



International

www.sporttotal.tv

Executive Summary

- » The media world is shifting towards a **platform economy** with substantial future revenue potential
- » **Original content is key for success** of streaming platforms – Sports content with unique emotionality
- » Premium sports content very expensive, but **huge potential of amateur and niche sports** broadcasting
- » **Superior product and high-performing execution engine** are key success factors for sporttotal.tv
- » sporttotal.tv demonstrated a **successful proof of concept in Europe's largest economy**
- » Fast **international roll-out** is crucial to become the leading streaming platform for original sports content
- » Growth will be driven by **number of installed cameras and amount of subscribers**
- » Revenues from **expansion to European core markets** are supposed to reach 70mn EUR in 2023
- » Successful **global roll-out of sporttotal.tv** will require upfront investment
- » Team on the ground has necessary **experience and network to successfully internationalize sporttotal.tv**

The media world is shifting towards a platform economy with substantial future revenue potential

1 Strategic shift towards platform technology

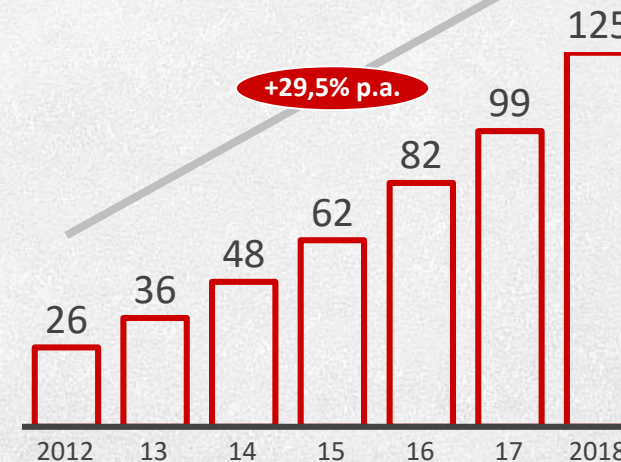
“**81%** of executives say **platform business models** will be core to their growth strategy within three years

“**40%** of executives believe adopting a **platform-based business model** and engaging in ecosystems of digital partners are **very critical** to their business success

2 Increased willingness to pay for content [B2C]

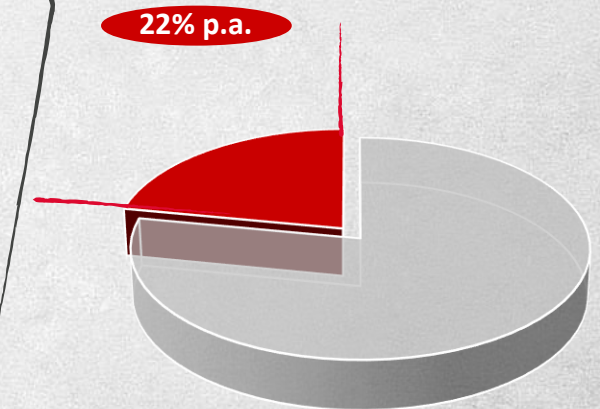
Number of Netflix streaming subscribers worldwide (in millions)

NETFLIX



3 Shift towards online video advertising [B2B]

Shift from linear TV to online video advertising budget globally in 2017

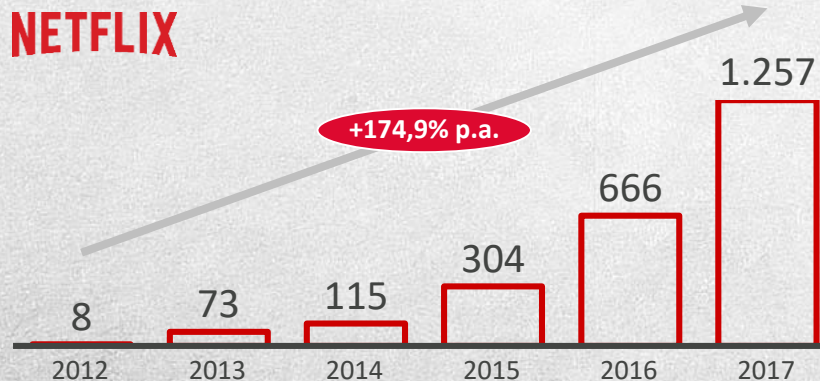


Original content is key for success of streaming platforms – Sports content with unique emotionality

Increased production of original content by leading streaming platforms

- » **Production of original content** is key building block for strategy of leading streaming companies to keep their (first mover) advantage
- » More and **more subscribers** are watching original content of Netflix most often (*e.g. 20% in 2014, 32% in 2016*)
- » Netflix invested **13bn USD** in original content in 2018

Original content offering on Netflix worldwide (in hours)



Content consumption triggered by emotions – Sports content highly valuable

- » **Sports content offers unique value** as original content, due to:
 - (1) **High emotionality** of viewership through e.g. lived experience or regional interest
 - (2) **Simplicity of new content creation** without need of actors, sets, etc.
 - (3) **High frequency of new content creation** through periodic matches and competitions
- » **Awareness is increased** for most important sports due to high media coverage
- » **General interest in Sports** around the globe

Premium sports content very expensive, but huge potential of amateur and niche sports broadcasting



Fierce competition and expensive media rights for premium sports content

- » Broadcasting right fees for premium sports content (e.g., Premier League) **significantly increased** over the last years
- » **New market entrants** (e.g., DAZN) further increase competition and drive up prices of premium rights
- » **Tech giants** (e.g., Amazon, Facebook) **expected to enter competition** for premium sports content in the near future



Amateur and niche sports equally emotional, but not yet covered by streaming platforms

- » Focus on **amateur and niche sports** with **high regional interest**
- » Currently **low media coverage** in linear TV and online
- » Mainly no or relatively **low fees** for many broadcasting rights and only **limited competition**



sporttotal.tv aims to close the gap to become the world-leading streaming platform for original sports content by volume

Superior product and high-performing execution engine are key success factors for sporttotal.tv



Superior product

Camera system

- » Best-in-class hardware
- » Automated operations on site

Cloud network

- » State-of-the-art streaming quality
- » Content live and on demand
- » Unique and seamless user experience

Smart processes

- » Fully automated game streaming and highlight production
- » Automated integration of in-game statistics and graphics



We build on **40 years of experience in sports broadcasting** from our parent company SPORTTOTAL AG



High-performing execution engine

Team on the ground

- » Core team in Cologne, Berlin and Luxembourg
- » 40 full-time employees with sports, media, tech and consulting background

Strategic partners

- » Leading sports associations



- » Media and tech companies



- » Commercial partners



- » University cooperation



Volleyball, hockey, ice hockey, football, basketball and American Football are already part of sporttotal.tv's portfolio

Football



Hockey



Ice hockey



Volleyball



Basketball



American Football



sporttotal.tv demonstrated a successful proof of concept in Europe's largest economy



Within 24 months, sporttotal.tv created an **internationally replicable business model** for original sports content streaming



10 years contractual agreement with German Football Association¹ (DFB) – usage rights for audio-visual records and broadcasts of all amateur football matches



4,500 sports events streamed in 2018 – live and on-demand with focus on amateur football, but also including ice-hockey, field-hockey, basketball, American football and professional volleyball



477 camera-systems installed – mainly at amateur football stadiums (4th to 7th division) in Germany



EUR 12 million invested – mainly for camera acquisition, installation and personal



¹DFB has access to ~25.000 organized football clubs and more than 7 millions organized members

Fast international roll-out is crucial to become the leading streaming platform for original sports content

Preparations are made



- » Scalable business model proven
- » Technical platform instantly available
- » Automated processes able to create content for any type of sport
- » Camera systems dispatchable
- » Team ready to speed-up international roll-out tailored to respective market needs
- » Backoffice, roll-out and maintenance functions centrally provided from Germany



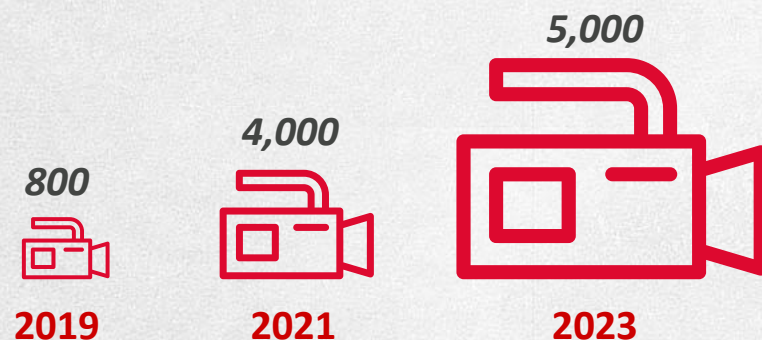
Assumption: Country organizations source software and hardware from Germany, while establishing country-specific functions on site.



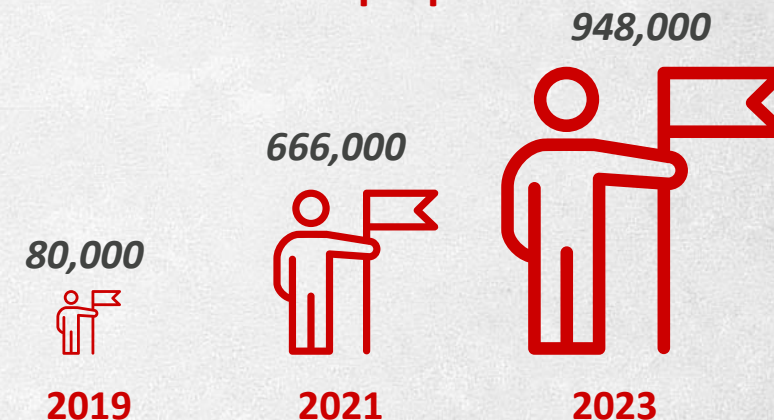
Growth will be driven by number of installed cameras and amount of subscribers

Illustrative for phase 1 (European core markets)

Installed camera ramp-up



+ Subscriber ramp-up



Assumptions

- » between 150 and 750 viewers per club paying for special content

Revenues from expansion to European core markets driven by four major revenue streams

Paid Premium Content [B2C]

Freemium concept with additional paid content (e.g., via pay-per-view, on-demand, subscription¹)

Sales of Special Content [B2C/B2B]

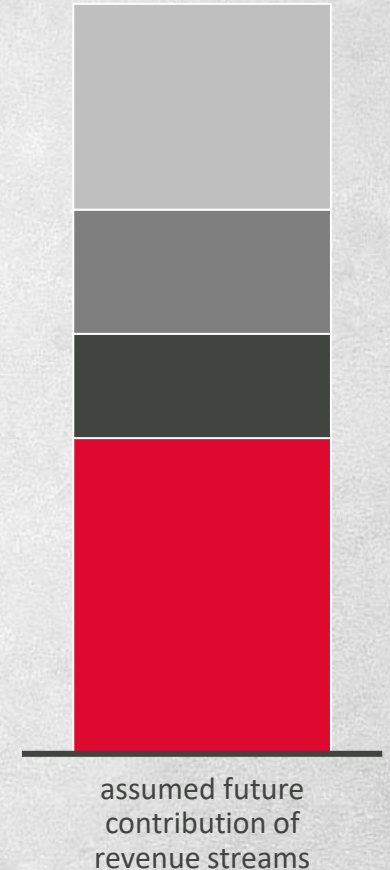
Exclusive content and special analytics formats² (e.g., for web portals, media partners, player agents, scouts)

Advertising & Sponsoring [B2B]

Sponsoring and marketing for partners (e.g., Hyundai partnership in Germany)

Local Advertising [B2B]

Advertisement through marketing fees for in-video ads bookable for specific matches or home teams (e.g., for local businesses)



Team on the ground has necessary experience and network to successfully internationalize sporttotal.tv

Management team and stakeholder



Peter Lauterbach
CEO SPORTTOTAL AG
Successful entrepreneur
and sports business expert



Oliver Grodowski
CTO SPORTTOTAL AG
Formula 1 racing director and
R&D expert



Jean Fuchs
CEO Fuchs Group
Largest minority stakeholder of
SPORTTOTAL International S.A. and
renown wealth manager

Operations team



Kasar Masood
VP Digital Technology @ sporttotal.tv
» Several Management positions at Viacom
» Former Managing Director of Atlantis IT

Sebastian Blaschke
SVP Finance & Administration @ SPORTTOTAL AG
» Manager - PKF Fasselt Schlage
» Team leader Controlling Deutsche Post



Caroline Päßgen
Director @ sporttotal.tv
» Senior Consultant Inverto GmbH
» Scientific staff Center for Sports and Mgmt

Gerrit Heidemann
Director Strategy @ SPORTTOTAL AG
» Former strategy consultant in China
» Business Dev. Camp Beckenbauer Asia



Partner network



Center for Sports and Management @ WHU
Director Prof. Sascha L. Schmidt
» Knowledge and network in sport business
» Access to top-class talent



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