



MATCHWORLD
+ GROUP

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Introduction:

In 1999, Marc Biolley is one of the first FIFA football and match agent.

MatchWorld Group have worked in the sport business industry with a whole-hearted devotion, assisting clients and partners from rights owners, clubs, national teams, leagues, international sport-bodies, brand ambassadors, to sports agencies, sponsors and broadcasters.

We take pride in being one of the pioneer FIFA football agent in Europe having achieved remarkable growth over the last two decades.



We are a multi-faceted business with a global approach to the work that we do worldwide and we have a proven track record of providing excellent service.

Meet MatchWorld and you will **meet the World.**

What we do:

We provide
talents or brand
ambassadors

We organise
matches or
training camps

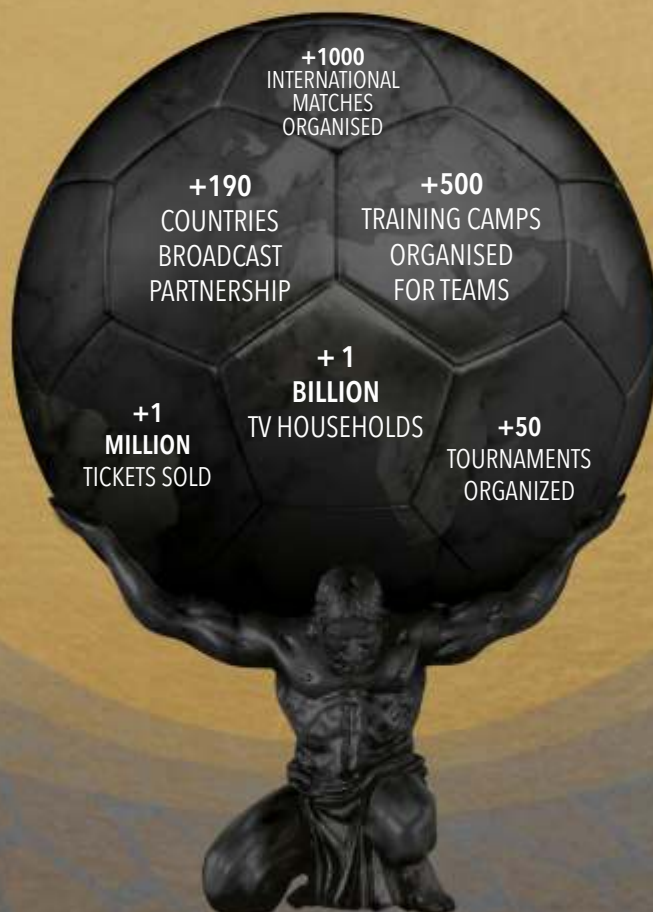
We offer
experienced coaches
and technical advise

We sell
TV & media rights
across the globe

We promote
sports destinations
all around the world

We find
sponsors and create
a state of the art
Sponsorship program

MATCHWORLD
+ GROUP



Vision - Elevator Pitch:

Since 1999, MWG has been passionate, dedicated to sports business industry.

The goal of Vision 2022 is to define and maximize our areas of greatest impact. Simply by investing and focusing on a set of top priorities, we'll have the greatest impact in the coming years.

The Vision 2022 of MWG is paving the way to a successful future. Our strategic planning process for our Vision 2022 is to:

+ Achieving long-term success

and

**+ Positioning ourselves as a
sport agency n.1 in Europe**

Our plan to carry us into the next 5-years and beyond is focused on the long term, it stands for what all our business activities have in common.

Our Team:

Marc Biolley
MatchWorld Group President

UEFA Licensed Match Agent and FIFA agent. He set up his first sport agency Blue Sport in 1999.

Blue Sport agency became MatchWorld group in 2007. Marc has been working for Swiss Football Association and has developed through all these years many acquaintances in the international highest sports authorities such as the UEFA, FIFA or the IOC.

*We have
excellent sport industry background,
proven track record
and strong team to succeed.*

Marketing
& Commercial
Director

President

Business
Development
Director

Executive
Director

Brand
Manager

Graphic
Designer

Legal
Advisor

Executive
Assistant

Accountant

Momentum:

The Global Sports industry is growing faster than overall GDP, and long term growth prospects remain strong.

As much as 620 billion\$ is spent every year in the sport industry. 2017, the global sports market generate revenue of around 91 billion U.S. dollars (the Market).

Certain markets are booming in sports and if you are able to tap into that momentum, it could greatly boost the company growth.

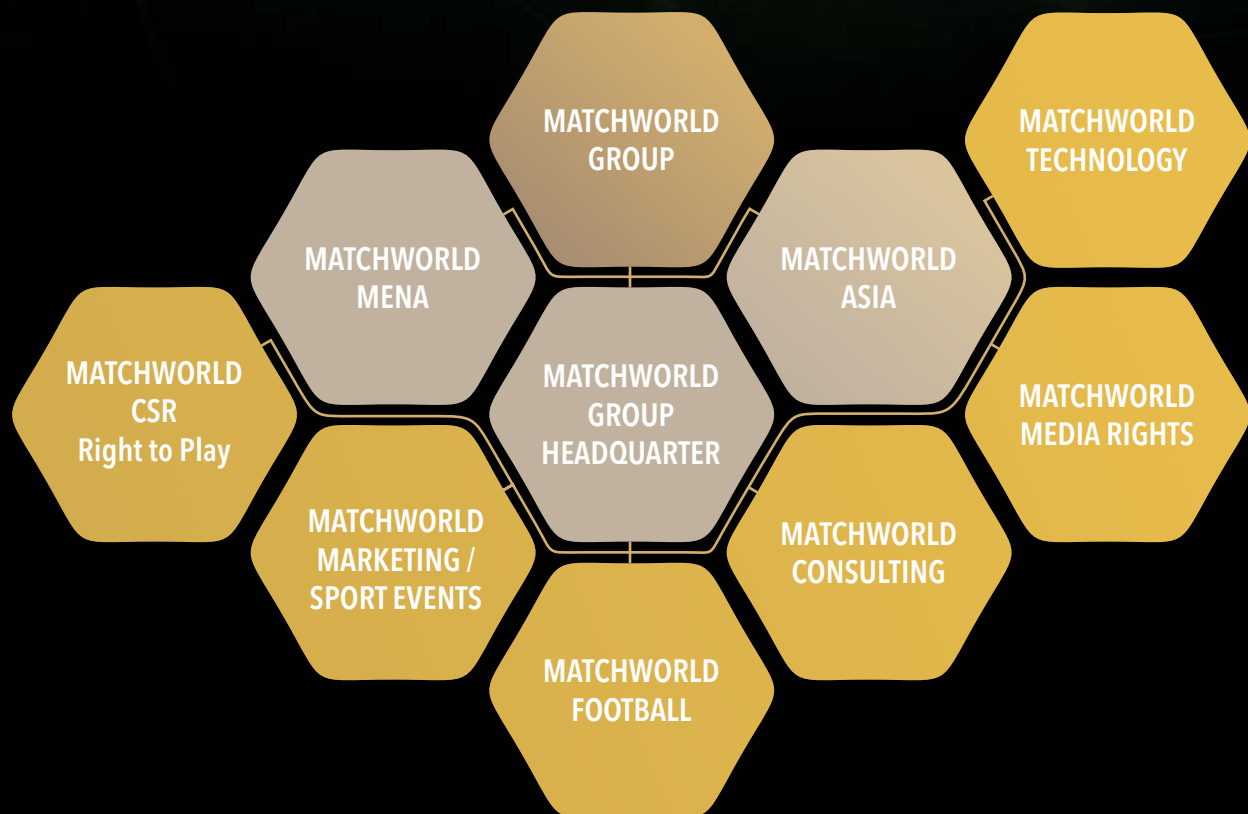
Swiss Is 'the Silicon Valley of Sports'

Sports organizations bring more than a billion dollars to Switzerland annually, according to a six-year study.

MatchWorld Group has been well-established for 2 decades in Switzerland and has an extensive business network.

Time Frame:

Vision 2022



MATCHWORLD
GROUP

COMMERCIAL UNIT

THE
ALPS CUP

INTERNATIONAL
FRIENDLY
MATCHES

MONDIAL
LEGENDS

BRAND
AMBASSADORS/
TALENTS

TECHNOLOGY

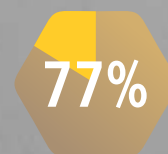
Market Opportunity:

Match organizer leaders, organiser & promoter of The Alps Cup football tournament.

CUSTOMERS:

 **Switzerland**

National teams



Sport

Rights owners

Sports clubs



Culture (Entertainment)

Premier football leagues

International sport-bodies

Brand ambassadors



CSR (Charity & Cause)

Sports agencies

Sponsors



Media

Broadcasters/rights holders

The Clients:

National Teams



Club Teams



Our Properties:

The Alps Cup 2018

The Mondial Legends Cup 2018

FIFA World Cup, Russia 2018
Nationals teams friendly matches

Woman Football Cup

MatchWorld watch



THE
ALPS
CUP



The Communication strategy:

The tag line:

The best taglines can stand alone and represent the brand without even stating the brand's name. Our tagline is Meet the Stars/Touch the Stars it communicates the core essence of the event.



*Why asking for the moon,
when you can get the stars...*



The Strategy, revenue scheme:



Tournament evolution:



2013

- 1.FC Porto
- 2.AS Saint-Étienne
- 3.VfL Wolfsburg
- 4.FC Sion
- 5.Olympique de Marseille



2014

- 1.Benfica Lisbonne
- 2.Athletic Bilbao
- 3.Shakhtar Donetsk
- 4.FC Sion



2015

- 1.FC Sion
- 2.Shakhtar Donetsk
- 3.FC Bâle
- 4.PSV Eindhoven
- 5.Olympique Lyonnais



2016

1. Olympique Lyonnais
2. Sporting Portugal
3. AS Saint-Etienne
4. Zénith St-Petersbourg
5. FC Bâle
6. FC Lausanne Sport
7. FC Sion
8. AS Monaco
9. PSV Eindhoven



2017

1. AS Monaco
2. PSV Eindhoven
3. Athletic Bilbao
4. Olympique de Marseille
5. Fenerbahçe SK
6. Sporting Portugal
7. Valencia FC
8. FC Sion
9. Stoke City FC



Main Objectives:

Build and maximize the commercial value of the Alps Cup

Create local & "international" recognition

Build understanding and interest amongst companies to entice them to partner with the Alps Cup event

Raise awareness of the potential for commercial partnerships

Develop Sponsorship Structure and Rights Packages

Develop Sales Literature

- Create Sponsorship portfolio/presentation
- Draft and conclude contracts/agreements
- Develop and implement sponsorships
- Control and document the fulfillment of the sponsorships
- Monitor Sponsorship activation rights



Target Market:

The target market for the Alps Cup will be the international Market with a special "focus/interest" for Europe.

The primary target consists of creating a planetary football event, bringing together the stars and the Football "aficionados". Engaging National and International Partners that will support the MWG vision.

Key Target Prospective

Target Groups

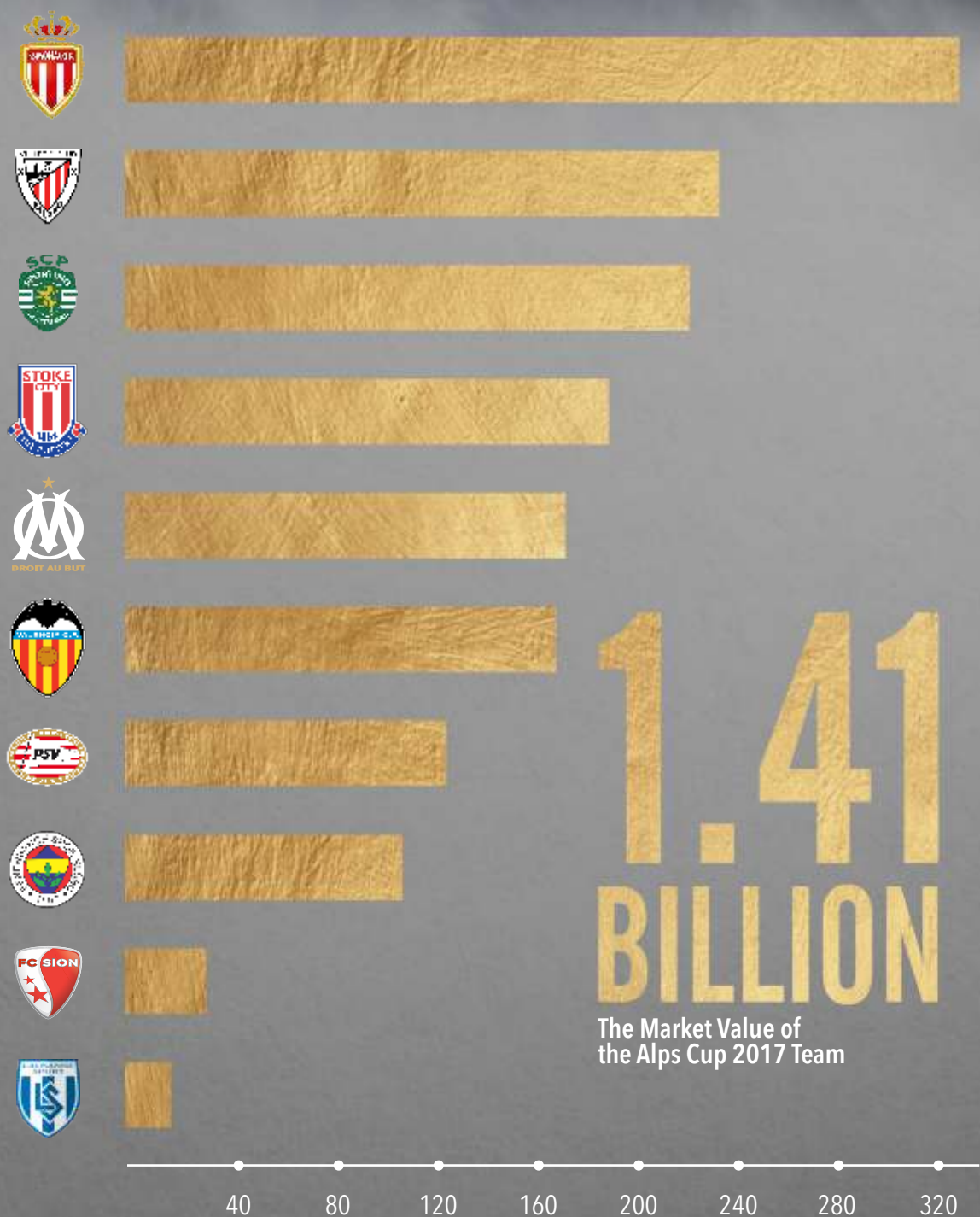
- Business to business (B2B)
Commercial Entities / Companies*:
 - Local / global commercial companies
 - National / global commercial companies
 - International / global commercial companies
 - Other Business/corporate entities
- Private
Half-governmental
Governmental



The Target:



The Market Value:



Media Rights:

Billions of dollars are spent in Television and Media organisations for the exclusive right to broadcast top sporting events. Sports Media Rights estimated to hit \$22 billions In 2021, making it the largest sports revenue category.

Media coverage is the drives of exposure for sport. Major sporting events generate their biggest source of revenue through the sale of broadcasting and media rights.

MatchWorld provides strategic consultation and media rights management, tapping into the largest sports revenue category.





THE MONDIAL LEGENDS

— MOROCCO 2018 —

Expect amazing days of International matches and exciting events!
8 teams will be selected from below list.

MOROCCO			JAPAN
ITALY			FRANCE
BRAZIL			SPAIN
GERMANY			ARGENTINA

ALL-STAR teams' participation only during pre - after events

11 versus 11
60 minutes per match
200+ Legends involved
8 nations, 4 continents

Global broadcasting
Global promotion
International media coverage
Global Charity programs

Noteworthy Facts:



MANY DAYS OF THRILLING
MATCHES AND EVENTS



LEGENDS
FROM 35 ONWARDS



11 VERSUS 11



8 NATIONS REPRESENTED
BY 200+ LEGENDS



60 MINUTE MATCHES WITH
15-MINUTE HALF-TIME



KNOCK-OUT TOURNAMENT



7 MATCHES MINIMUM



LEGENDARY REFEREES



UNLIMITED SUBSTITUTIONS
DURING EACH MATCH



GROUP WINNERS AND
RUNNERS-UP GO THROUGH TO
THE KNOCK-OUT PHASE.



COMPETITION RULES ARE
THOROUGH AND REDESIGNED
FOR SENIOR PLAYERS.



A GREAT WAY TO GENERATE
RESPECT AND RAISE FUNDS AND
AWARENESS FOR THOSE LESS
FORTUNATE

Friendly Matches National Teams:





WOMEN'S CUP

MatchWorld believes that to foster personal and community wellness it is imperative to empower the new generations and particularly women in sports and women football.

Women football has significantly grow this last years, seeing the development of the major competitions being launched at both national and international levels.

MatchWorld has always believed in women football and has continually pressure the global football community to organize women football tournament not only at the regional level but also internationally.

As Women football will continue to grow MatchWorld Football is proud to encourage the promotion of women's football.



MatchWorld Watch:



Traction:



Investment
Valais Cup



FIFA WORLD CUP
Brasil

Investment
Festival des
Alpes



FIFA WORLD CUP
RUSSIA 2018

The Ask:

WE ARE LOOKING FOR \$ 5,000,000 IN FUNDS

to develop, hire staff, launch marketing & communications campaigns and integrate prestigious football club such as Manchester United, FC Barcelona or Real Madrid.

USE OF FUNDS

The Alps Cup 2018

Advertisement
Campaign

Hire new Staff

Develop and launch
Marketing &
Communication campaigns

Generate revenue through
sponsorship

Middleeast & Asia expansion

NEXT STEPS

Hire staff

Develop and launch
Marketing &
Communication campaigns

Generate revenue through
sponsorship

Middleeast & Asia expansion

THANK YOU!

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