

# SPOTLIGHT ON MLS

APRIL 2021



SPORTS  
INTELLIGENCE

# CIES SPORTS INTELLIGENCE

The CIES Sports Intelligence is a research and analysis team of CIES, created to respond to an increasing demand from sport organizations for independent and informed advice. Today, due to improvements in technology and communications as well as the growing financial interests at stake, sports bodies are under ever greater scrutiny both from inside sport and the outside world. As such, they are required to be more responsible than ever in carrying out their activities and in facing the challenges they are presented with. Within this context, information and data become essential. CIES Sports Intelligence aims to deliver substantial value for stakeholders in the industry, by supplying them with factual information that helps them benchmark their organizations, support their decision-making processes as well as orient their strategies.

Building on more than 20 years of experience and a solid global network at CIES, the new Sports Intelligence division will aim to help sports organizations understand how to react and adapt to the continuous changes and innovation within the industry, as well as seize the opportunities and mitigate the risks deriving from this ever-evolving landscape. In such complex scenario it is crucial for stakeholders to know their options and have

the tools to understand which are the most suitable. Our benchmarking and indexing expertise will facilitate this process as we combine qualitative and quantitative data to conduct tailored multi-dimensional comparisons.

Our clients include some of the most important sports organizations at global level. We have already helped international federations to evaluate and monitor the implementation of new regulatory frameworks at national level, to benchmark domestic competitions and sporting issues in hundreds of countries or understand the governance models adopted across different regions in the world. Our fact-based and descriptive approach allow us to analyse and interpret a wide range of different subjects, including economic, legal, governance and development aspects. With services that focus on spreading new insights and knowledge, CIES Sports Intelligence's objective is to support stakeholders in the promotion of a better governance and management of sport and a more stable sporting environment based on informed decision-making.



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# METHODOLOGY

The 'Spotlight on MLS' report provides a comprehensive analysis on the evolution and current status of Major League Soccer as the North American top-tier division gets ready to kick-off its 26th season. The study combines off-the-pitch and on-the-pitch data and statistics to deliver a detailed snapshot of the MLS, both at league and individual club level. The report is structured across six main areas of analysis:

- The league's expansion since 1996;
- The league's club ownership landscape;
- MLS stadia and average attendances;
- Player recruitment strategies of MLS clubs;
- Player salaries in the MLS;
- MLS playing statistics.

The report is based on desk research and, with the exception of a series of playing statistics provided by the CIES Football Observatory, it exclusively relied on publicly available information. The main source of data was represented by official league and club websites, online articles and existing literature. Articles from Forbes.com were used to collect data on the valuation of clubs or the estimated net worth of club owners. Data has been last updated on the 12th of April 2021.

For the sections on stadium attendances, figures were sourced from the data publicly available on OverLapping Run and cross-checked with the MLS Fact and Record book. Figures and information on player recruitment strategies are the result of CIES analysis based on data from Transfermarkt. For the purposes of the analy-

sis, club-trained players are considered as those having spent at least two consecutive years in the club's academy before eventually joining the club's first team.

All values for the section on player salaries are sourced from the official reports published by the MLS Player Association (MLSPA) and refer to a player's Annualized Average Guaranteed Compensation. As stated by the MLSPA, 'the Annualized Average Guarantee Compensation (Guaranteed comp) includes a player's base salary and all signing and guaranteed bonuses annualized over the term of the player's contract, including option years. The Guaranteed Comp figure also includes any marketing bonus and any agent's fees, both annualized over the term of the contract. The Average Annual Guaranteed Compensation figure does not include Performance Bonuses because there is no guarantee that the player will hit those bonuses'.

The playing statistics included in the report are the result of CIES Sports Intelligence calculations based on values from the CIES Football Observatory and integrated with additional data from FBref. Domestic players are considered as those born either in the USA or Canada. Player ages were calculated as the time between a player's birthdate and June 30th of the year in which each season took place.

The information included in this report has not been verified with primary sources or survey to the associations. As such, the authors do not guarantee the full accuracy or completeness of the data included in this study.

## CLUB ABBREVIATIONS

<b>ATL</b>	ATLANTA UNITED FC	<b>MIA</b>	INTER MIAMI CF	<b>PHI</b>	PHILADELPHIA UNION
<b>AUS</b>	AUSTIN FC	<b>LAF</b>	LOS ANGELES FC	<b>POR</b>	PORTLAND TIMBERS
<b>CHA</b>	CHARLOTTE FC	<b>LAG</b>	LOS ANGELES GALAXY	<b>RSL</b>	REAL SALT LAKE
<b>CHI</b>	CHICAGO FIRE FC	<b>MIN</b>	MINNESOTA UNITED FC	<b>SAC</b>	SACRAMENTO REPUBLIC
<b>CIN</b>	FC CINCINNATI	<b>MON</b>	CF MONTREAL	<b>SJO</b>	SAN JOSE EARTHQUAKES
<b>COL</b>	COLORADO RAPIDS	<b>NAS</b>	NASHVILLE SC	<b>SEA</b>	SEATTLE SOUNDERS FC
<b>CLB</b>	COLUMBUS CREW SC	<b>NER</b>	NEW ENGLAND REVOLUTION	<b>SKC</b>	SPORTING KANSAS CITY
<b>DAL</b>	FC DALLAS	<b>NYC</b>	NEW YORK CITY FC	<b>STL</b>	ST. LOUIS CITY SC
<b>DCU</b>	DC UNITED	<b>NYR</b>	NEW YORK RED BULLS	<b>TOR</b>	TORONTO FC
<b>HOU</b>	HOUSTON DYNAMO FC	<b>ORL</b>	ORLANDO CITY SC	<b>VAN</b>	VANCOUVER WHITECAPS FC

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# THE EXPANSION OF MLS

A direct legacy of the 1994 FIFA World Cup in the USA, Major League Soccer began as a modest but ambitious enterprise. Alan Rothenberg, then chairman of the World Cup organizing committee, announced the creation of the new top-flight division on December 17, 1993. Six months later, the first seven cities were selected, followed by an additional three in June 1995. The ten charter clubs competing in MLS's debut in 1996 were the Colorado Rapids, Columbus Crew, DC United, Dallas Burn, Los Angeles Galaxy, New England Revolution, New York/New Jersey MetroStars, San Jose Clash, Kansas City Wizards and the Tampa Bay Mutiny.

The league, which first expanded in 1998 with the addition of new teams in Chicago and Miami, would see little but significant changes in size throughout its first decade. Reduced to ten clubs between 2002 and 2004 after investors decided to fold the two Florida-based franchises, it would eventually return to a 12-team structure with the inclusion of the Real Salt Lake and the Chivas USA - result of a

partnership with the homonym Mexican team. The league's 10-year anniversary saw the first, and so far only, club relocation in its history, when the San Jose Earthquakes franchise was moved to Houston.

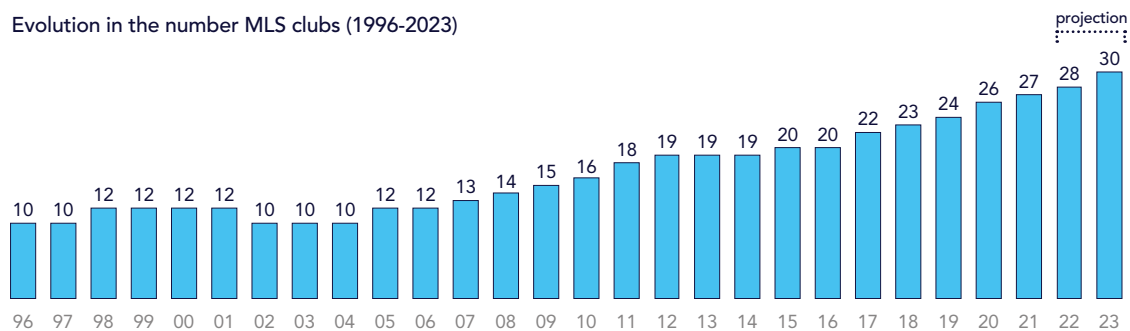
As MLS courted new markets, its second decade was uncontestedly one of growth. With the exception of the demise of the Chivas USA less than ten years after its foundation, the league flourished, reaching a total of twenty teams in 2016 with the addition of three Canadian sides - Toronto FC, Montreal Impact (now CF Montréal) and the Vancouver Whitecaps - the return of the San Jose Earthquakes, the birth of the North-Western powerhouses Seattle Sounders and Portland Timbers, and the expansion on the East Coast with new franchises in Philadelphia, New York and Orlando.

Currently in its third decade, MLS has reached new heights with the debut of six new clubs in just five years (Atlanta United, Minnesota United, FC Cincinnati, Inter Miami, Los Angeles FC and

Nashville SC) and an additional four teams expected to take the field by 2023 (Austin FC, Charlotte SC, St. Louis SC and - although the expansion team is currently on indefinite hold - Sacramento Republic). This will bring the total number of MLS to thirty - equaling the likes of the National Basketball Association (NBA) and the Major League Baseball (MLB) - in what MLS has admitted to being a possible goal of 32 teams in the near future.

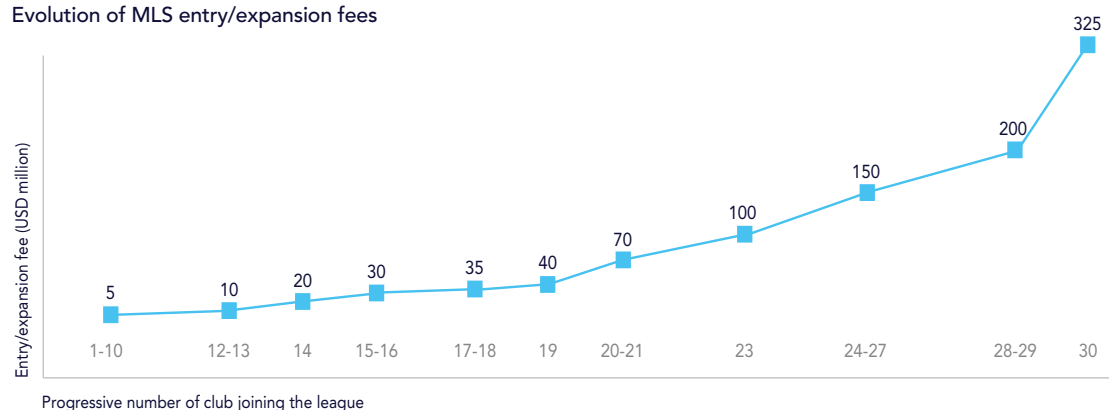
MLS's growth is visible not only in the increasing number of clubs, but also in the significantly rising fees required to join the league. The USD 325 million-fee reportedly agreed by Charlotte FC is more than threefold the amount paid by Real Salt Lake fifteen years earlier. In the last five years, MLS collected a total of USD 1.15 billion in expansion fees with an average of USD 187 million per team. In a comparable round of expansions between 2004 and 2010, the league totaled USD 232 million (factoring inflation) from seven teams, at an average of USD 33 million per club.

Evolution in the number MLS clubs (1996-2023)



The analyses included in this report consider Sacramento Republic FC as MLS's 30<sup>th</sup> team

Evolution of MLS entry/expansion fees



The chart only takes into account the 'linear' evolution of MLS entry fees. As such, it does not consider those cases that may be considered as exceptional in this regard (e.g. Inter Miami's USD 25 million fee due to a previous agreement between David Beckham and the league)



WESTERN CONFERENCE

- AUS - AUSTIN FC
- COL - COLORADO RAPIDS
- DAL - FC DALLAS
- HOU - HOUSTON DYNAMO FC
- LAF - LOS ANGELES FC
- LAG - LOS ANGELES GALAXY
- MIN - MINNESOTA UNITED FC
- POR - PORTLAND TIMBERS
- RSL - REAL SALT LAKE
- SJO - SAN JOSE EARTHQUAKES
- SEA - SEATTLE SOUNDERS FC
- SKC - SPORTING KANSAS CITY
- VAN -VANCOUVER WHITECAPS FC

EASTERN CONFERENCE

- ATL - ATLANTA UNITED FC
- CHI - CHICAGO FIRE FC
- CIN - FC CINCINNATI
- CLB - COLUMBUS CREW SC
- DCU - DC UNITED
- MIA - INTER MIAMI CF
- MON - CF MONTREAL
- NAS - NASHVILLE SC
- NEW - NEW ENGLAND REVOLUTION
- NYC - NEW YORK CITY FC
- NYR - NEW YORK RED BULLS
- ORL - ORLANDO CITY SC
- PHI - PHILADELPHIA UNION
- TOR - TORONTO FC

FUTURE CLUBS

- CHA - CHARLOTTE FC
- SAC - SACRAMENTO REPUBLIC FC
- STL - ST. LOUIS CITY SC

# MLS'S OWNERSHIP LANDSCAPE

The ownership landscape of the MLS has drastically changed since the league began in 1996. In its early years, the league had to rely on a small group of investors who shared the ambition of seeing soccer break through a sports market dominated by the other four major professional leagues in the country - NFL, MLB, NBA and NHL. Certain investors committed to operate multiple teams. The ten original charter clubs belonged to six ownership groups, with three teams owned jointly by the MLS itself. Around 2001, the league was down to just three core investors – Philip Anschutz, Lamar Hunt and Robert Kraft. At one point, the Anschutz Entertainment Group (AEG) temporarily owned six teams at the same time.

Fast forward to 2021 and the situation could not be more different. The current MLS ownership group includes a vast and diverse set of individuals and partnerships including some of the country's most successful businessmen and entrepreneurs as well as sports and Hollywood stars amongst others. Whilst in the vast

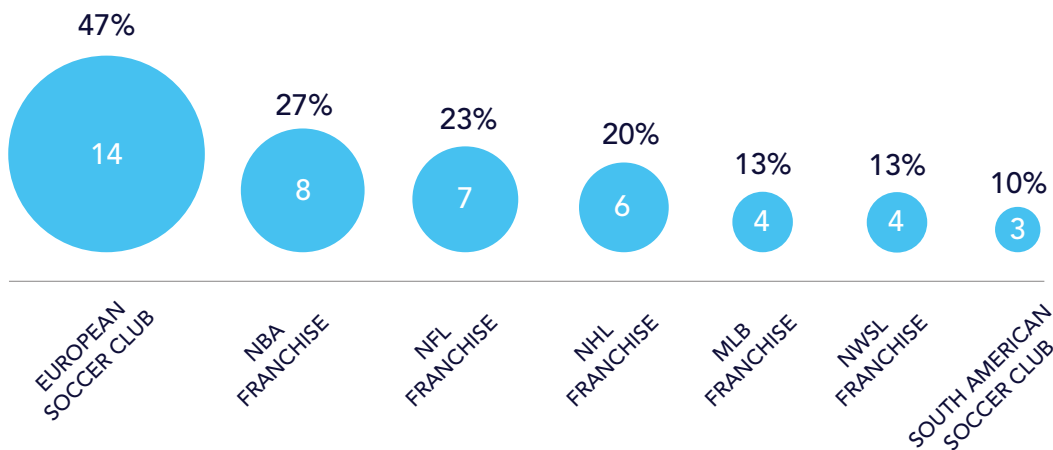
majority of MLS owners are from North America, there are a few instances – notably in the case of the two New York franchises – where the league has been able to attract important international investors.

Quite a few teams have maintained the same investor-operator since their debut in the league, with the New England Revolution being the sole founding club to have never changed owner. Whilst a significant number of new investors are joining the league as a direct consequence of the league's expansion, there has been a limited number of club takeovers in recent years. Currently two MLS teams - Real Salt Lake and Sacramento Republic - are looking to attract new majority investors. Overall, long-term investments seem to be a common trend across the MLS, as twelve clubs have had the same investor-operator for ten or more years.

What stands out in the current ownership profile is the cross-sport and international links that MLS owners bring to the league portfolio.

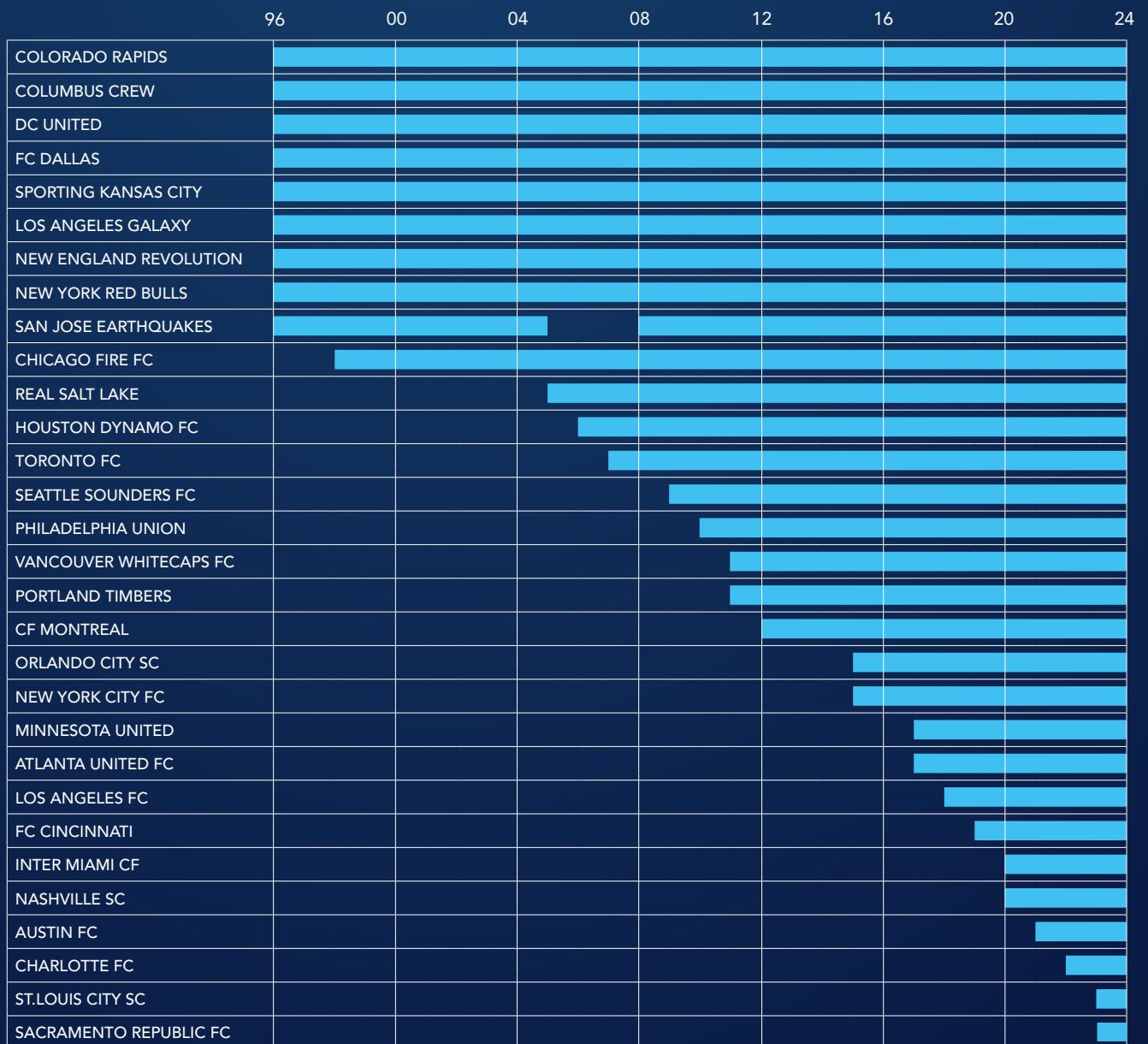
Today is vastly different from the situation of the NASL forty years ago whose development was stifled, in part, by the explicit ban on cross-sport investment in place in the NFL at the time. With more than half of clubs having a direct link to at least another sports property across US major professional leagues, MLS investors are diversely invested across the sporting industry domestically. Moreover, like across the global soccer world, they increasingly seek out cross-industry synergies. Nearly half of MLS clubs have at least one investor in common with an European club and 10% with a South American one. As such, MLS appears to be well-placed for all sorts of horizontal integration. Interestingly, there are instances where investors in different MLS clubs joined forces for a similar ventures overseas. The takeover of English side Swansea City in - led by DC United's Jason Levien and Steve Kaplan – also included investors currently involved in Orlando City, Houston Dynamo and Seattle Sounders.

Number and percentage of MLS clubs having a direct link at ownership level with another major professional sports club/franchise



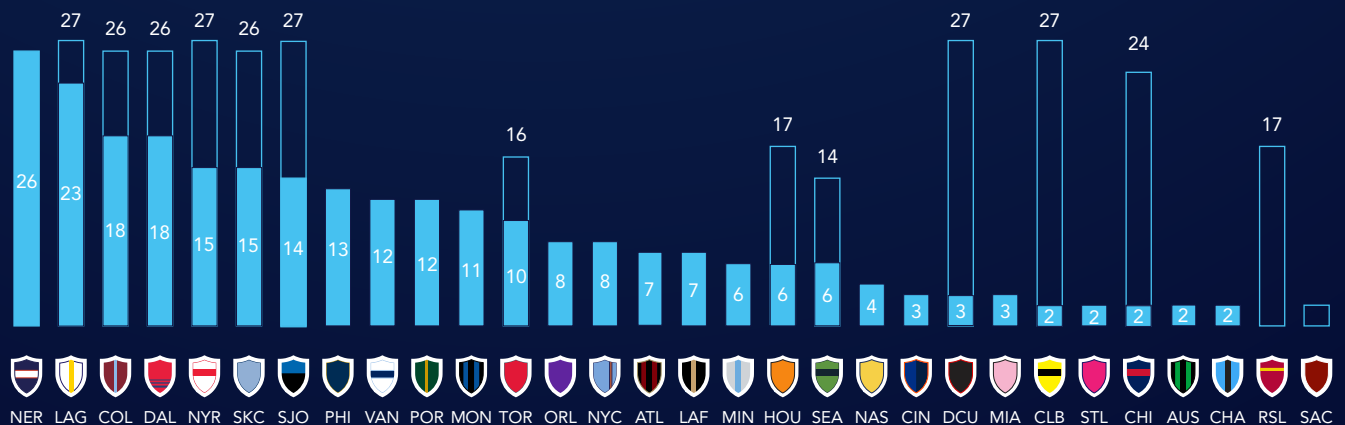


Timeline of current MLS clubs (1996-2024)



Ranking of MLS clubs by current ownership continuity

Dark blue bars refer to the longevity, calculated from the year in which the club was officially awarded an MLS slot. When there is no 'dark blue' section, longevity and current ownership continuity coincide. In other words, the club has never been subject to a majority takeover.



# MLS STADIA AND ATTENDANCES

The evolution of stadia across the MLS is one of the most tangible evidences of the increasing attention towards soccer by investors and fans in North America. In the league's early years the vast majority of clubs shared their home venue with college sports teams or professional American football teams. In either case, this meant they were playing in facilities designed for other purposes and not adequate to soccer and the crowds the game was able to generate. The Columbus Crew was the first MLS club to build a soccer-specific stadium in 1998, followed by those inaugurated by the LA Galaxy in 2003 and FC Dallas in 2005.

Since then, the construction of soccer-specific stadiums has been inextricably linked with MLS's expansion phase, becoming a fundamental part of the league's growth strategy and essentially a requirement for any new investor interested in joining

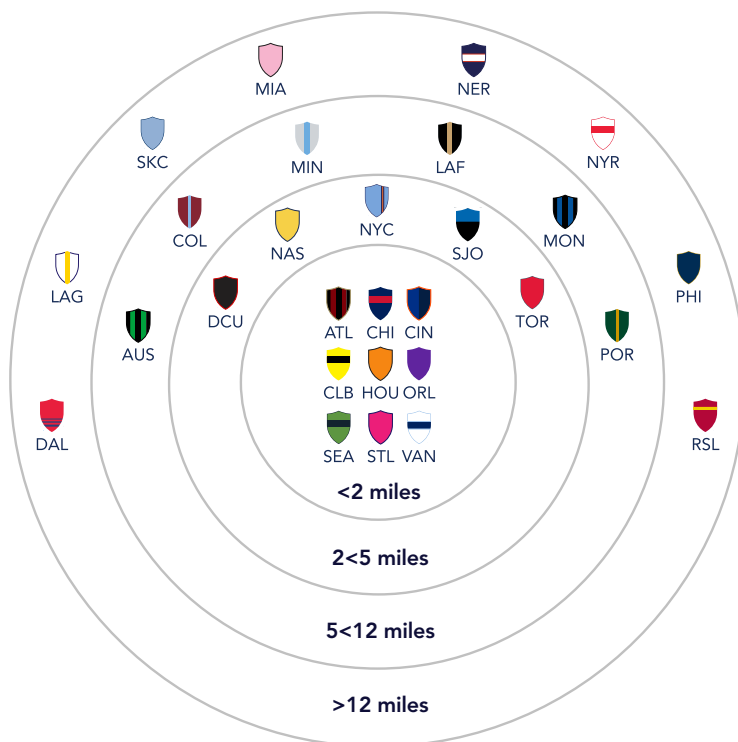
Major League Soccer. Charlotte FC is the first expansion team since New York City FC joined MLS in 2015 not to include the construction of a new stadium in their bid.

New stadia opened on almost every season from 2006 to 2012 (9 in total), often more than one in the same year. A new and more significant phase of stadium building kicked off from 2017 and is ongoing. Currently, there are a total of five stadia under construction, with three of them – in Columbus, Austin and Cincinnati – expected to open doors in 2021. All of the MLS venues built after 2010 are soccer-specific and with a capacity below 30,000, the only exception being the 71,000-seat Mercedes-Benz stadium – a venue that Atlanta United shares with the NFL's Atlanta Falcons. As MLS aims to become more urban and accessible to fans, the majority of new stadiums are being built in close proximity

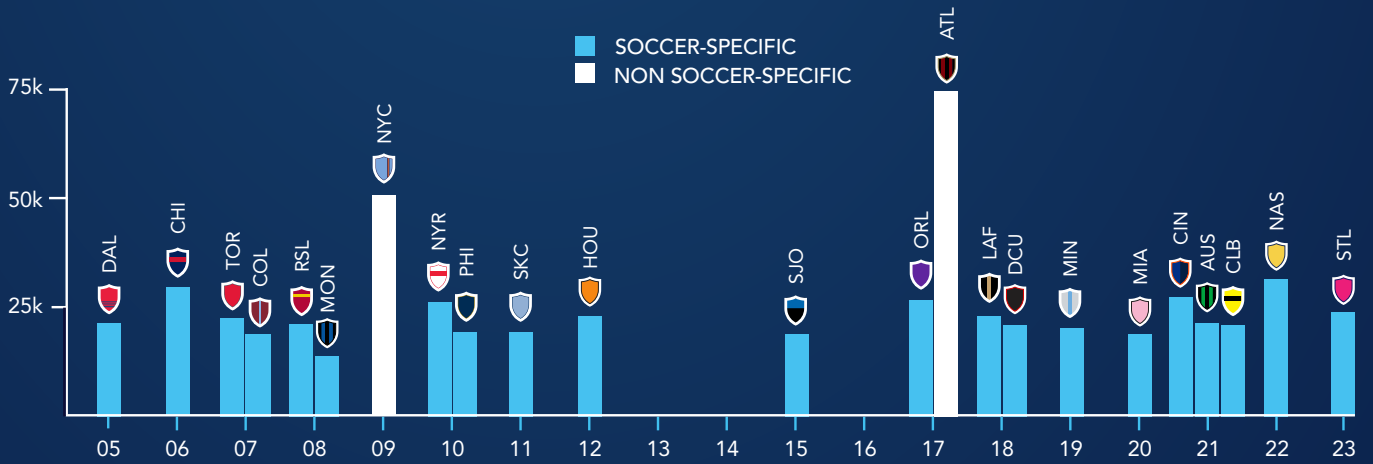
of city downtowns. Out of the nine league venues located within two miles from the city center, four are soccer-specific stadiums that opened – or will open – after 2017.

Although league-wide average attendances showed a contraction for the last two seasons played in front of fans after more than a decade of continuous growth, there are reasons for optimism. Events such as the inauguration of the new Columbus Crew stadium, the Chicago Fire's relocation to Soldier Field, as well as a new venue in Austin – a city that has no other major professional sports team – will likely be contributing factors to an increase in MLS attendances once all fans will be allowed back in the stands.

MLS stadia: distance from downtown

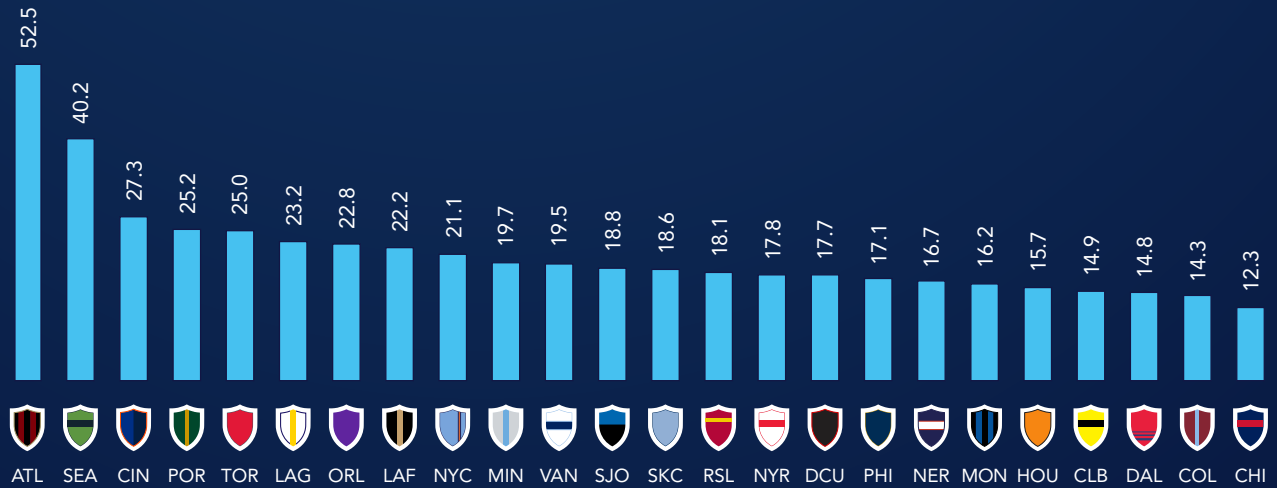


Timeline of new stadia construction by total capacity (2005-2023)



The stadiums of Toronto FC and CF Montréal have been considerably expanded since they first opened in 2007 and 2008 respectively. Inter Miami's stadium is an interim venue that will serve as the club's home until completion of the proposed new Freedom Park stadium.

Ranking of MLS clubs by average attendance - season 2019



Evolution of MLS average attendances (values in thousands, 2005-2019)



# OF TEAMS	12	12	13	14	15	16	18	19	19	19	20	20	22	23	24
CUMULATIVE ATTENDANCE (mil)	2.9	3.0	3.3	3.5	3.6	4.0	5.5	6.1	6.0	6.2	7.3	7.4	8.3	8.5	8.7

# PLAYER RECRUITMENT IN MLS

Player recruitment is a key pillar in determining the success of a soccer club, and ultimately a league. For years, MLS was broadly associated with a strategy of signing soccer stars at the end of their careers, in order to raise its international profile and appeal. Whilst signings such as that of David Beckham for the LA Galaxy in 2007 undoubtedly represented a turning point for the league's popularity, they also contributed to a less positive reputation amongst external observers about the effective level of the league.

Today, MLS appears to be on a different path, more focused on youth development and the signing of young promising talents. Such new approach may indeed have many positives, as it may contribute to a more sustainable increase of the competitive level of the league, its ability to generate more interest at international level, and establish MLS as an important player in the

context of the global transfer market. This new concept – supported also by Commissioner Don Garber when he stated that MLS should aim to become a 'selling league' – would likely lead clubs to strengthen their academies and scouting activities – with obvious beneficial consequences in terms of the overall development of the domestic soccer ecosystem – but also to potentially add transfer fees as a component of their business model.

In terms of actual numbers, nearly half of the players that participated in the 2020 MLS season were recruited from abroad, whereas 14% were club-trained, intended as those who spent at least two consecutive years in the club's academy before eventually joining the first team. Around 60% of 'international' players joined Major League Soccer coming from an European club. On average, they did so at 26.7 years of age. A total of 84 players

were recruited from South America and at a much younger average age – 23.4 years. In comparison, only 41 players joined from a club belonging to the CONCACAF region, at 26.3 years of age on average. At individual country level, Argentinian clubs are those that transferred the most players directly to MLS, ahead of Mexican, English and Spanish teams.

The growing attention on young talents from South America – typically a key element of the recruitment strategies of European clubs – has already proved successful for some MLS clubs from a financial perspective. In 2019, Atlanta United received a record USD 27-million transfer fee as a result of Miguel Almirón's move to Newcastle United (ENG). The player had joined only two years earlier from Lanús (ARG) in exchange for a fee of around USD 7.5 million.

MLS players by type of recruitment  
(the analysis includes every player with at least one cap during the 2020 MLS season)

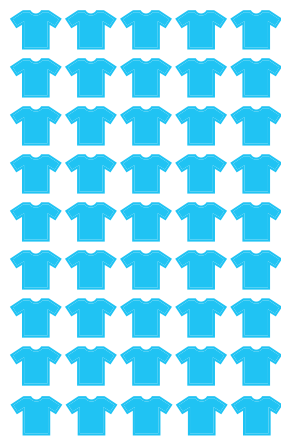
## CLUB-TRAINED

14% (97 PLAYERS)



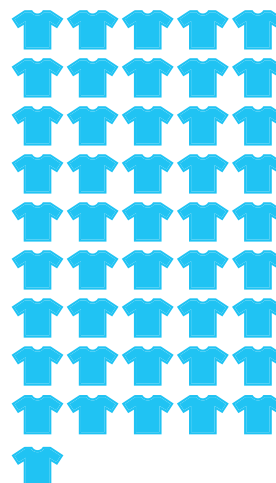
## RECRUITED FROM NORTH AMERICA

40% (270 PLAYERS)

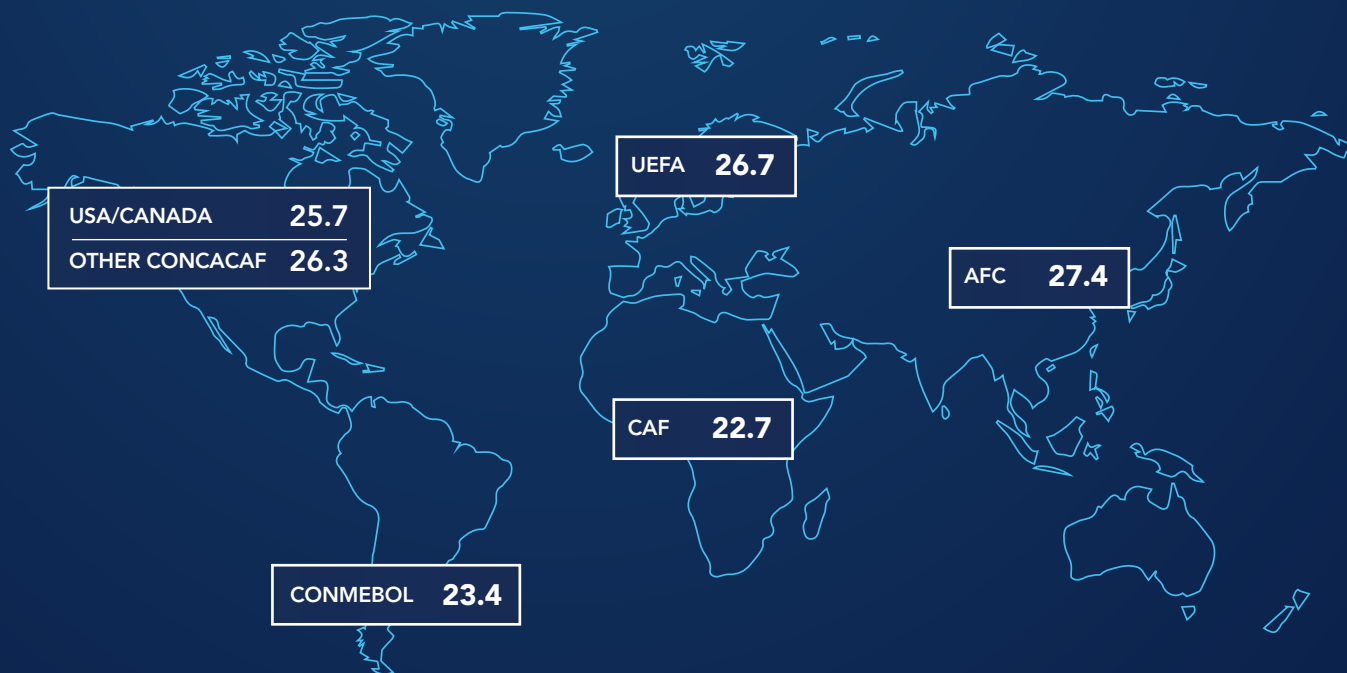


## RECRUITED FROM ABROAD

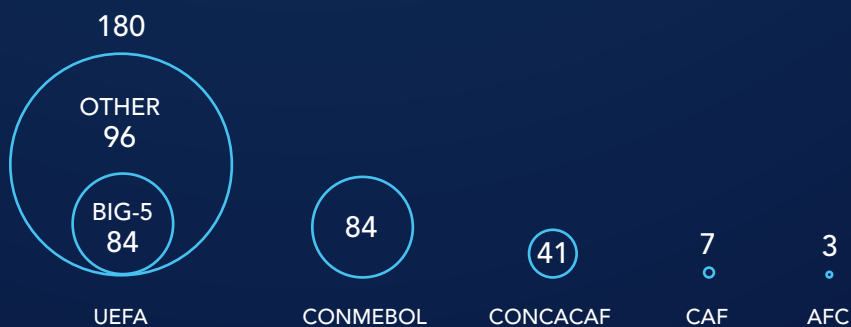
46% (315 PLAYERS)



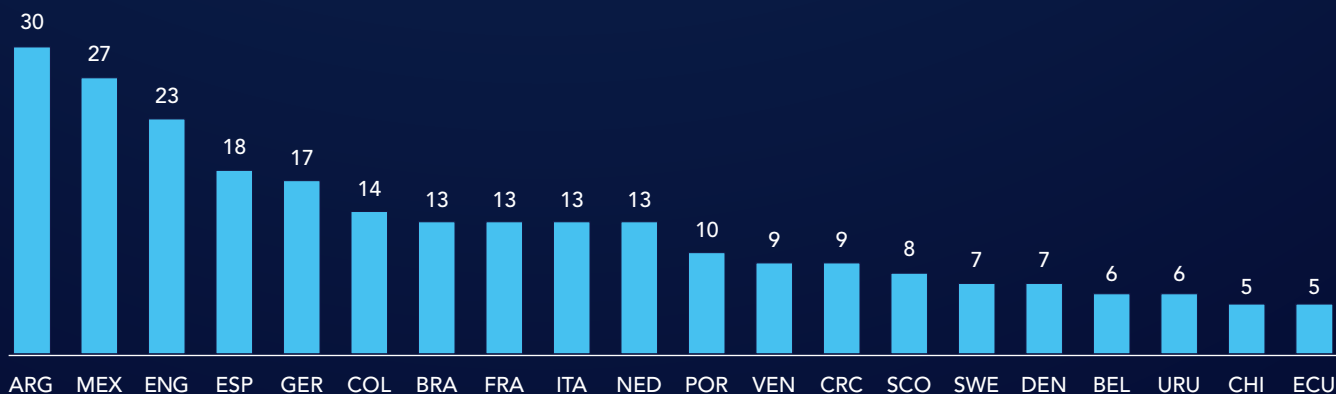
Average age of players at the time of recruitment, by location of players' prior club  
 (the analysis includes all players with at least one cap in the 2020 MLS season. Club-trained players are not taken into account in this analysis)



Ranking of soccer regions by number of players transferred directly to the MLS  
 (the analysis includes all players with at least one cap in the 2020 MLS season. Players recruited from the US or Canada have not been taken into account)



Ranking of countries by number of players transferred directly to the MLS  
 (the analysis includes all players with at least one cap in the 2020 MLS season. Players recruited in the US or Canada are not taken into account in this analysis)



# MLS AND PLAYER SALARIES

The analysis of player salaries, based on the numbers published every year by the MLS Players' Association (MLSPA), offers interesting insights into the financial evolution of the league over the years. In general terms, the average total wage bill of an MLS club – USD 12 million in 2019 – has nearly tripled over the last ten years and nearly doubled when only the last six seasons are considered.

The salary distribution reveals a considerable gap between the highest earners and the vast majority of players. In 2019, almost two thirds of the players that competed in MLS made less than USD 300 thousand per year, whilst 58 pocketed more than USD 1 million – nine of which earned at least USD 3 million. Even in this regard, the MLS evolved considerably since 2007, the first year of data published by the MLSPA. At the time, 90% of players made less than USD 187 thousand per year; the same threshold is today set at

USD 860 thousand, result of more than a threefold growth.

In 2019, overall team salary budgets varied in a ratio of 3:1 with two Canadian clubs – Toronto FC and Vancouver Whitecaps – representing the two ends of the spectrum. When removing the top three from this specific list, however, the ratio between the biggest and the lowest spenders is only 1.5:1. Two clubs clearly stand out when looking at their total wage bill over the years. Toronto FC has topped the ranking in each of the last six seasons for which data is available, managing to achieve its first MLS Cup in 2017. The LA Galaxy have been in the top three across the whole 2010-2019 decade with the only exception of one season, representing one of the biggest markets in the league, the two New York franchises have also been amongst the biggest spenders at different points in time. Once featuring star players such as Frank Lampard, David Villa and Thierry

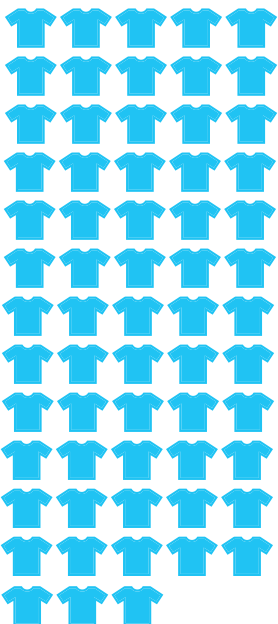
Henry, the two clubs appear to have now chosen a different approach, one that led them to be ranked respectively 16th and 21st in terms of salaries in 2019. Only in four occasions across the last ten years, a club amongst the top three biggest spenders on salaries ended up winning the league. The Seattle Sounders - MLS Champions in 2019 - ranked on that season.

The evolution of MLS salaries is directly linked with the Collective Bargaining Agreement (CBA) periodically negotiated between the league and the MLSPA. As covid-19 forced the two parties to revise the terms of the deal previously reached for the 2020-2024 period, a new agreement covering all seasons up to 2027 was sealed in February 2021. From a salary budget perspective - whilst no cuts were introduced - the increase originally meant to come into effect in 2021 has been now postponed to 2023.

## MLS players by salary range - season 2019

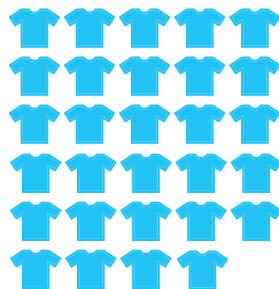
LESS THAN USD 300K

63% (451 PLAYERS)



BETWEEN USD 300K AND USD 1 MILLION

29% (205 PLAYERS)

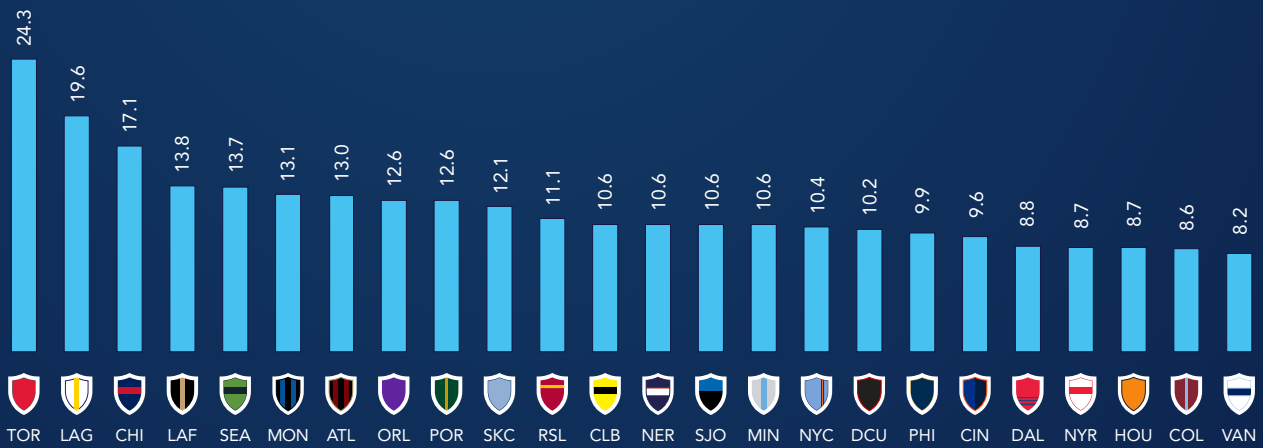


MORE THAN ONE MILLION USD

8% (58 PLAYERS)



Ranking of MLS clubs by total wage bill (season 2019, values in USD million)



Evolution of the average total wage bill of an MLS club (2007-2019 values in USD million)



# OF TEAMS	13	14	15	16	18	19	19	19	20	20	22	23	24
CUMUL SALARIES	42.1	47.0	51.7	70.9	85.0	99.0	94.8	121.4	167.0	179.9	200.3	255.9	288.4

Ranking of the top 3 MLS clubs with the highest wage bill (2010-2019)

	10	11	12	13	14	15	16	17	18	19
1 <sup>ST</sup>	NYR	LAG	NYR	NYR	TOR	TOR	TOR	TOR	TOR	TOR
2 <sup>ND</sup>	LAG	NYR	LAG	SEA	LAG	LAG	NYC	NYC	LAG	LAG
3 <sup>RD</sup>	CHI	TOR	TOR	LAG	SEA	NYC	LAG	CHI	CHI	CHI

MLS Cup winner

# MLS PLAYING STATISTICS

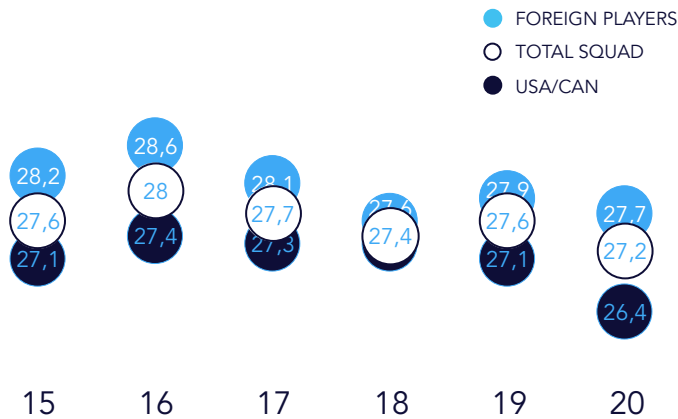
The analysis of playing statistics offers additional point of views to understand the trends across Major League Soccer from a more sporting perspective. In terms of nationality of players, more than half of the total minutes played across the 2020 MLS regular season have been granted to foreign ones. More specifically, this value appears to have stabilized at around 58% in recent years, a value 23% higher than that registered for the 2015 season. With an impressive 80% of minutes played by non-domestic players, Houston Dynamo leads the ranking at individual club level, ahead of Los Angeles FC and New York City FC. On the other end of the spectrum - with more than two-thirds of total minutes played by players from the US or Canada - are instead the New

England Revolution and Nashville SC. In terms of age ranges, the most notable trend sees a significantly increasing share of minutes granted to young domestic players. At league-wide level, playing time is nearly equally distributed between players below 28 years old (56% of total minutes on aggregate) and those above this age (44%).

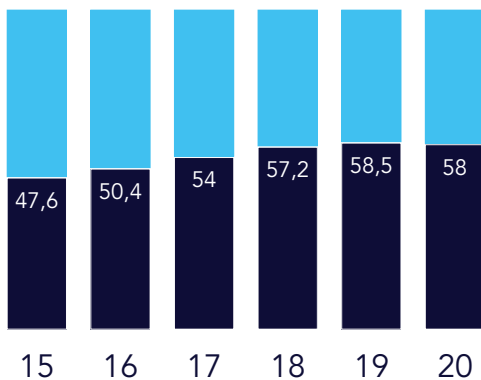
Data on the global average age across the league confirms that the MLS has been recently getting 'younger'. Between 2019 and 2020 this value experienced the most significant decrease in the last six years, going from 27.6 years to 27.2. More specifically, this is the result of a slight reduction in the average age of foreign players and a much more significant decrease in the case of

domestic ones – from 27.1 years to 26.4. This may represent an indicator of the increasing investments of MLS in youth development and club academies. At individual club level, with an average age of 28.4 years, the most experienced squads in 2020 were fielded by Sporting Kansas City, Seattle Sounders, Portland Timbers and Toronto FC. Los Angeles FC and New York Red Bulls were instead the youngest. In the case of the franchise owned by the Austrian energy drink company, the average squad age of 25.4 years appears to reaffirm an approach towards youth development similar to that adopted across the other Red Bull-owned soccer teams in the world.

League-wide average ages by players' origin  
(calculations are based on the total minutes played throughout each season)

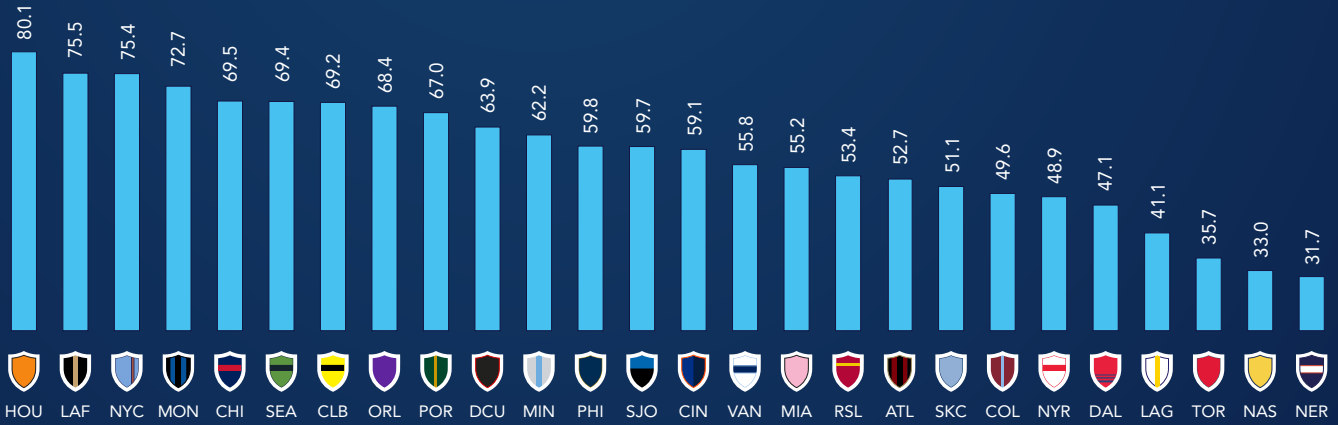


Minutes (as % of the league-wide total) played by foreign players (2015-2020)

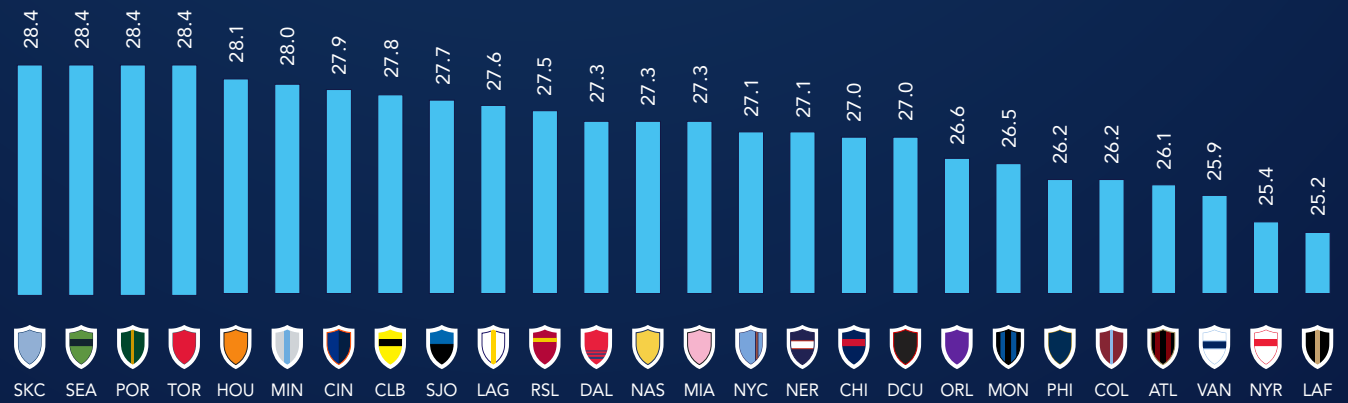




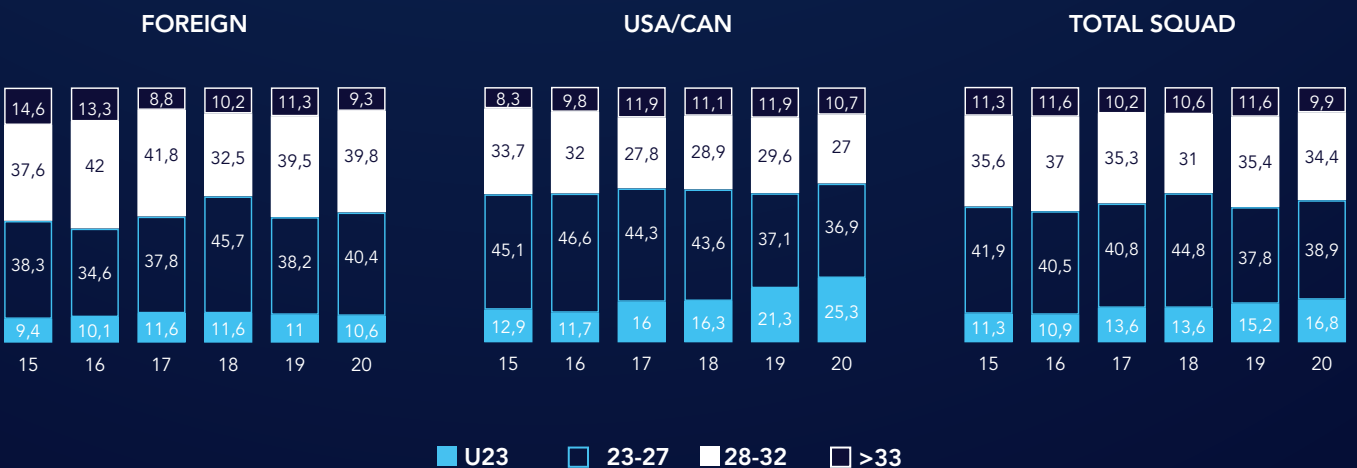
Ranking of MLS clubs by % of minutes played by foreign players - Regular Season 2020



Ranking of MLS clubs by average squad age - Regular Season 2020  
(calculations based on the actual minutes played by each individual player)

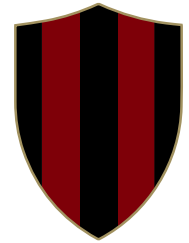


Minutes played (as % of the total for each category) by age range (2015-2020)



■ U23   ■ 23-27   ■ 28-32   ■ >33

# ATLANTA UNITED FC



MLS ADMISSION  
2014



MLS DEBUT  
2017



ENTRY FEE  
USD 70m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

The club is owned by Arthur M. Blank, the co-founder of Home Depot - the world's largest home improvement retailer. He is also the owner and chairman of NFL's Atlanta Falcons and through the company StadCo operates the Mercedes-Benz Stadium, the USD 1.6 billion venue inaugurated in 2017 and home to the two franchises. Blank's investments in sports, which also includes the acquisition of a minority stake in Aberdeen (SCO) in 2019, fall under the AMB Sports and Entertainment umbrella - a company owned by the AMB Group.



ABERDEEN (SCO)



ATLANTA FALCONS

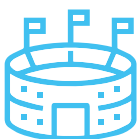


## CLUB HONORS

MLS CUP  
2018

US OPEN CUP  
2019

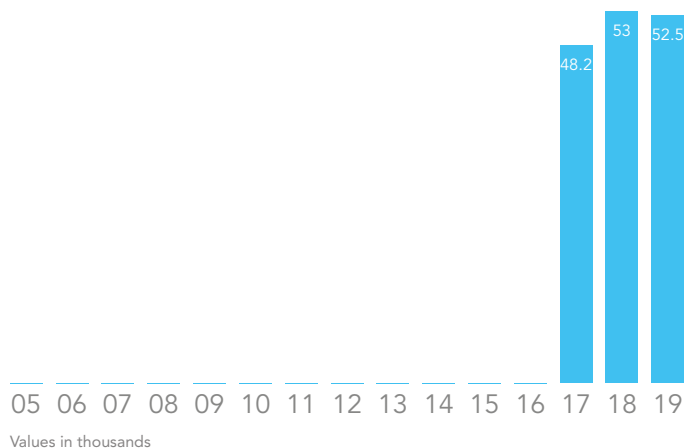
CONFERENCE  
CHAMPIONS  
2018



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	MERCEDES-BENZ STADIUM
LOCATION	ATLANTA, GEORGIA
INAUGURATION	2017
CAPACITY	42'500*
SOCCER-SPECIFIC	NO

\* The stadium may be expanded to a capacity of over 70,000 people. In August 2019, Atlanta United broke MLS's record for a single-match attendance when it welcomed 72,548 fans for the regular season match against the LA Galaxy.



## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



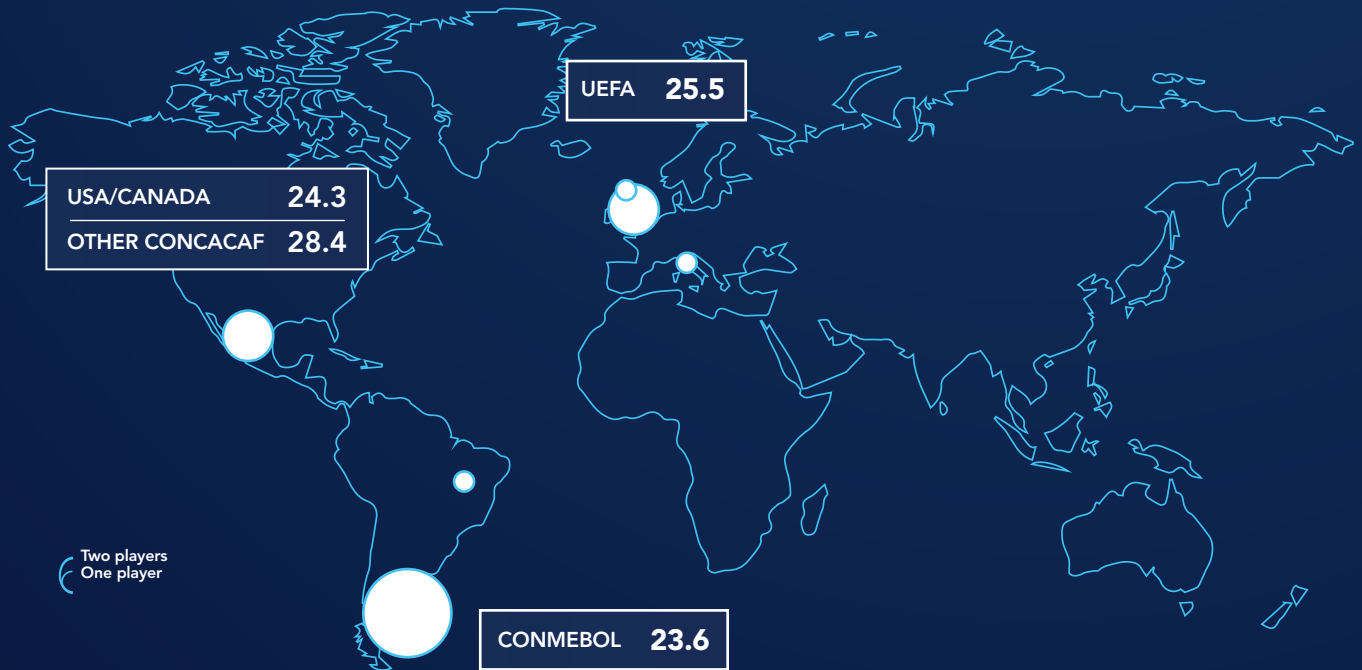
Players recruited from North America



Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

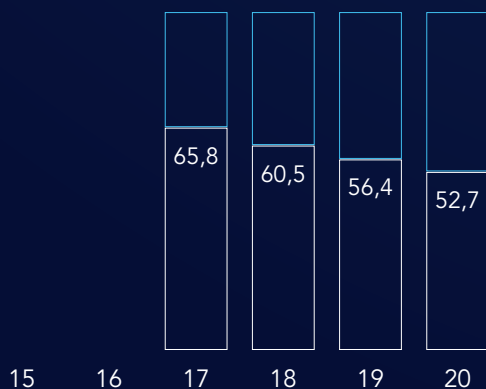


## PLAYER SALARIES

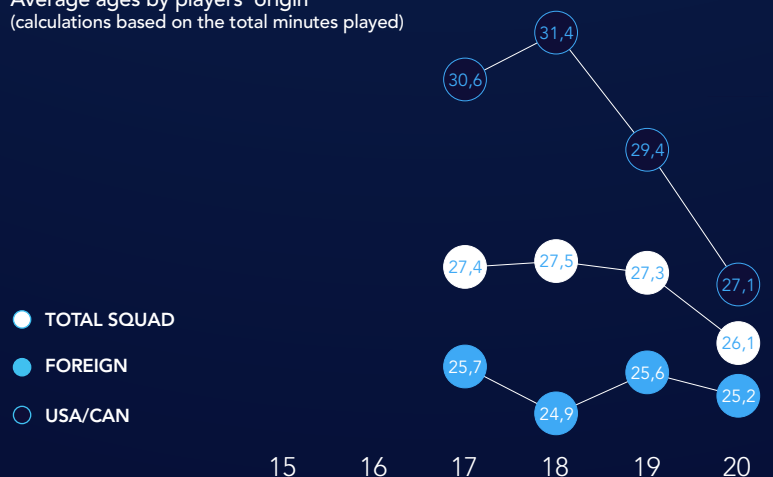


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2017-2020)



Average ages by players' origin (calculations based on the total minutes played)



# CHICAGO FIRE FC



MLS ADMISSION  
1997



MLS DEBUT  
1998



ENTRY FEE  
N/A



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

The club is owned by Chicago-based Joe Mansueto. He is the founder of Morningstar, a financial services firm that manages or advises on more than USD 200 billion in assets. Mansueto first bought a 49% stake in the Chicago Fire in 2018, eventually purchasing the remaining 51% a year later. The club's valuation reportedly increased from USD 240 million to USD 400 million in between the two transactions. One of Mansueto's first moves at the helm of the club was to move the team back to the historic Soldier Field after 13 years at the SeatGeek stadium (originally Toyota Park) in Bridgeview, Illinois.



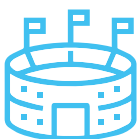
## CLUB HONORS

MLS CUP  
1998

SUPPORTERS' SHIELD  
2003

US OPEN CUP  
1998, 2000, 2003, 2006

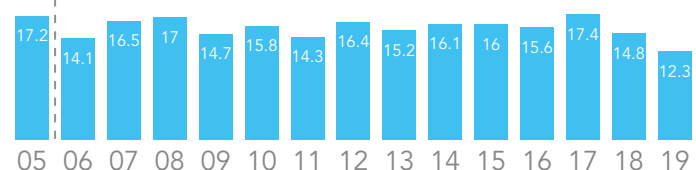
CONFERENCE CHAMPIONS  
1998, 2003



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	SOLDIER FIELD
LOCATION	CHICAGO, ILLINOIS
INAUGURATION	1924*
CAPACITY	61'500
SOCCER-SPECIFIC	NO

Move from Soldier Field to SeatGeek Stadium



Values in thousands

\* From 2020 the club has returned to its original home venue, Soldier Field, after 13 years at the SeatGeek Stadium (formerly Toyota Park). Soldier Field underwent major renovations in 2002.

## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



Players recruited from North America



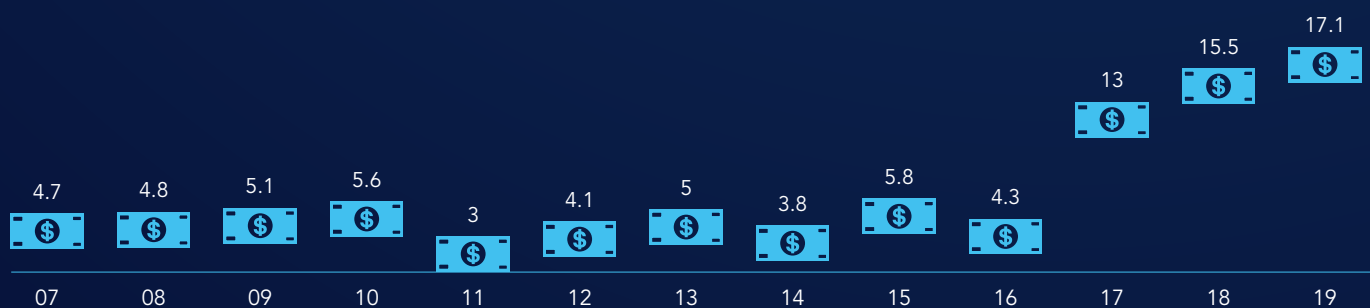
Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

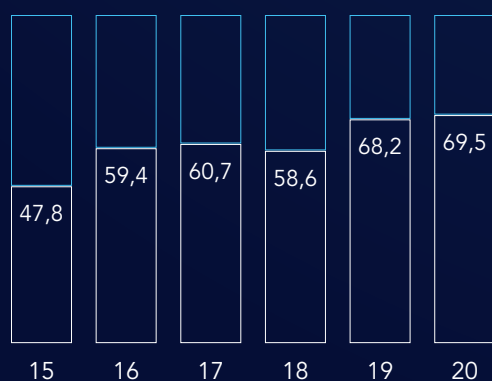


## PLAYER SALARIES

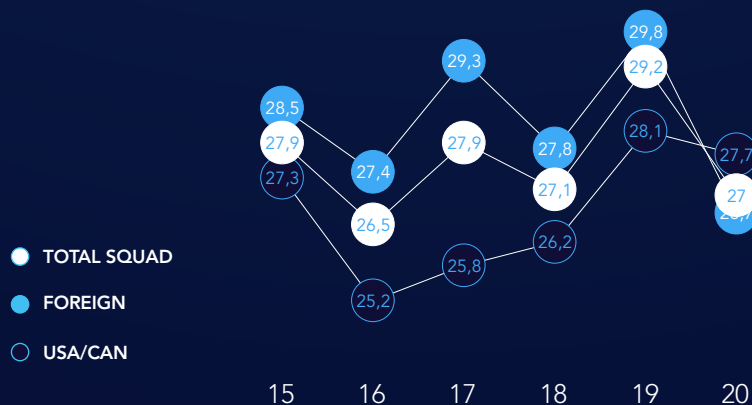


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# FC CINCINNATI



MLS ADMISSION  
2018



MLS DEBUT  
2019



ENTRY FEE  
USD 150m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

The club's majority owner is Carl Lindner III, one of Cincinnati's wealthiest men and co-CEO of American Financial Group - a Fortune 500 company in the insurance business. He is the oldest son of Carl Lindner Jr. - a former owner of MLB's Cincinnati Reds. Lindner is joined at the helm of the club by a diverse group of local investors. In November 2019, Silicon Valley veteran Meg Whitman also invested in a 20% stake in FC Cincinnati alongside her husband Griff Harsh. The former CEO of Hewlett Packard and Ebay reportedly paid USD 100 million for the acquisition, valuing the club at USD 500 million.

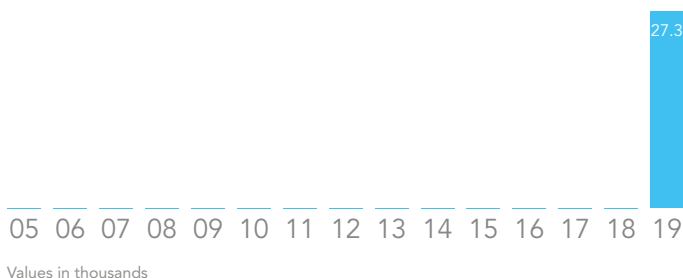


## CLUB HONORS



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	WEST END STADIUM*
LOCATION	CINCINNATI, OHIO
INAUGURATION	2021
CAPACITY	26'000
SOCCER-SPECIFIC	YES



\* The stadium is expected to open doors on May 16<sup>th</sup>, 2021. The club is temporarily playing its home games at the Nippert Stadium in Cincinnati.

## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

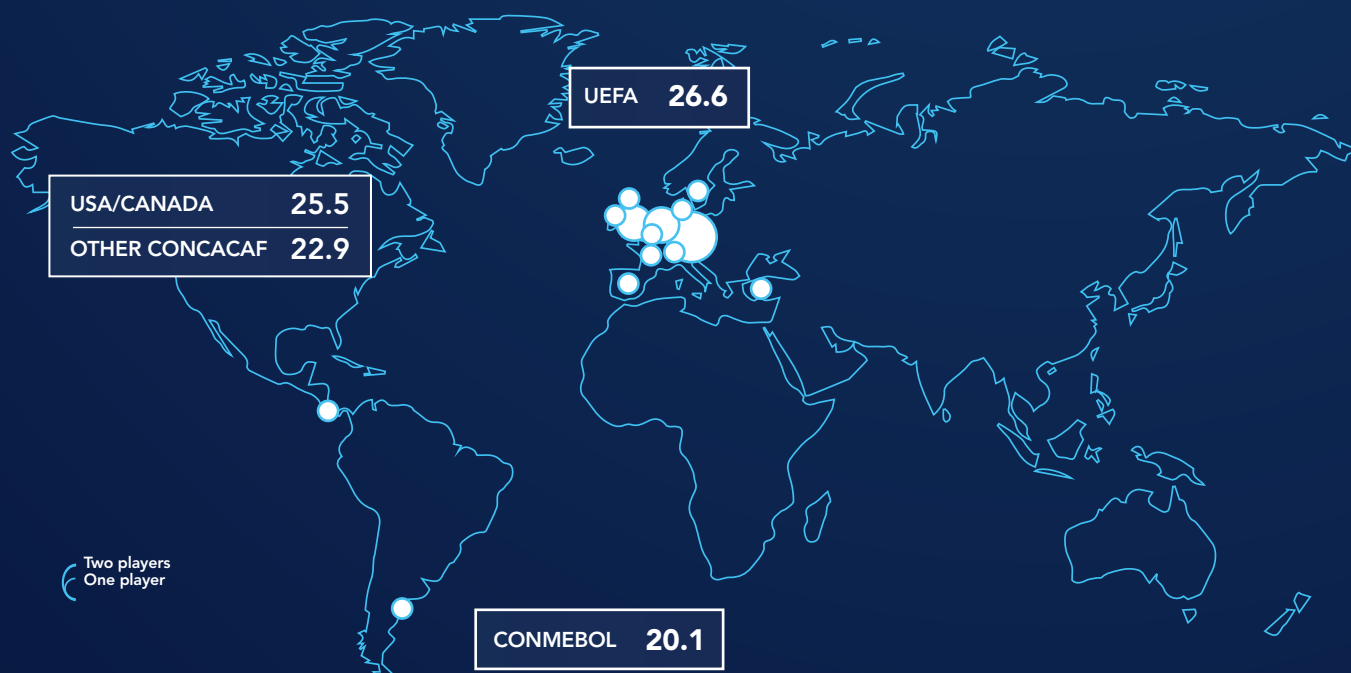
Club-trained players

Players recruited from North America

Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)



## PLAYER SALARIES

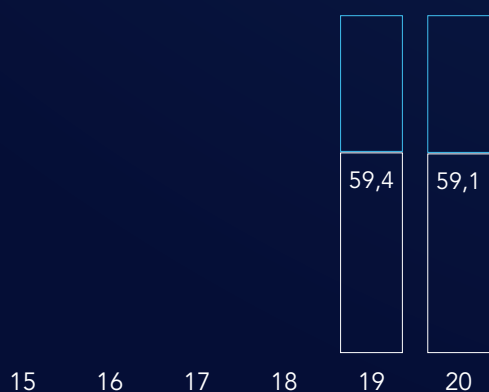
9,6

19

## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2019-2020)

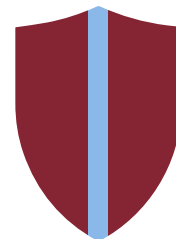
Average ages per players' origin (calculations based on the total minutes played)



● TOTAL SQUAD  
● FOREIGN  
○ USA/CAN



# COLORADO RAPIDS



MLS ADMISSION  
1995



MLS DEBUT  
1996



ENTRY FEE  
USD 5m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

Stanley Kroenke is the club's owner since September 2003. Married to Walmart heiress Ann Walton Kroenke, he is the chairman and owner of The Kroenke Group, a private real estate investment and development company with properties located in the United States and Canada. His estimated net worth is USD 8.2 billion. He is also the owner of Kroenke Sports & Entertainment (KSE) a company that today owns several franchises across US professional leagues as well as Arsenal FC in the English Premier League.

 ARSENAL (ENG)

 DENVER NUGGETS

 LOS ANGELES RAMS

 COLORADO AVALANCHE



## CLUB HONORS

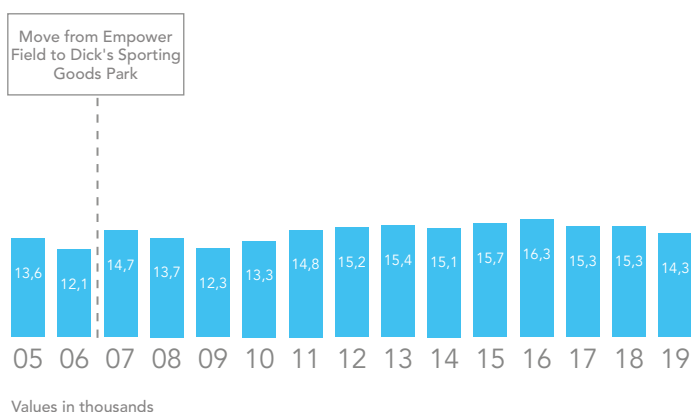
MLS CUP  
2010

CONFERENCE CHAMPIONS  
1997, 2010



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	DICK'S SPORTING GOODS PARK
LOCATION	COMMERCE CITY, COLORADO
INAUGURATION	2007
CAPACITY	18'061
SOCCER-SPECIFIC	YES





# PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



Players recruited from North America



Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

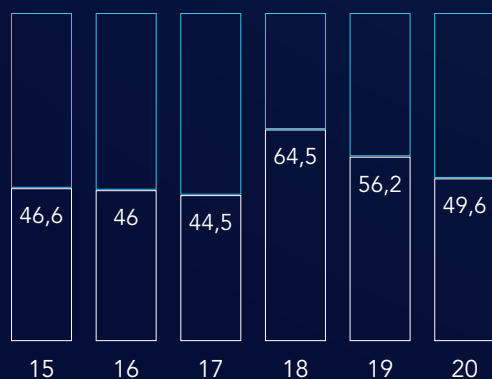


## PLAYER SALARIES

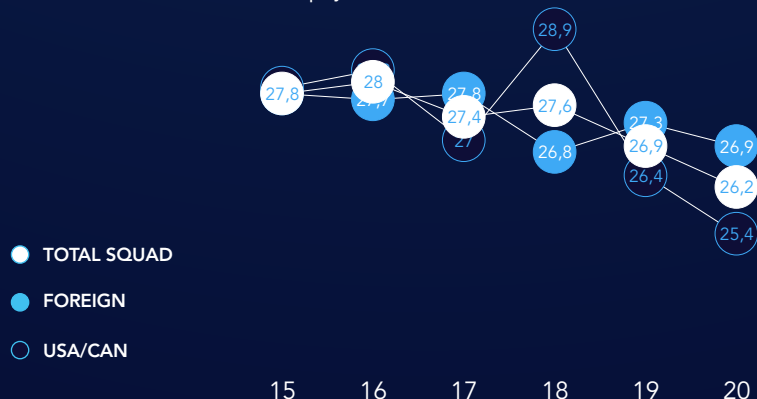


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on total minutes played)



# COLUMBUS CREW SC



MLS ADMISSION  
1994



MLS DEBUT  
1996



ENTRY FEE  
USD 5m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

Since December 2018 the club is controlled by a group including Dee and Jimmy Haslam - already owners of NFL's Cleveland Browns - and local businessman Pete Edwards. The Haslam family owns 67% of USD 31 billion Pilot Flying J, a North American chain of truck stops and convenience stores. Reportedly worth USD 150 million, the takeover allowed the new owners keep to the MLS franchise in Columbus, following months of talks about a potential relocation to Austin, TX. The team is expected to inaugurate in July 2021 its new 20,000-seat USD 314 million stadium.



## CLUB HONORS

MLS CUP  
2008, 2020

SUPPORTERS' SHIELD  
2004, 2008, 2009

US OPEN CUP  
2002

CONFERENCE CHAMPIONS  
2008, 2015, 2020



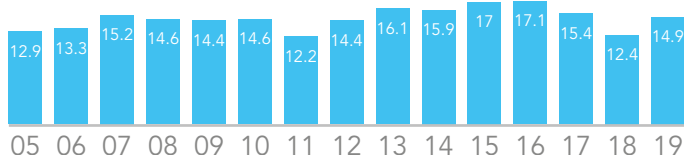
CLEVELAND BROWNS



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	NEW CREW STADIUM*
LOCATION	COLUMBUS, OHIO
INAUGURATION	2021
CAPACITY	20'000
SOCCER-SPECIFIC	YES

\* The stadium is expected to open doors on July 3<sup>rd</sup>, 2021. The club is temporarily playing its home games at the MAPFRE Stadium in Columbus.



Values in thousands

## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



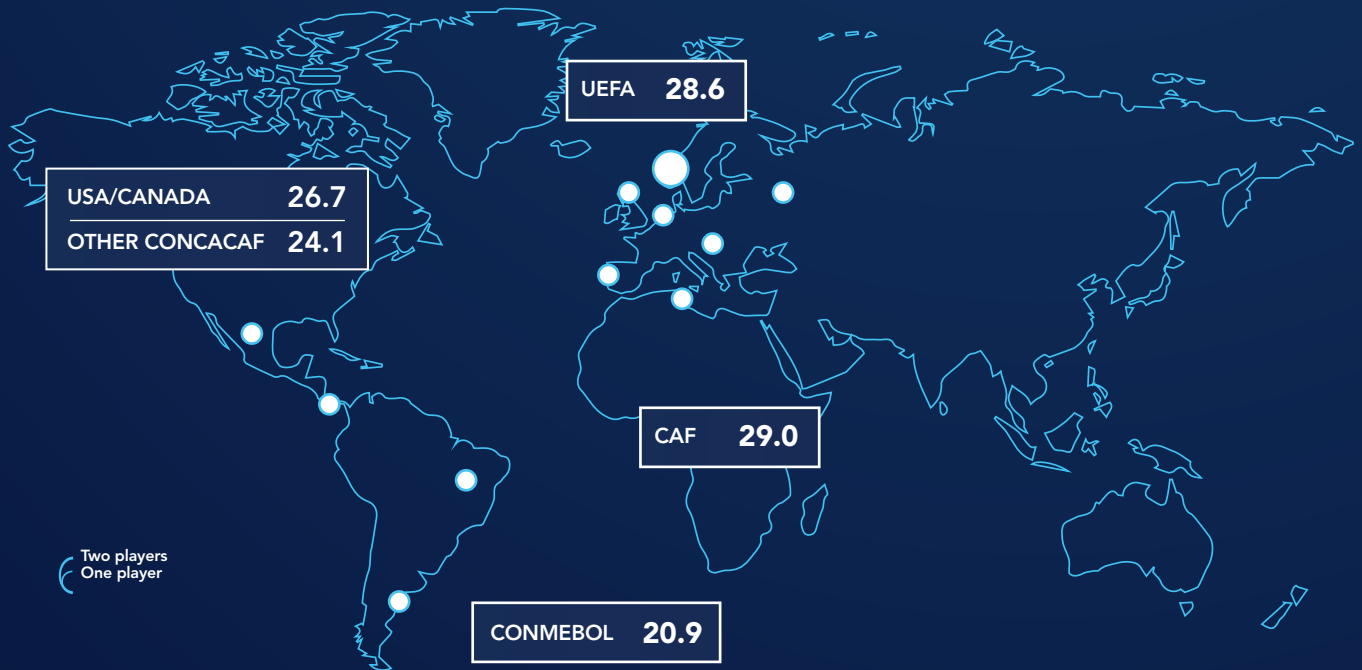
Players recruited from North America



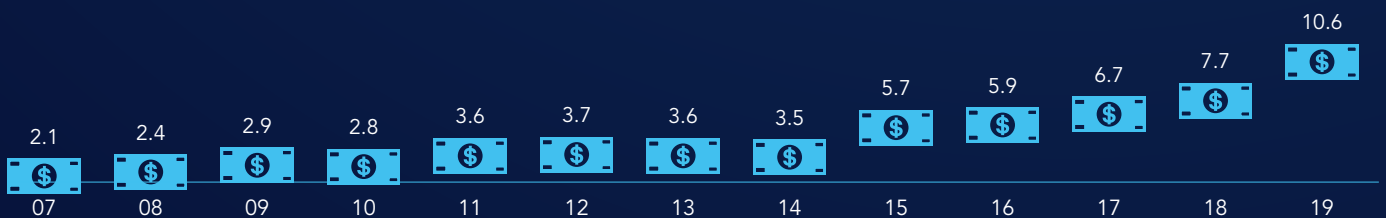
Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

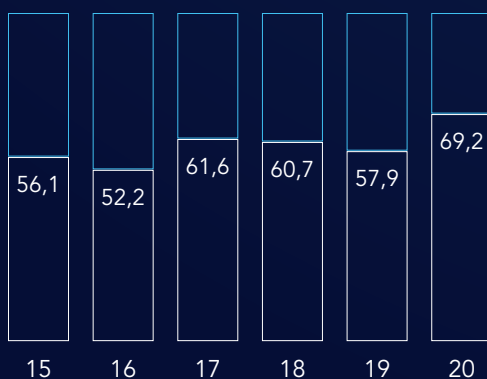


## PLAYER SALARIES

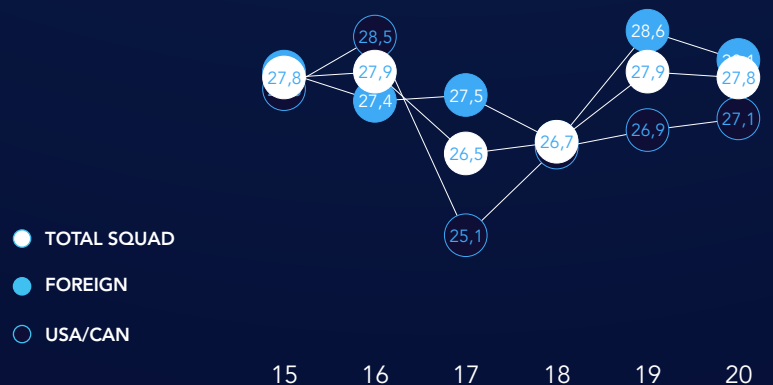


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# FC DALLAS



MLS ADMISSION  
1995



MLS DEBUT  
1996



ENTRY FEE  
USD 5m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

FC Dallas is owned by the Hunt family, one of the richest in the United States with an estimated net worth of USD 15.5 billion. Lamar Hunt, son of oil tycoon H.L. Hunt, was a pivotal figure in American sports history and played a crucial role in the development of soccer in North America, being also one of the founding investors in the MLS. The US Open Cup - the oldest ongoing national soccer competition – is still today named after him. His sons Clark and Dan are currently chairman and president of FC Dallas respectively.



CHICAGO BULLS



KANSAS CITY CHIEFS



## CLUB HONORS

SUPPORTERS' SHIELD  
2016

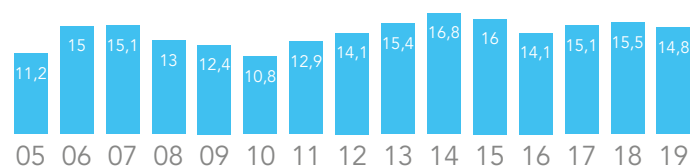
US OPEN CUP  
1997, 2016

CONFERENCE CHAMPIONS  
2010



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	TOYOTA STADIUM
LOCATION	FRISCO, TEXAS
INAUGURATION	2005
CAPACITY	20'500
SOCCER-SPECIFIC	YES



Values in thousands

## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



Players recruited from North America



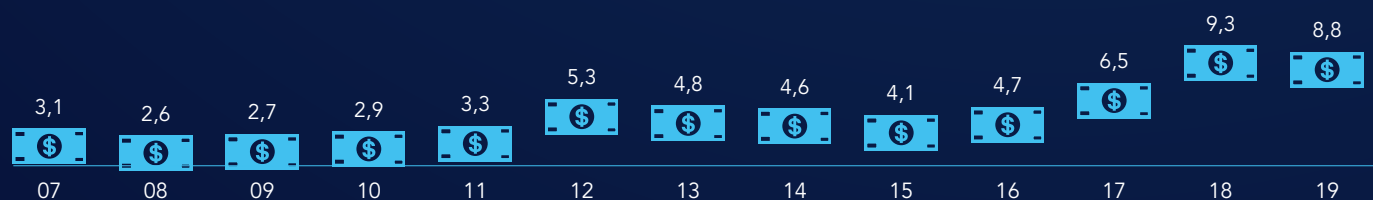
Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

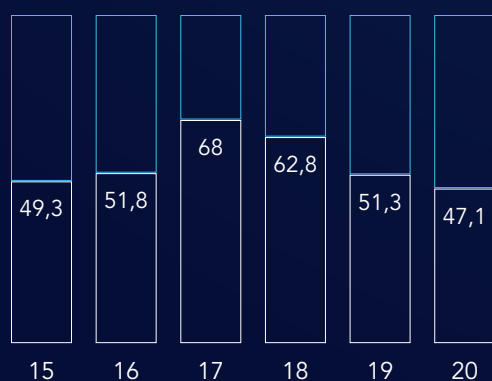


## PLAYER SALARIES

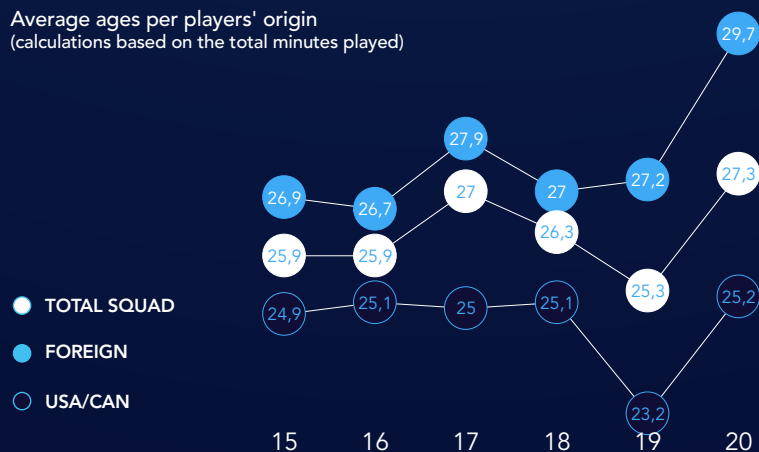


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# DC UNITED



MLS ADMISSION  
1994



MLS DEBUT  
1996



ENTRY FEE  
USD 5m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

The club is owned by Jason Levien and Stephen Kaplan. An investor in real estate and sports and technology-focused businesses, Levien - who previously served as CEO of NBA's Memphis Grizzlies - was first named a majority owner of DC United in 2012. Kaplan, the co-founder of Oaktree Capital Group - a global investment management firm and previously co-chairman of the Memphis Grizzlies - joined him at the helm of the club in 2018. Together, they also led the takeover of Swansea City (ENG) in 2016.



SWANSEA CITY (ENG)



## CLUB HONORS

MLS CUP  
1996, 1997, 1999, 2004

SUPPORTERS' SHIELD  
1997, 1999, 2006, 2007

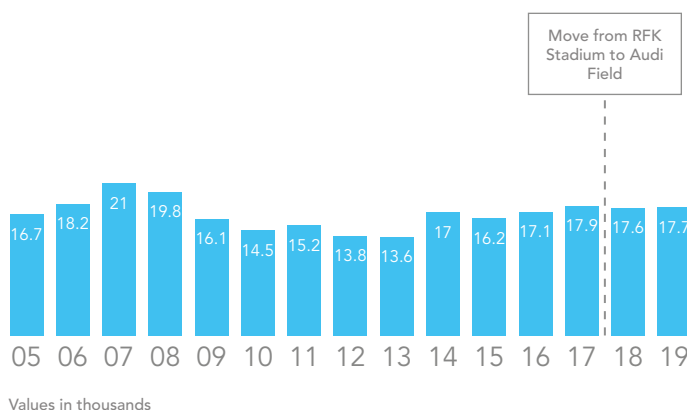
US OPEN CUP  
1996, 2008, 2013

CONFERENCE CHAMPIONS  
1996, 1997, 1998, 1999, 2004



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	AUDI FIELD
LOCATION	WASHINGTON, D.C.
INAUGURATION	2018
CAPACITY	20'000
SOCCER-SPECIFIC	YES



## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



Players recruited from North America



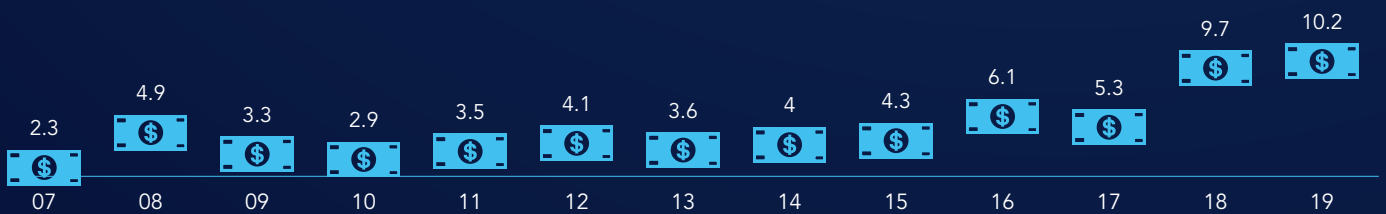
Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

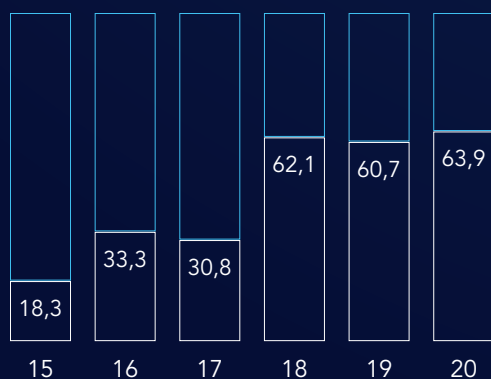


## PLAYER SALARIES

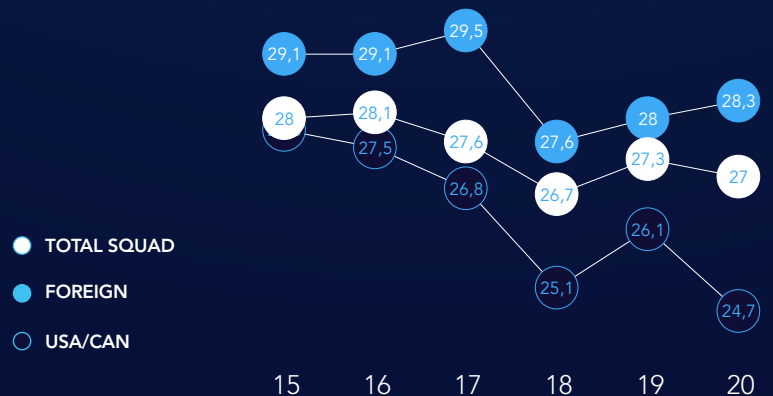


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# HOUSTON DYNAMO



MLS ADMISSION  
2005



MLS DEBUT  
2006



ENTRY FEE  
USD 5m\*

\*The entry fee reflects the amount paid by the San Jose Clash to join the league in 1996. The franchise was relocated to Houston in 2005.



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

Since December 2015, the club's controlling owner is Gabriel Brener. The CEO of Brener International Group - an LA-based private investment firm - is one of just two Latino owners in American sports. He is joined at the helm of the club by boxing champion and Golden Boy Productions CEO Oscar De La Hoya, Stormlight Holdings chairman and CEO Jake Silverstein, White Deer Partners managing partner Ben Guill and NBA all-star James Harden. Harden's acquisition of a small stake in the club for USD 15 million in July 2019 reportedly placed the valuation of the franchise and its stadium at USD 425 million.



SWANSEA CITY (ENG), HOUSTON DASH



## CLUB HONORS

MLS CUP  
2006, 2007

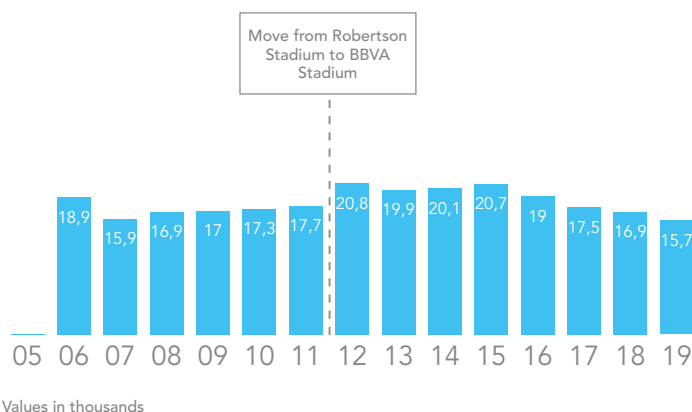
US OPEN CUP  
2018

CONFERENCE CHAMPIONS  
2006, 2007, 2011, 2012



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	BBVA STADIUM
LOCATION	HOUSTON, TEXAS
INAUGURATION	2012
CAPACITY	22'000
SOCCER-SPECIFIC	YES





## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



Players recruited from North America



Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

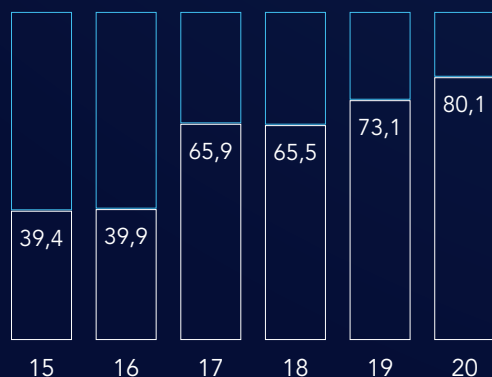


## PLAYER SALARIES

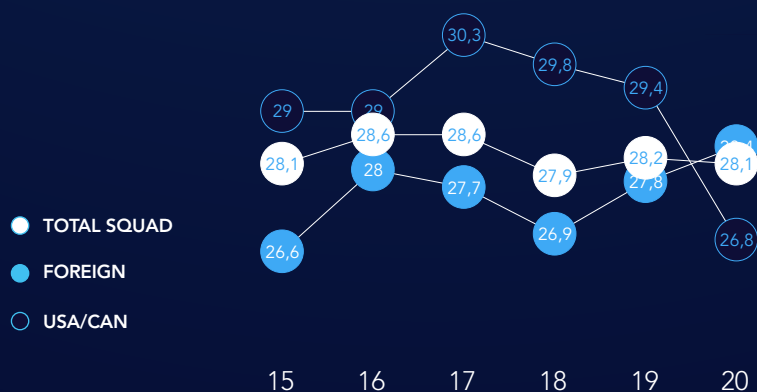


## PLAYER STATISTICS

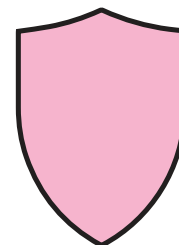
Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# INTER MIAMI CF



MLS ADMISSION  
2018



MLS DEBUT  
2020



ENTRY FEE  
USD 25m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

In addition to David Beckham, who has been the driving force behind the creation of the franchise, Inter Miami's ownership group currently comprises of other four individuals. Marcelo Claure - a Bolivian-American tech entrepreneur - is the CEO of SoftBank Group International and COO of SoftBank Group Corporation. The Mas brothers - Jorge and Jose - are respectively chairman and CEO of MasTec, an infrastructure engineering and construction company, with more than USD 7 billion in revenue in 2019. Masayoshi Son - founder and CEO of SoftBank - was recently named by Forbes the richest person in Japan with an estimated net worth of USD 45.4 billion.



GIRONA CF (ESP), CLUB BOLIVAR (BOL), SALFORD CITY (ENG)



## CLUB HONORS



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	DRV PNK STADIUM
LOCATION	FORT LAUDERDALE, FLORIDA
INAUGURATION	2020
CAPACITY	18'000
SOCCER-SPECIFIC	YES

\* The DRV PNK Stadium will serve as the club's temporary home venue until completion of the proposed Freedom Park stadium.

## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players

Players recruited from North America

Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)



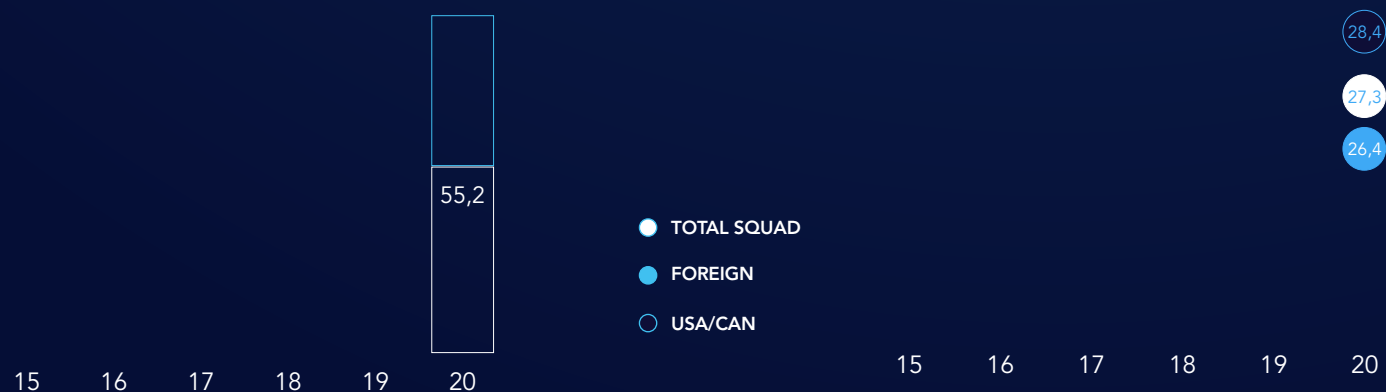
## PLAYER SALARIES

Data on player salaries currently available only until the 2019 MLS season

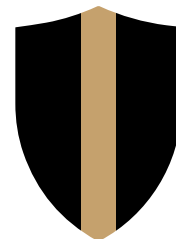
## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2020)

Average ages per players' origin (calculations based on the total minutes played)



# LOS ANGELES FC



MLS ADMISSION  
2014



MLS DEBUT  
2018



ENTRY FEE  
USD 110m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

With 31 owners listed as of March 2021, LAFC has possibly the largest and most diverse ownership groups across the MLS. The three managing owners are Larry Berg - the chairman of McGraw-Hill Education - Brandon Beck - a co-founder of video game developer and e-sports tournament organizer Riot Games - and Bennett Rosenthal - a co-founder of Ares Management LP and co-chairman of the Private Equity Group. LAFC's ownership group also includes famous sports personalities such as soccer legend Mia Hamm, former professional baseball player Nomar Garciaparra and NBA all-star Earvin 'Magic' Johnson. The franchise was valued at more than USD 700 million in February 2020 when Vincent Tan - one of the original investors in the club - sold half of his shares.



QPR (ENG), ANGEL CITY



LOS ANGELES DODGERS



GOLDEN STATE WARRIORS, BROOKLYN NETS,  
LOS ANGELES SPARKS, NEW YORK LIBERTY



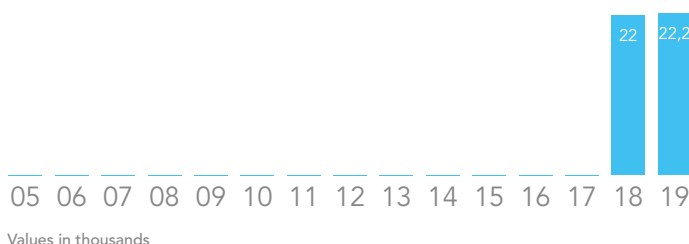
## CLUB HONORS

SUPPORTERS' SHIELD  
2019



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	BANC OF CALIFORNIA STADIUM
LOCATION	LOS ANGELES, CALIFORNIA
INAUGURATION	2018
CAPACITY	22'000
SOCCER-SPECIFIC	YES



## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



Players recruited from North America



Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)



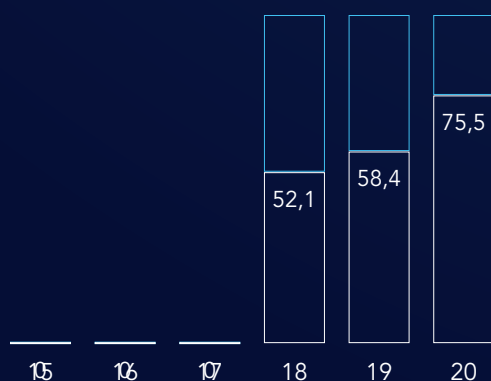
## PLAYER SALARIES



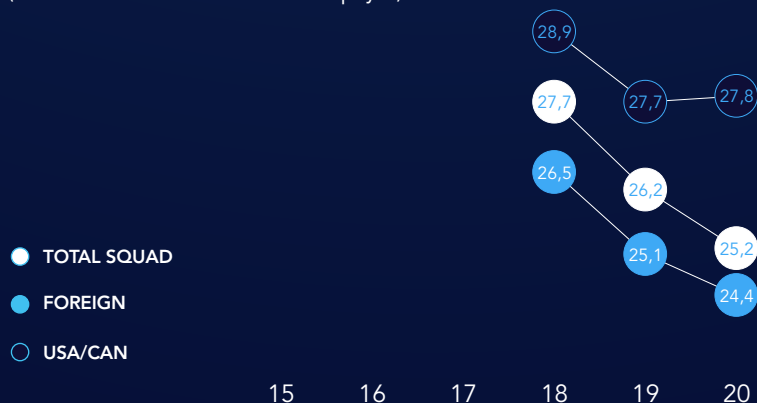
18 19

## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2018-2020)



Average ages per players' origin (calculations based on the total minutes played)



# LOS ANGELES GALAXY



MLS ADMISSION  
1994



MLS DEBUT  
1996



ENTRY FEE  
USD 5m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

Since 1998 the club is owned by Philip Anschutz and his Anschutz Entertainment Group (AEG) - the leading sports and live entertainment company in the world. AEG played a crucial role in supporting the development of MLS. In 2006, it operated as many as six out of the ten teams participating in the league. As part of its investments in soccer, AEG also co-owns a majority stake in Hammarby IF (SWE) together with former LA Galaxy star Zlatan Ibrahimovic.



HAMMARBY IF (SWE)



LOS ANGELES LAKERS



LOS ANGELES KINGS, EISBÄREN BERLIN (GER),  
DJURGÅRDENS (SWE)



## CLUB HONORS

CONCACAF CHAMPIONS CUP  
2000

MLS CUP  
2002, 2005, 2011, 2012, 2014

SUPPORTERS' SHIELD  
1998, 2002, 2010, 2011

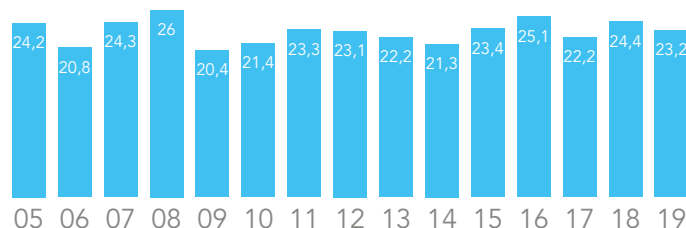
US OPEN CUP  
2001, 2005

CONFERENCE CHAMPIONS  
1996, 1999, 2002, 2005, 2009, 2011, 2012, 2014



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	DIGNITY HEALTH SPORTS PARK
LOCATION	CARSON, CALIFORNIA
INAUGURATION	2003
CAPACITY	27'000
SOCCER-SPECIFIC	YES



Values in thousands

## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



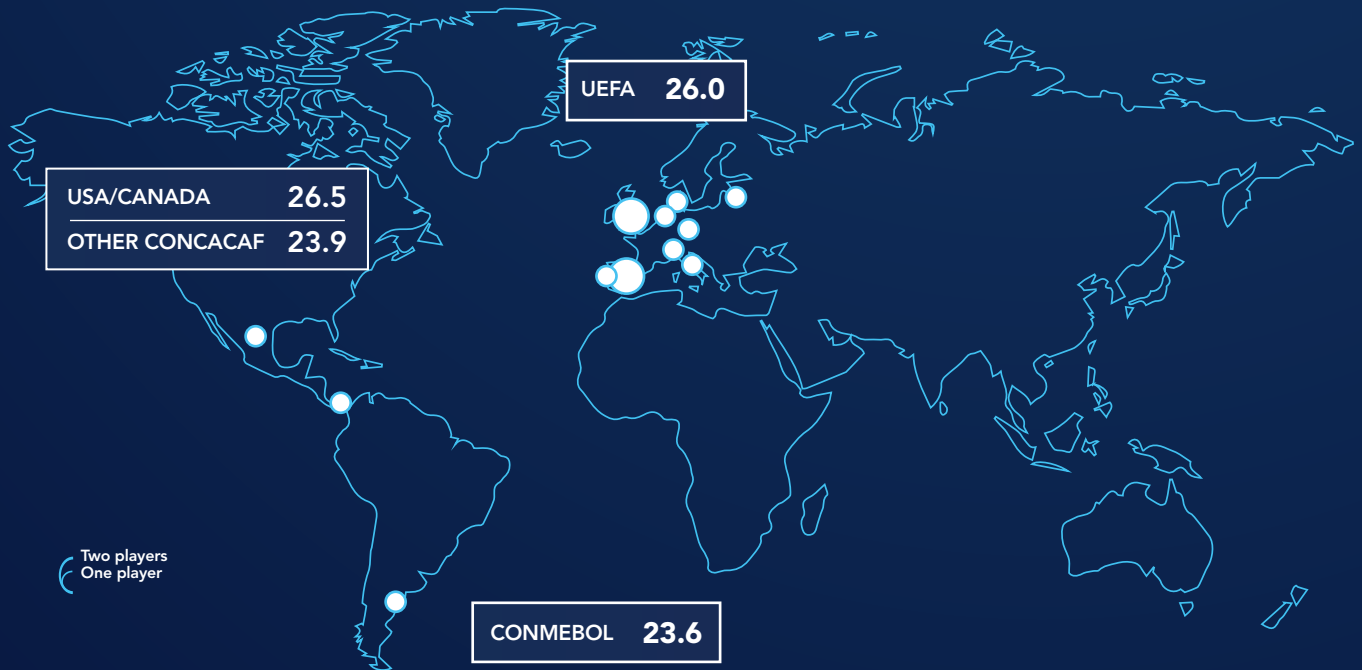
Players recruited from North America



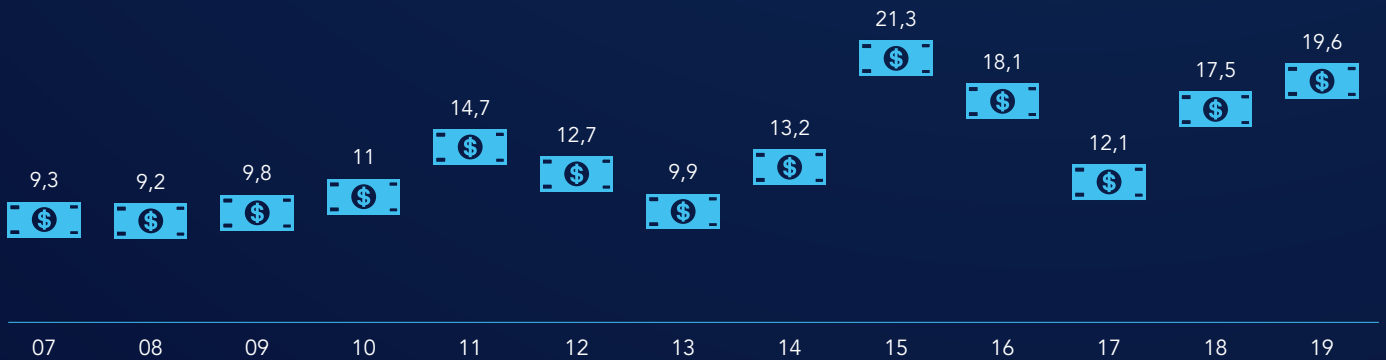
Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

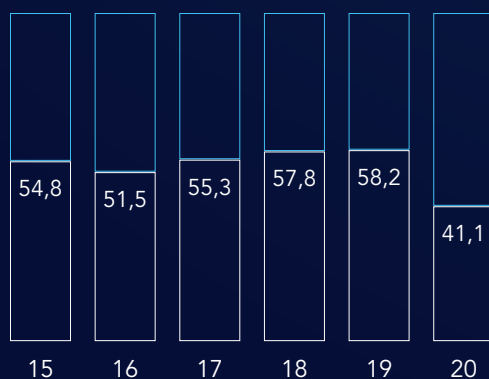


## PLAYER SALARIES

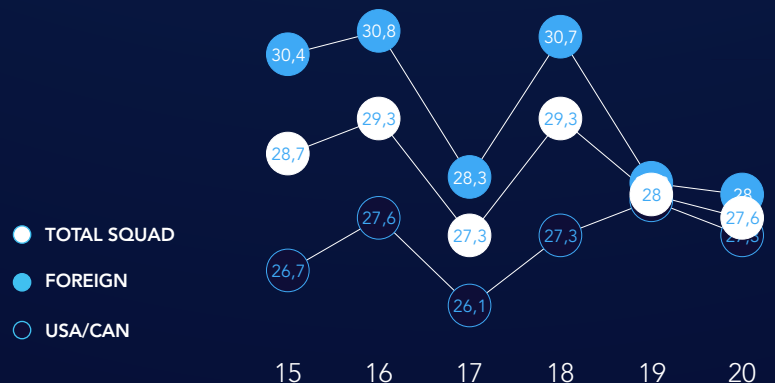


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# MINNESOTA UNITED FC



MLS ADMISSION  
2015



MLS DEBUT  
2017



ENTRY FEE  
USD 100m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

The club is controlled by a local ownership group led by Dr. Bill McGuire - a former CEO of UnitedHealth Group and already owner of NASL's Minnesota United since 2012. McGuire is joined in the MLS project by a group of investors. Amongst others, these reportedly include Robert and Jim Pohlada - members of a family that owns more than 30 diverse Minneapolis-based businesses and owners of MLB's Minnesota Twins, Glen Taylor - owner of the Star Tribune newspaper - and Wendy Nelson - chair of the Carlson Family Foundation.



MINNESOTA TWINS



BOSTON BRUINS



MINNESOTA TIMBERWOLVES\*, MINNESOTA LYNX

\* As of April 2021, Glen Taylor is reportedly in advanced talks to sell his majority share in the Minnesota Timberwolves

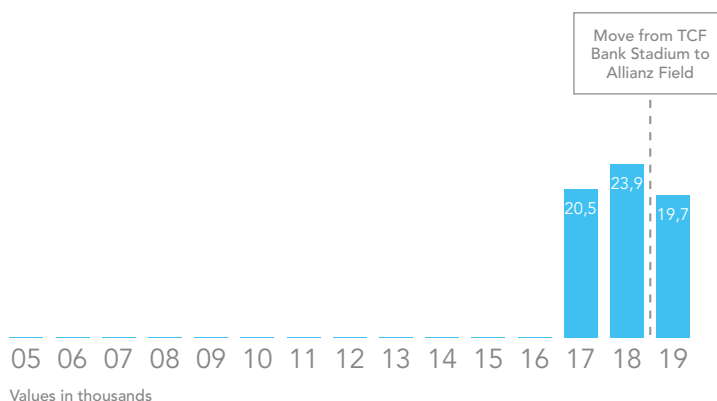


## CLUB HONORS



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	ALLIANZ FIELD
LOCATION	SAINT PAUL, MINNESOTA
INAUGURATION	2019
CAPACITY	19'400
SOCCER-SPECIFIC	YES





# PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

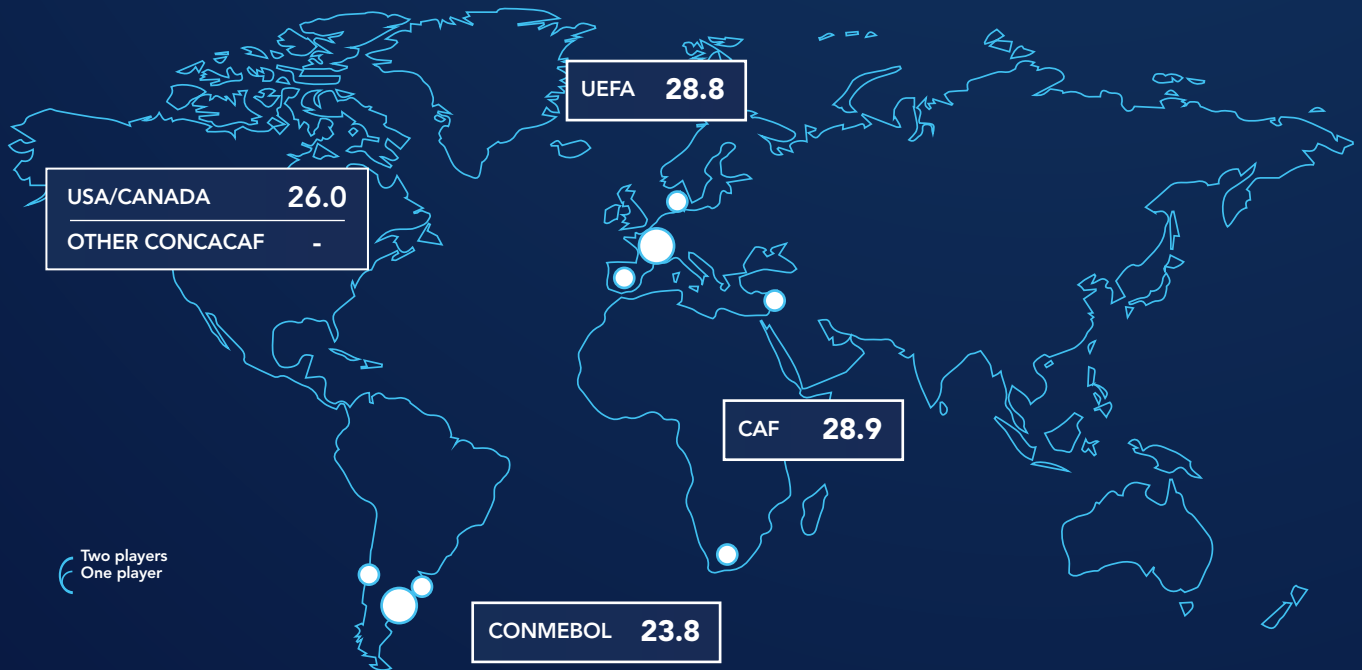
Club-trained players

Players recruited from North America

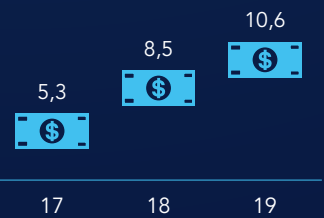
Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

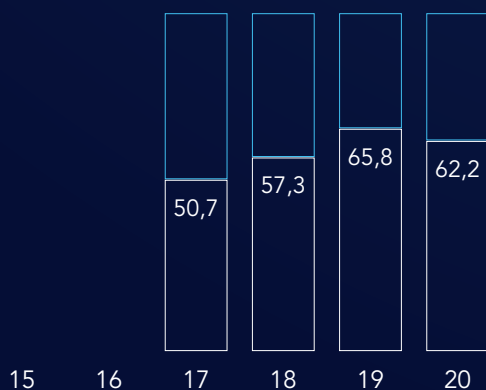


## PLAYER SALARIES

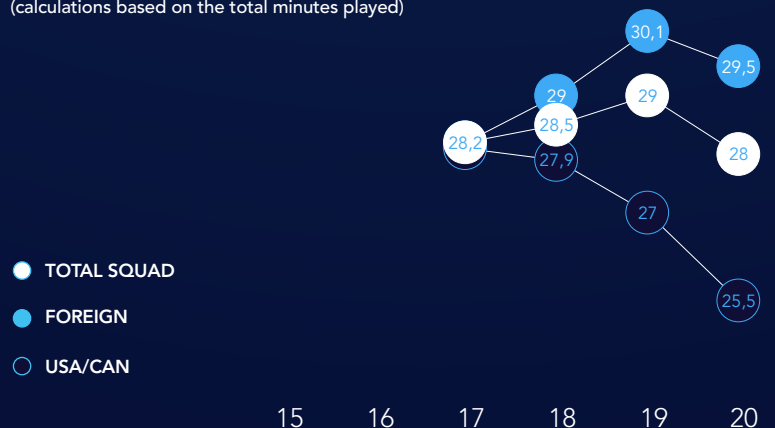


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2017-2020)



Average ages per players' origin (calculations based on the total minutes played)



# CF MONTRÉAL



MLS ADMISSION  
2010



MLS DEBUT  
2012



ENTRY FEE  
USD 40m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

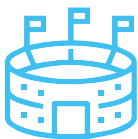
CF Montréal was founded in 1992 by Joey Saputo, still today the owner of the club. He is the son of the founder of Saputo Inc - a company amongst the top ten dairy processors in the world. In 2014, Saputo expanded his soccer investments overseas with the acquisition of Bologna FC, currently competing in the Italian Serie A. The two clubs established a close collaboration since then, with several players moving from Europe to Canada and vice versa over the years.



BOLOGNA FC (ITA)

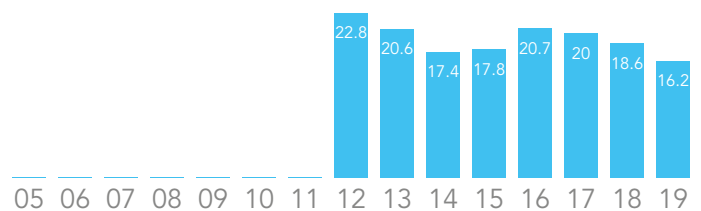


## CLUB HONORS



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	STADE SAPUTO
LOCATION	MONTREAL, CANADA
INAUGURATION	2008
CAPACITY	19'610
SOCCER-SPECIFIC	YES



Values in thousands

# PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



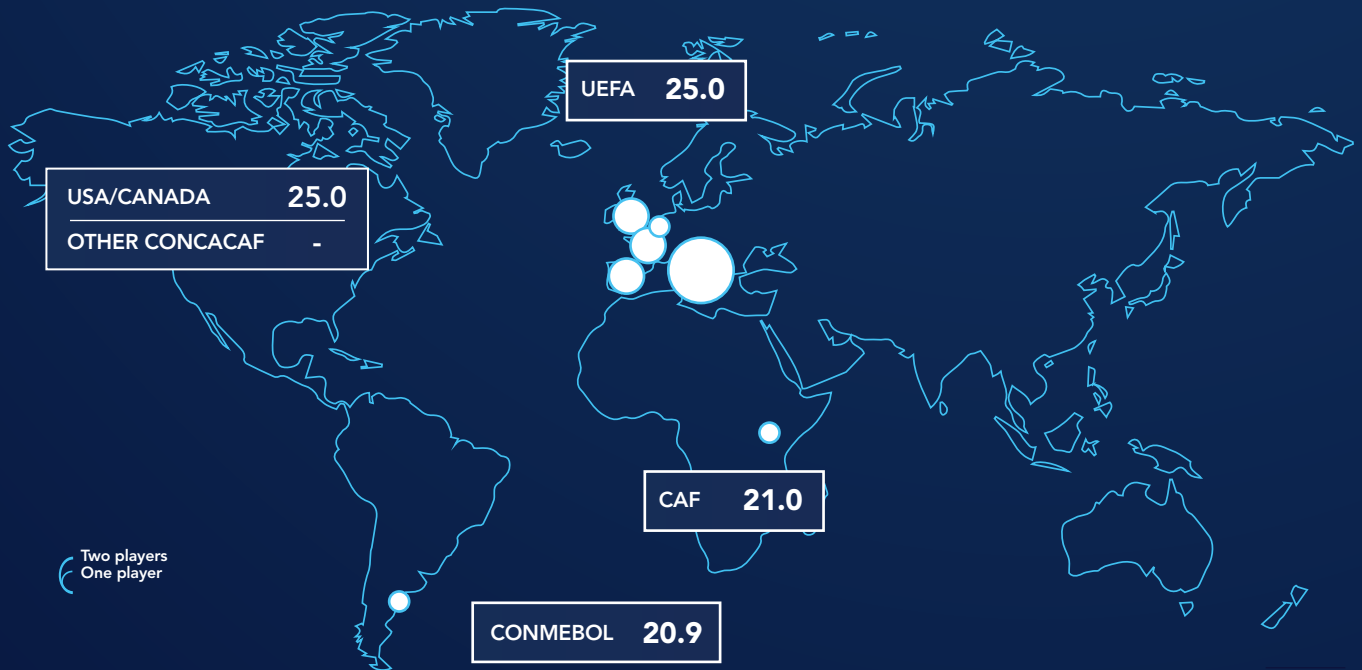
Players recruited from North America



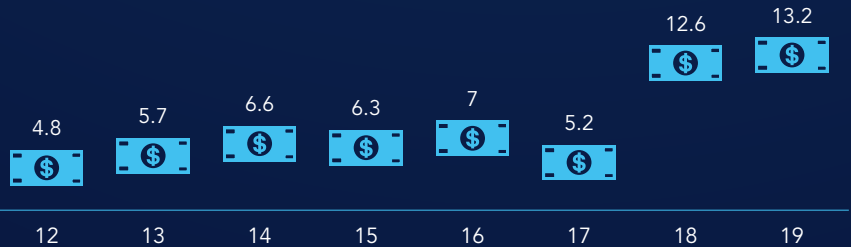
Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

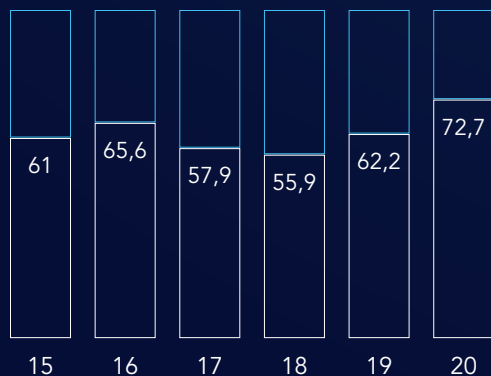


## PLAYER SALARIES

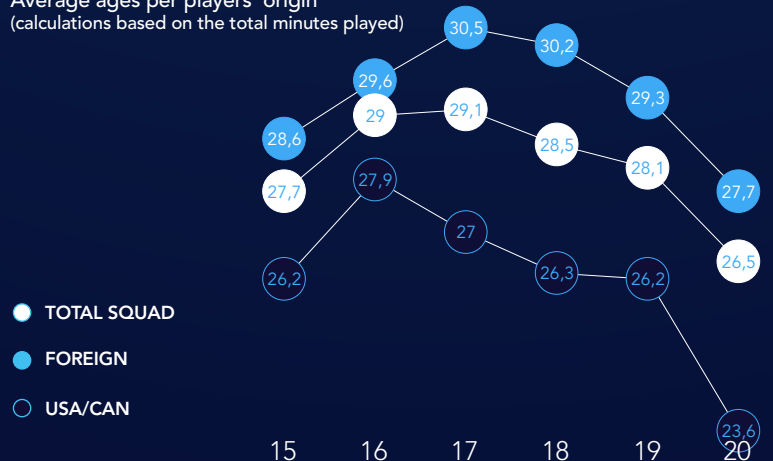


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# NASHVILLE SC



MLS ADMISSION  
2017



MLS DEBUT  
2020



ENTRY FEE  
USD 150m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

Since 2017, the team has been owned by the investment group Nashville Soccer Holdings, led by John Ingram. A local businessman, he is the chairman of Ingram Industries, a company comprising of diversified businesses with revenues of USD 2.5 billion as of November 2020. He is joined in the ownership of Nashville SC by Mark, Zygi and Leonard Wilf - who built their wealth as real estate developers and own NFL's Minnesota Vikings - and by the Turner family, managing partners of the real estate development firm MarketStreet Enterprises.



MINNESOTA VIKINGS



## CLUB HONORS



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	NASHVILLE SC STADIUM
LOCATION	NASHVILLE, TENNESSEE
INAUGURATION	2022
CAPACITY	30'000
SOCCER-SPECIFIC	YES

05 06 07 08 09 10 11 12 13 14 15 16 17 18 19

Values in thousands

## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players

Players recruited from North America

Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)



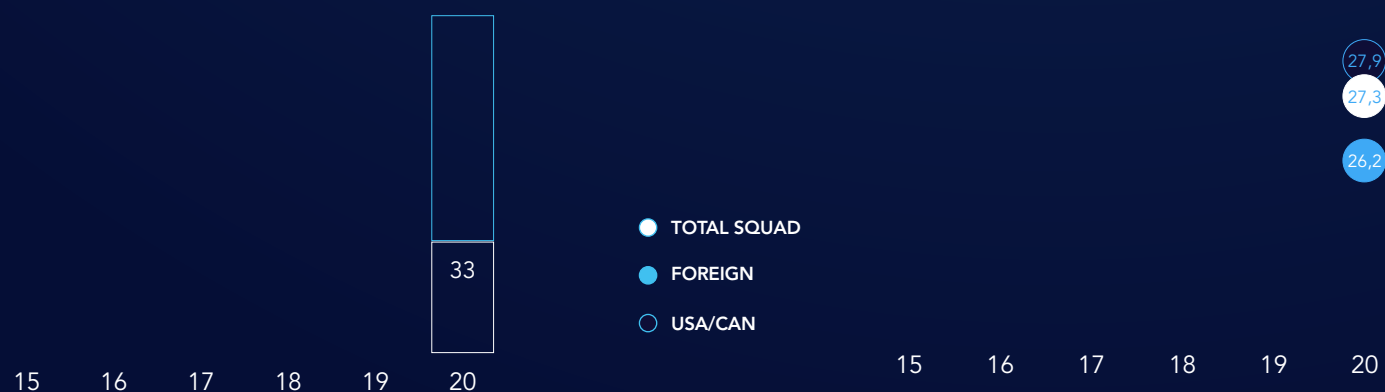
## PLAYER SALARIES

Data on player salaries currently available only until the 2019 MLS season

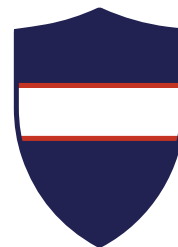
## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2020)

Average ages per players' origin (calculations based on the total minutes played)



# NEW ENGLAND REVOLUTION



MLS ADMISSION  
1995



MLS DEBUT  
1996



ENTRY FEE  
USD 5m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

The club is owned by Robert Kraft since its foundation in 1995. He is the founder, chairman and CEO of the Kraft Group, a holding company that includes the New England Patriots - one of the most successful teams in the history of the NFL - as well as businesses in the packaging and real estate industries amongst others. Kraft owned another MLS side - the San Jose Clash - between 1998 and 2000 and was reportedly interested in taking over Liverpool FC in 2005. He was named honorary chairman of the board for the United Bid Committee of Canada, Mexico and the United States that oversaw the bidding process that eventually will bring the 2026 FIFA World Cup to North America.



## CLUB HONORS

US OPEN CUP  
2007

CONFERENCE CHAMPIONS  
2002, 2005, 2006, 2007, 2014

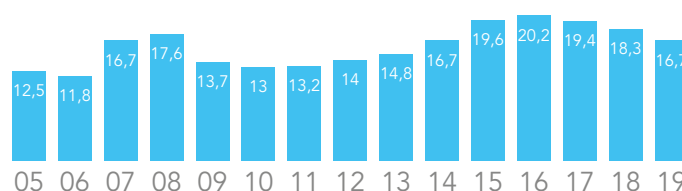


NEW ENGLAND PATRIOTS



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	GILLETTE STADIUM
LOCATION	FOXBOROUGH, MASSACHUSETTS
INAUGURATION	2002
CAPACITY	20'000*
SOCCER-SPECIFIC	NO



Values in thousands

\* The stadium reaches a 65'878-seat capacity for NFL games

# PLAYER RECRUITMENT STRATEGY - 2020 SQUAD



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

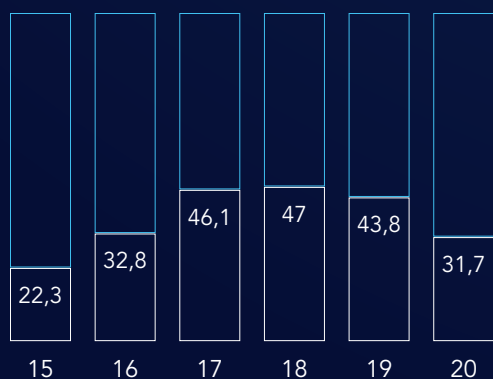


## PLAYER SALARIES

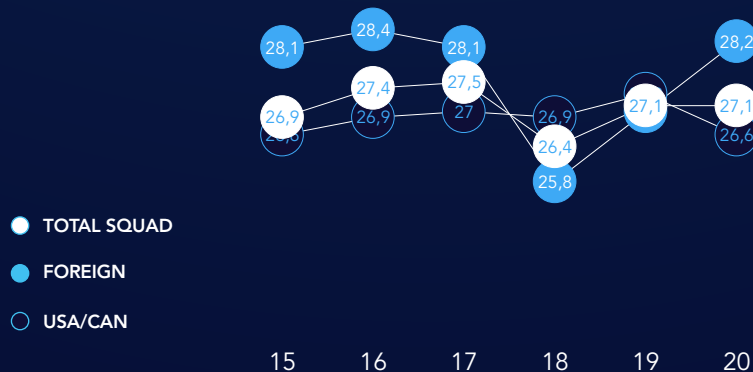


## PLAYER STATISTICS

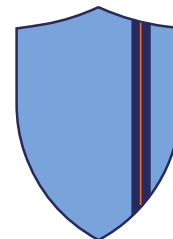
Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# NEW YORK CITY FC



MLS ADMISSION  
2013



MLS DEBUT  
2015



ENTRY FEE  
USD 100m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

The club has been jointly owned since its foundation at 80% by the City Football Group (CFG) and at 20% by Yankee Global Enterprises, the entity behind the New York Yankees. The City Football Group, whose majority shareholder is the Abu Dhabi United Group (ADUG) - oversees the biggest network of football clubs in the world. As of April 2021, it directly controls a total of ten clubs across four continents. In 2015, China Media Capital (CMC) Holdings led a consortium to acquire 13% of the CFG for USD 400 million, valuing it at USD 3 billion in total. Four years later, this valuation had already grown to USD 4.8 billion, when Silver Lake, a US-based private equity firm, acquired slightly over 10% of the CFG for USD 500 million.



CITY FOOTBALL GROUP (10 CLUBS)



NEW YORK YANKEES

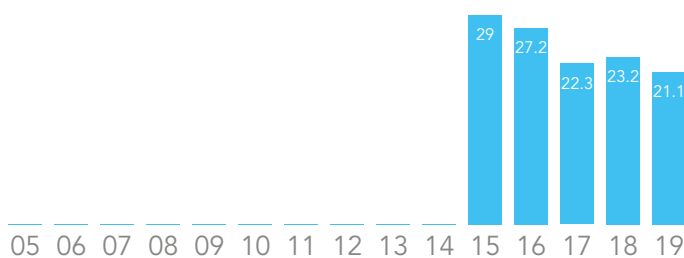


## CLUB HONORS



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	YANKEE STADIUM
LOCATION	THE BRONX, NEW YORK
INAUGURATION	2009
CAPACITY	28'743*
SOCCER-SPECIFIC	NO



\* The capacity of the stadium may be expanded to nearly 55'000.

Values in thousands



# PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



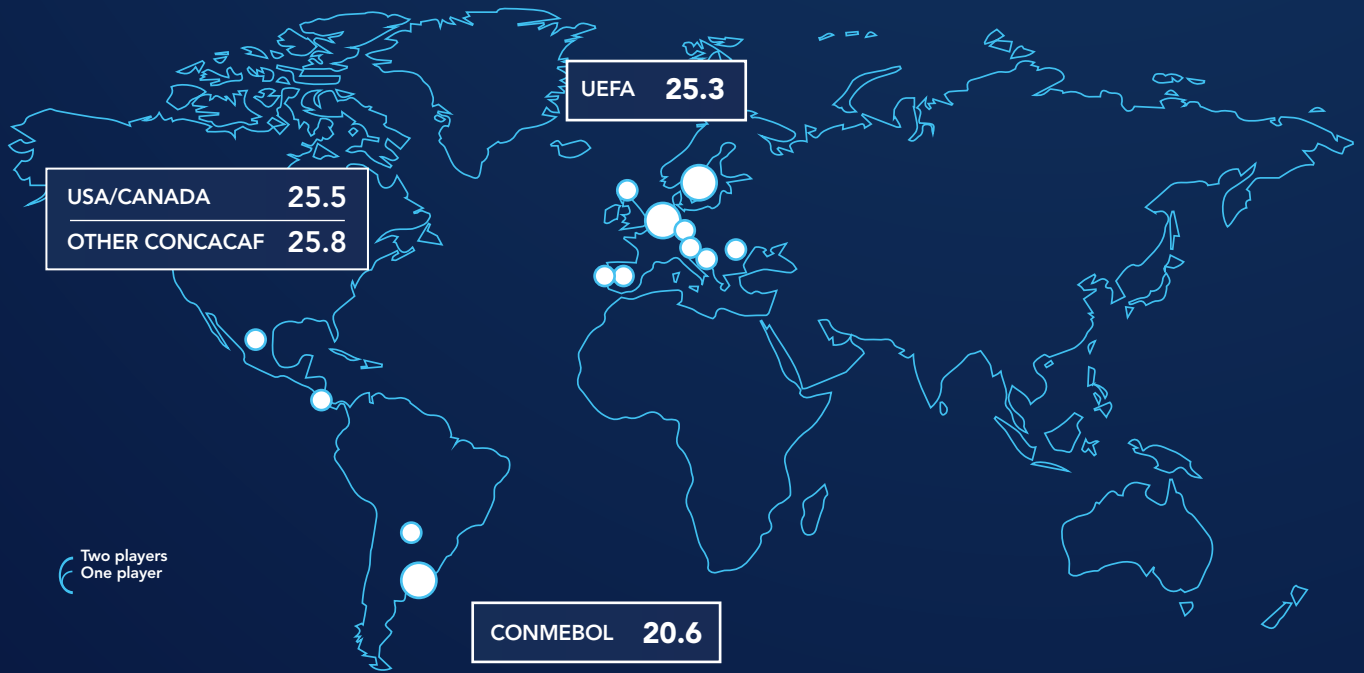
Players recruited from North America



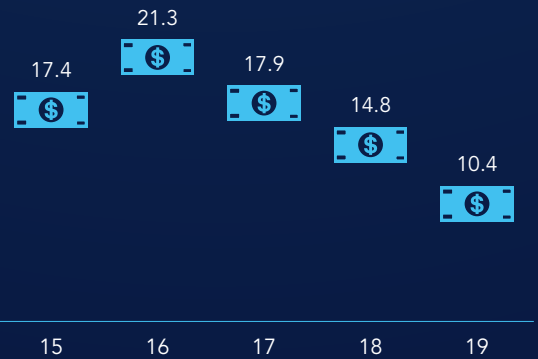
Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

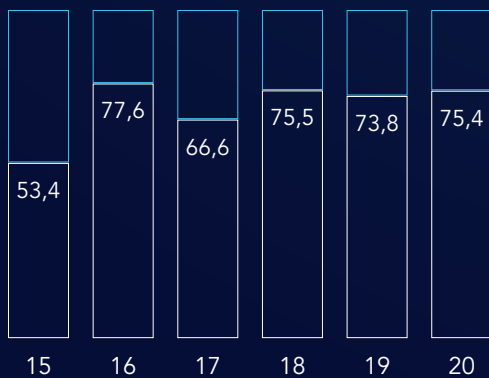


## PLAYER SALARIES

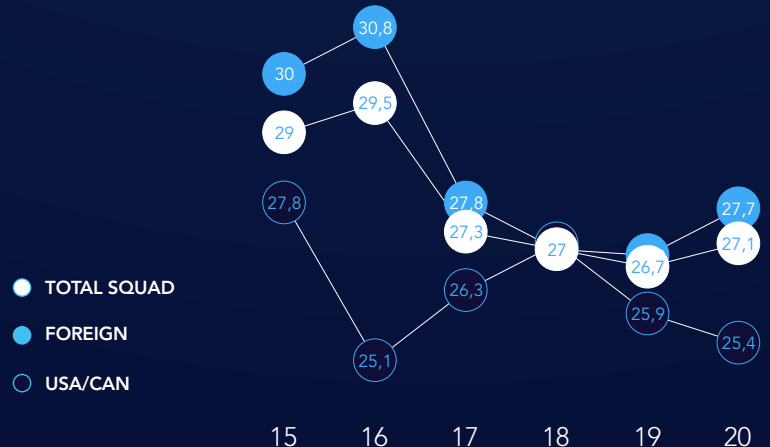


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# NEW YORK RED BULLS



MLS ADMISSION  
1994



MLS DEBUT  
1996



ENTRY FEE  
USD 5m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

Originally known as the New York/New Jersey Metrostars, the club adopted its current name in 2006 when Red Bull, the multi-national Austrian energy drink, invested around USD 100 million to acquire its operating rights. This was Red Bull's first investment in football outside its home country. Today, the new New York Red Bulls are part of one of the most innovative multi-club ownership strategies in the world, one that also comprises two clubs in Austria, one in Germany and two in Brazil.



## RED BULL GROUP (SIX CLUBS)



## CLUB HONORS

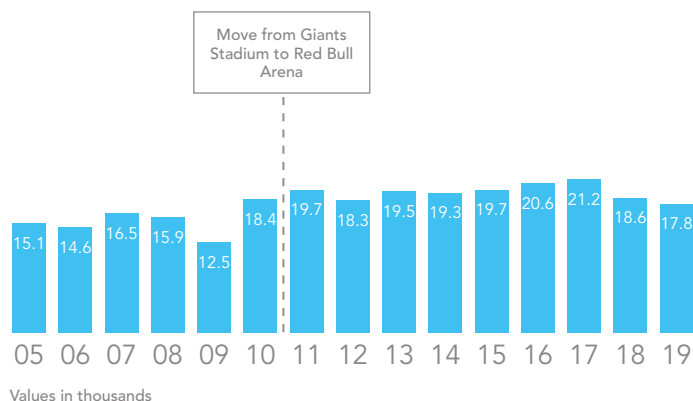
SUPPORTERS' SHIELD  
2013, 2015, 2018

CONFERENCE CHAMPIONS  
2008



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	RED BULL ARENA
LOCATION	HARRISON, NEW JERSEY
INAUGURATION	2010
CAPACITY	25'000
SOCCER-SPECIFIC	YES



# PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



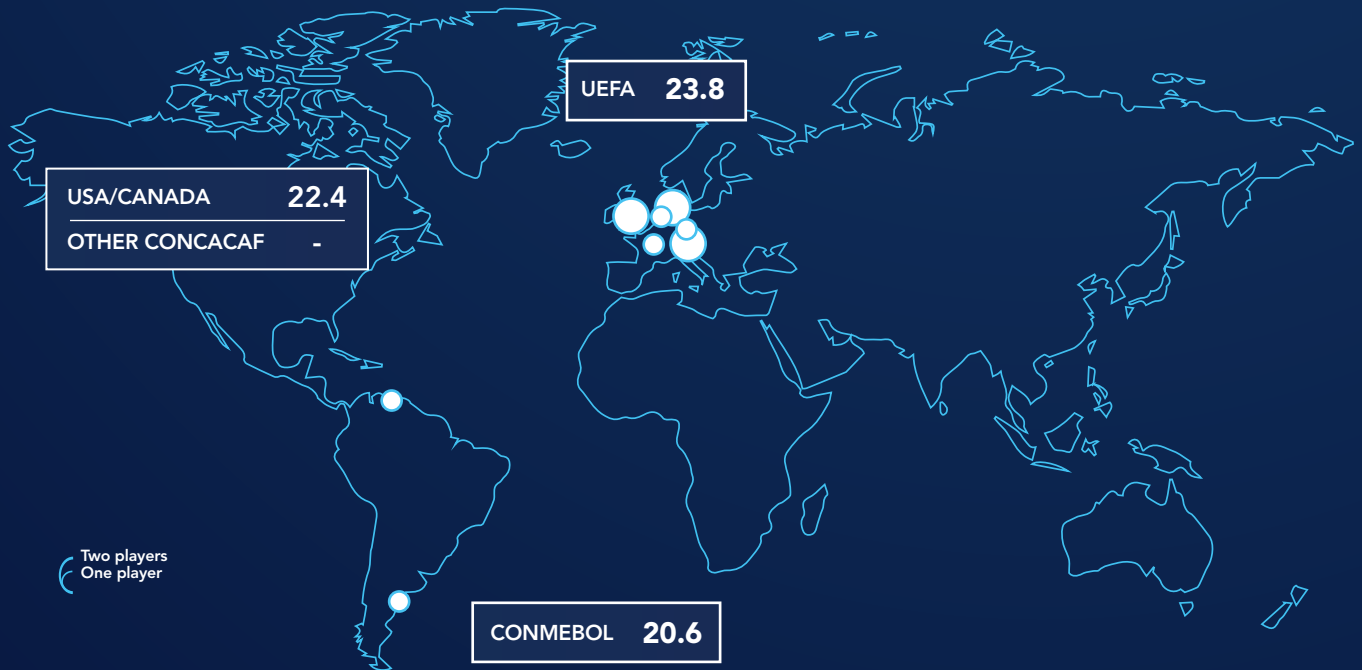
Players recruited from North America



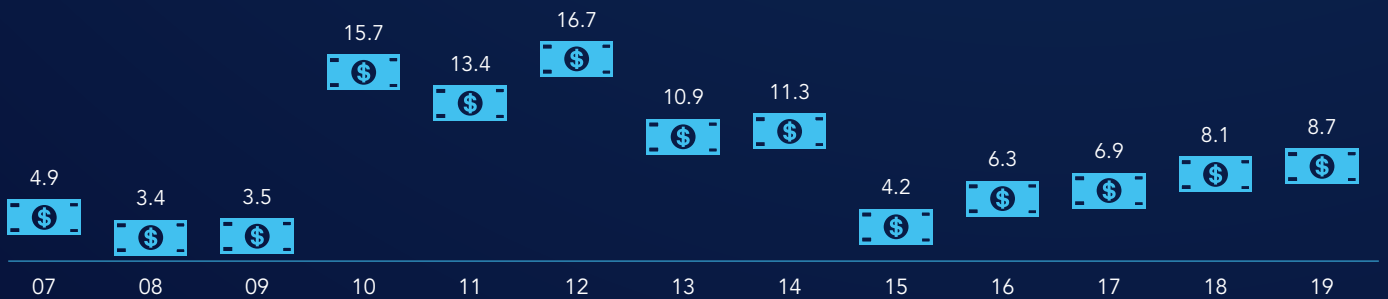
Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

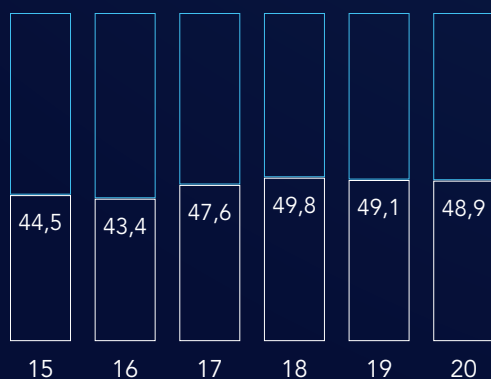


## PLAYER SALARIES

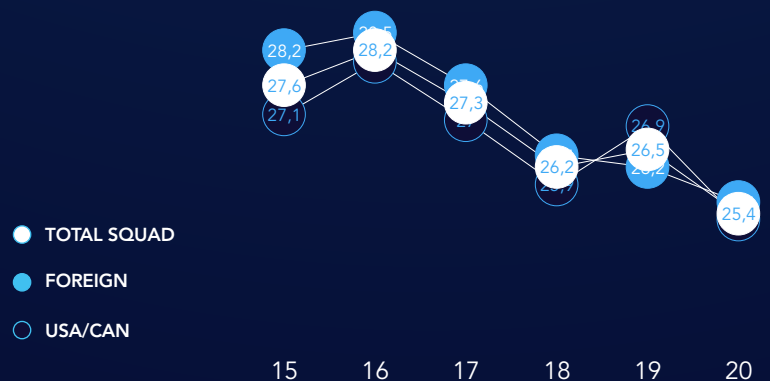


## PLAYER STATISTICS

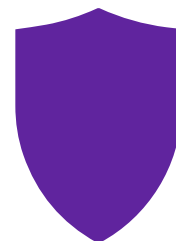
Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# ORLANDO CITY SC



MLS ADMISSION  
2013



MLS DEBUT  
2015



ENTRY FEE  
USD 70m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

Brazilian entrepreneur Flavio Augusto da Silva - the founder of online education company Wise Up - is the club's majority shareholder since February 2013. In 2018, he sold 8.6% of Orlando Sports Holdings - the entity that also controls NWSL's Orlando Pride and USL's Orlando City B - to Albert Friedberg, valuing the club at USD 490 million. Friedberg is the founder and president of Friedberg Mercantile Group, a Toronto-based investment firm. More recently, da Silva sold an undisclosed portion of the club to Jed Kaplan, already a part-owner of NBA's Memphis Grizzlies and of Swansea City (ENG). As of March 2021, rumours indicate that da Silva might be looking to sell his majority stake in the club.



ORLANDO PRIDE, SWANSEA CITY (ENG)



MEMPHIS GRIZZLIES

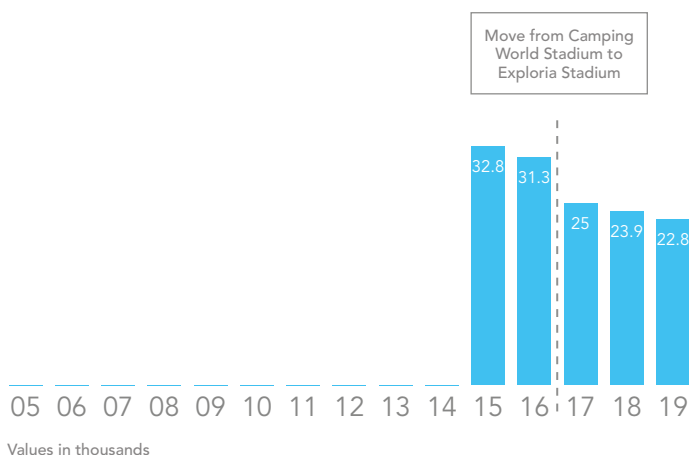


## CLUB HONORS



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	EXPLORIA STADIUM
LOCATION	ORLANDO, FLORIDA
INAUGURATION	2017
CAPACITY	25'500
SOCCER-SPECIFIC	YES



## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



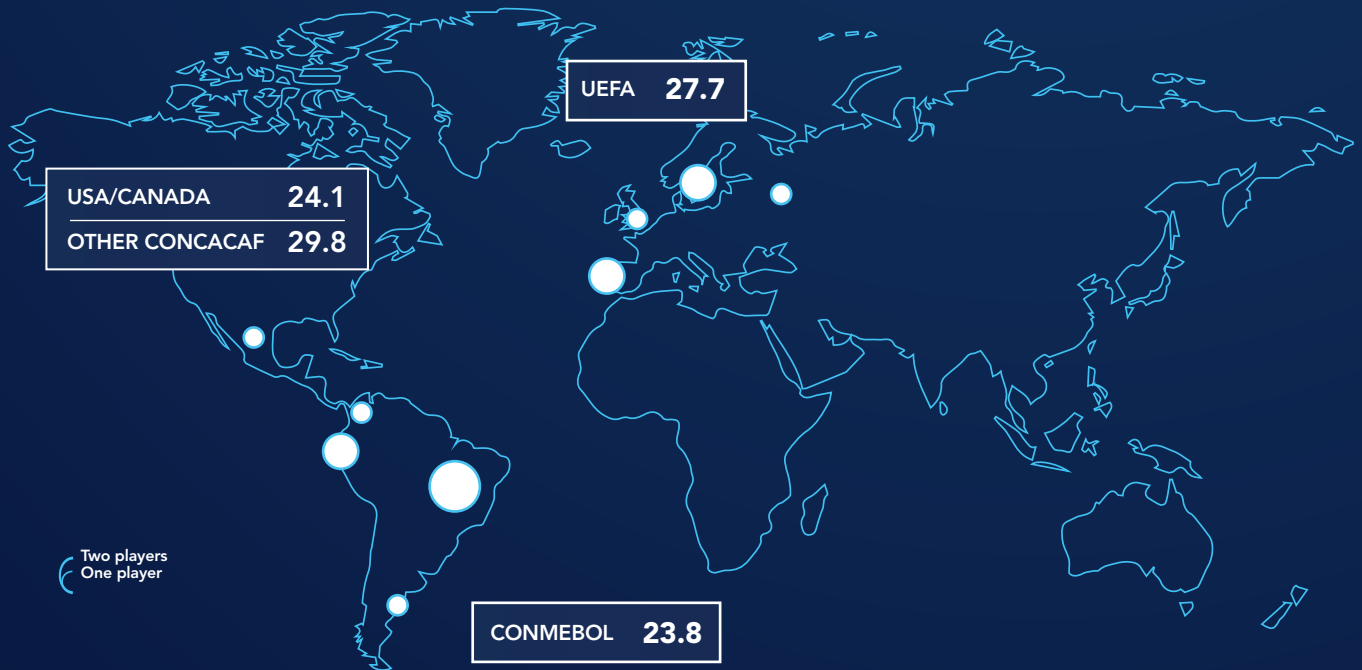
Players recruited from North America



Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

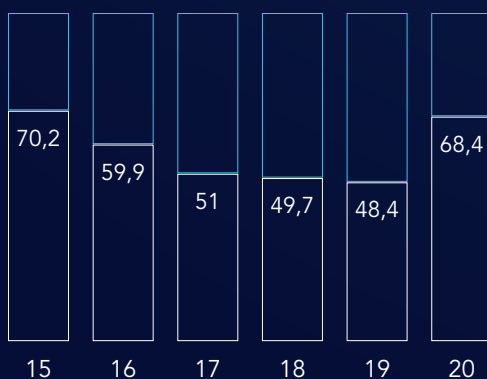


## PLAYER SALARIES

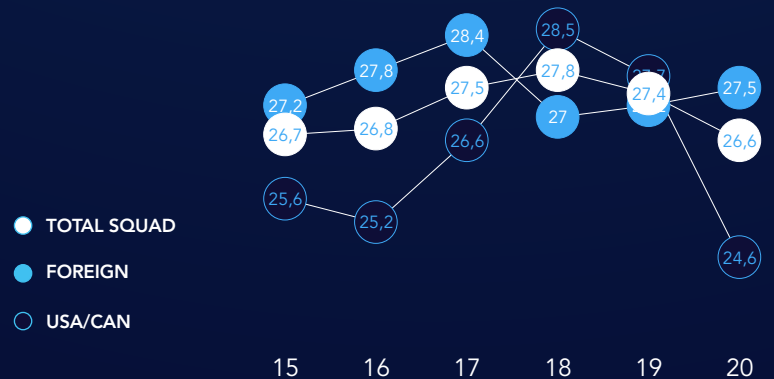


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# PHILADELPHIA UNION



MLS ADMISSION  
2008



MLS DEBUT  
2010



ENTRY FEE  
USD 30m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

Philadelphia Union has been led since its foundation by Jay Sugarman - the chairman and CEO of commercial real estate company iStar, as well as founder, chairman and CEO of Safehold, a real estate investment trust. The club, whose parent company is Keystone Sports & Entertainment, includes at least eight other investors in addition to Sugarman. NBA star Kevin Durant acquired a 5% stake in June 2020 with an option to buy an additional 5% in the future. Whilst the specific terms of the deal were not disclosed, it was reported that the club's valuation was north of the USD 325 million Charlotte agreed just a few months earlier to secure the latest MLS expansion team.



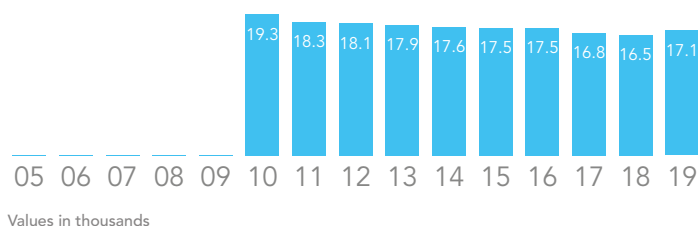
## CLUB HONORS

SUPPORTERS' SHIELD  
2020



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	SUBARU PARK
LOCATION	CHESTER, PENNSYLVANIA
INAUGURATION	2010
CAPACITY	18'500
SOCCER-SPECIFIC	YES



## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



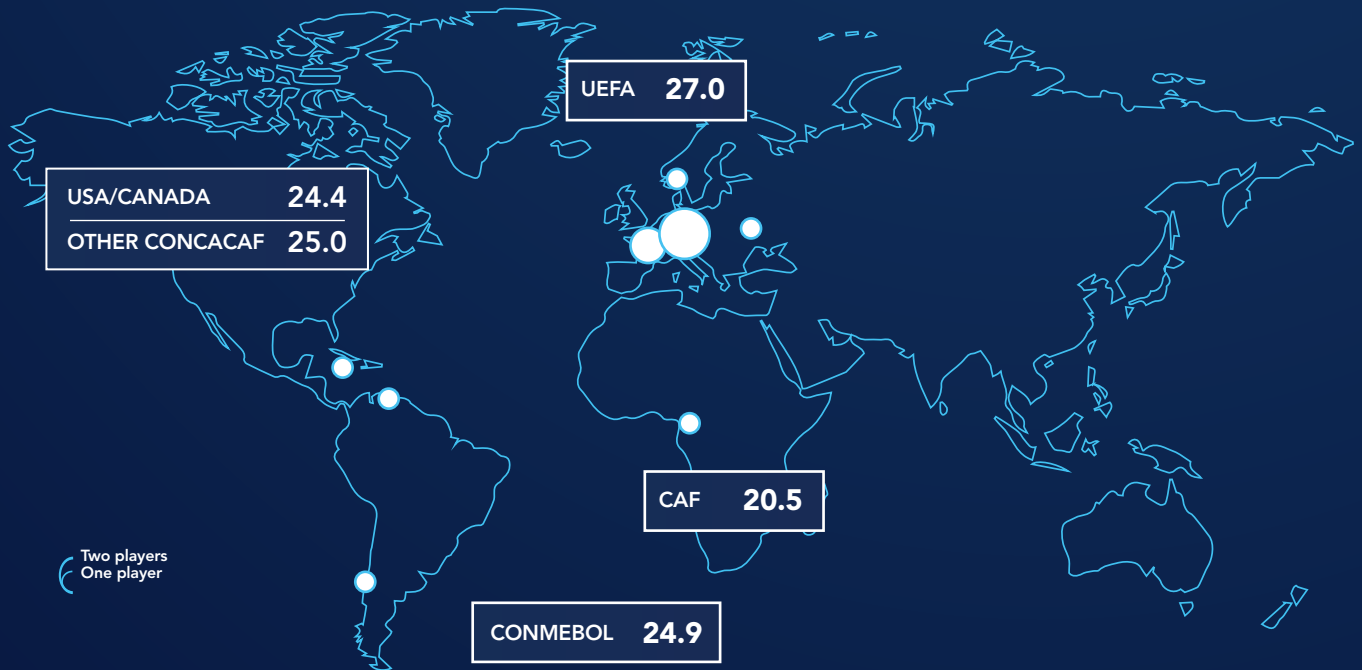
Players recruited from North America



Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

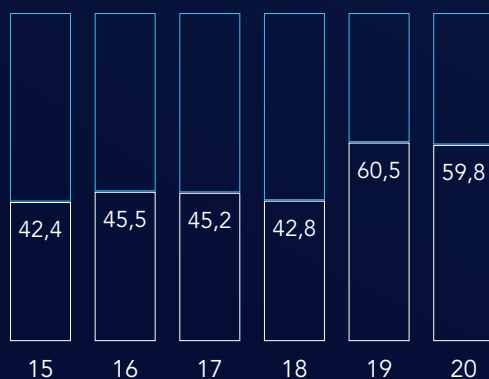


## PLAYER SALARIES

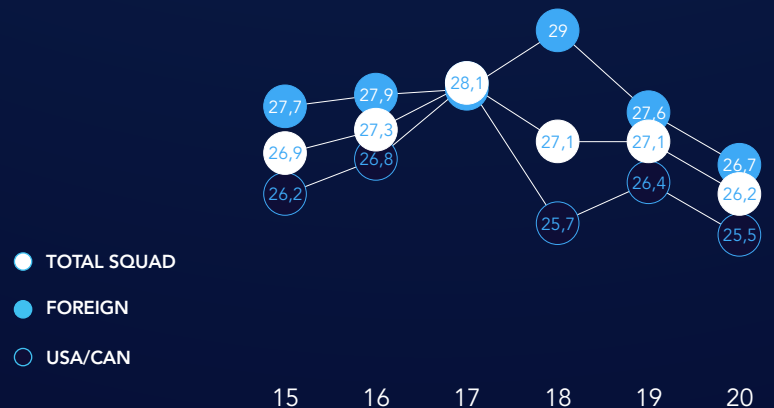


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# PORTLAND TIMBERS



MLS ADMISSION  
2009



MLS DEBUT  
2011



ENTRY FEE  
USD 35m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

The Portland Timbers have been owned by Merritt Paulson since 2007, when the club was competing in the USL. Paulson - who was 34 at the time - is a former executive at NBA Entertainment, where he contributed to the success of NBA TV amongst other things. Since 2012, he has been significantly involved in the creation and development of the NWSL, the new US professional women's soccer league. He established the Portland Thorns as one of the competition's eight inaugural clubs and still plays a key role in the league's expansion committee.



## CLUB HONORS

MLS CUP  
2015

CONFERENCE CHAMPIONS  
2013, 2017

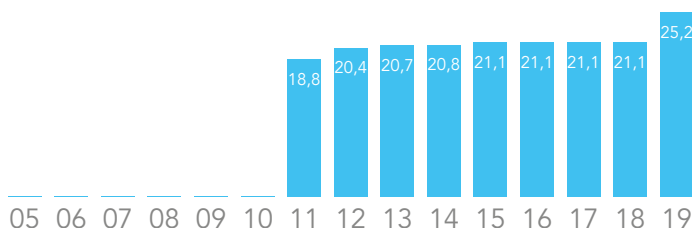


PORTLAND THORNS



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	PROVIDENCE PARK
LOCATION	PORTLAND, OREGON
INAUGURATION	1926
CAPACITY	25'218
SOCCER-SPECIFIC	YES



Values in thousands



## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



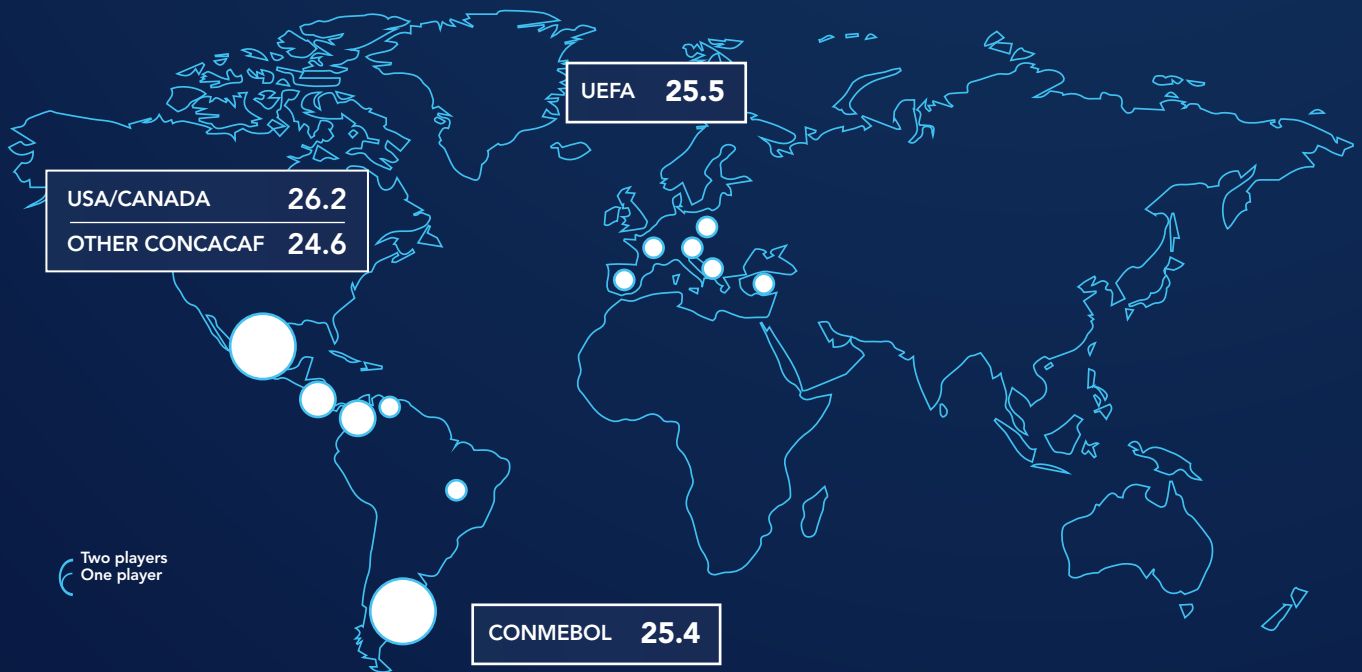
Players recruited from North America



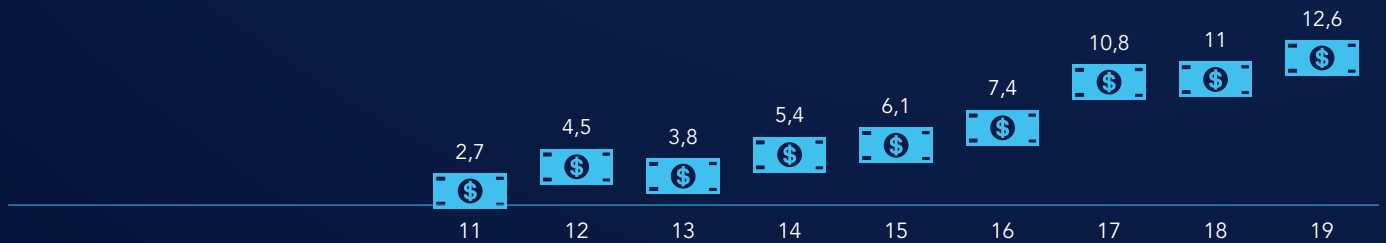
Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

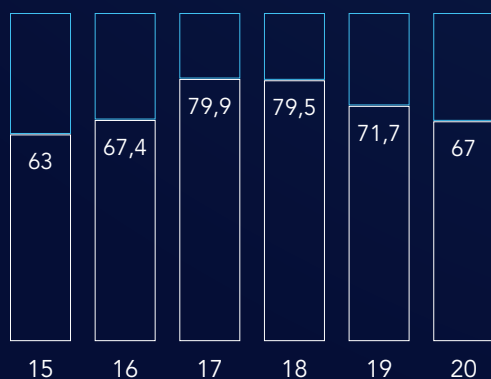


## PLAYER SALARIES

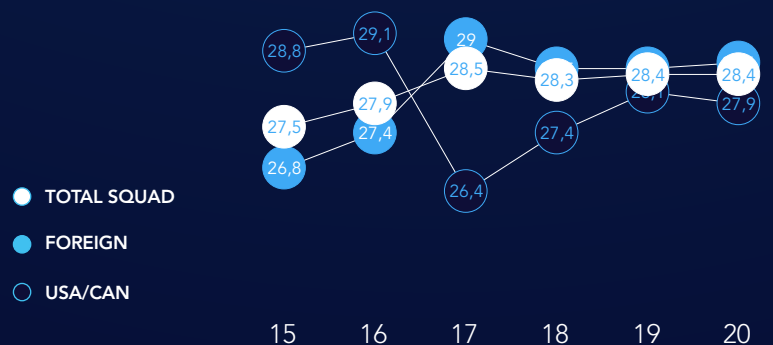


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# REAL SALT LAKE



MLS ADMISSION  
2004



MLS DEBUT  
2005



ENTRY FEE  
USD 10m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

The club is currently looking for a new owner after previous investor Dell Loy Hansen set out to sell all the sports properties under the Utah Soccer Holdings umbrella, following an MLS investigation that found he engaged in conduct that was 'inappropriate for the workplace' and 'contrary to the values' of MLS. The league itself took over the sale process of the franchise in January 2021.



## CLUB HONORS

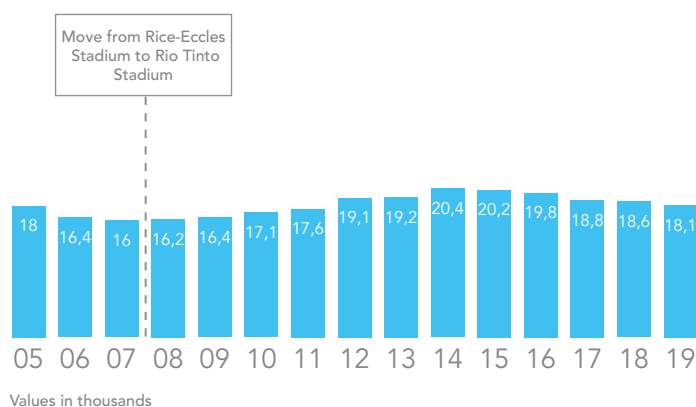
MLS CUP  
2009

CONFERENCE CHAMPIONS  
2013, 2019



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	RIO TINTO STADIUM
LOCATION	SANDY, UTAH
INAUGURATION	2008
CAPACITY	20'000
SOCCER-SPECIFIC	YES



# PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



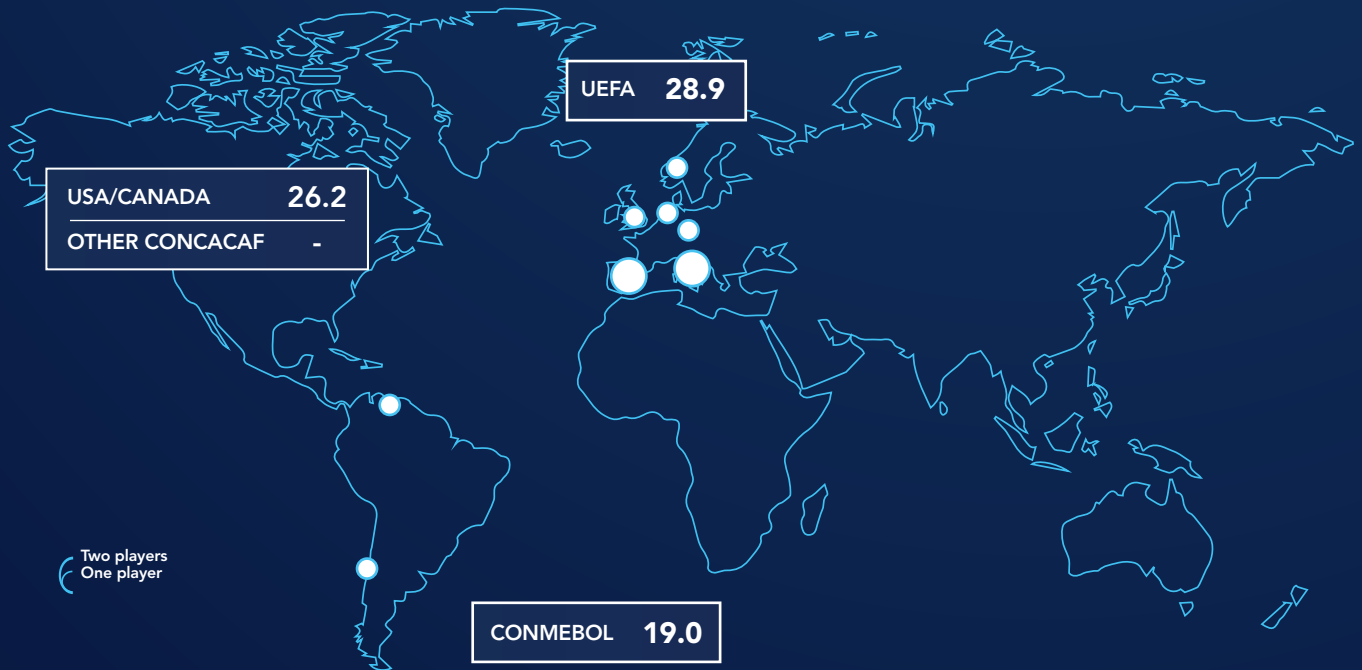
Players recruited from North America



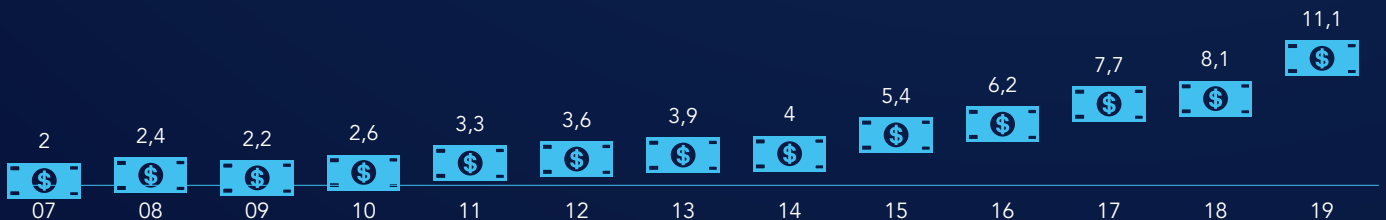
Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

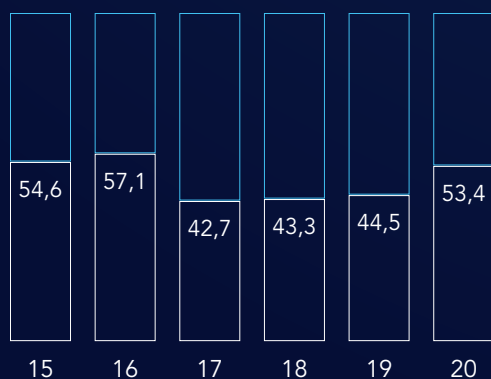


## PLAYER SALARIES

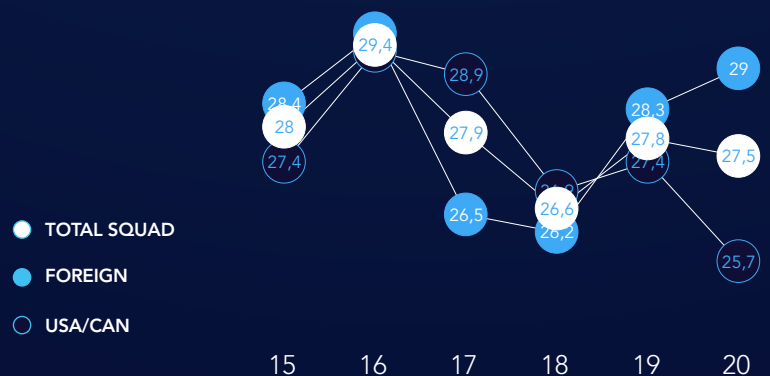


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# SAN JOSE EARTHQUAKES



MLS ADMISSION  
1994



MLS DEBUT  
1996



ENTRY FEE  
USD 20m\*

\*The entry fee reflects the amount required to bring back MLS to San Jose in 2007. The original franchise, founded in 1994, was relocated to Houston in 2005.



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

The club is owned by Lewis Wolff and John Fisher, the men that brought soccer back to San Jose in 2007, after the original local franchise had moved to Houston two years earlier. Wolff - a former minority owner of the NHL's St. Louis Blues and the NBA's Golden State Warriors and former managing partner of MLB's Oakland Athletics - made his fortune as a real estate developer. Fisher - the son of the founders of clothing giant Gap and founding partner of investment firm Sansome Partners - is the majority owner of the Oakland Athletics and also holds a small stake in Celtic FC (SCO).

 CELTIC (SCO)

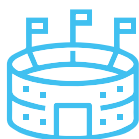
 OAKLAND ATHLETICS



## CLUB HONORS

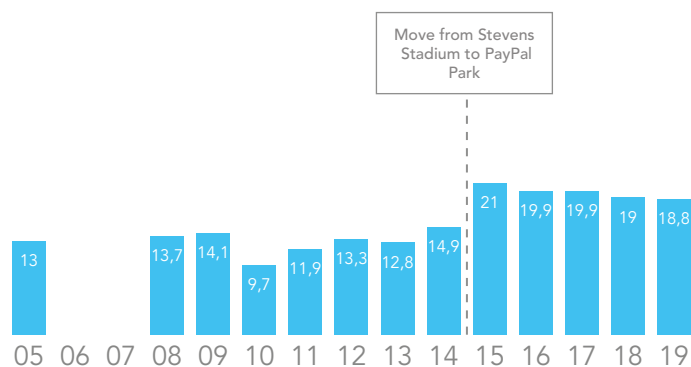
MLS CUP  
2001, 2003

SUPPORTERS' SHIELD  
2005, 2012



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	PAYPAL PARK
LOCATION	SAN JOSE, CALIFORNIA
INAUGURATION	2015
CAPACITY	18'000
SOCCER-SPECIFIC	YES



Values in thousands

## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



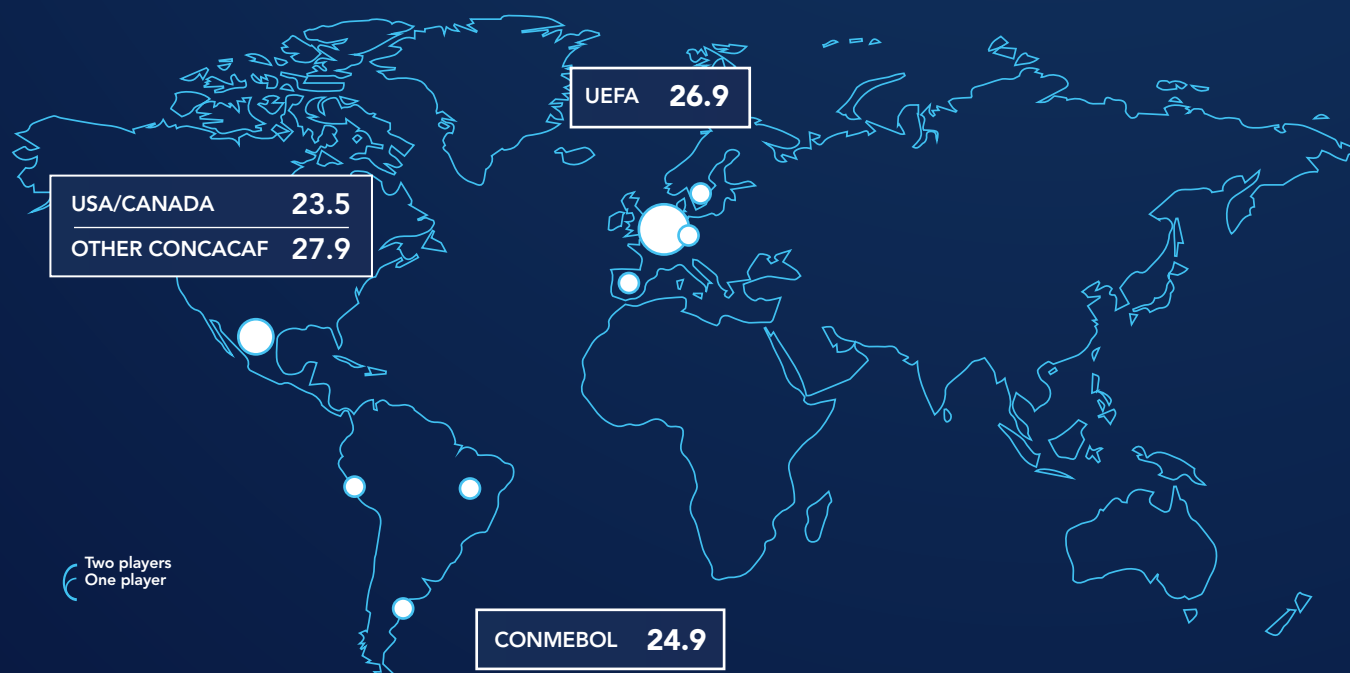
Players recruited from North America



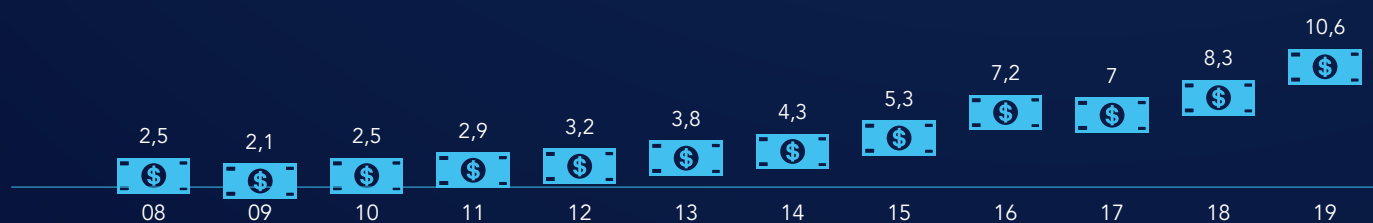
Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

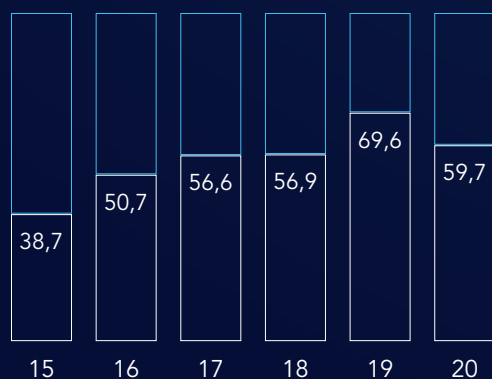


## PLAYER SALARIES

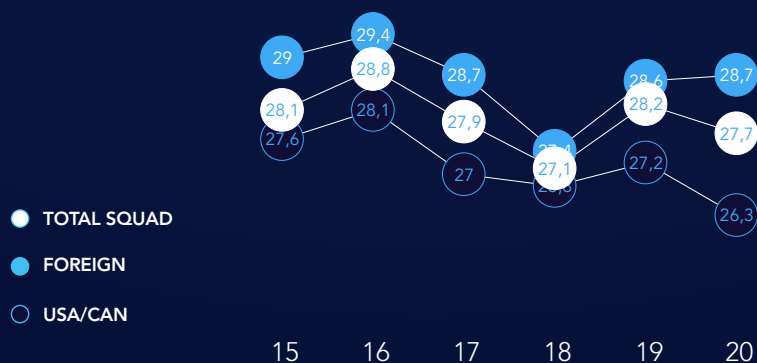


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# SEATTLE SOUNDERS FC



MLS ADMISSION  
2007



MLS DEBUT  
2009



ENTRY FEE  
USD 30m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

The club's original group of founders included Hollywood executive Joe Roth, businessman Adrian Hanauer, actor and comedian Drew Carey and late Microsoft co-founder Paul Allen. Since 2015, Hanauer is the majority owner. In 2019, eleven local families joined the club under the Seattle Futbol Club LLC umbrella. Amongst others, these included Grammy Award winners Ciara and Macklemore, Seattle Seahawks quarterback Russell Wilson and Microsoft CFO Amy Hood. P. Tomozowa - who owns shares in NHL's Vegas Golden Knights, Swansea City (ENG) and Barnsley (ENG) - MLB legend Ken Griffey Jr. and Tod Leiweke - CEO of NHL's Seattle Kraken - are amongst the additional investors that joined the club's ownership group in recent years.



BARNSELY (ENG), SWANSEA CITY (ENG)



SEATTLE KRAKEN, VEGAS GOLDEN KNIGHTS



## CLUB HONORS

MLS CUP  
2016, 2019

SUPPORTERS' SHIELD  
2014

US OPEN CUP  
2009, 2010, 2011, 2014

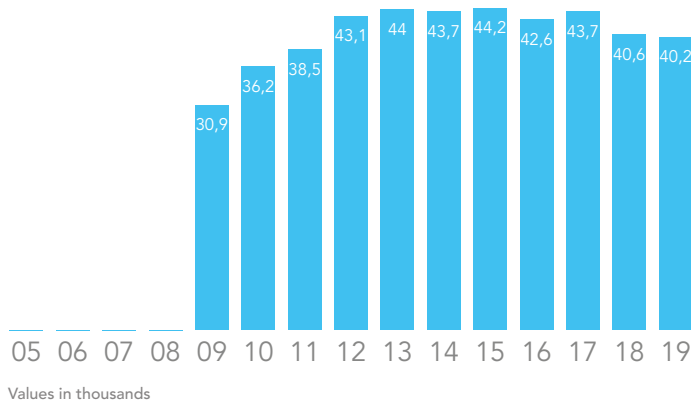
CONFERENCE CHAMPIONS  
2016, 2017, 2019, 2020



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	LUMEN FIELD
LOCATION	SEATTLE, WASHINGTON
INAUGURATION	2002
CAPACITY	37'722*
SOCCER-SPECIFIC	NO

\* The stadium capacity may be expanded up to 68,740



## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



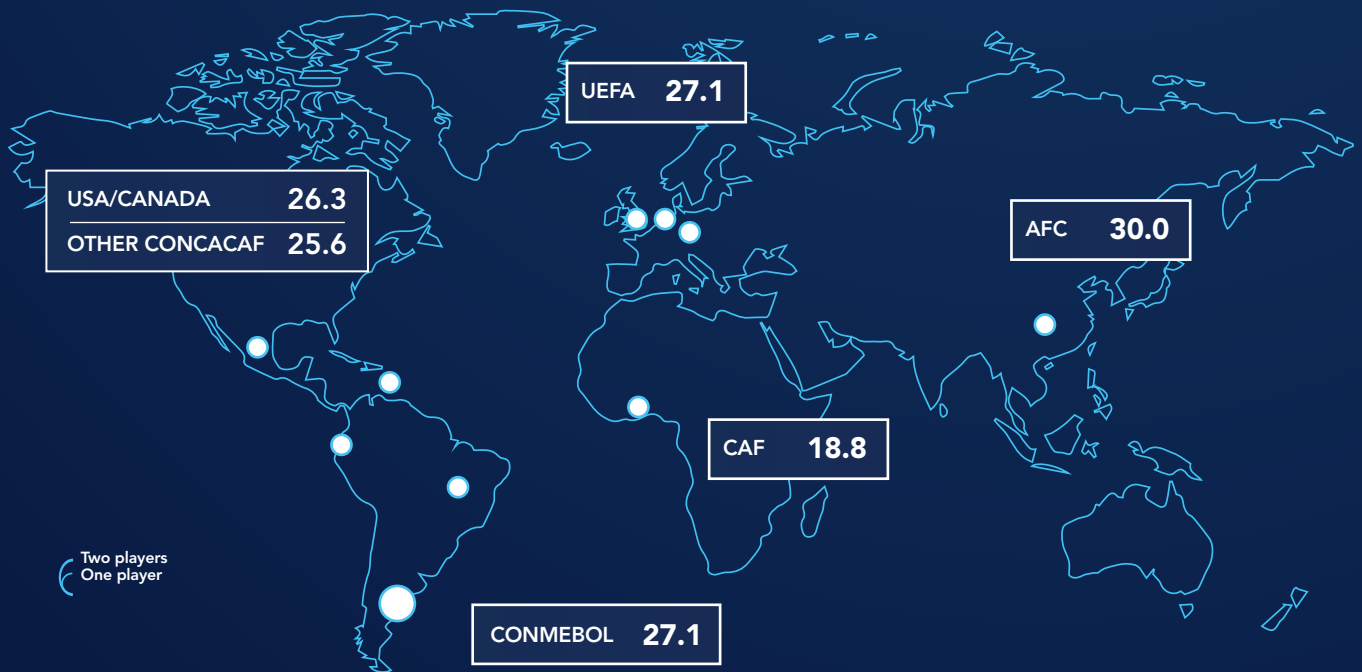
Players recruited from North America



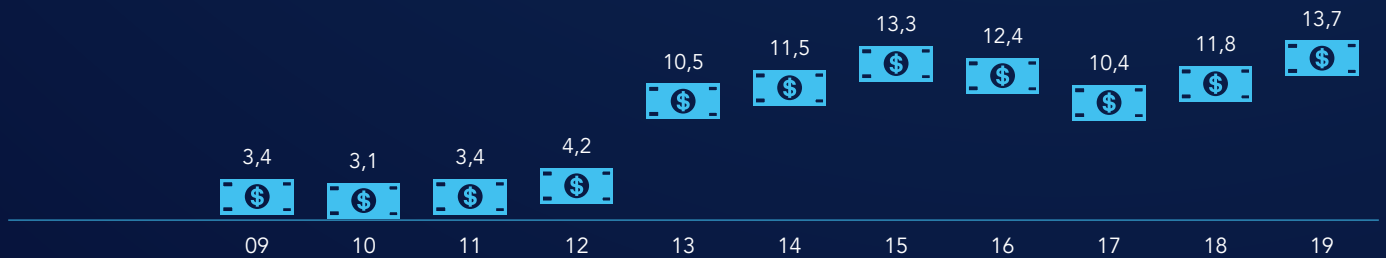
Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

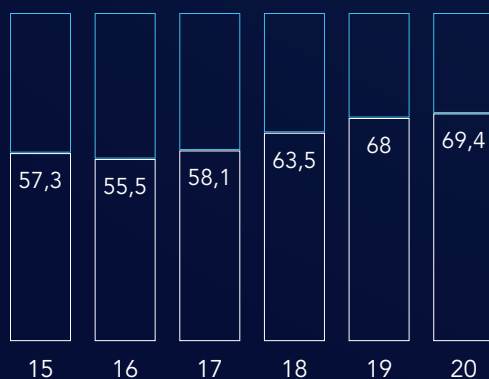


## PLAYER SALARIES

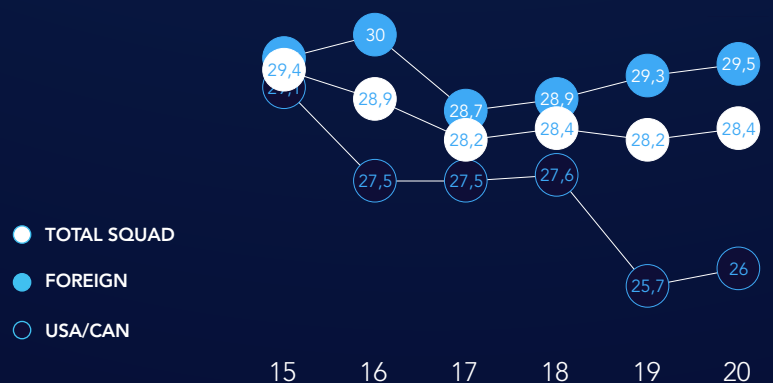


## PLAYER STATISTICS

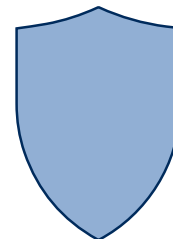
Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# SPORTING KANSAS CITY



MLS ADMISSION  
1995



MLS DEBUT  
1996



ENTRY FEE  
USD 5m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

The club was taken over in 2006 by a group led by Cliff Illig and the late Neal Patterson - the co-founders of Cerner Corporation, a supplier of healthcare information technology. Today, the club can count on a group of five principal owners. Besides Illig and the Patterson family, this includes Robb Heineman and Greg Maday - the co-founders of the investment firm Rock Island Capital, as well as Pat Curran - founder and principal of C3 Capital, another investment company. Jointly known as Sporting Club, the group of investors also founded a new club in the USL - the Sporting Kansas City II - and were linked to a potential takeover of Everton (ENG) in 2015.



## CLUB HONORS

MLS CUP  
2000, 2013

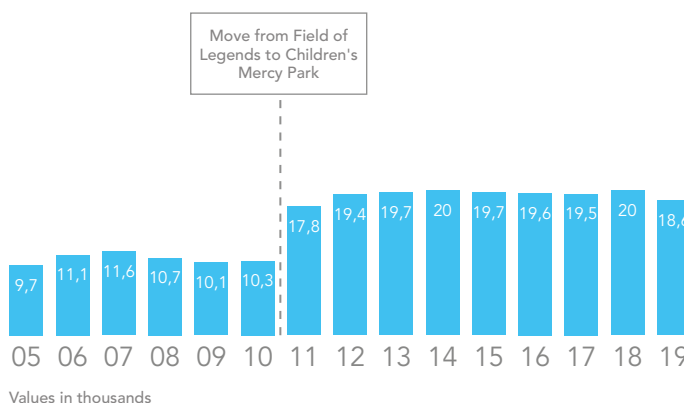
SUPPORTERS' SHIELD  
2000

US OPEN CUP  
2004, 2012, 2015, 2017



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	CHILDREN'S MERCY PARK
LOCATION	KANSAS CITY, KANSAS
INAUGURATION	2011
CAPACITY	18'467
SOCCER-SPECIFIC	YES





## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



Players recruited from North America



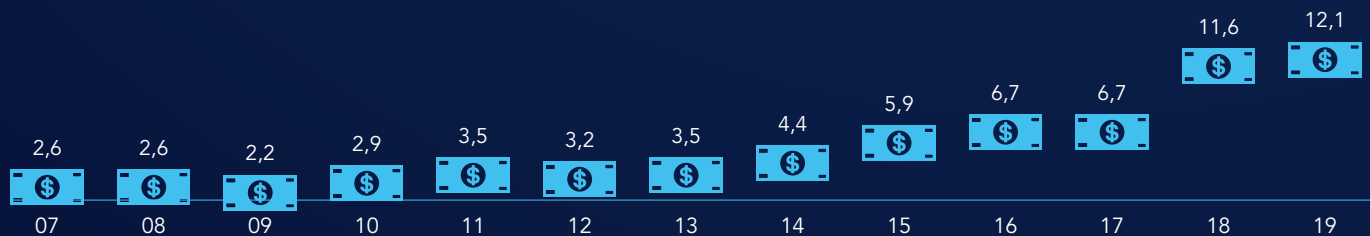
Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

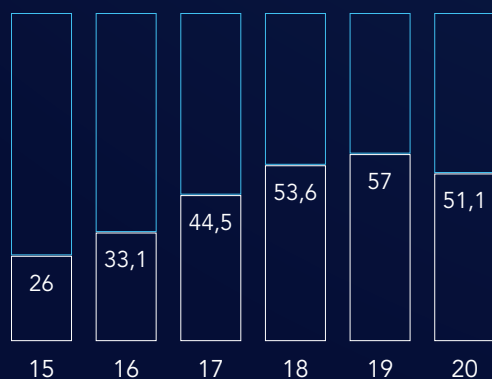


## PLAYER SALARIES

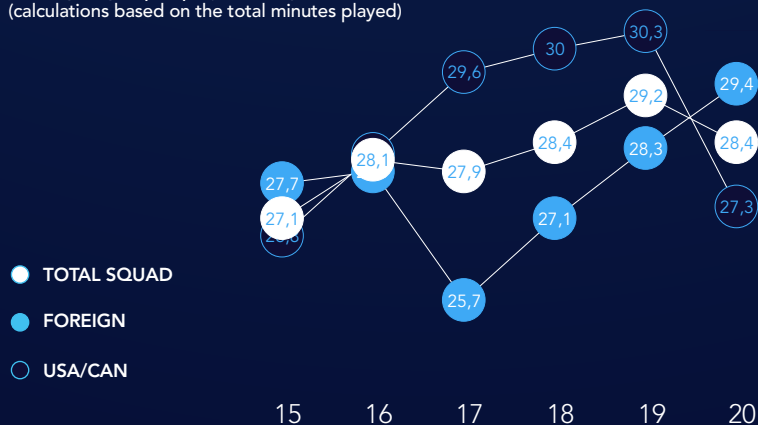


## PLAYER STATISTICS

Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# TORONTO FC



MLS ADMISSION  
2005



MLS DEBUT  
2007



ENTRY FEE  
USD 10m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

Since 2011, the franchise has been owned by Maple Leaf Sports & Entertainment Ltd (MLSE), the leading group for sports and entertainment in Canada and owner of the NBA's Toronto Raptors and the NHL's Toronto Maple Leafs amongst others. In 2012, the Ontario Teachers' Pension Plan sold its 79.53% stake in MLSE to a joint partnership between telecommunication rivals Bell Canada and Rogers Communications in a deal valued at USD 1.32 billion.



TORONTO RAPTORS



TORONTO MAPLE LEAFS



## CLUB HONORS

MLS CUP  
2017

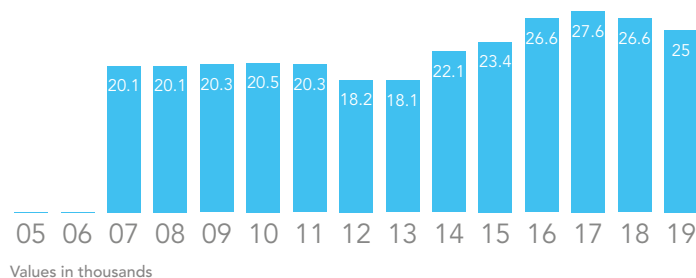
SUPPORTERS' SHIELD  
2017

CONFERENCE CHAMPIONS  
2016, 2019



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	BMO FIELD
LOCATION	TORONTO, CANADA
INAUGURATION	2007
CAPACITY	30'000
SOCCER-SPECIFIC	YES



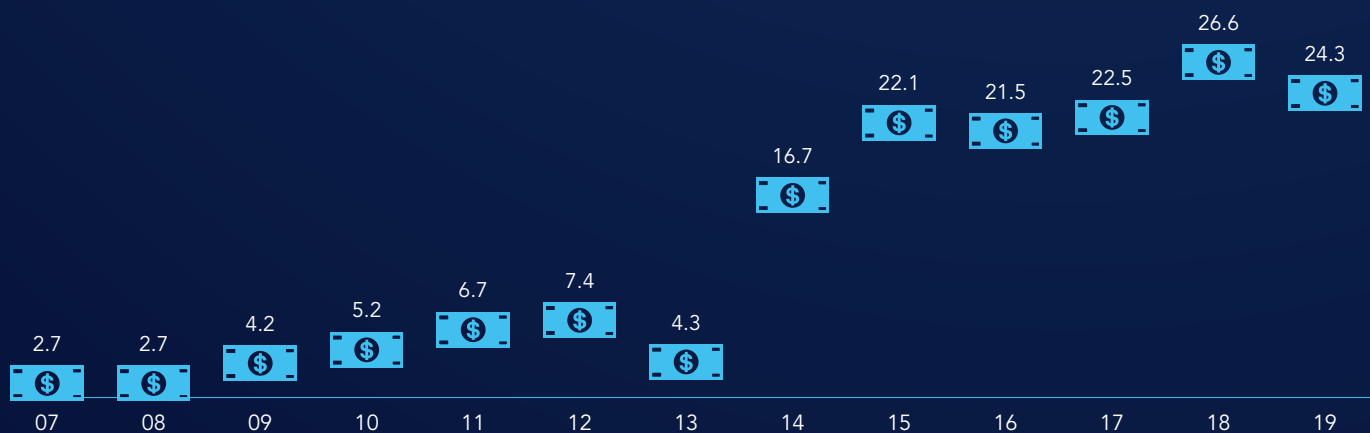
# PLAYER RECRUITMENT STRATEGY - SEASON 2020



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

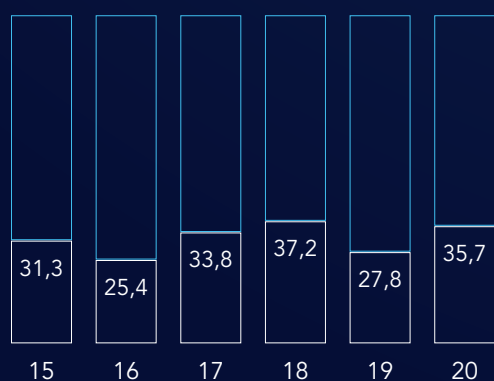


## PLAYER SALARIES

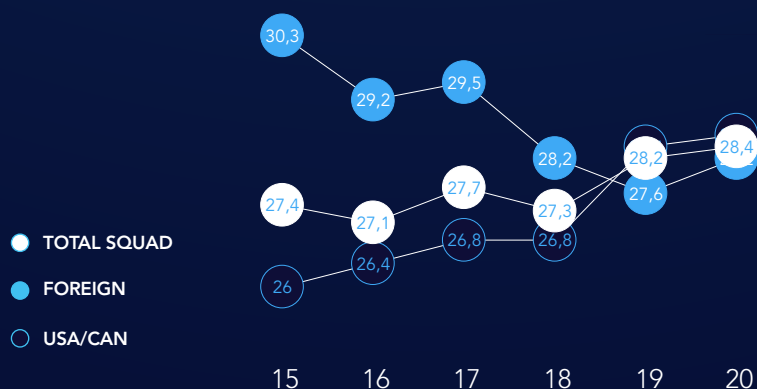


## PLAYER STATISTICS

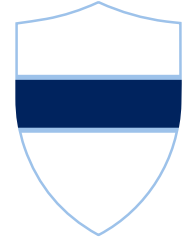
Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# VANCOUVER WHITECAPS FC



MLS ADMISSION  
2009



MLS DEBUT  
2011



ENTRY FEE  
USD 35m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

The club is owned by a group of four investors. Greg Kerfoot - the majority owner - is a software billionaire who first invested in the team in 2002 when it was competing in the lower leagues. Jeff Mallet is the founding president and COO of internet giant Yahoo! Inc. and partner in MLB's San Francisco Giants. Steve Luzco is the chairman of Seagate Technology and part owner of the NBA's Boston Celtics. Steve Nash is an NBA legend, current coach of the NBA's Brooklyn Nets and minority owner of RCD Mallorca (ESP).



SAN FRANCISCO GIANTS



MALLORCA (ESP)



BOSTON CELTICS



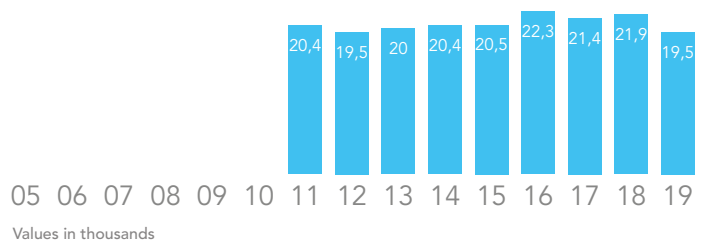
## CLUB HONORS



## STADIUM INFO & EVOLUTION OF AVERAGE ATTENDANCES

NAME	BC PLACE
LOCATION	VANCOUVER, CANADA
INAUGURATION	1983*
CAPACITY	22'120
SOCCER-SPECIFIC	NO

\* The stadium underwent major renovations in 2011



## PLAYER RECRUITMENT STRATEGY - 2020 SQUAD

Club-trained players



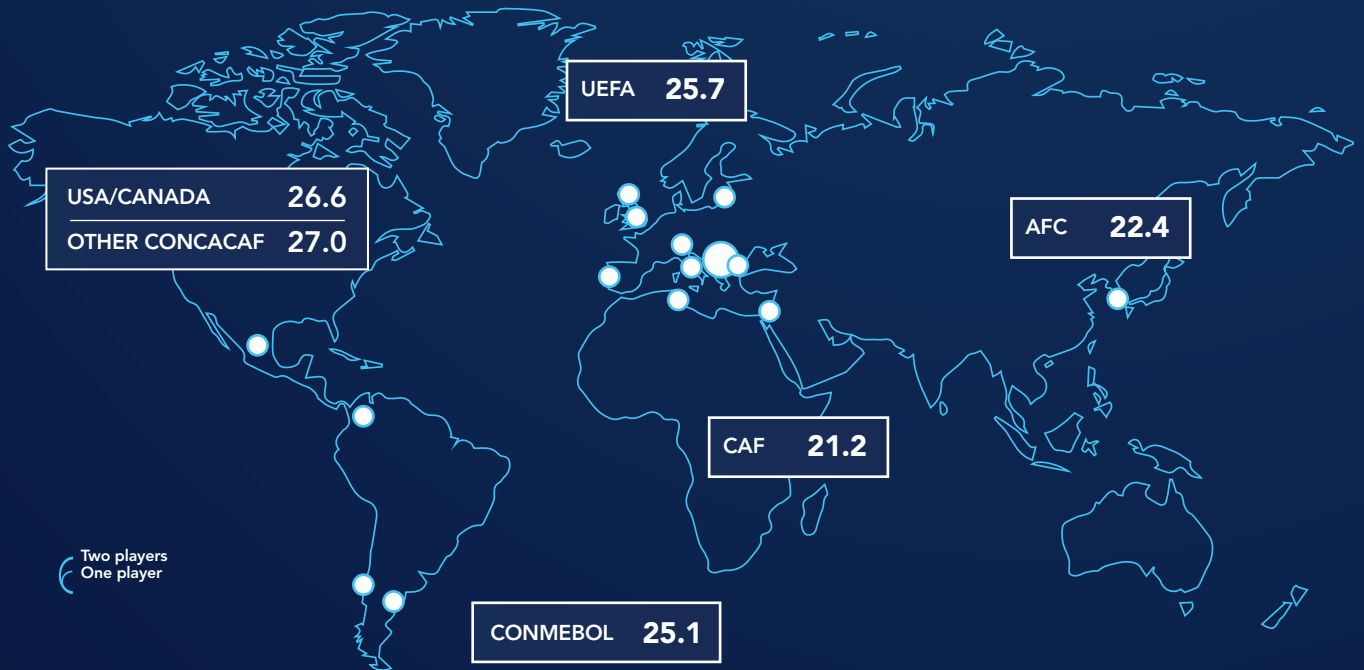
Players recruited from North America



Players recruited from abroad



Location of players' prior club (when not recruited from North America) and average age at the time of recruitment (by region of players' prior club)

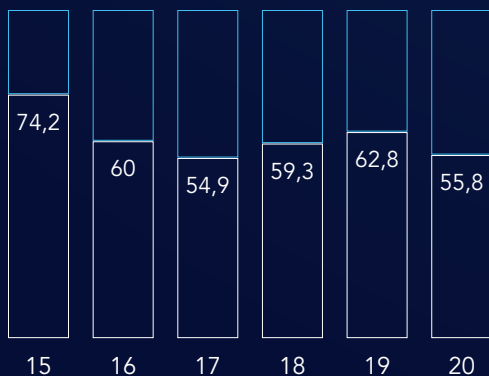


## PLAYER SALARIES

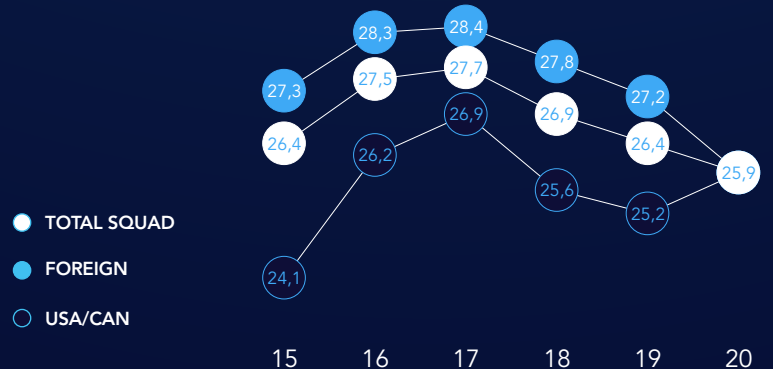


## PLAYER STATISTICS

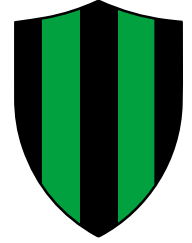
Minutes (as % of the total) played by foreign players (2015-2020)



Average ages per players' origin (calculations based on the total minutes played)



# AUSTIN FC



MLS ADMISSION  
2019



MLS DEBUT  
2021

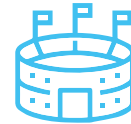


ENTRY FEE  
USD 150m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

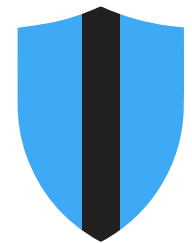
The club's founder and owner is Jay Anthony Precourt Jr. Formerly the owner of the Columbus Crew, he is the managing partner of Precourt Capital Management - a private investment firm - and CEO of Two Oak Ventures, the parent company that operates Austin FC. The ownership group of the club also comprises of six local investors: Hollywood star Matthew McConaughey, former Dell Technologies president Marius Haas, Pixiu Investments founder Eddie Margai, Parsley Energy founder Bryan Sheffield, Colina West managing partner David Kahn and entrepreneur and investor Tony Neugebauer.



## STADIUM INFO

Austin FC are expected to inaugurate their new 20,500-seat soccer-specific stadium on June 19th, 2021. Naming rights to the venue were awarded in January 2021 to Q2 holdings, an Austin-based company specialized in digital solutions for banking and lending.

# CHARLOTTE FC



MLS ADMISSION  
2019



MLS DEBUT  
2022

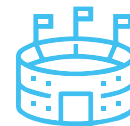


ENTRY FEE  
USD 325m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

Charlotte FC is owned by David Tepper, the founder of global hedge fund Appaloosa Management - one of the most preeminent in the world - owner of the NFL's Carolina Panthers and former minority shareholder in the NFL's Pittsburgh Steelers. With an estimated net worth of USD 13 billion he was named America's second richest sports owner by Forbes in 2020. The reported USD 325 million-expansion fee agreed by Charlotte FC represents the highest amount ever paid to join the MLS.



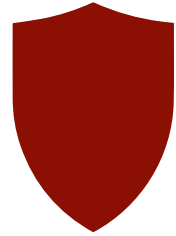
## STADIUM INFO

Charlotte FC will play its home games at the Bank of America stadium. Home of NFL's Carolina Panthers since 1996, the 76,000-seat stadium will reportedly be scaled down to a capacity of about 40,000 for MLS games.



CAROLINA PANTHERS

# SACRAMENTO REPUBLIC FC



MLS ADMISSION  
2019



MLS DEBUT  
2023\*



ENTRY FEE  
USD 200m

\*As of April 2021, Sacramento's expansion team is still on indefinite hold.

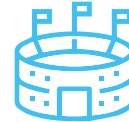


## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

As of April 2021, the club is looking for new investors after Ron Burkle - already the owner of the NHL's Pittsburgh Penguins - decided to back out of his involvement due to 'issues with the project related to covid-19'. Burkle, who built his fortune through supermarket chains and later invested in high-tech and entertainment, was supposed to be the club's majority investor in an ownership group that also included Kevin Nagle - the co-founder of healthcare company EnvisionRx and investor in NBA's Sacramento Kings - and Hollywood film producer Matt Alvarez.



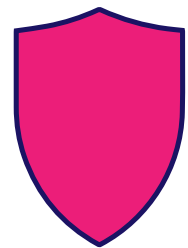
SACRAMENTO KINGS



## STADIUM INFO

As part as the successful bid to join the MLS, the club had plans for a new soccer-specific stadium to be built in Sacramento's Railyards area. The project appears to be currently on hold, as the club faces uncertainty over its future in the league.

# ST. LOUIS CITY SC



MLS ADMISSION  
2019



MLS DEBUT  
2023



ENTRY FEE  
USD 200m



## OWNERSHIP INFO & OWNERS' OTHER INVESTMENTS IN SPORTS TEAMS

The club is controlled by the Taylor and Kavanaugh families. Led by Carolyn Kindle Betz, St.Louis SC will be the first female majority-owned club in MLS history. The Taylor family owns Enterprise Holdings - the rental car services giant that ranks 12<sup>th</sup> in the Forbes list of America's largest private companies, with USD 22.5 billion in revenue in 2020. Jim Kavanaugh is the co-founder and CEO of World Wide Technology, a part owner of the NHL's St.Louis Blues and previously CEO of the USL's St. Louis FC.



ST. LOUIS BLUES



## STADIUM INFO

The club's new stadium is currently under construction in an area located near downtown St. Louis. The new venue, which will have a capacity of 22,500 is expected to open doors in March 2023.









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