



GLOBAL SPORTS PODCAST NETWORK

INVESTOR PROSPECTUS

MAY 2024

EVERY CLUB | EVERY DAY



OUR VISION

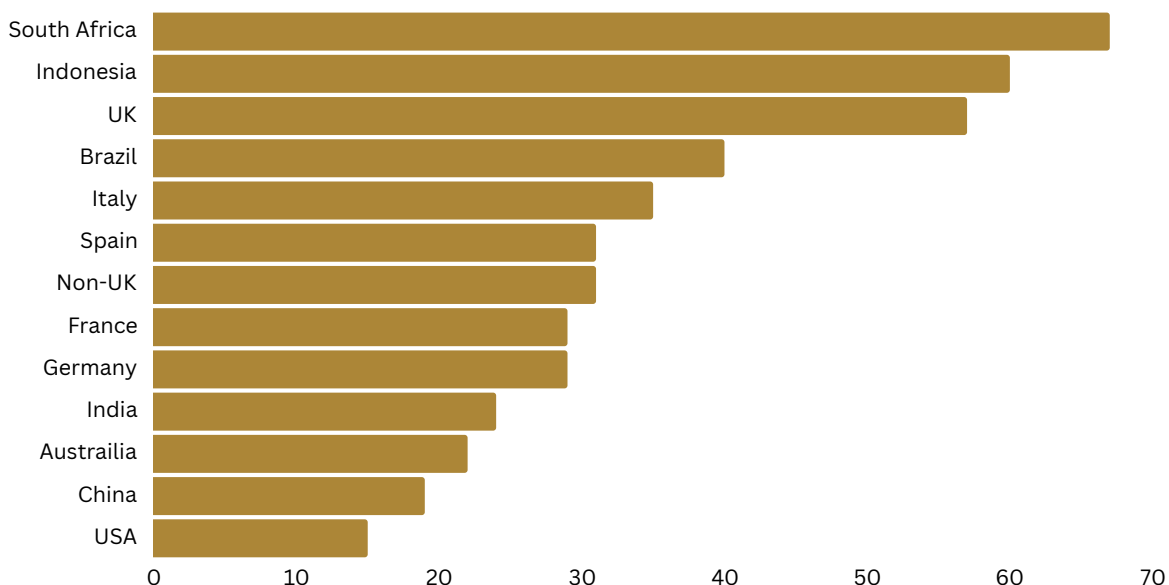
Creating the world's first network of 30 minute daily podcasts for the world's biggest sporting export, the English Premier League.

Why the Premier League? The Premier League has a global audience of more than three billion viewers across 192 countries. In China, India and the USA alone, there are more than half a billion people who watch the Premier League and is growing rapidly.

Why Podcasts? There are 505 million worldwide podcast listeners and growing exponentially. Podcast listening is a **"lean-in" experience** unlike any other available to marketers.

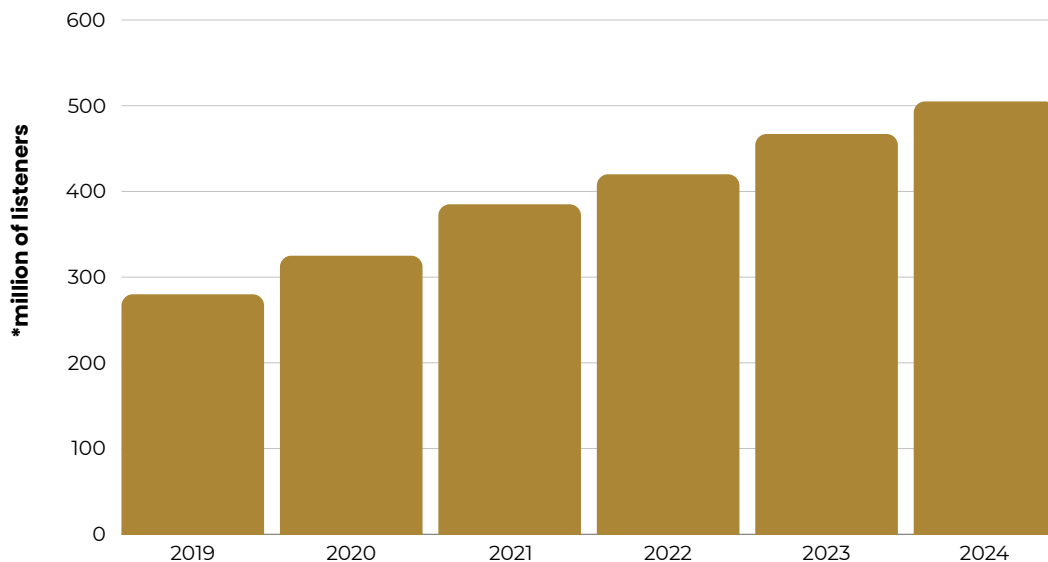
Every weekend, the Premier League is broadcast to 800 million homes in 188 countries, with its almost one billion social media followers talking non-stop about its captivating games and off-pitch dramas.

% of sports fans who follow the Premier League



GROWTH IN PODCAST ADVERTISING SPEND

Podcast Growth



Reference: <https://backlinko.com/podcast-stats>

In 2024, it's estimated that podcasting ad revenue will hit the **\$4 billion** mark.

- The Overall Digital Ad market grew by 12% in 2022, but Podcasting Ad Revenue grew by 26%.
- More than one-third of brands and agencies (36%) spend between 10% and 19% of their budgets on podcast ads.
- 49% of marketers expect to increase advertising spend on podcasts.
- 62% of marketers who have invested in podcast advertising before expect an increased ad spend on podcasts in the coming years.
- Podcast advertising works - Podcasts rank first across brand safety, accurate targeting, reaching affluent audiences and unduplicated research. Podcasts also rank first in reaching mentally engaged consumers.
- **Ad Revenue Share By Podcast Genres:**
 - **Sports: 15%**
 - **Society & Culture: 14%**
 - **Comedy: 14%**
 - **News & Politics: 12%**

THE GAME CHANGER

SOLVING MARKET INEFFICIENCIES

AUDIENCE AGGREGATION IS THE FUTURE OF PODCASTING

Podcast production is a cottage industry, populated by thousands of independent producers too small to attract the attention of large advertisers.

Advertisers find it difficult to engage with such a fragmented market.

Networks provide enhanced listener experience through consistency.

48% of UK listeners said they trust podcast hosts more than hosts of other traditional media, including radio or TV shows.

For Listeners - The Premier League is a constantly developing story - with action, rumour and opinion driving the news agenda. **The appetite for daily content from each club is proven.**

So is the opportunity to deliver truly **“habit-forming” consistency**. Consistent branding, style, content, duration, quality and delivery. Creating a daily listening experience far much more powerful than the sum of its parts.

Your club, and every other club, every weekday at Global Sports Podcast Network.

For Podcasters - An unparalleled opportunity to grow their profile, personal brand and broadcast expertise, and at last **to monetise their passion** - Connecting podcasters with a source of regular revenue previously unattainable by providing a bridge to monetisation.

For Advertisers - Amplification and reach to a highly sought after demographic with **far greater efficiency**. Aggregating listenership whilst providing local or global advertising options through **one contractual relationship**.



LISTENERSHIP GROWTH STRATEGY

PODCAST LISTENING WILL BECOME ENTIRELY MAINSTREAM
ACCOUNTING FOR 39.6% OF ALL INTERNET USERS BY 2024



TARGET ADVERTISING MARKETS

CONSISTENT DAILY CONTENT PROVIDING BRANDS WITH A UNIQUE PROMOTIONAL PATHWAY

DIY

TOOLSTATION
WICKES
CHECKATRADE
SCREWFIX
TRUST A TRADER
HOMEBASE
B&Q

HEALTH & WELLBEING

BULLDOG
HARRYS
WELLMAN
VIRIDIAN
CENTRUM
HEALTHSPAN
HIMS

AUTOMOTIVE

MOTORPOINT
KWIK FIT
HALFORDS
ATS EUROMASTER
RAC
AA
GREEN FLAG

CAREERS

LINKEDIN
MICHAEL PAGE
REED
RANDSTAD
INDEED
MOINSTER
GLASSDOOR

FOOD DELIVERY

CHEF ONLINE
TASTILY
DELIVEROO
UBEREATS
JUST EAT
FOODHUB
DOOR DASH

GAMBLING & TRADING

BET MGM
PADDY POWER
LADBROKES
BET 365
TRADING 212
IG INDEX
SPREADEX

LEISURE & TRAVEL

HOTELS.COM
TRIVAGO
McDONALDS
TRIPADVISOR
EXPEDIA
BOOKING.COM
AIRBNB

MOBILES & INTERNET

TESCO MOBILE
VIRGIN MEDIA O2
EE
VODAFONE
THREE
PLUSNET
TALKTALK

Target
Advertising
Sectors

WITH A DEDICATED DAILY AUDIENCE THAT PREDICTS TO BE PREDOMINANTLY 18-45, TECH SAVVY, WITH HIGHER THAN AVERAGE DISPOSABLE INCOME AND HIGHLY ENGAGED WITH THE CONTENT, GSPN PROVIDES THE PERFECT OPPORTUNITY FOR BRANDS TO STAND OUT FROM THE CROWD

A UNIQUE PODCASTER REMUNERATION MODEL

40% OF ALL CASH RECEIVED GOES DIRECTLY TO THE NETWORK

For individual podcasters, connecting with advertisers and sponsors can be an daunting challenge, requiring time away from content creation and business development skills that may not come naturally.

That results in many great content creators failing to monetise their work and eventually finding the time commitment impossible to justify.

At Global Sports Podcast Network, we have developed an innovative model that bridges that gap.

40% of cash received by the network will go directly to our podcasters. All marketing activity and contractual negotiations with advertisers are held centrally and the commercial agreements with advertisers and IP rights will be held by the network itself.

For podcasters, finally, an opportunity to share in being part of a large global network, attracting the quality of sponsors and advertisers unavailable to individual podcasters,

For the business, it is a cashflow friendly model as remuneration is based on cash received, whilst incentivising all contributors to the network to focus on the growth of the network whilst promoting the retention of talent. It also fixes our major cost as a predictable proportion of turnover for the f

**PROVIDING AN
EQUITABLE SOURCE OF
INCOME FOR OUR
PODCASTER NETWORK**

**ALWAYS KEEPING
CONTENT COSTS
PROPORTIONATE WITH
REVENUE**

TOTAL ADDRESSABLE MARKET

TAKING ADVANTAGE OF ESTABLISHED MEGATRENDS

**EPL IS
WATCHED BY
MORE THAN 3
BILLION
VIEWERS IN
OVER 190
COUNTRIES**

The English Premier League is watched by more than **3bn viewers globally**, three billion people who are already actively using media to engage with their favourite teams.

Podcasts are a huge growth story. As of 2023, there are 465 million podcast listeners worldwide, with the **total podcast audience expected to reach 505 million by the end of 2024**. That's growth of almost 120% since 2019. Growth particularly is focussed in the Middle East, Far East, Africa and Europe, **locations where interest in Premier League football is also growing particularly strongly**.

**TOTAL
PODCAST
AUDIENCE
WILL EXCEED
500 MILLION
IN 2024**

Sports represents 15% of all podcast downloads, and with football as the most popular global sport with an estimated fan base of 3.5 billion people, we estimate a current addressable market of **6% of all podcast downloads**.

From August 2024, GSPN will broadcast weekday podcasts in English for all 20 premier league teams, Women's Super League and Fantasy Football and a weekday Premier League podcast in Mandarin, Hindi and English. **We are uniquely positioned to engage with this global fanbase.**

**TOTAL
ADDRESSABLE
MARKET OF
£200 MILLION**

We estimate our total addressable market (TAM) in 2024 at 30 million listeners and expect the TAM to grow by approximately 12% per year as both interest in the EPL and the adoption of podcasts as a preferred regular source of news and information continues to grow.

In revenue terms, with total current podcast advertising spend of c\$4bn (£3.2bn), that's a **total addressable market of \$240m (£191m)**



BUILDING THE NETWORK

**AGREEMENTS FOR 95% OF THE LAUNCH NETWORK IS IN PLACE,
PROVIDING 25 PODCASTS DELIVERED EACH WEEKDAY FROM
THE START OF THE 2024/5 PREMIER LEAGUE SEASON**

2024/5 SEASON LAUNCH NETWORK (Launch August 2024)

Daily Premier League Teams (20)
Daily Women's Football Globally (1)
Daily Fantasy Football (1)
Daily Premier League - Spanish (1)
Daily Premier League - Mandarin (1)
Daily Premier League - Hindi (1)

FURTHER GROWTH

Championship and Other Large clubs (25)
Additional Leagues (eg La Liga) (5)
Additional European Clubs (20)
Additional Languages (5)
Additional Sports (Golf, Tennis, Cricket) (5)

DELIVERING UP TO 85 DAILY PODCASTS WITHIN 5 YEARS

**GLOBAL PODCAST LISTENERSHIP GROWTH MIRRORS THE
DEMOGRAPHIC IN GROWTH IN PREMIER LEAGUE INTEREST**

**MARKET DEVELOPMENT INTO MORE TEAMS, LANGUAGES, LEAGUES
AND SPORTS PROVIDES A CLEAR GOWTH PATHWAY**



LED BY AN EXPERIENCED MANAGEMENT TEAM



KEN DAVIES

VP Business & Development

A successful innovator in podcast development, event management and brand marketing. He has over 20 years' experience in selling audience-based marketing services to major brands. His clients include many of the biggest brands in the world including Mars, Nestle, British Airways, Capital.com and City Index. His podcasts have attracted nearly 1 million downloads since 2020, including a one in the top 1% of podcasts worldwide by audience size.



NICK BRITTEN

VP Talent & Operations

Nick has enjoyed a career steeped in media and football. Having spent 23 years on the national press as a journalist and broadcaster and running a successful consultancy offering corporate communications support and media strategy, media training to some of the UK's most prestigious businesses. With exceptional skills in developing media talent, Nick will head up the talent operations of GSPN. Nick is a qualified referee and Chairman of Derby County Football Club Women and a regular contributor on BBC television and radio.



JOE FORRESTER

Head of Audience Engagement

With a presenting career across national TV and radio encompassing Sky1, Sky Arts, 4Music, talkSPORT and the BBC, and an award-nominated football podcaster, Joe brings a wealth of knowledge of how to capture and retain audiences. An expert in creating high-quality social content that can reach big audiences. Whether it's developing major ad campaigns at New York Fashion Week or creating content for clients including Amazon, UNICEF, Adidas, National Geographic, Joe brings an expert eye to generating eye catching content and driving audience engagement.

PODCAST NETWORK | OUR TALENT ROSTER

ATTRACTING THE BRIGHTEST TALENT AS PODCAST HOSTS
WE HAVE AGREEMENTS IN PLACE WITH MORE THAN 60 OUTSTANDING PODCASTERS



MARCUS RAMTOHUL
BBC'S ANDY AND THE BAND



NAS MAJEED
LOVE ISLAND CONTESTANT AND
BROADCASTER



ESMONDE COLE
TALKRADIO



PAIGE GOWANS-SMITH
FOOTBALL FOUNDATION, PLAYER,
COACH, REFEREE



JUAN ARANGO
SPORTSMAX, ARGENTINE LPF, COMMENTATOR
PREMIER LEAGUE EN ESPAÑOL



MEGAN HUMPHREY
THE WOMEN'S FOOTBALL PODCAST



JOE FORRESTER
TALKSPORT



JOSH VINCE
PREMIER LEAGUE COMMENTATOR GB VISION

MILESTONES

MARCH 2024

All branding complete | Social media platforms established

APRIL 2024

Roster and Team Allocation Complete | Finance in Place | Media Training Begins

MAY 2024

Podcast Infrastructure in place | Key positions filled

JUNE 2024

Commercial Launch to Advertisers

JULY 2024

Launch to Listeners – Introductory Episodes | Social Media Engagement

AUGUST 2024

Full 5 day/week podcasts launched

NOVEMBER 2024

Preparations for Next Stage Roster expansion begin | Podcaster talent search

MARCH 2025

Additional Team Allocation Complete for 25/26 Season

FINANCIAL PROJECTIONS | P & L

	Year	1	2	3	4	5
Number of Teams Units		25	40	55	70	85
Total Revenue		280125	980811	1876976	3314140	5566990
Total Costs		392050	737924	1168690	1823856	2815096
EBITDA		-111925	242887	708285	1490284	2751894
Value of GSPN (Multiple x P&L)	8	-895400	1943093	5666283	11922272	22015152
Dividend per IB	1.5%	-1679	3643	10624	22354	41278
Cumulative Dividend per IB		-1679	1964	12589	34943	76221
Total Value per IB	1.5%	-13431	29146	84994	178834	330227
IB Investment	1.5%	30000	30000	30000	30000	30000
Dividend return on investment per IB	1.5%	-144.8%	-2.8%	183.3%	496.1%	1000.8%
Total Value Created per IB		-15110	31111	97583	213777	406449
Total Value Created 15% ownership	300000	-151099	311108	975829	2137770	4064487
Growth from initial investment		-150%	4%	225%	613%	1255%

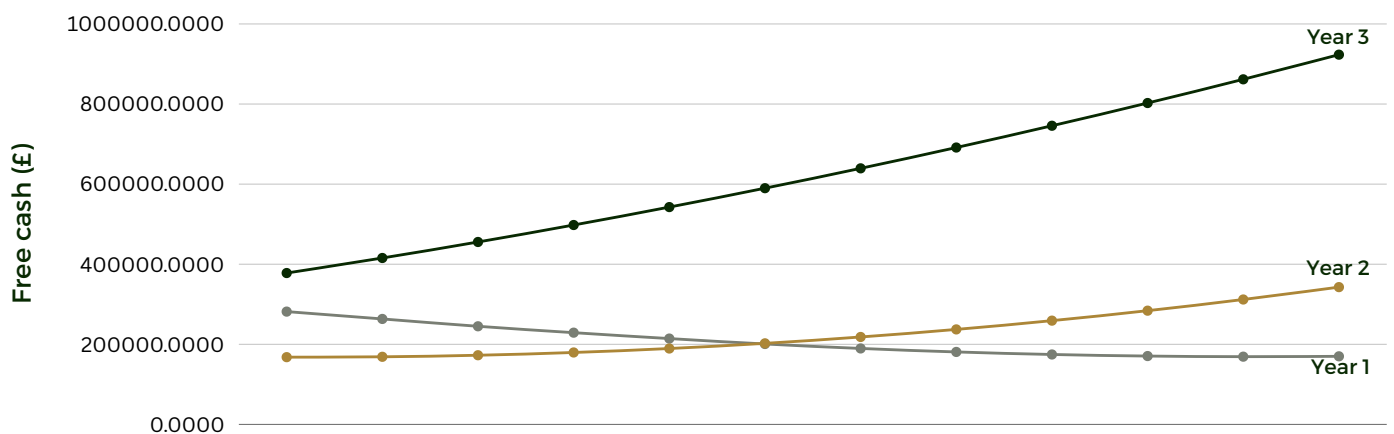


PROJECTED CASHFLOW

Cash Generative by Month 12| Investment Funding completely recovered by Month 23

Year 1		1	2	3	4	5	6	7	8	9	10	11	12	Total
Net Revenue		0	0	0	4000	6000	8000	12000	16000	20000	24000	28000	32000	150000
Total Costs		18333	18333	18333	19933	20733	21533	23133	24733	26333	27933	29533	31133	280000
Cashflow		-18333	-18333	-18333	-15933	-14733	-13533	-11133	-8733	-6333	-3933	-1533	867	-130000
Free Cash	300000	281667	263333	245000	229067	214333	200800	189667	180933	174600	170667	169133	170000	
Year 2		1	2	3	4	5	6	7	8	9	10	11	12	Total
Net Revenue		32000	37000	42000	47000	52000	57000	62000	67000	72000	77000	82000	87000	714000
Total Costs		34100	36100	38100	40100	42100	44100	46100	48100	50100	52100	54100	56100	541200
Cashflow		-2100	900	3900	6900	9900	12900	15900	18900	21900	24900	27900	30900	172800
Free Cash	170000	167900	168800	172700	179600	189500	202400	218300	237200	259100	284000	311900	342800	
Year 3		1	2	3	4	5	6	7	8	9	10	11	12	Total
Net Revenue		100000	104000	108000	112000	116000	120000	124000	128000	132000	136000	140000	144000	1464000
Total Costs		64825	66425	68025	69625	71225	72825	74425	76025	77625	79225	80825	82425	883500
Cashflow		35175	37575	39975	42375	44775	47175	49575	51975	54375	56775	59175	61575	580500
Free Cash	342800	377975	415550	455525	497900	542675	589850	639425	691400	745775	802550	861725	923300	

Cashflow Projection



FOR MORE INFORMATION

Contact Us

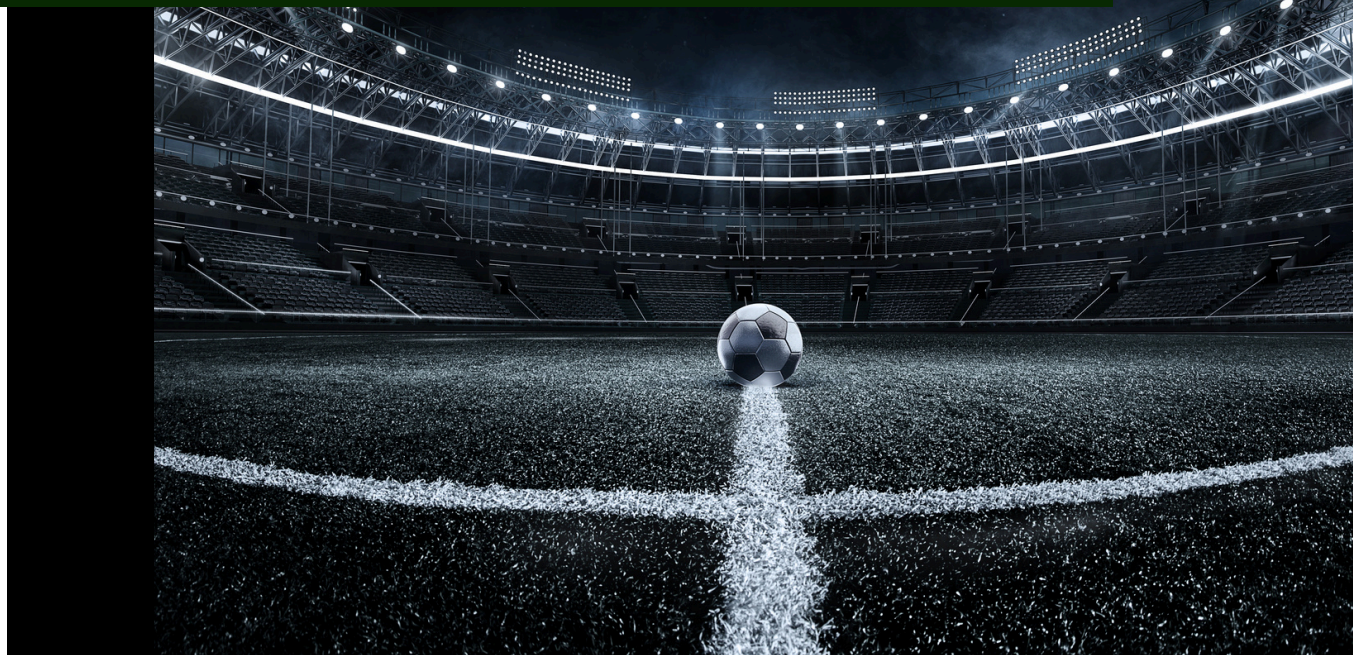
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Thank You!



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