

·IF THERE 'S A WORD TO
EASILY DESCRIBE WHAT
YOU 'RE DOING OR BUILDING,
YOU 'RE TOO LATE·

Marc Stretch a.k.a. Loosie Lou



What we do:

**Partner with the most relevant IP
and transform it into the most
prestigious, influential, and
sought-after assets in the world**

Our Mission:

**We acquire, reimagine, and unlock IP to broaden their
total addressable market (TAM), drive sustainable growth,
and support enduring brand equity**

Why? Because there will always be another season





The sports industry is a realm of continuous opportunity

Global Sport Market:

~\$500B in 2023 to ~\$625B in 2027

Live Sports Revenue:

~\$60B in 2022 to ~\$75B in 2025

Sports Sponsorship Revenue:

~\$65B in 2022 to ~\$85B in 2025

Sports Media Revenue:

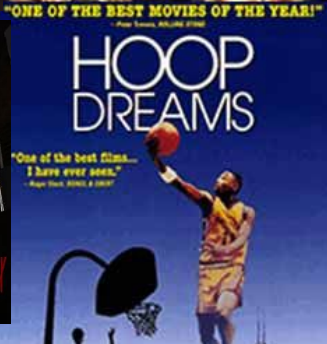
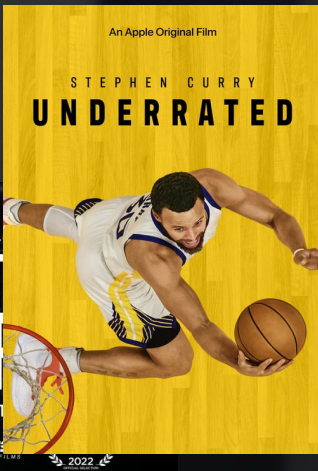
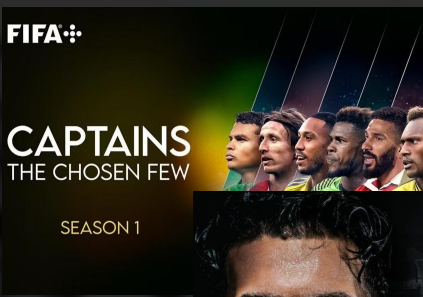
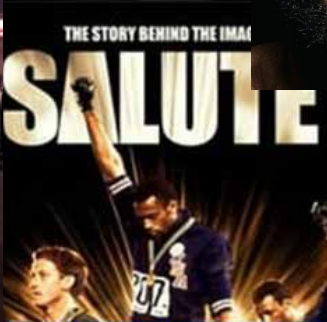
~\$50B in 2022 to ~\$60B in 2025



A hand is shown holding a smartphone in the foreground, with the screen displaying a globe graphic. The background is a blurred image of a stadium at night, filled with spectators and illuminated by lights. The text "SPORTS CONTENT REVOLUTION" is overlaid in white, bold, sans-serif font across the center of the image.

**SPORTS CONTENT
REVOLUTION**

Global titles



LatAm titles

AMAZON ORIGINAL



EL PRESIDENTE
JUEGO DE LA CORRUPCIÓN

CLUB DE CUERVOS

UNA SERIE DOCUMENTAL DE NETFLIX



SEAN ETERNOS
CAMPEONES DE AMÉRICA
LA HAZANA DESDE ADENTRO

NETFLIX | 03 DE NOV

CHECO

Never give up

Claro sports

Claro video

A NETFLIX ORIGINAL DOCUMENTARY SERIES

BOCA

JUNIORS
CONFIDENCIAL

AL GRITO DE GUERRA

VIX+ ORIGINAL

AMÉRICA

VS

ACIARÉMA

UNA SERIE DE NETFLIX



CONTIGO
CAPITÁN

5 DE OCTUBRE | NETFLIX

SENNA

SIN MIEDO. SIN LÍMITES. SIN IGUAL.

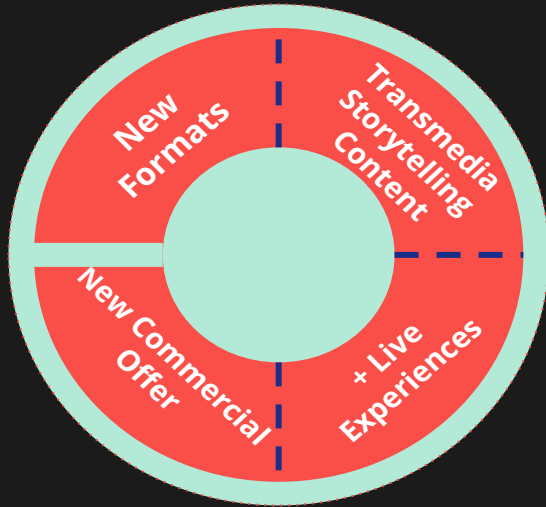
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PELÉ



IP Sports Transformation



TV Product + Digital Content

"Sports-Entertainment" Convergence
Content Revamp
New Formats
+Technology Investments

Demand for Live Experiences

+ Ticketing
+Investments in Venues
Fostering Cultural/Local Influence

New commercial Offer

+Audiences
New Demographics
Unprecedented Legacy Brands



King's
League

- New match formats and length of time
- Wildcards, bonuses, and new rules



MLB

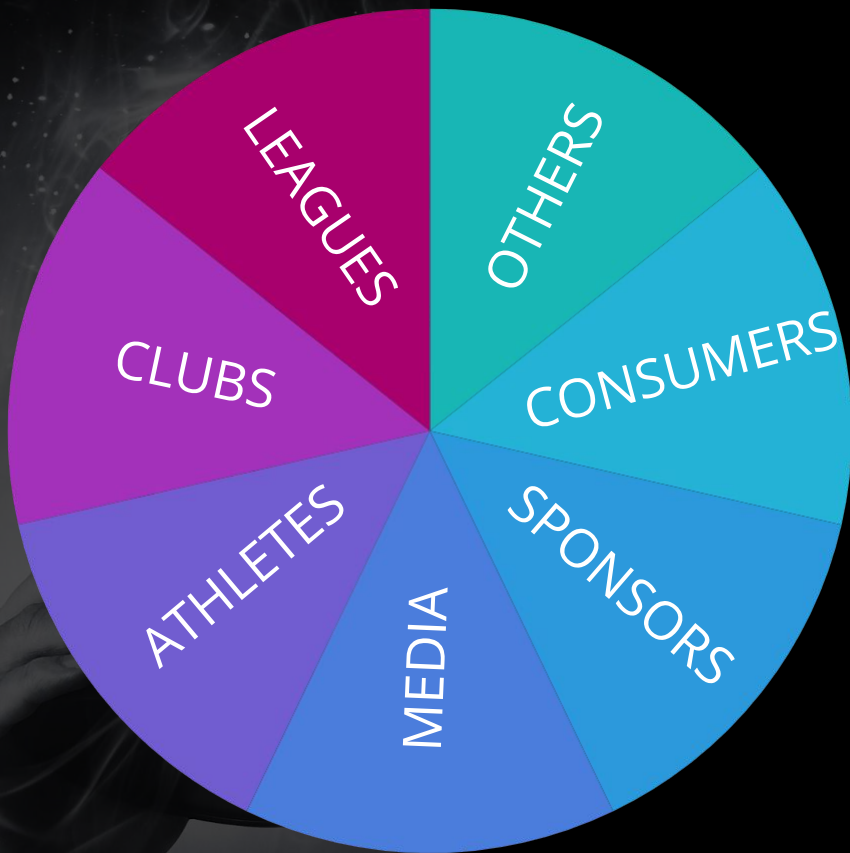
- Plays and time-trial segments
- Player reshuffling



Formula One

- Sprint races on Saturday
- Bonus points for extra performance

Key players:



Key drivers:

Fan-Centric



Interactive



Technological
Focus



Key revenue streams:

BROADCASTING
&
MEDIA RIGHTS



ADVERTISING



LICENSING
&
MERCHANDISING



SPONSORSHIPS

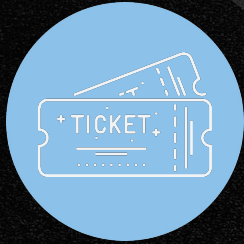


LIVE EVENTS
&
EXPERIENCES



Key revenue streams:

TICKETING



NOVEL CHANNELS
(VR/AR)



GAMING
E-SPORTS



BETTING



DIGITAL



OTHER:

PLAYER TRANSFERS,
THIRD PARTY SERVICES, ETC



Top IP Challenges:

IP Rights Management Expansion

- Transactional strategies (acquisitions, licensing)
- Securing third party rights (footage, music, etc)
- Personality rights | NILs (LsR, RoP)

Top IP Challenges:

Balancing enforcement + monetization

- Anti-piracy measures (DRM)
- Geo-blocking
- Increase on distribution and revenue models
- Complex ecosystem | Cannibalization
- Fan generated content vs UGC

Top IP Challenges:

Emerging Technologies

- +Carve out rights (AR/VR)
- Uncertain legal framework (AI)
- Anticipating upside benefits and downside risks

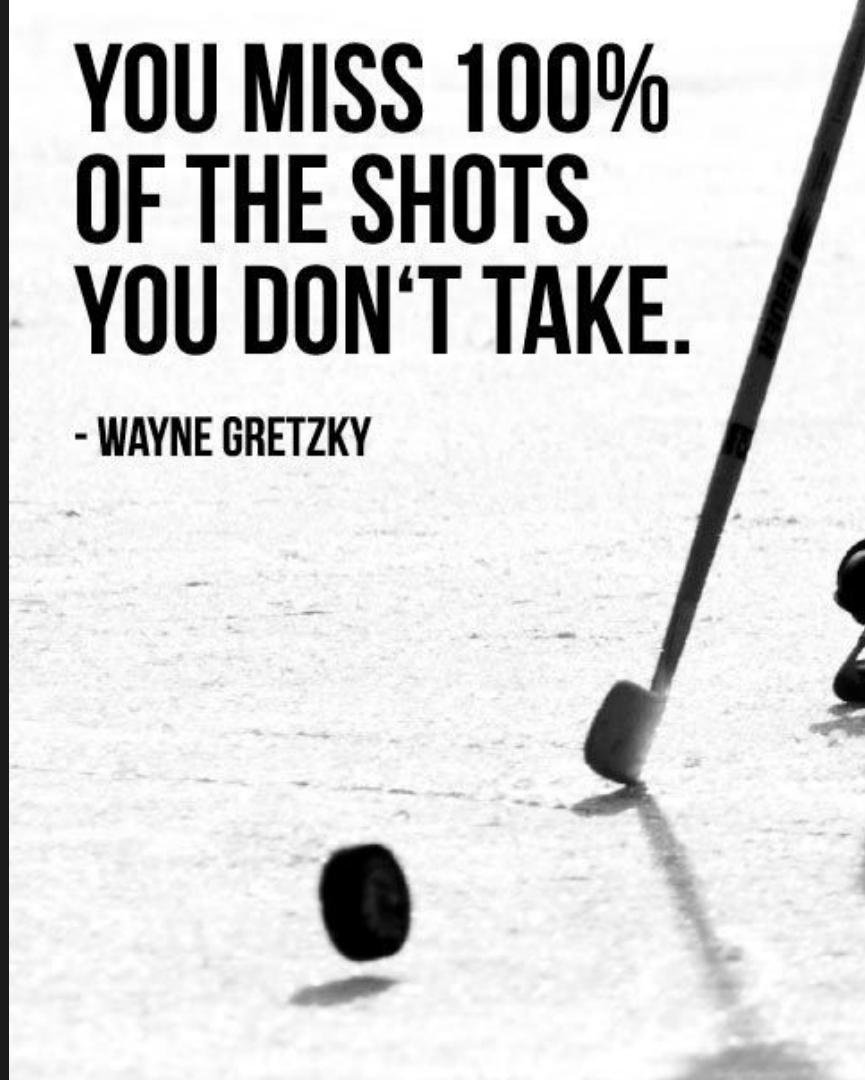
Top IP Challenges:

Data Protection & Cybersecurity

- +Data collection
- Data theft and misuse
- Cyber threats and hacking
- Privacy regulations
- Safeguard requirements | protective measures

**YOU MISS 100%
OF THE SHOTS
YOU DON'T TAKE.**

- WAYNE GRETZKY



Gerardo Muñoz de Cote

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Thanks!
