



Investment Profile

November 2018

We take sports to the next level.

LIVE. DIGITAL. EMOTIONAL.



Formula 1 Reporter



Founded own business during studies



Sold to WIGE Media in 2011

_wige



SPORTTOTAL AG in 2017



Peter Lauterbach

Our Company

Business areas



VENUES



Technical equipment for sports facilities |
Special Electronics | Innovative Camera
Systems | Software Development



LIVE



Sponsoring | Marketing | Major Events |
Exclusive Events | Production | Creation |
Distribution | Social Media Live



DIGITAL









Creating Content | Building Reach | Marketing |
Live streaming of under medialized sports with
automated camera system



Market Developments

Streaming – a booming market*

						
Founded	1997	2014	2016	2014	2006	2016
Revenues 2017	11.69 billion €	Within Group	232 million €**	Within Group	Within Group	3 million €
Market Cap	137.90 billion €	Within Group	Not listed	Within Group	29.11 billion €*	41.98 million €*
Profitability	Yes		Expected 2020	Within Group	Within Group	2020
Costs of Rights	n.a.	BL (audio): 5 million €	CL. > 300 million €	3rd League Football 16 million € p.a.	BL: >876 million €*	0 €

**Perform Group Revenue 2013

*Sky plc.

*SPORTTOTAL AG Group

*Quelle: statista.com, DWDL.de, Spiegel-Online

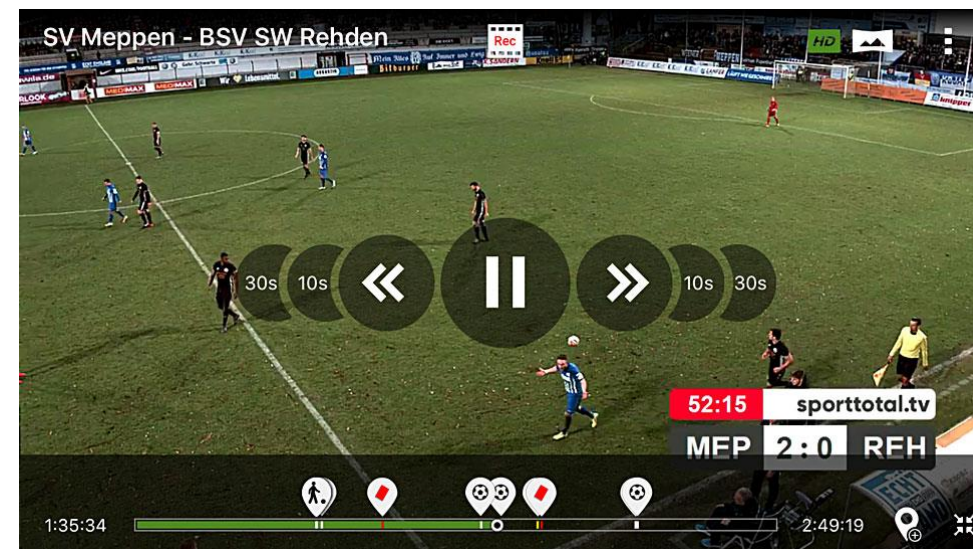
Streaming AS THE NEXT POWERHOUSE in entertainment

Our Vision

Medialization of under-medialized sports



SPORTTOTAL.TV democratizes both amateur and niche sports and provides 15 minutes of fame for everyone



Market Developments

From vision to deliberate strategy



What we need to achieve

We need to **know our market**

We need to **know our users**

We need to have the **best technology**

We need to have the **best logistic, infrastructure, and marketing** skills

We need to **reach people** and try to **monetize from the beginning**



Which strategy we follow

Conduct **research campaigns** 

Implement **user analysis KPIs**

Exclusive contract with **Israeli camera company**

Partner with best companies



Start with **amateur football** to generate maximum reach



Value Levers of Digital Growth

Extension of the business model



Range:
Regional partnerships
and internationalisation



Revenue Model Width:
Value-oriented expansion



Penetration:
New Sports

Revenue Model

Several levers



Advertising

- Online marketing of videos and platform
- Local advertisers self booking portal



Direct Sponsoring

- Strategic sponsors for regional brand promotion
- Special formats for brand-specific target group activation



Content-Products & -Services

- Analytics for clubs and players
- Clean-feed content delivery to clubs, TV stations (against payment)
- Clean-feed delivery to betting provider



Technical Infrastructure Services

- Sale / rental of white label streaming infrastructure and B2B customers
- Professional remote camera technology



Other Sports

- Same back-end and technology usage in different sports



Other Markets

- Other markets with reduced cost and revenue structure through cooperation with strategic (sales) partners

sporttotal.tv

Performance KPI Board - Target 2023



VENUES

Project Status PIPELINE 2018-2020

Project volume
~142.5 million €



Stock price Potentials



Corporate News: SPORTTOTAL wins major race track project in Brazil

Cologne, 08 August 2018.

SPORTTOTAL AG has signed a preliminary contract with RIO MOTORSPORTS LLC, Arlington (USA) for the technical equipment of a race track project in Rio de Janeiro (Brazil). The expected order volume is in the lower double-digit million euro range for the first construction phase of the New Rio de Janeiro Racetrack. Planning work will begin as early as the 3rd quarter of 2018.



Corporate News: SPORTTOTAL AG wins contract for race track project in St. Petersburg

Cologne, 20 August 2018.

Order volume in the mid-single-digit million euro range / Project to be realised in 2018 and 2019 / Specialist team prevails over international competitors / SPORTTOTAL AG and its subsidiary SPORTTOTAL VENUES GmbH today won an order for the technical equipment of a race track project in St. Petersburg.