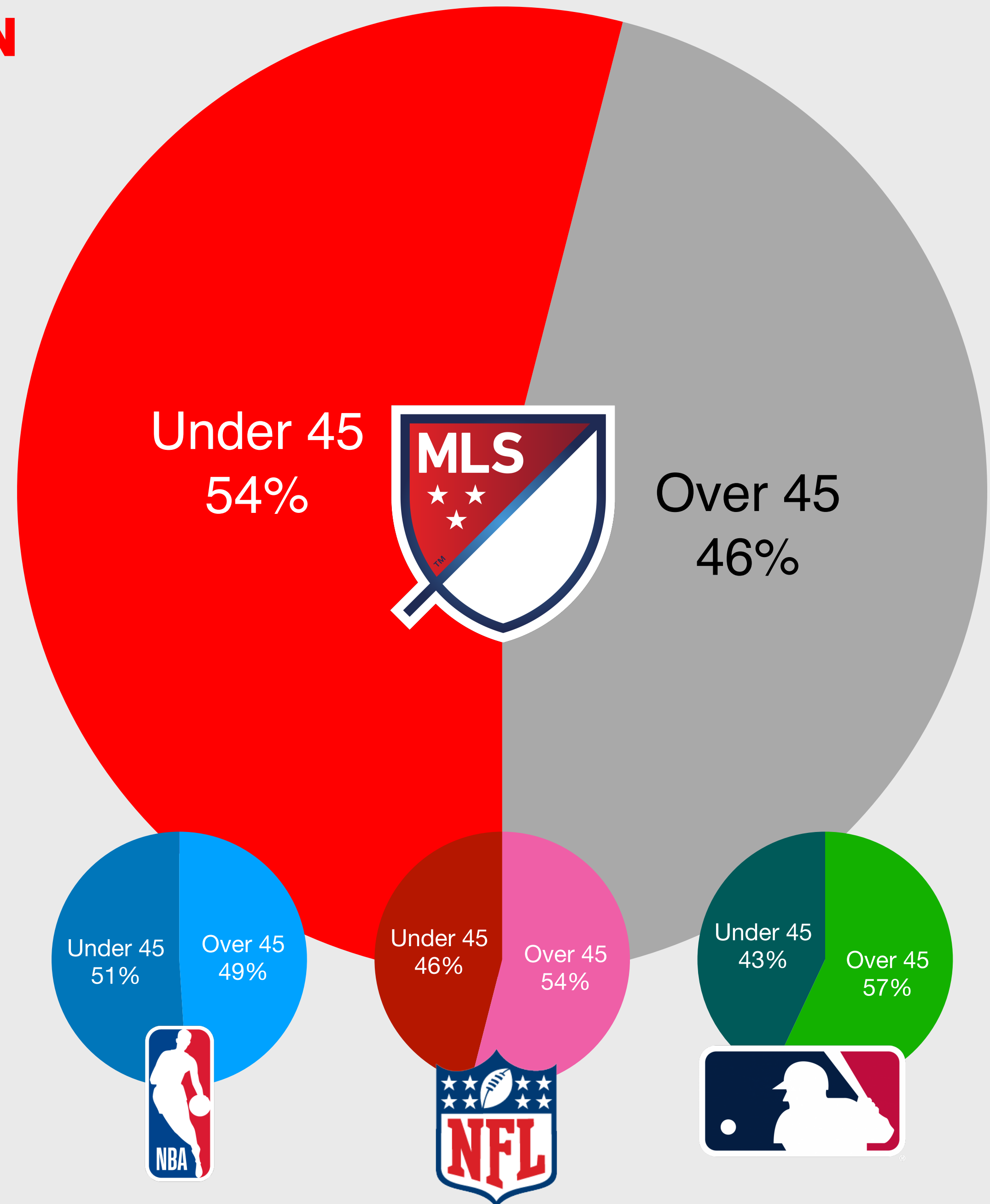


40%

**MLS fans identify
as multicultural**

FUTBOL'S GROWTH IN THE U.S. DRIVEN BY YOUNG, DIVERSE AUDIENCES

OVER HALF WHO IDENTIFIED AS FUTBOL FANS WERE UNDER THE AGE OF 45



Source: Sports Business Journal, 2023

FUTBOL ALSO REACHES THE FASTEST GROWING DEMO IN THE US: HISPANIC



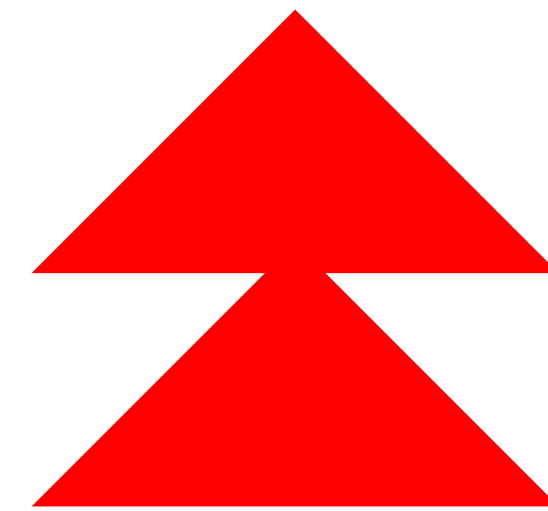
30%

**Hispanic/
Latino/a/x
MLS fans**



\$1T

**Latino
Market**
(Out of \$3.4T GDP)



6%

**Compounded
annual growth**
(compared to 3%
for non-Latino population)



60M

**Mexican National
Team fans in the
US**



FROM A
VALUE-TO-REVENUE
MULTIPLE, MLS IS
2ND ONLY TO NBA

sportico

sportico If you had a pile of money, what sports league should you invest in? An important stat: value vs. revenue.
7 sem Ver traducción

Value-to-Revenue Multiple for Different Sports Leagues

	Average Value	Average Revenue	Average Value-to-Revenue Multiple
	\$4B	\$362M	11.0
	\$678M	\$70M	9.6
	\$5.14B	\$586M	8.8
	\$66M	\$9.7M	7.1
	\$2.36B	\$362M	6.5
	\$1.31B	\$212M	6.2
	\$1.53B	\$300M	5.1
	\$1.51B	\$346M	4.4

118 Me gusta
3 de febrero

GAMES

Audiences, sponsors and leagues are well aware of the exponential growth and importance of soccer.

2024



2024 Copa America
June 20 – July 14
United States

2025



2025 FIFA Club
World Cup
June – July
United States

2026



FIFA WORLD CUP 26
June – July
Canada, Mexico
and United States

2027



FIFA Women's
World Cup
Brazil

2028



LA 2028
Olympic Games

2030



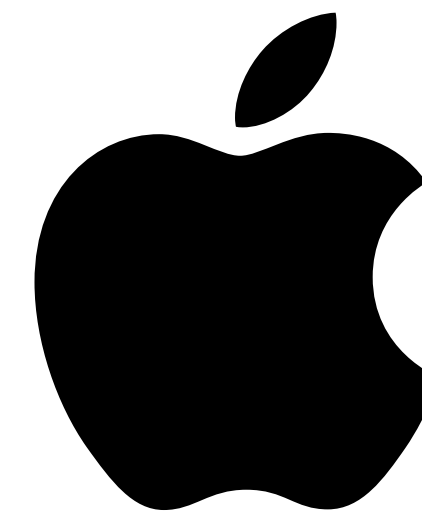
2030 FIFA
Club World Cup
(June 8 – July 21,
South America –
Europe)

DEALS

Audiences, sponsors and leagues are well aware of the exponential growth and importance of soccer.



10 years



\$2.5B Global

yahoo/finance

Major League Soccer: Apple deal 'set the bar at a different level'



Alexandra Canal · Senior Reporter
Mon, Feb 26, 2024 · 4 min read



\$4.5M



\$1M

DEMAND

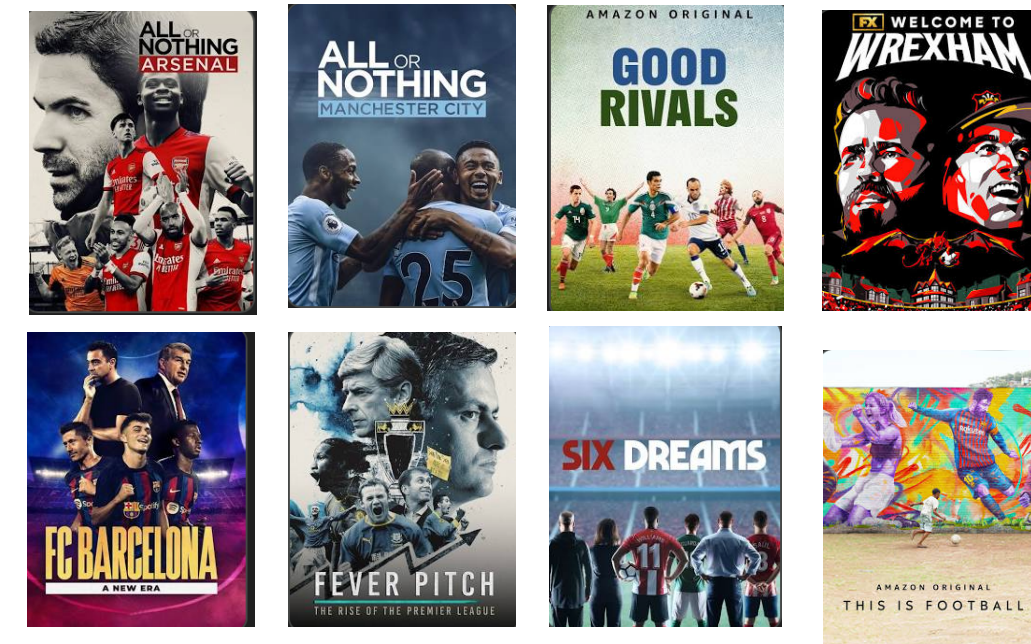
Audiences, content providers, sponsors and leagues are well aware of the exponential growth and importance of soccer.



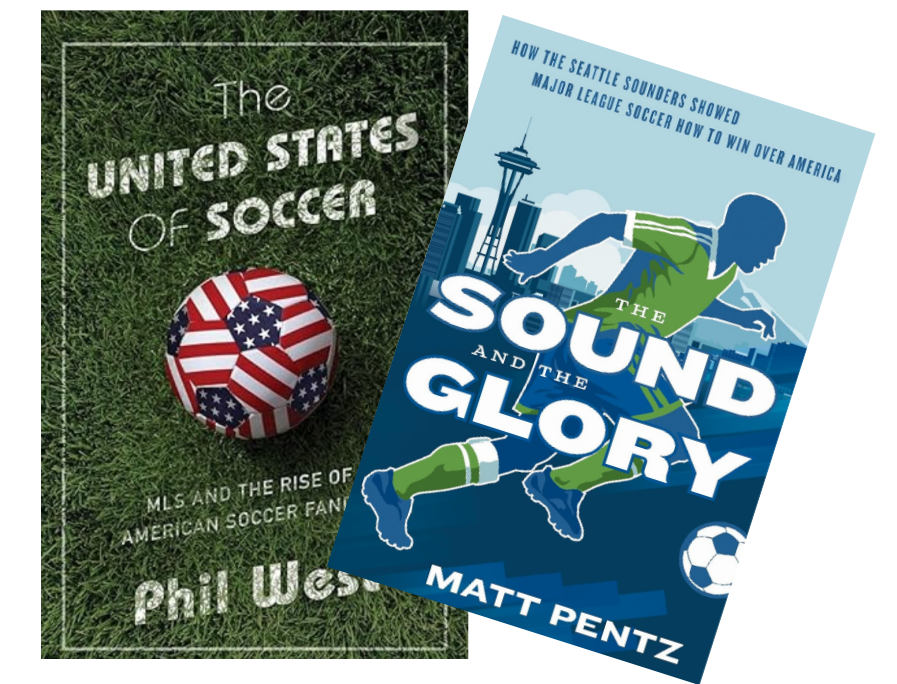
NETFLIX



Apple tv+



prime video



BLOOMSBURY

**“GOOD COMPANIES MAKE
GOOD NEIGHBORS.”**

**- ARTHUR BLANK,
ATLANTA UNITED FC
OWNER (MLS)**

