



# Introduction to The Company And Overview of Services Provided

Commercial presentation  
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# About Us – Who We Are

We are a Barcelona-based international football consulting company founded by experienced professionals, who hail from Europe, Middle East and Africa

## BOARD OF DIRECTORS



**BRENDON FOURIE**

Co-founder  
& Chief Financial Officer



**HASHIM ALMADANI**

Co-founder  
& Chief Commercial Officer



**EHUD EBLAGON**

Co-founder  
& Chief Innovation Officer



**GUILLERMO PEREZ**

Co-founder &  
Chief Operating Officer



**KENNETH CORTSEN**

Executive Board Member  
& Football Business Expert



# About Us – What our customers say about us

“*Whether focus is on sporting perspectives or relevant challenges and questions off the pitch, I can vouch for the quality of Four Nations Football Consulting*”

Claus Steinlein – FC Midtjylland CEO



# About Us – Where We Are

Coming from different nations and cultures and through our network of collaborators and partners, we provide a global reach that allows us to be close to our clients



# About Us – Vision and Mission

Through partnering with 4NFC our clients can rest assured that their organizations will be geared for the future of the football business world



## OUR VISION

We believe that clubs with a **strategy and structure** can achieve stability, which is the basis of success, both on the and off the pitch

In the ever-adapting world of football, we will be there every step of the way to ensure that our clients are **one step ahead of the game**, especially in terms of **innovation**, considering the global circumstances that hinder their traditional business approach



## OUR MISSION

Through expertise and throughout our consulting process, we aim to provide our clients with all the tools necessary to succeed as a football club, ensuring a **strong value proposition**

We will build all our business proposals together with the club's **decision makers**, guiding clubs during the thinking, **planning, execution and follow-up** processes



# About Us – Main Areas of Expertise

We offer a wide range of services, covering key areas such investments and takeovers, strategic planning, business and financial optimisation and stadium digitalisation and management, which we consider are key pillars for the clubs



## Transaction Support

Deal Sourcing, Due diligence and acquisition/takeover processes



## Business Strategy

Strategic planning, international expansion and partnerships



## Financial Sustainability and Planning

Financial planning and revenue generation planning



## Technology Innovation and Facilities Management

“Smart” stadiums strategies and business models for new facilities

# Main Areas of Expertise – Transaction Support for Clubs and Investors

1 **Deal sourcing**, identification of clubs/investors for new takeovers, matching requirements between both sides

2

Technical / Commercial Due diligence:

- General overview of the club
- **Governance** and **ownership structure**
- **External environment analysis (PESTEL)**
- Main **intangible assets**
- Main **tangible assets**
- Main **commercial assets** and **sponsorship contracts**
- **Brand value, Fan base** and social commitment
- **SWOT Analysis**

3

Financial valuations of the clubs:

- Analysis of **financial statements**
- Identification of financial strengths and restrictions
- **Value calculation** using different football club-related methodologies
- Estimation of potential **risks**

4

Assistance to the investors during the **first stages of the takeover process**









# Main Areas of Expertise – Financial Sustainability and Planning

1

Redefinition of Business plans to optimize **match day and non-match day revenues:**

- Ticketing strategies and membership schemes
- Hospitality packages
- Food and Beverage
- Sponsorship and advertising
- Museum and stadium tours
- Merchandising
- Corporate and entertainment events

2

Redefinition of financial plans, providing forecast of the **income and cash flow statements**, as well as the **balance sheet** for the upcoming years

Optimization of yearly cross department **allocated budgets**, including transfers, wages etc.



*(\*) All the business and financial strategies to be discussed will follow the best practices established in other mature markets, always adapted to the characteristics of the local club*

# Main Areas of Expertise – Technology & Facility Management

1

Development of new stadium facilities:

- General approach
- Definition of stadium optimal capacity
- **Business model** and financing plan

Assessment of **potential relocations to other areas**, focusing on:

- Possibility of redevelopment of the current location
- Required investment
- Business model
- Sense of belonging of the fans

2

Definition of Smart stadium strategies to optimize current facilities, maximize **fan engagement**, improve the fan experience and increase the **monetization**

3

Consultation on the **best proven technologies** to be used among the different departments (Football, Commercial, Operation)





# Other Services Provided – Partnership Agreements

4NFC collaborates with several clubs, institutions and professionals within the industry, for the arrangement of partnership agreements for sponsorship, football training and football business know-how exchange



## SPONSORSHIP AGREEMENTS

Deal sourcing for clubs



## ACADEMY DEVELOPMENT AND TRAINING

Football methodologies, youth academies & training of coaches

*Partner clubs from:*



## EXECUTIVE EDUCATIONAL PROGRAMS

Football business & sports management courses

*Learning partner:*







**Thank You!**

**FOUR NATIONS FOOTBALL CONSULTING**

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