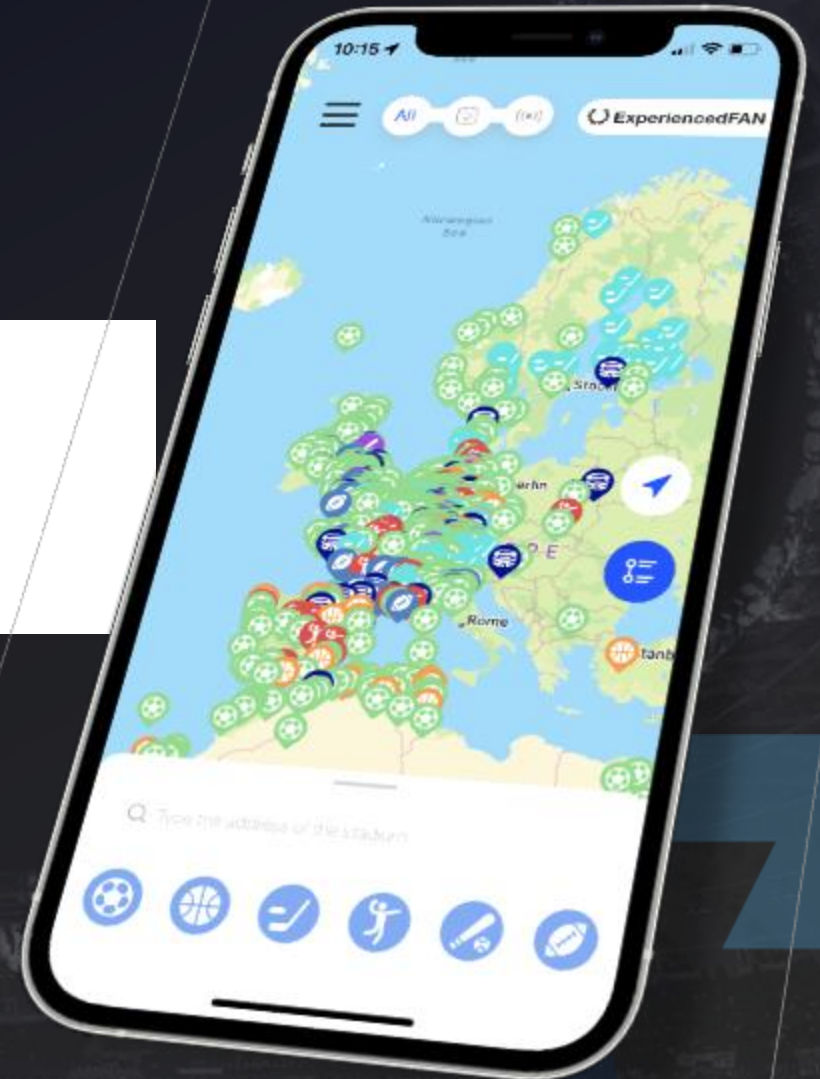




ArenaFans

The Stadium Community App



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.



Executive Summary



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**

Challenge & Solution

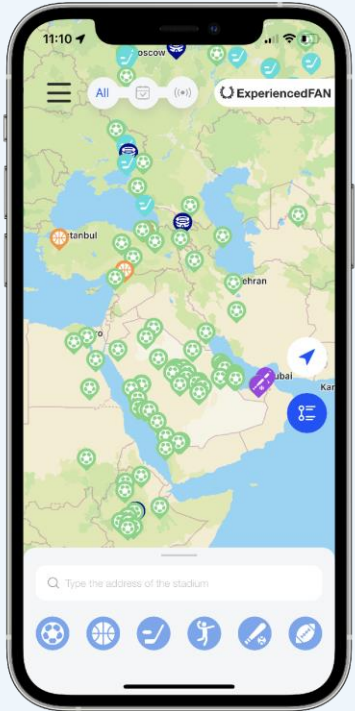


How does a club manage to sell more **tickets & merchandising**, as well as increase its **brand awareness**, if the club itself is unknown or has no budget or does not have the appropriate know-how to **increase its media reach**?

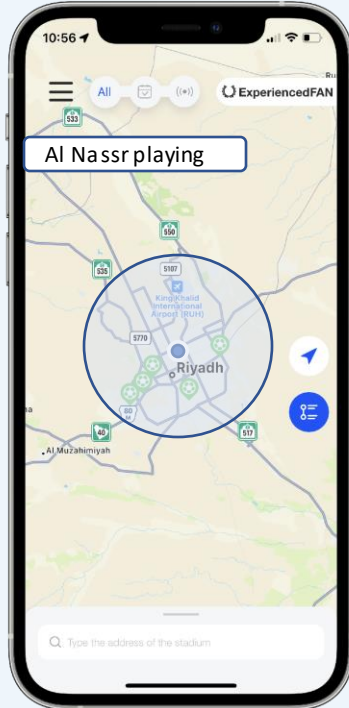


With ArenaFans we create the **Fan Engagement & Relationship Platform (FERP)**, which enables clubs worldwide and across all sports direct access to sports enthusiasts, stadium fans and supporters. ArenaFans is the simple & affordable support for sports marketing **in all league levels**.

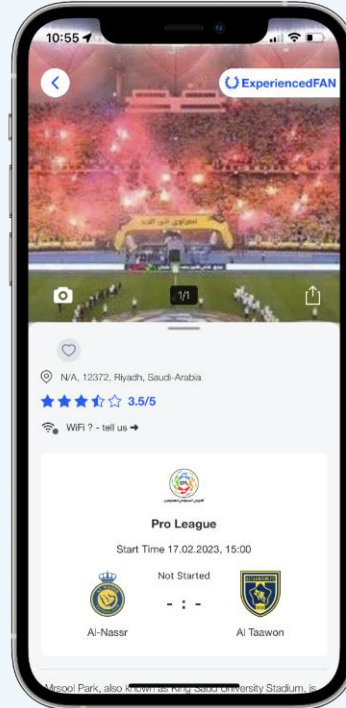
Product



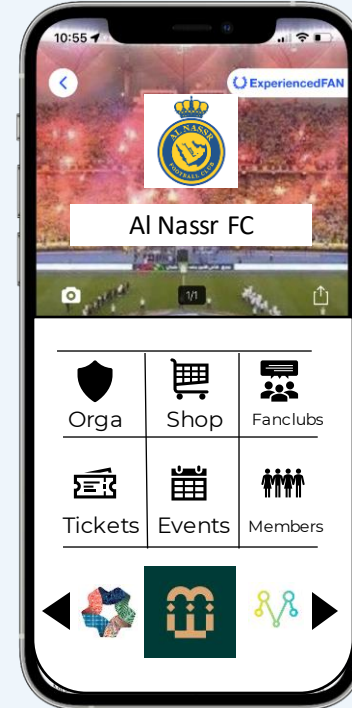
**Global, cross-sport,
independent.**



**Push messages in
case of geographical
proximity to
upcoming games.**



**Stadium detail page
with live game day
information &
feedback**



**Functional
Club detail page**

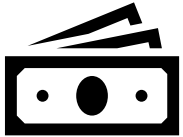


**Interactive
Player Profile**

Business Idea

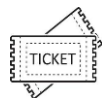


How to make money



- **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)



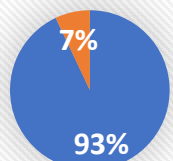
\$22.3bn. (2020) **CAGR +3,4%** (2027)



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



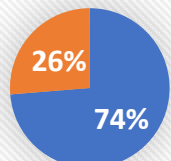
Utilization



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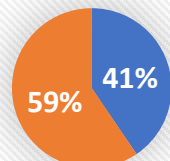
Utilization



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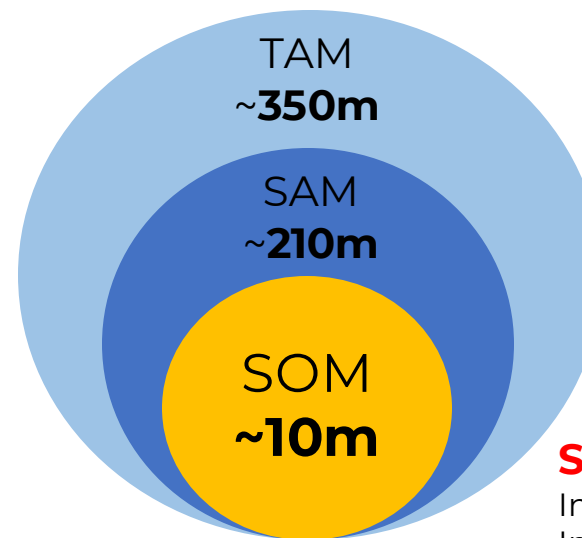


Utilization



■ utilized ■ empty

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



Stadium attendance:

In the **6 biggest countries**

In the **6 biggest sports**

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

45+ mil

Expected income statement (High Level)

Revenues

	2023	2024	2025	2026	2027
Club Integration					
Club Membership	100	1500	5000	12000	20000
Growth		1400%	233%	140%	67%
Average 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-Service					
Customers		100	500	2000	5000
Growth			400%	300%	150%
Average Earnings per Customer €		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 €
Costs					
Staff €	250,000 €	500,000 €	1,000,000 €	3,000,000 €	6,500,000 €
Growth		100%	100%	200%	117%
Marketing & Sales €	60,000 €	360,000 €	1,200,000 €	5,300,000 €	17,500,000 €
Growth		500%	233%	342%	230%
Admin €	24,000 €	240,000 €	380,000 €	450,000 €	550,000 €
Growth		900%	58%	18%	22%
Development & Support & Operation €	200,000 €	400,000 €	1,100,000 €	2,300,000 €	3,900,000 €
Growth		100%	175%	109%	70%
Total Costs per Year €	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 €
Profit Margin	-1662%	-93%	42%	65%	69%



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 connects fans, clubs & stadiums worldwide, across sports & leagues.



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.



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



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.

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."

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.

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Team



JP Gotter

CEO

- Strategy, Finance, IR, HR, Legal, Business Development
- [linkedin.com/in/jp-gotter/](https://www.linkedin.com/in/jp-gotter/)



Pavel Kirakosyan

CTO

- Product Development, Product Management, Tech Mastermind
- [linkedin.com/in/pkirakosyan/](https://www.linkedin.com/in/pkirakosyan/)



Jörg Czichy

CFO

- Ideation, Fan Acquisition, Success Management
- [linkedin.com/in/j%C3%B6rg-czichy-00700a1bb/](https://www.linkedin.com/in/j%C3%B6rg-czichy-00700a1bb/)

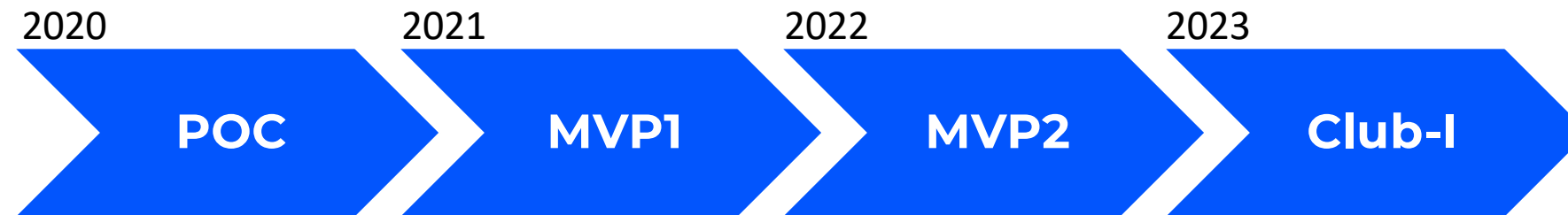


Max Kölbl

CMO

- Marketing, Sales
- [linkedin.com/in/max-k%C3%B6lbl/](https://www.linkedin.com/in/max-k%C3%B6lbl/)

Proof of Concept



TripAdvisor for
the Stadium



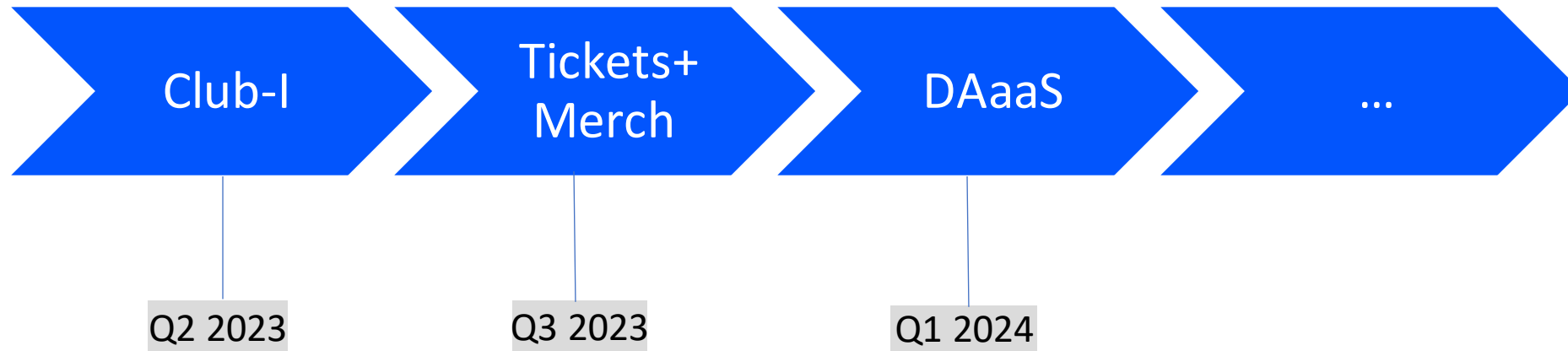
Facebook
for Fans



Downloads	Users	Registered Users
50.000+	18.000+	3.400+



Roadmap



Exit Strategy

Possible M&A candidates



Social Media
Platforms



Service
Providers



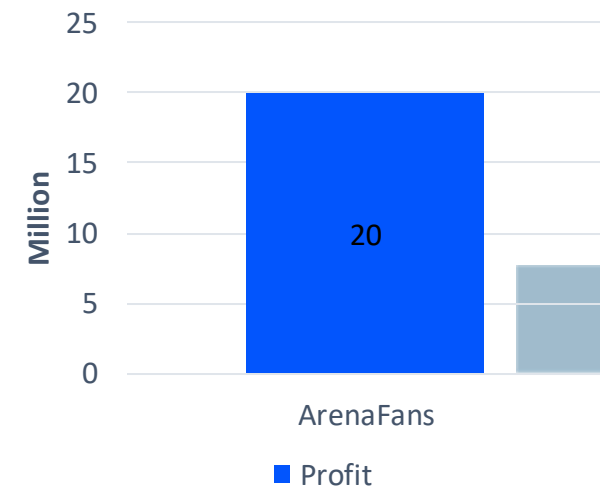
Sports
marketers



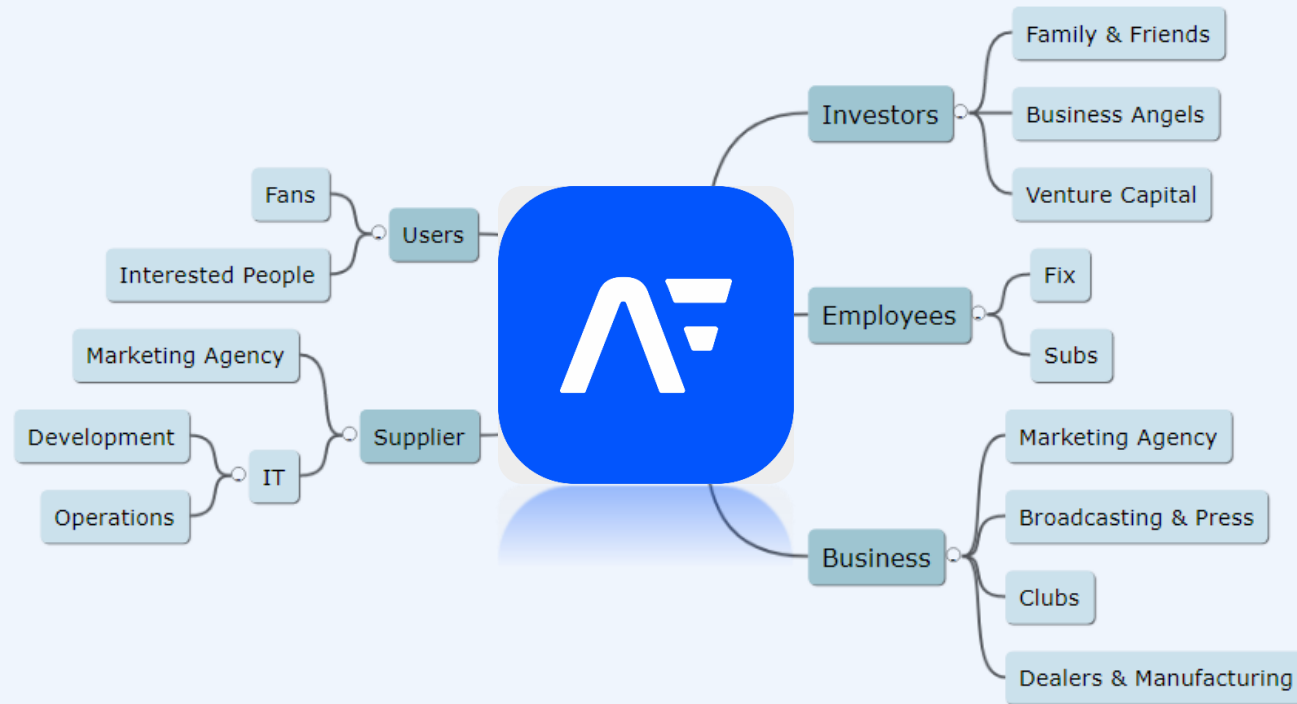
IPO



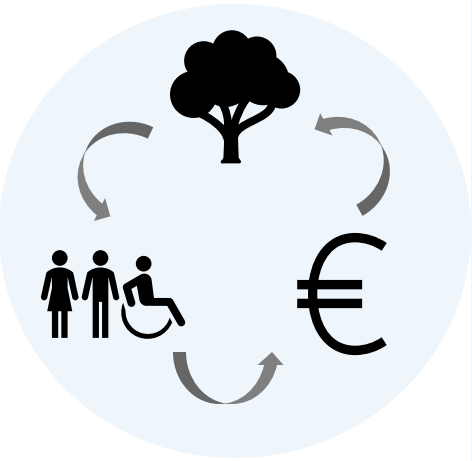
IPO conceivable once the 20m profit threshold is exceeded (2026+).



Business Partners



Sustainability



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

■ Cap Table



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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Local court Ludwigshafen, Germany

