

NBA Finals 2022
Financial Analysis
Boston Celtics X Golden State Warriors



SPORTS VALUE & BASKETBALL

Sports Value, in addition to the analysis on football will present numerous new studies on the business of basketball.



Brazilian market is one of the most important in the world and growth is accelerated. According to IBOPE, about 50 million Brazilians are basketball fans.

Practice jumped from 2% to 4%. of the population

The NBA Finals is one of the most expected moments of the world sports season. By the basketball global character, it reaches every corner of the planet

Big Ratings- NBA Finals- US Viewers- In Millions



NBA Finals

Brazil occupies a prominent place in world audiences.

Golden State Warriors are the third favorite NBA team of Brazilians. It is behind the LA Lakers in second and Chicago Bulls in first.

Basketball Growth in Brazil

89% evolution

+89%

Basquete

+43%

Futebol americano

+43%

Handball

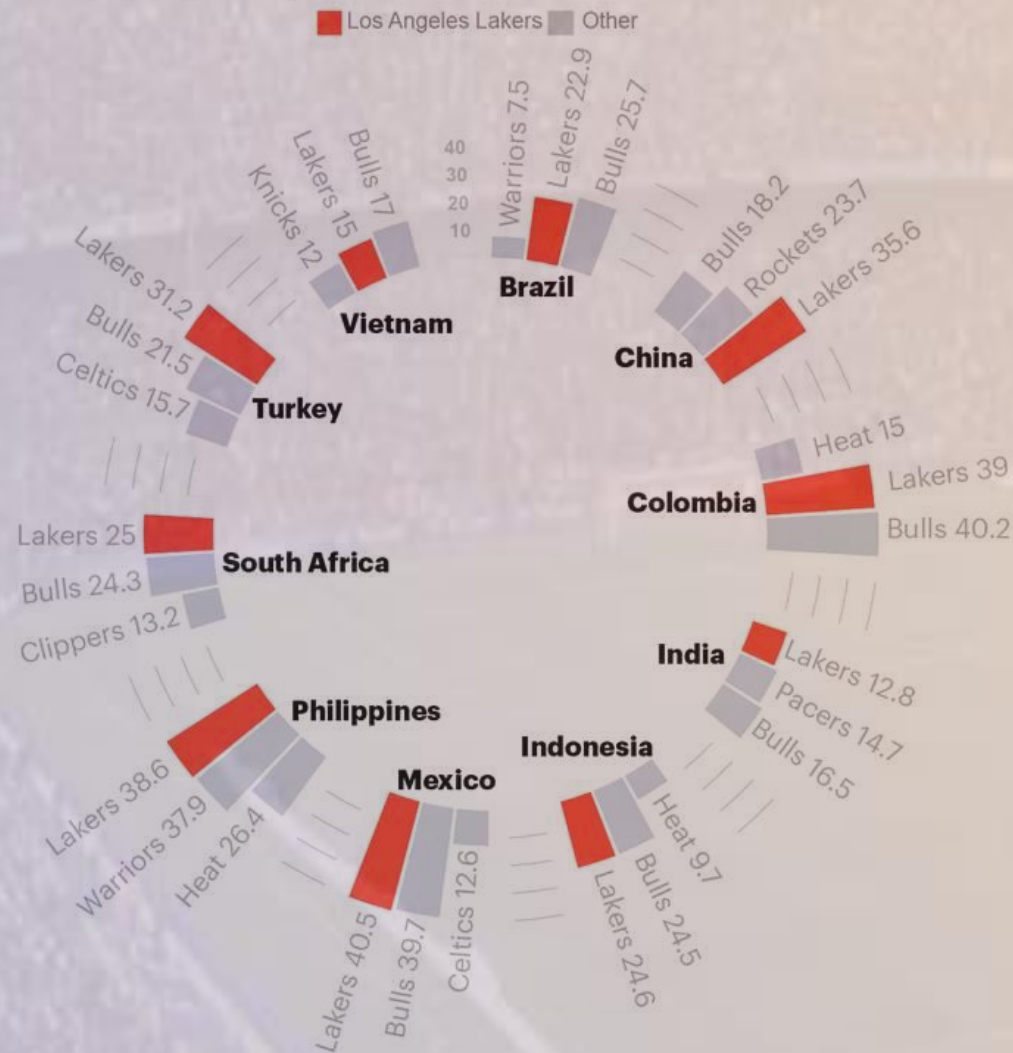
+27%

Baseball



The most-supported NBA teams in some key markets around the world

Which, if any, of the following National Basketball league (NBA) teams do you support? Please select all that apply. (% of sports fans)

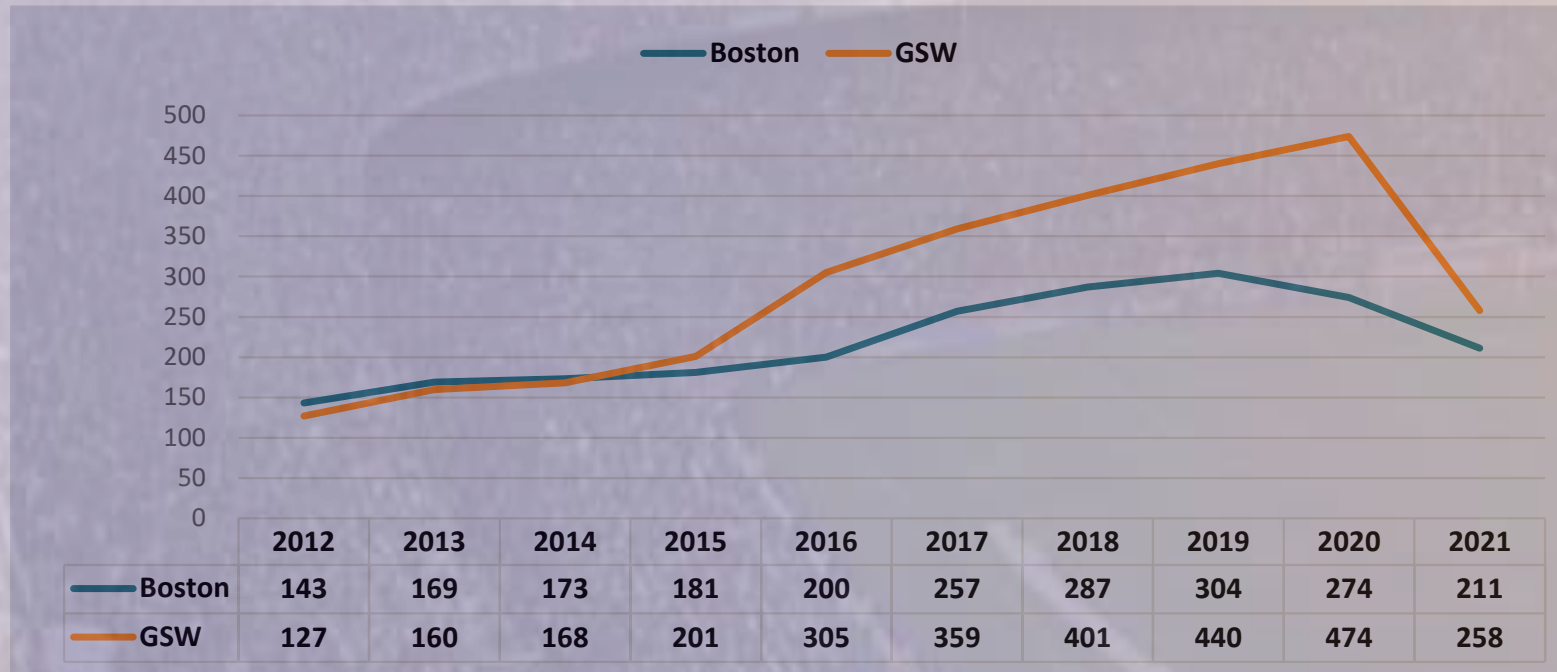


Boston Celtics X Golden State Warriors

Golden State Warriors is a very traditional team and has grown impressively recently. Boston Celtics, an NBA giant who is bigger until 2014 has been overtaken. With the pandemic numbers got closer.



Revenues – US\$ million



Source: Forbes

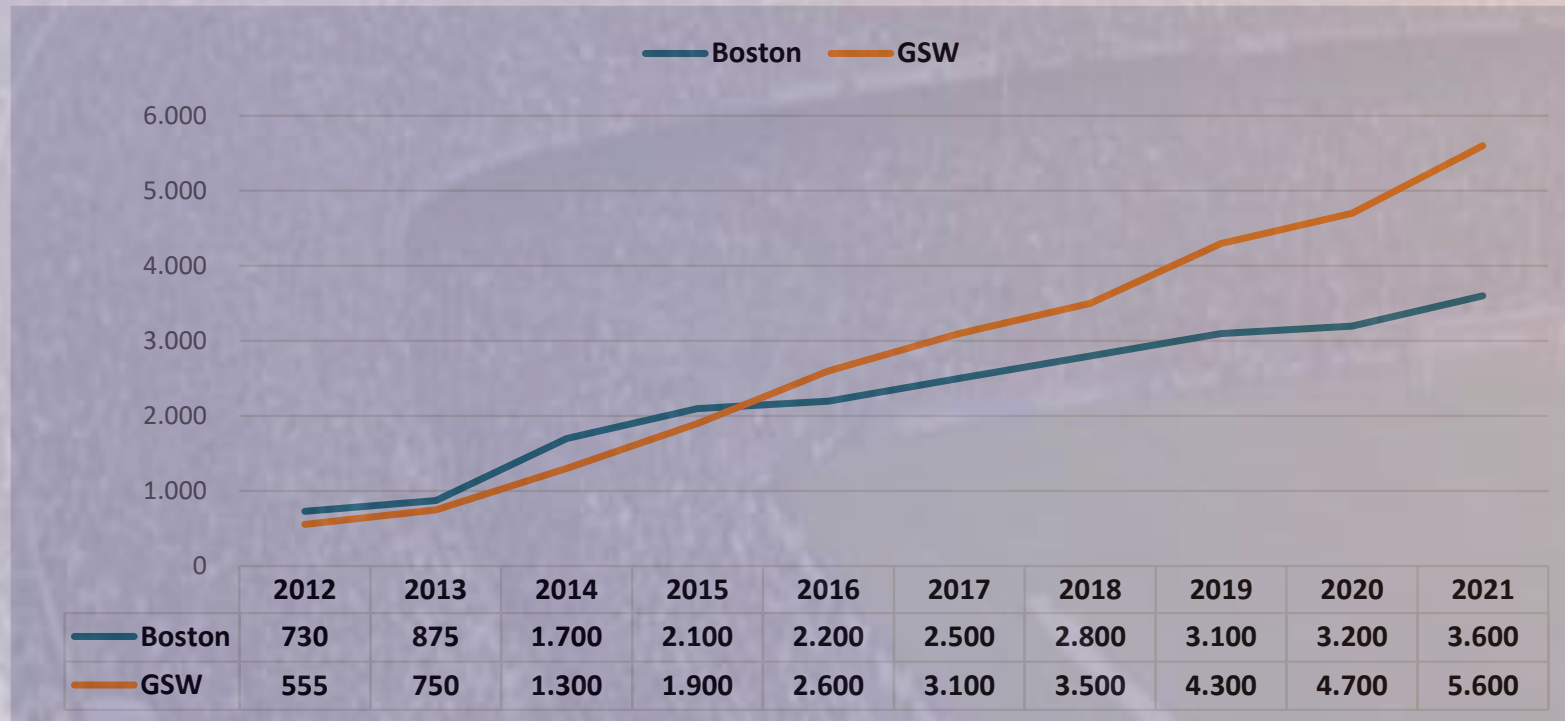
Pandemic and absence in the finals cut US\$ 182M in two years from GSW. The Boston Celtics' reduction was US\$ 93M.

Boston Celtics X Golden State Warriors

The GSW franchise value has increased a lot in recent years to reach US\$ 5.6 billion. In 2012 it was US\$ 550 million. The Celtics are currently worth US\$ 3.6 billion and were worth US\$ 730 million in 2012.



Valuation – US\$ million



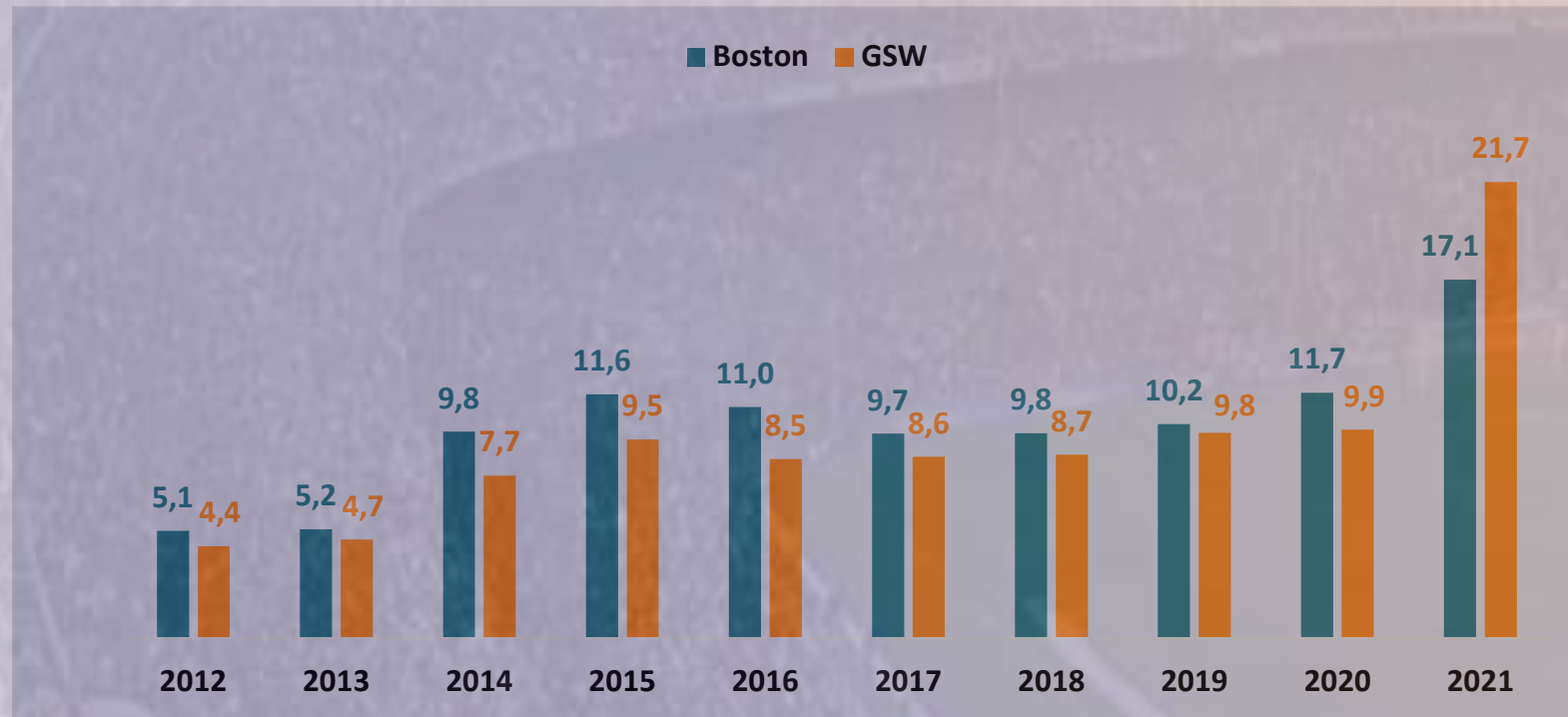
Source: Forbes

GSW has recently passed LA Lakers and became the second most valuable franchise. Boston Celtics now stayed in fifth position.

Boston Celtics X Golden State Warriors

Valuation Ratio / GSW Revenues went from 4.4x in 2012 to 9.9x in 2020. Boston Celtics up 5.1x to 11.7x. This demonstrates that there is space for the Boston team to make more money.

Valuation / Revenues



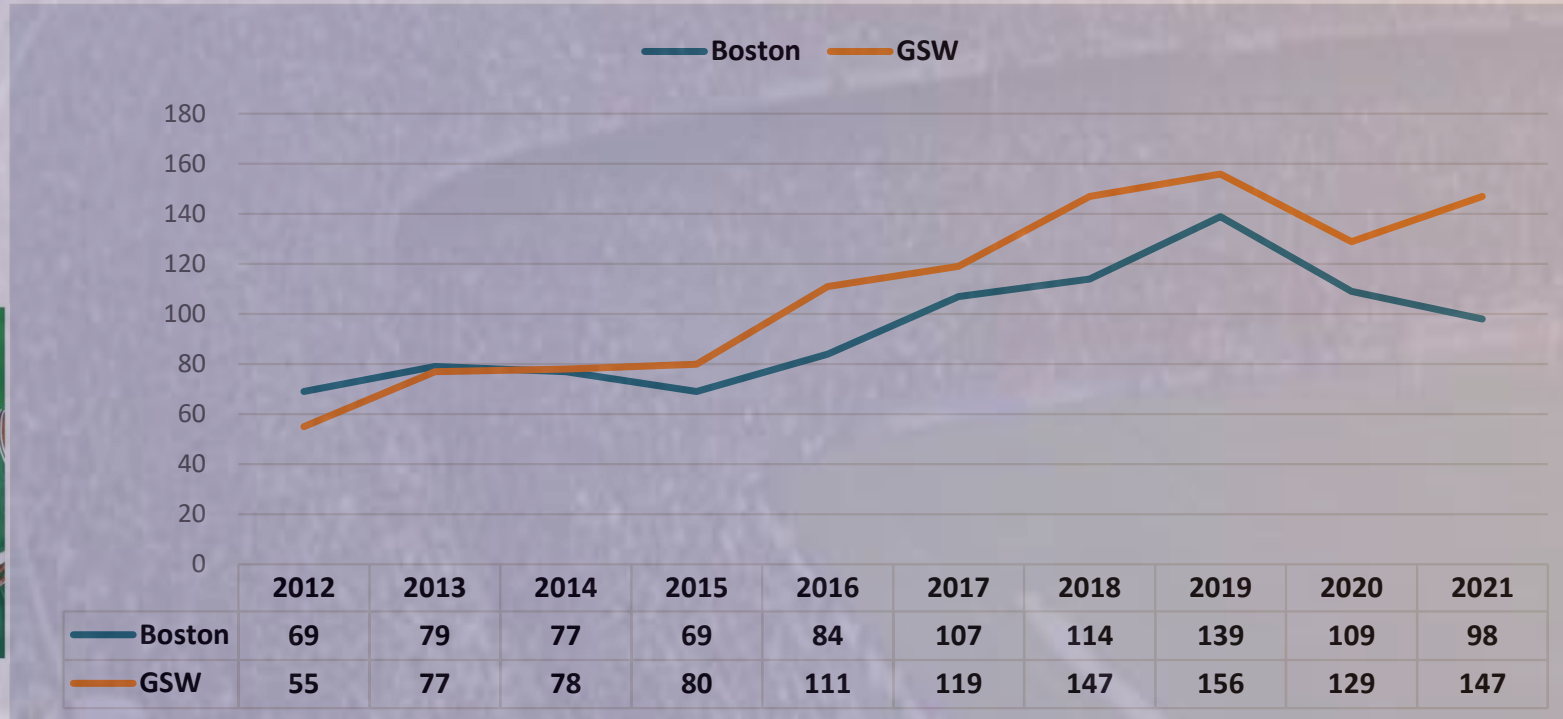
Source: Forbes

The 2021's high values refer to the cut in revenues and constant franchises appreciation.

Boston Celtics X Golden State Warriors

GSW's wage spending reached the highest value in history in 2019, US\$156 million. For Boston Celtics, the biggest wage spend was also that year, US\$ 119 million.

Wage Costs – US\$ million



Source: Forbes

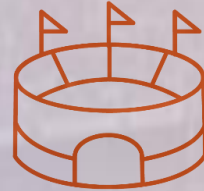


GSW posted the NBA's second-largest payroll, US\$ 147M in 2021. Brooklyn Nets spent the most, US\$ 156 million. Boston Celtics US\$ 98 M.

Digital Transformation



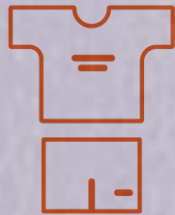
Smart Stadium



Fan Engagement



Data Driven Sponsorships



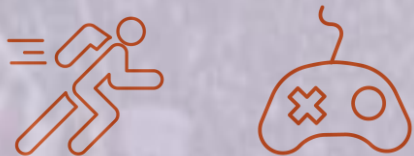
Sports practice



Sports trends



Startups consultancy



Business Plan to investors



ESG & Sports



SPORTS VALUE'S SERVICES



Sports Marketing

Sport offers a unique platform for brands enhancement, engagement and consumer loyalty and effective sales expansion.



Sponsorships and activations

Sports sponsorship and its complementary activation actions are proven to be the best marketing tool for today.



Trends Reports

The ever-changing world requires companies, agencies, clubs and federations to make their decisions in anticipation of trends and directions in today's world.



Startups Consultancy

The world's startup ecosystem represents US\$ 1 trillion today. In sports already exceeds US\$ 9 billion and is expected to triple over the next five years.



Sports Branding

In today's ever-changing world and with increasing consumer demand, branding or brand management becomes even more essential.



Brand valuation

Branding is a fundamental discipline in the global business. Brands are constantly evolving and must be at the heart of every management.



Sports properties valuation

Sports Value is the first company in the Brazilian market to evaluate sports assets, with its own methodology and extremely consistent premises.



International Affairs

The rapidly evolving world demands that sports marketing projects have a global character today.

A hand is shown on the left side of the image, reaching out towards a globe. The globe is centered and has a network of white lines and dots overlaid on it, representing a digital or global network. The background is a dark blue color with a subtle pattern of white dots and lines.

Thank you!

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