

PRESS RELEASE

Release of „Global Popular Sports Index“

An index in response to the growing importance of sports as an alternative asset class

Munich, 20 January 2014. In the last few years, the sports industry has become a global economic factor of major importance. Today for the first time, an index that enables the measurement of performance in the sports business has been published. The "Global Popular Sports Index" (GPSI) depicts the development of this increasingly important sector. In making the economic development of the sports industry measurable, the GPSI not only provides a new economic parameter, but also makes a solid and reliable basis for decisions concerning questions on asset allocation and alternative investment strategies possible.

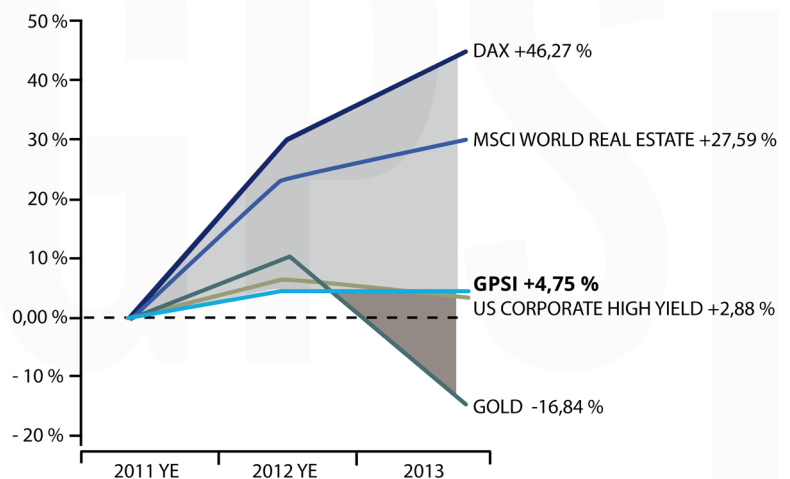
The basis of the index is the development of the globally most popular and economically most relevant sports. The essential factors of this development are the marketing and transfer revenues, as well as the athletes' income and prize money. The GPSI is aggregated from various sports. It comprises on the one hand, the players' salaries in leagues or competitions in football, baseball, basketball, ice hockey, American football, and Formula 1. On the other hand, it includes the accumulated (minimum) prize money for all competitions in tennis, golf, Alpine skiing, biathlon and ski jumping. Finally, the GPSI shows the transfer revenue in the five most important football leagues in Europe, as well as the players' marketing income in the most important leagues or competitions.

Based on these parameters, the GPSI portrays the commercial dynamics of the professional sports business. It thus meets the high demand of institutional and private investors for an index comparable to indices of traditional asset classes such as the DAX, for example.

Due in particular to the low correlation with these conventional asset classes, investments within the sports sector have increasingly become the focus of attention. Even in the crisis year 2008, this segment remained mostly stable. The index, which has now been ascertained for the first time, rose from 100 in 2011 to 104.75 in 2013 (as of 10 October 2013), thereby documenting the unabated positive development and the immense potential of the sports industry.

In doing so, the GPSI is the first to succeed in bringing transparency to the sports market, which has been booming for years. Demystification along these lines was urgently necessary as the branch had long come of age, at least from the point of view of its figures. Furthermore, propelled inter alia by the policy of low interest rates and inflation fears, this industry is becoming increasingly more important for investors looking for alternative investment opportunities.

GPSI GLOBAL POPULAR SPORTS INDEX (2011YE-2013)



About GPSI:

The Global Popular Sports Index (GPSI) is published by 360° Popular Sports & Entertainment in co-operation with Content5 AG.

ABOUT  360° POPULAR SPORTS
& ENTERTAINMENT

360PSE is one of the most renowned European sports management agencies. Currently, the company represents more than 80 athletes including football stars from almost all major leagues such as the Bundesliga, the Premier League and the Primera División. Apart from client support and consulting services, the company itself makes investments in the sports sector. It acts, for example, as a co-investor together with institutional investors and/or clubs in acquiring transfer rights.

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Find out more: www.GPSI.ch

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