

INSPIRING

SPORT CAPITAL

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epsi^{eu}

Why Sports?

*The Sports industry reflects the current values and aspirations of developed and emerging countries, and is central to all key society-related challenges, i.e. **Healthcare & Social link** (doing Sports), **Infrastructure & Tourism** (major Sports events), **Industry & Innovation** (performance / new technologies).*



Which market?

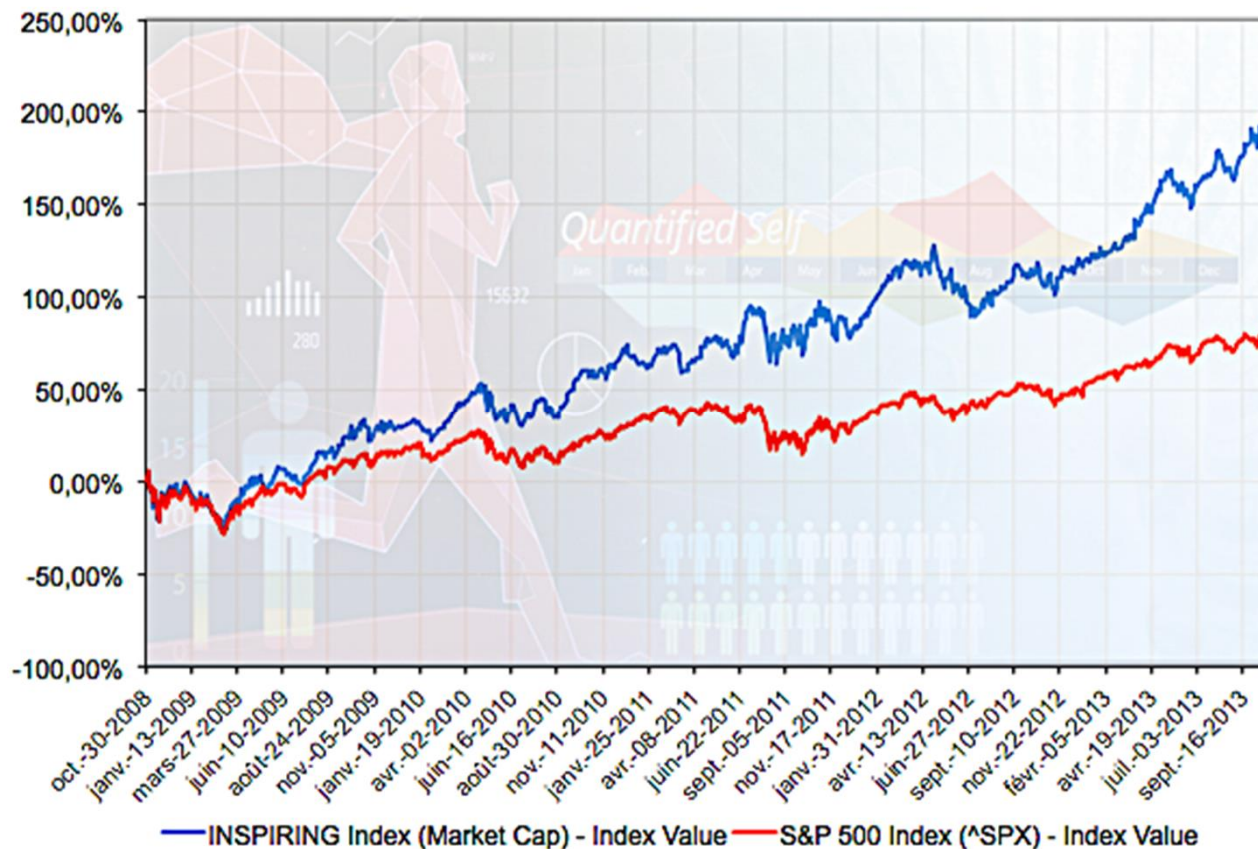
*A global market exceeding **€445bn** which includes sporting goods industry, public authorities, household consumption and Sports business.*

*Average annual growth exceeds global economy at **4% p.a.** and can reach **70%** on some New Technologies related sub-segments.*



Sports over-performs

The Sports Industry has developed into **one the largest economic sector**, and « **over-performs** » on the financial markets with an **average trading EV/EBITDA ratio of 12x vs. 7x** for all others.



+ 382%

Growth of the Nike share price over the last decade

3x

Global Sports business growth between 2002 & 2013 (i.e. "37bn to more than "100bn)



A top investment opportunity for Private Equity

*As a very fragmented market, made of well-known **SMEs** but with limited resources operating in different fields of activities, the Sports industry is a **top investment opportunity for Private Equity**, offering high returns perspectives with a diversified risk profile.*

Inspiring Sport Capital?



Inspiring Sport Capital is the first European Private Equity Fund 100% dedicated to the Sports industry.

*Our aim is to raise **Ö100m** with Family Offices/High Net Worth individuals (20-30%) and Institutional LPs (70-80%).*



Our investment strategy / targets?

*The targets **SMEs** acting in the following sub-sectors, rich of M&A, buy & build and synergies opportunities:*

1. Sporting Goods

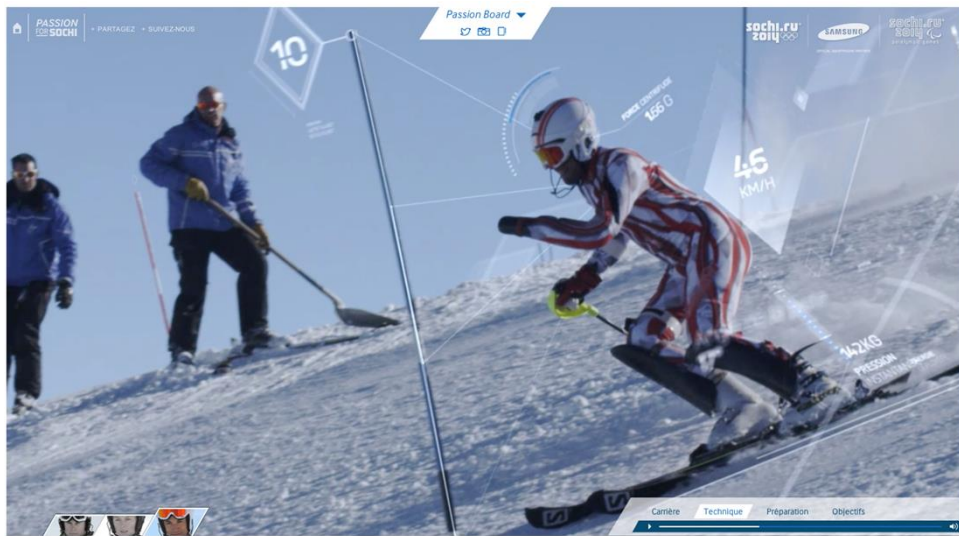
***Manufacturers**, with strong technical, « **sport performance** » **know-how and DNA** especially in Cycling, Action Sports, Outdoor Sports, Fitness & Yoga, and Equipment for Clubs.*



Our investment strategy / targets?

2. New Technologies applied to Sports, in relation with current and future social trends / usages:

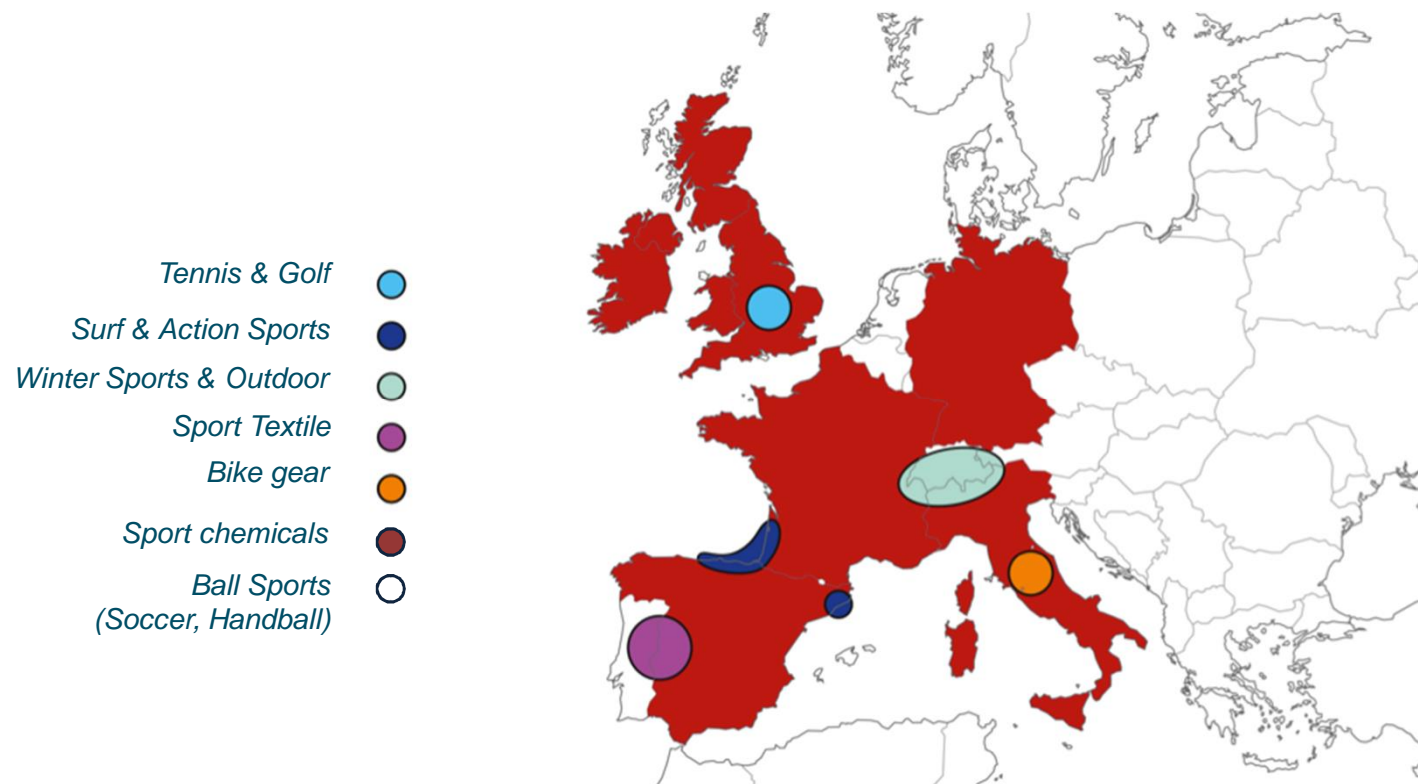
i.e. Quantified self, connected objects, communities and e-commerce, Media, Live interactive content, big data, ò



Our investment scope is Europe

*The 5 Sports major countries which concentrate **80%** of household consumption: Germany, France, UK, Italy & Spain, and key know-how clusters: Austria, Switzerland and Nordic countries.*

*More than **1,800 EU** Sporting Goods Manufacturers & **700** New-Tech.*





What is the transaction value range?

*We address the **€10-50m transaction value range**, investing **€5-15m tickets in buyout and growth equity situations** to generate a **3x money multiple** over an average 5-7 years period.*

Who are we?

*The founding partners are made of **an entrepreneur with 25 years in the Sports business and a 10-year experienced PE investor in the small/lower mid-cap market.***

*We are supported by a **multilingual and multicultural team with deep local and international network in Europe.***



How to create value?

*Beyond financial resources and
%generalist+monitoring by %hands-
on+, seasoned private equity
investment professionals, **we
create value** at investee companies
by **unlocking the specific
leverages of the Sports industry**
(sponsorship & marketing rights,
networking, communities), with **the
support of our Strategic
Committee.***





Give back to the Sports community

Through the *Inspiring Sport Philanthropy* fund, we aim at *creating a virtuous circle by:*

- 1. Supporting R&D and Innovation** by promoting networks of knowledge and cross-border workshops.
- 2. Supporting top-level athletes** through coaching and educational programmes.
- 3. Help educating and creating social link** for children with NGO.

**# Thanks for your
attention!**

