

Looking for Investors @



Together with our **strategic investors**, we want to cultivate the market for Fan Activation, Engagement and Relationship holistically and open it up to as many clubs as possible, but also to sports rights marketers and marketing agencies. To do this, we need **exclusive knowledge** and **experience in this market segment**, but also **extensive networks** for the further development of the platform as well as for global marketing in our relevant markets. We provide the technology and an independent understanding of global fan culture.

Only together can we tap and exploit new potential.







FERP - Fan Engagement & Relationship Platform

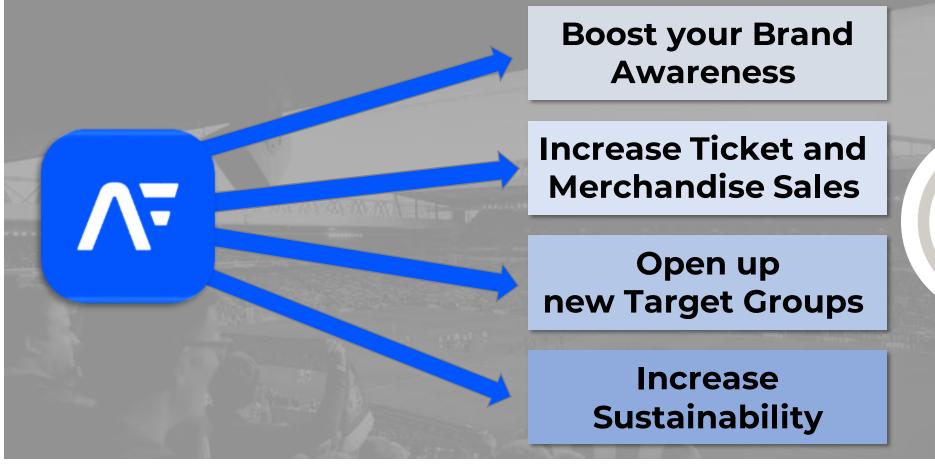
ArenaFans is a mobile **Vertical Social Network (VSN)** which addresses sports enthusiasts, fans and members worldwide and across different sports. With the ArenaFans app, we're making it easier than ever for fans to seamlessly get into the stadium and meet their social needs.

ArenaFans also allows clubs and marketers to reach people interested in sports, who cannot be reached with the currently available and common tools.



Benefit for the clubs







Agenda

- Challenge & Solution
- Product
- Business Idea
- Market potential
- Business Plan
- USP
- Competition
- Vision Strategy Goal
- Customer Journey
- Team
- Proof of Concept
- Roadmap
- Exit Scenario

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Challenge & Solution





How does a club manage to sell more tickets & merchandising, as well as increase its brand awareness, if the club itself is unknown or has no budget or does not have the appropriate know-how to increase its media reach?

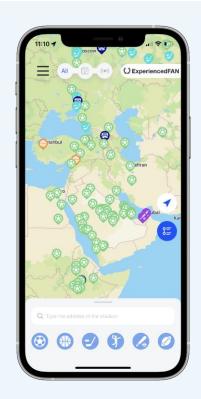


With ArenaFans we create the **Fan Engagement & Relationship Platform (FERP)**, which enables clubs worldwide and across all sports direct access to sports enthusiasts, stadium fans and supporters. ArenaFans is the simple & affordable support for sports marketing **in all league levels**.



Product

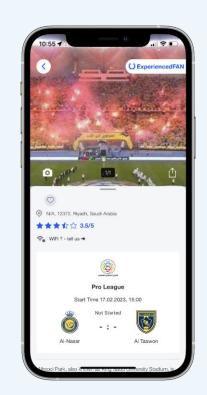




Global, cross-sport, independent.



Push messages in case of geographical proximity to upcoming games.



Stadium detail page with live game day information & feedback



Functional Club detail page



Interactive Player Profile



Business Idea



How to make money

- Monthly fee for clubs to use ArenaFans benefits.
 - No cost for in-app club advertisements, no ticket & merch referrals
 - Access to web-based admin console
- Sales Referrals & In-App Advertisement Tickets, Merch, Betting and Travel...
 - Referral commission for non-paying clubs or outside club business model
 - In-App Advertisement for non-clubs like bswp. sporting goods manufacturers, FMCG, extended merch,....
- DAaaS → Data Analytics as a Service (mid-term)
 - Matchday or period of accurate evaluations of fan behavior before, during and after the stadium visit - standard or custom.
 - Target group: clubs, stadium operators, catering, local and long-distance transport staff,...



Market potential



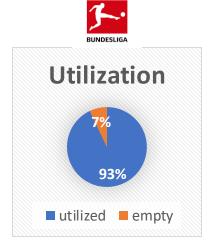
\$15.5bn. (2022) **CAGR +13,9%** (2030)

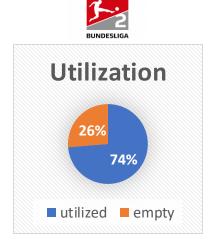


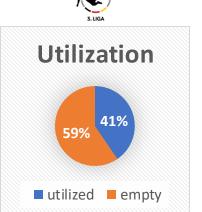
\$22.3bn. (2020) **CAGR +3,4%** (2027)



\$587.9bn. (2022) **CAGR +17,5%** (2030)

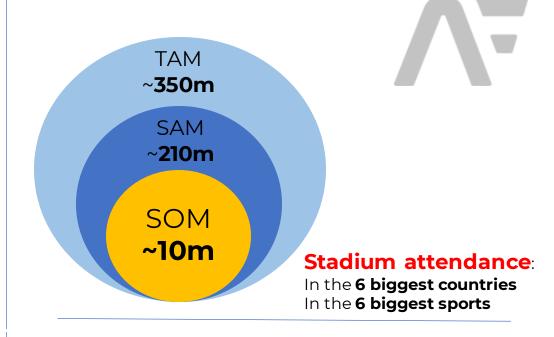






Potential of additional tickets that can be sold 22/23: **5+ million**





Potential of additional tickets that can be sold in leagues worldwide 22/23:





Expected income statement(High Level)

		2023	2024	2025	2020	2027
Club Integration						
Club Membership		100	1500	5000	12000	20000
	Growth		1400%	233%	140%	67%
Av erage Earnings per Club €		186 €	256 €	327 €	387 €	446 €
	Growth		38%	28%	18%	15%
Total €		18,600 €	385,200 €	1,638,000 €	4,644,000 €	8,928,000 €
	Growth		1971%	325%	184%	92%
Referrals						
Tickets €		3,600 €	75,000 €	1,150,000 €	6,500,000 €	20,000,000 €
	Growth		1983%	1433%	465%	208%
Merch €		3,600 €	75,000 €	1,150,000 €	6,500,000 €	20,000,000 €
	Growth		1983%	1433%	465%	208%
Betting €		3,000 €	60,000 €	600,000 €	3,500,000 €	15,000,000 €
	Growth		1900%	900%	483%	329%
T & A €		1,500 €	30,000 €	450,000 €	2,400,000 €	7,500,000 €
	Growth		1900%	1400%	433%	213%
Total €		11,700 €	240,000 €	3,350,000 €	18,900,000 €	62,500,000 €
	Growth		1951%	1296%	464%	231%
Data-Analytics-as-a-Servi	ice					
Customers			100	500	2000	5000
	Growth			400%	300%	150%
Av erage Earnings per Custome	r€		1500	2800	3800	4200
	Growth			87%	36%	11%
Total €			150,000 €	1,400,000 €	7,600,000 €	21,000,000 €
	Growth			833%	443%	176%
Total Earnings per Year €		30,300 €	775,200 €	6,388,000 €	31,144,000 €	92,428,000 €
Staff€		250,000 €	500,000 €	1,000,000 €	3,000,000 €	6,500,000 €
Starre	Growth	250,000 €	100%	100%	200%	117%
Marketing & Sales €	Olowin	60,000 €	360,000 €	1,200,000 €	5,300,000 €	17,500,000 €
Marketing & Jaies &	Growth	00,000 €	500,000 €	233%	342%	230%
Admin €	Olowin	24,000 €	240,000 €	380,000 €	450,000 €	550,000 €
Admin C	Growth	24,000 €	900%	58%	18%	22%
Dev elopement & Support & Operation €		200,000 €	400,000 €	1,100,000 €	2,300,000 €	3,900,000 €
Jov Glopernent & Oupport & Opera	Growth	200,000 €	100%	1,100,000 €	109%	3,900,000 € 70%
Total Costs per Year €	Growth	534,000 €	1,500,000 €	3,680,000 €	11,050,000 €	28,450,000 €
Profit		-503,700 €	-724,800 €	2,708,000 €	20,094,000 €	63,978,000 €
Front		-303,700 €	-724,000 €	2,700,000 €	20,054,000 €	03,370,000 €





69%

-1662%

Profit Margin





ArenaFans is the fan-centric, cross-sport platform that enables clubs to address their target audience in a simple, cost-effective and direct way without dilution.

ArenaFans is the independent, functional social media platform that gives interested parties, sports enthusiasts, fans and members complete access to the (out)life of your passion.

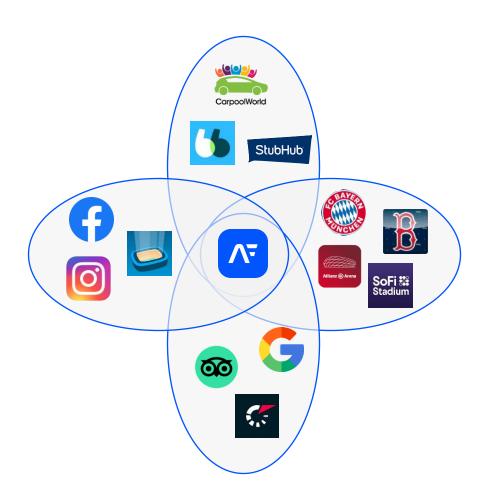
ArenaFans - the One-Stop-Shop for Passion.

We turn interested people into enthusiasts, enthusiasts into fans and fans into members.



Competition





ArenaFans combines features from multiple apps and therefore has competitors in various functional areas.

Vision - Strategy - Goal





If you think of your club, the stadium or other fans, you automatically use ArenaFans.



ArenaFans is the most used fan engagement & relationship platform in the world.





The mobile VSN ArenaFans is based on the "4-step" value chain "stadium attendance" and the three dimensions of fan needs. This results in 12 main fields of action that are fully covered.

Together with strong partners from sports and media, we create a strong network for fans.



Customer Journey

JP is going to Brittany for two weeks on a work assignment. As he is an ArenaFan, he naturally wants to use the time for several stadium visits - soccer, rugby, handball doesn't matter. He wants to go to the stadium on matchday. Without ArenaFans he would have needed 3 hours and 12 websites to find matches and buy tickets across leagues and sports. But thanks to ArenaFans and the recommendations of other fans, he and his wife can get the most out of their stadium visit.

Max is at the Adler Mannheim versus Red Bull Munich ice hockey game with his buddy Jörg. During the third-period break, Max goes out to get a Bratwurst and beer for both of them - which other fans in ArenaFans say is popular. The line is long. Word gets around that a kiosk has failed, and the waiting times are therefore considerable. In the hall the whistle blows for the second period and Max, still waiting in line, misses 2 goals of the home team. An early information about increased crowds would have been helpful to avoid this.

Stefan is the head of marketing at a soccer club in the 2nd Bundesliga. Due to the bad table situation, there is unrest in the club - the relegation to league 3 threatens. The tension is also increasing due to the lack of spectators at home games - whose support is needed now more than ever. Expensive advertising campaigns via Google and Facebook are also no longer necessary due to the tight budget situation. With ArenaFans, he can now directly address people interested in sports in the region of 100km around his own stadium and launch special matchday offers.

Lukas is an active sports fan. However, he is also interested in whether his club operates sustainably and takes care of social issues in his region. Via the club page in ArenaFans, he can actively call up information, but is also informed via the app, for example, about charity campaigns via push messages to his cell phone of his club.

"We support the decisive away game of our team with a special train, several fan buses but also with a share ride offer for our fans."





Media Attention



Nr. 251 / RNZ Manazin / Rhein-Neckar-Zeitun

GUTE NACHRICHTEN

Samstag/Sonntag, 29,/30, Oktober 2022

Damit der Stadionbesuch noch schöner wird

Sportbegeisterte aus Ludwigshafen entwickeln die App "ArenaFans" - Sie soll zum "Trip Advisor" und "Facebook" für Fans werden -

Einzelne Stadien lassen sich darüber bewerten -Was halten die Nutzer von der Sinsheimer Arena? Von Falk-Stéphane Dezort

"Rhein-Neckar-Zeitung" – 29.10.2022

LOKALSPORT

Eine App von Fans für Fans

HINTERGRUND: Jens-Peter Gotter strotzt mit seiner App von und für Fans vor Ideen. Es dreht sich um verschiedene Sportarten. Er geht ins Risiko, und hofft, dass seine Lieblinge im Amateurbereich einen Nutzen ziehen. Wie's geht? Der Speyerer verrät es uns.

SPEYER. Jens-Peter Gotter aus Speyer hat mit Freunden die App arenafans gegründet. Es ist eine Plattform für Stadionbesucher, die im Anschluss den Ort in verschiedensten Kategori en bewerten können, Gotter hat für die App seinen Job aufgegeben und widmet sich ausschließlich seiner neuen Herausforderung.

In der Videokonferenz mit unserer Zeitung sitzt er im Trainingsanzug des spanischen Erstligisten FC Valencia vor dem Bildschirm, Ein Mitbringsel aus seinem Jahresurlaub in Spani-en, Ohne Sport geht es dann also dort auch nicht. Ein Stadionbesuch ist ein Muss, Der Eintrag in die arenafans-

Vielseitig interessiert

Alleine ist er selten, seine Frau ist im Urlaub natürlich dabei: "Die schleppe ich dann auch mit ins Stadion", sagt ei im Spaß. Die dritte niederlandische Liga bestaunte Gotter auch schon, Ein Groundhopper ist er nicht. "Ich mag einfach Stadien und die Atmosphäre es muss nicht Fußball sein", gibt er zu verstehen und zählt Eishockey, Hand ball und Baseball auf,

Im Amateurbereich sei er am lieb ten unterwegs. Mitglied ist er unter anderem beim FC Speyer 09. "Das Bier und die Wurst sind billiger und man ist näher am Spielfeld dran", begrün det er seine Liebe zum Amareurspoihm mit seinem besten Freund, der



kommt der Konsument der App von Werbung. Der Gründer will in Zu-Alle sportineresseriera fina in dei eine Beritag zahlen lassen. Bet in der Beritag zahlen lassen bet in der Beritag zahlen lassen. Bet in Beritag zahlen lassen bet in der Beritag zahlen lassen betitag zahlen lassen bet in der Beritag zahlen lassen bet in der Be

Es ist ihm anzumerken, wie leiden- mit der eigens designten arenafans-

wertwolle Infos

Wertwolle Infos

Sportamentibergreifende Tipps und Trickszu den verschiedenen Sacient West einermerverhindung.

Wie Staff ist die Interneverhindung.

Wie Staff ist die Konter und siehe Noblenen zu der Moglichkeiten auch der Publiche der Zufahlen der zu der Moglichkeiten auch der Publiche der Zufahlen der zu der Moglichkeiten auch der Moglichkeiten auch der Moglichkeiten auch der Moglichkeiten auch der Moglichkeiten geben. sich auf der Moglichkeiten geben. sich auf die Moglichkeiten geben. sich auf der Moglichkeiten geben. sich auf der Moglichkeiten geben. sich auf der Moglichkeiten geben. sich auf die Moglichkeiten geben. sich auf der Moglichkeiten geben. sich auf der Moglichkeiten geben. sich auf die Moglichkeiten geben. sich

"Die Rheinpfalz" – 09.03.2023



Team





JP Gotter

CEO

- Strategy, Finance, IR, HR, Legal, Business
 Development
- linkedin.com/in/jp-gotter/



Pavel Kirakosyan

CTO

- Product Development, Product Management, Tech Mastermind
- linkedin.com/in/pkirakosyan/



Jörg Czichy

CFO

- Ideation, Fan Acquisition, Success Management
- linkedin.com/in/j%C3%B6rgczichy-00700a1bb/



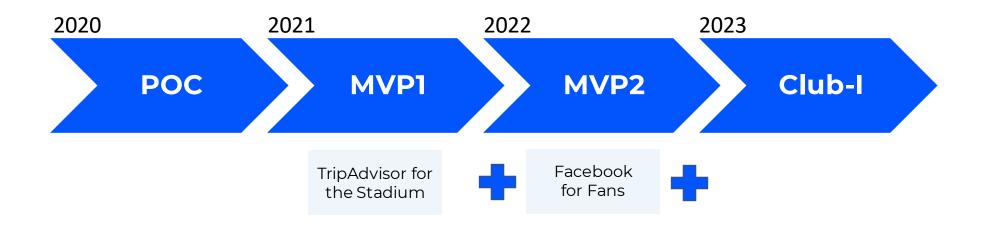
Max Kölbl

СМО

- Marketing, Sales
- linkedin.com/in/max-k%C3%B6lbl/

Proof of Concept





Downloads	Users	Registered Users
50.000+	18.000+	3.400+



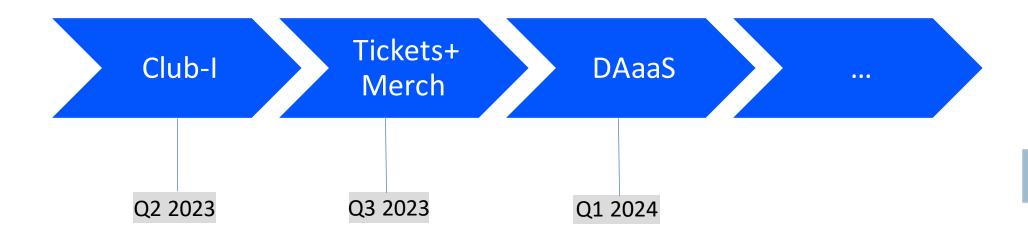




Roadmap







Exit Strategy



Possible M&A candidates



Social Media Platforms







Service Providers







Sports marketers



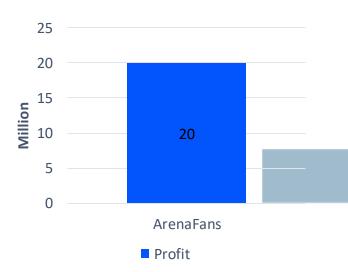
SPORTFIVE







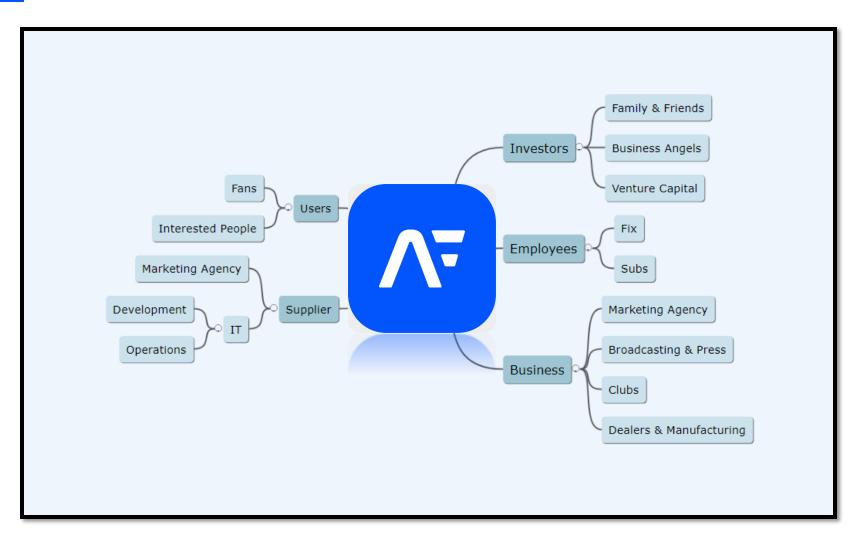
IPO conceivable once the 20m profit threshold is exceeded (2026+).





Business Partners

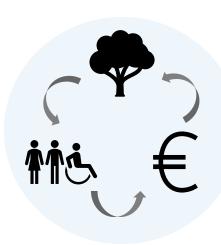






Sustainability





- Promote public transport travel
- Share Ride to the stadium
- Charity actions on match day
- Communication about club activities





Shareholders	% Ownership		
JP Gotter	45%		
Jörg Czichy	36%		
Pavel Kirakosyan	9%		
Investors	10%		

 VSOP (Virtual Stock Options) for employees planned.

Contact





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