



Includes exclusive
comparison
MLS X Brazilian Serie A

Brazilian clubs' economic evaluation - 2022

Valuation TOP 30 clubs in Brazil – 3rd edition



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VALUATION TOP 30 BRAZILIAN CLUBS

Third edition of the exclusive study conducted by Sports Value, evaluating Brazilian teams.



Teams' valuation in Brazil is already a reality and Sports Value has extensive experience in evaluations performed for different clients.



The attraction of foreign investment and the **new SAF law** require modern management, in line with business best practices.



This study brings all the updates of the valuation numbers of the clubs, with the recovery after pandemic, inflation and exchange rate of R\$-US\$.



In the end there is special content about how for the first time, the **MLS from U.S surpassed Serie A income**.

VALUATION 2022: THE LARGEST



US\$ 685 M



US\$ 617 M



US\$ 566 M



US\$ 541 M



US\$ 418 M



US\$ 400 M

Source: Sports Value



METHODOLOGY

Sports Value's assessment considers numerous factors to reach the final value of each club.

All club assets are considered, being Current Assets as cash and banks, financial investments and amounts to be received. And Fixed Assets, such as stadium, training center and buildings in general.

There is also the evaluation of the brand, which considers 20 different variables, divided into three large groups.

Market potential, sporting potential and operating revenue from the brand.

No variable alone affects the evaluation result. The variables are complementary to the final value. Formation.



METHODOLOGY

There is also the professional team squad value, according to Transfermarket, quoted in Euro and investments in the youth academy.

And finally, sports assets linked to club records in their State Federations and National (CBF). This record has a high value, since they are inherent to the clubs' activities. Every club is entitled to the broadcast revenues of the championships.

***Calculation
of the
economic
evaluation
of each club***



Current assets and fixed assets

+

Brand value

+

Players -Intangible assets

+

Rights -Records- Federation and CBF

METHODOLOGY

Current assets and fixed assets

Current - Cash and banks, financial investments.

Fixed Assets - Stadium, CT, buildings. (Without intangible assets)

Brand value

Clubs' potential consumer market, potential consumption index, fan base size, geographic distribution and engagement.

There is the sporting potential of how much each club invests in players and the football department. And the real use of revenue stemming from the brand.

Players -Intangible assets

Current professional team squad value and the accounting investments in training players at youth academy.

Sports Rights- Records- Federation and CBF

Guaranteed revenues, inherent in the competitions that clubs participate in.



TOP 30 CLUBS CONSOLIDATED DATA

The third edition of the economic evaluation of the clubs (valuation) showed a growth in post-pandemic values.



Clubs' balance sheets showed improvements in revenues. The TOP 30 teams in Brazil combined are now worth **US\$ 6 billion**, compared to **US\$ 4.5 billion** in 2021. **(+33%)**. If all Brazilian clubs were traded in their entirety, this would be the value to be produced.



Some clubs have more assets such as stadium or Training Center. Others have greater investment in players. There is also the brand value of each team.



The evaluation considers the individual reality of each club. Financial figures have been updated by the IPCA (national inflation).





TOP 30 CLUBS CONSOLIDATED DATA

All assets of the 30 teams analyzed, without the intangible assets (players) are **US\$ 2 billion**.



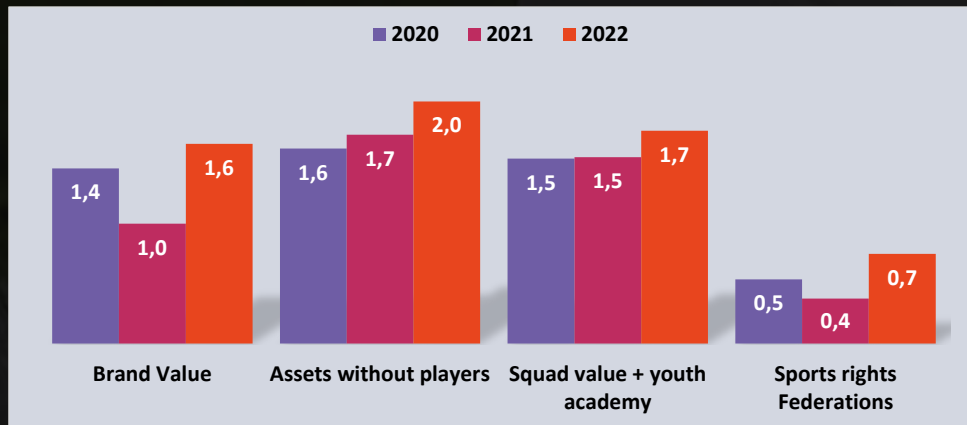
The brands represent **US\$ 1.6 billion**. Professional players and youth academy investment others **US\$ 1.7 billion**.



Sports rights related to competitions that clubs participate **US\$ 723 million**.



Valuation – TOP 30 clubs – TOTAL 2022= US\$ 6 billion



TOP 30 CLUBS CONSOLIDATED DATA

The brand value was the main factor that impacted valuation growth. Revenue evolution in the post-COVID-19 period was significant to the result presented in 2022.

Valuation TOP 30 teams - Values in US\$ Billion

Total, 6,0	Assets without players, 2,0	Squad value + youth academy, 1,7	Brand Value, 1,6
			Sports rights Federations, 0,7

Source: Sports Value

2022 HIGHLIGHTS

Flamengo and **Palmeiras** are consolidated as the most valuable teams in Brazil.

Flamengo's valuation US\$ 685 million and Palmeiras US\$ 617 million.

Atlético-MG surpassed **Corinthians** and is now the third most valuable team, US\$ 566 million.

Among the teams with percentage growth, huge increase: Chapecoense, Juventude, Botafogo, Atlético-GO, Fortaleza, Avaí, Ceará, Cuiabá and Santos.

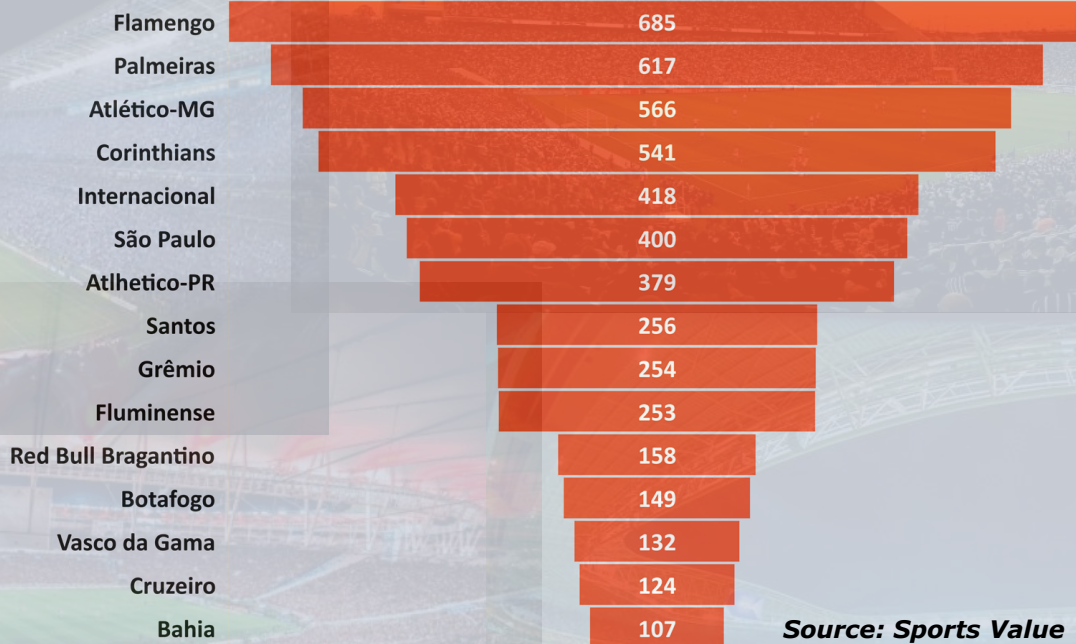


The background features a collage of images related to Brazilian football. On the left and right sides, there are vertical strips showing large crowds of fans at a stadium, many wearing team jerseys and waving flags. The central area is a dark, semi-transparent rectangle containing the title text. Faintly visible behind this rectangle are several club crests, including the crest of Flamengo (a star with a flame) and the crest of Palmeiras (a palm tree).

TOP 30 BRAZILIAN CLUBS VALUATIONS

Valuation clubs 2022

Economic Valuation- US\$ million



Source: Sports Value

Brazil's most valuable clubs

Valuation 2022- US\$ million

RK	Times	Valuation
1	Flamengo	685
2	Palmeiras	617
3	Atlético-MG	566
4	Corinthians	541
5	Internacional	418
6	São Paulo	400
7	Athletico-PR	379
8	Santos	256
9	Grêmio	254
10	Fluminense	253
11	Red Bull Bragantino	158
12	Botafogo	149
13	Vasco da Gama	132
14	Cruzeiro	124
15	Bahia	107

RK	Times	Valuation
16	Fortaleza	99
17	Atlético-GO	96
18	América-MG	90
19	Coritiba	89
20	Ceará	81
21	Sport	74
22	Juventude	58
23	Guarani	56
24	Goiás	55
25	Náutico	50
26	Santa Cruz	49
27	Ponte Preta	46
28	Avai	44
29	Cuiabá	44
30	Chapecoense	39

Valuation
TOP 30 teams

US\$ 6 Bn

+33% in US\$

Source: Sports Value

Brazil's most valuable clubs

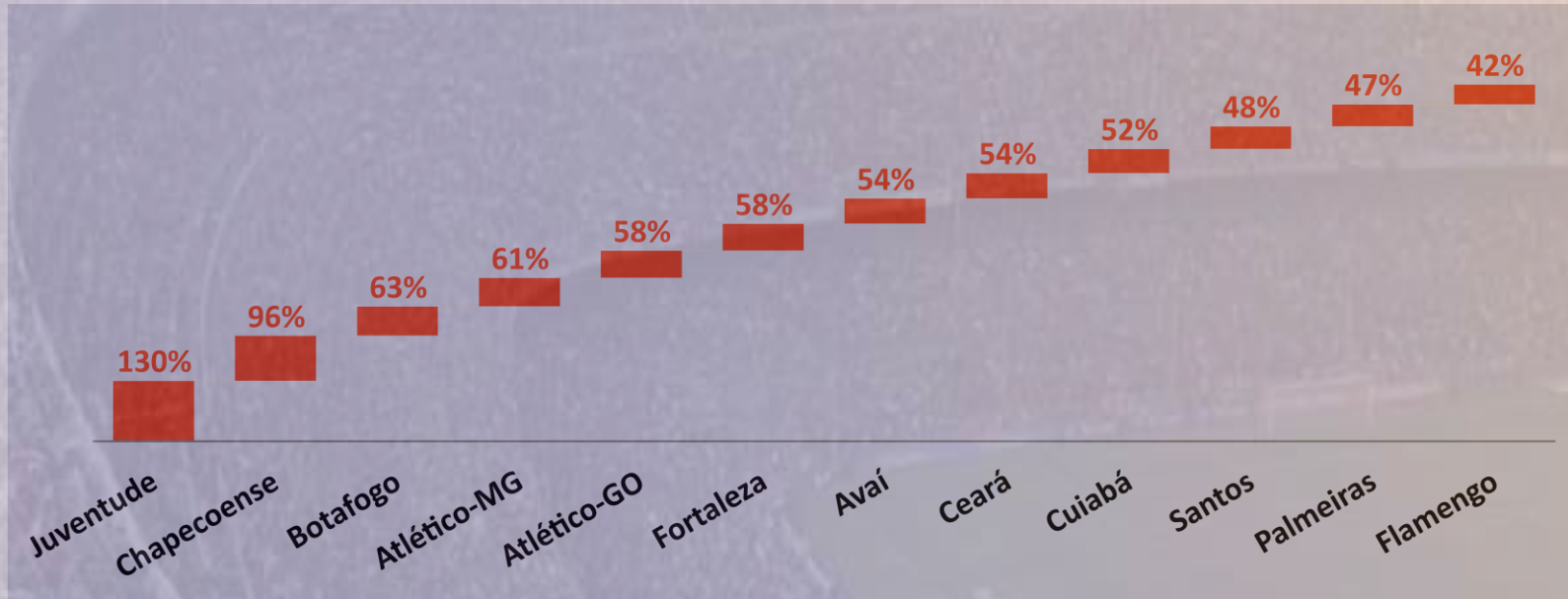
Valuation 2020 x 2021 x 2022 – US\$ million

RK 2022	RK 2021	Clubs	Valuation 2022	Valuation 2021	Valuation 2020	Charge 2021 - 2022
1	1	Flamengo	685	481	572	42%
2	2	Palmeiras	617	419	437	47%
3	4	Atlético-MG	566	351	339	61%
4	3	Corinthians	541	407	454	33%
5	6	Internacional	418	307	348	36%
6	7	São Paulo	400	307	354	30%
7	5	Athletico-PR	379	319	334	19%
8	10	Santos	256	173	180	48%
9	8	Grêmio	254	268	308	-5%
10	9	Fluminense	253	194	208	30%
11	12	Red Bull Bragantino	158	124	74	28%
12	14	Botafogo	149	91	121	63%
13	11	Vasco da Gama	132	143	190	-8%
14	13	Cruzeiro	124	113	167	9%
15	15	Bahia	107	82	110	31%
16	18	Fortaleza	99	63	51	58%
17	20	Atlético-GO	96	61	32	58%
18	16	América-MG	90	72	64	26%
19	17	Coritiba	89	71	91	25%
20	24	Ceará	81	52	52	54%
21	19	Sport	74	62	82	20%
22	32	Juventude	58	25	20	130%
23	21	Guarani	56	54	56	4%
24	26	Goiás	55	43	69	29%
25	25	Náutico	50	51	52	-2%
26	23	Santa Cruz	49	53	58	-7%
27	22	Ponte Preta	46	53	55	-13%
28	29	Avai	44	28	47	54%
29	28	Cuiabá	44	29	28	52%
30	34	Chapecoense	39	20	39	96%

It is possible to check the percentage change and position changes in the ranking from 2021 to 2022.

Brazil's most valuable clubs

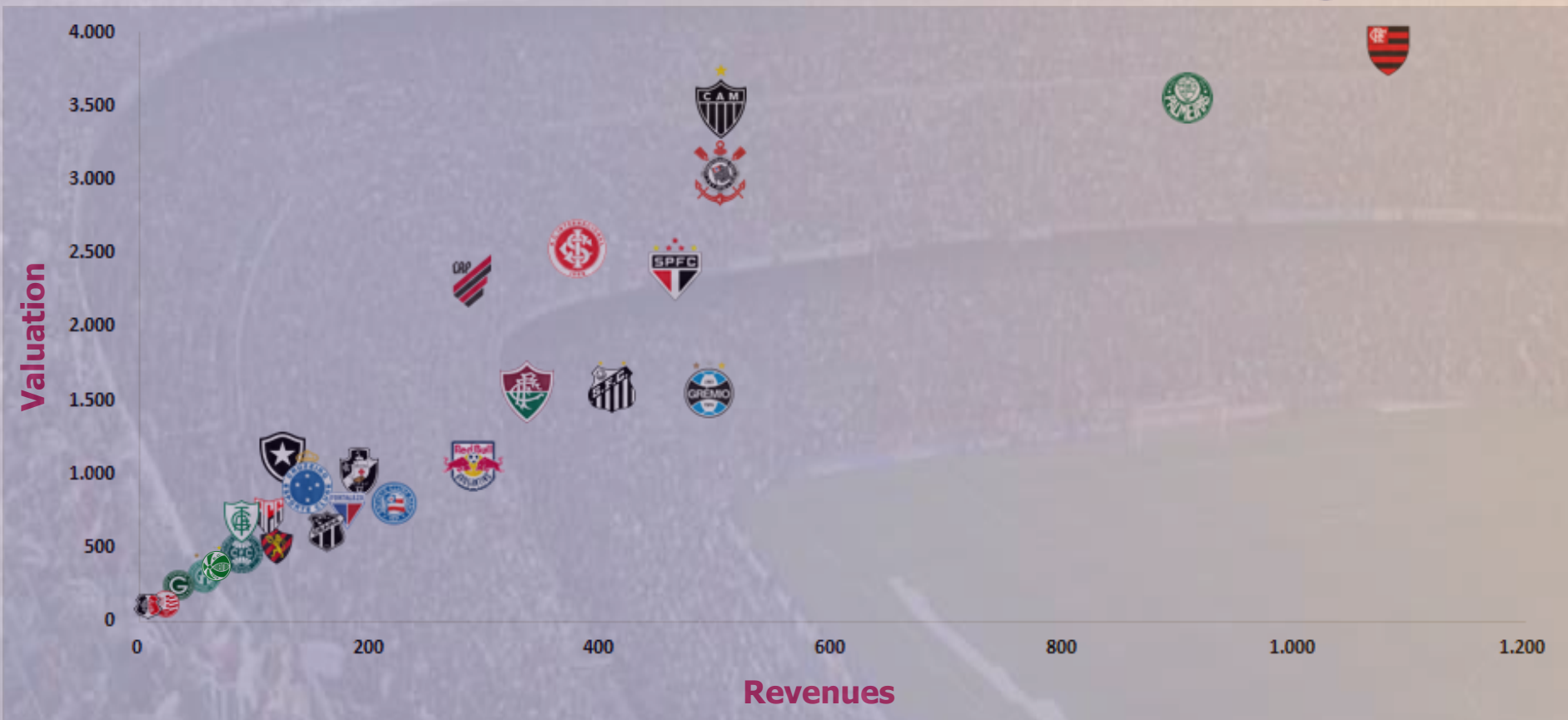
Highest growth in 2022 compared to 2021- In %



Source: Sports Value

Teams that rise to Serie A have a strong impact by rapidly increasing revenues without players' transfers.

2022- Valuation X Total revenues



2021- Valuation X Total revenues

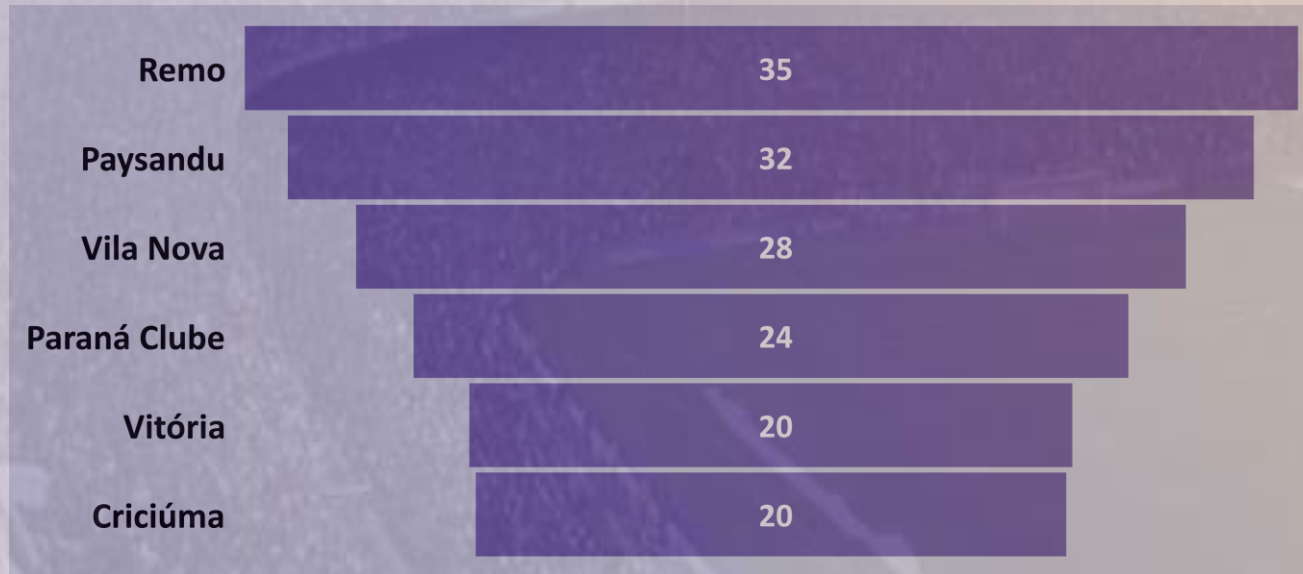


Who's coming right behind...

Some clubs were close to the TOP 30.

They may emerge as novelties in the next editions of the study.

Valuation 2022 – In US\$ million

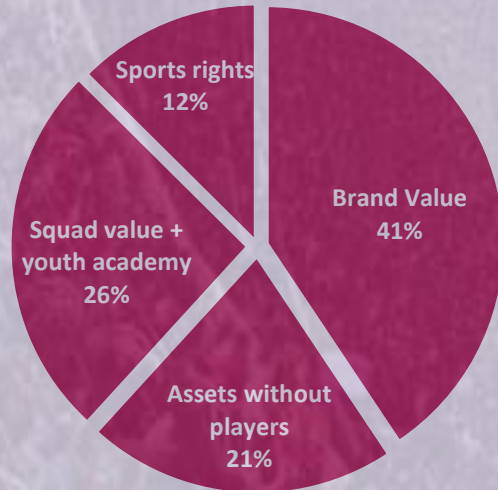


Source: Sports Value

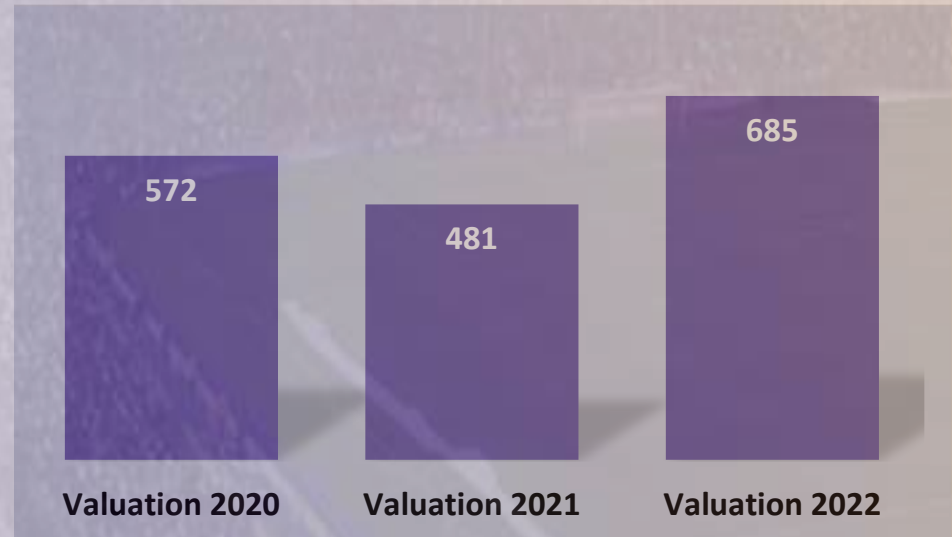
Flamengo recovered from the drop in its valuation during the pandemic and grew especially thanks to the brand value increase. It remains the most valuable club in Brazil, with **US\$ 685 million**.

Total revenues reached **US\$ 199 million** in 2021 and excluding players transfers reached **US\$ 145 million**. Total Assets represented **US\$ 193 million**, and debts totalized **US\$ 77 million**.

Valuation – In %



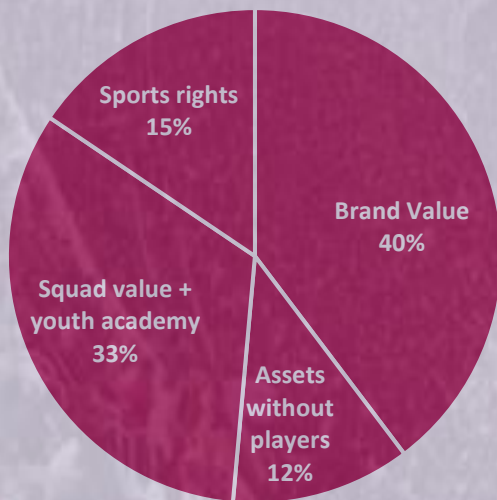
Valuation evolution – In US\$ M



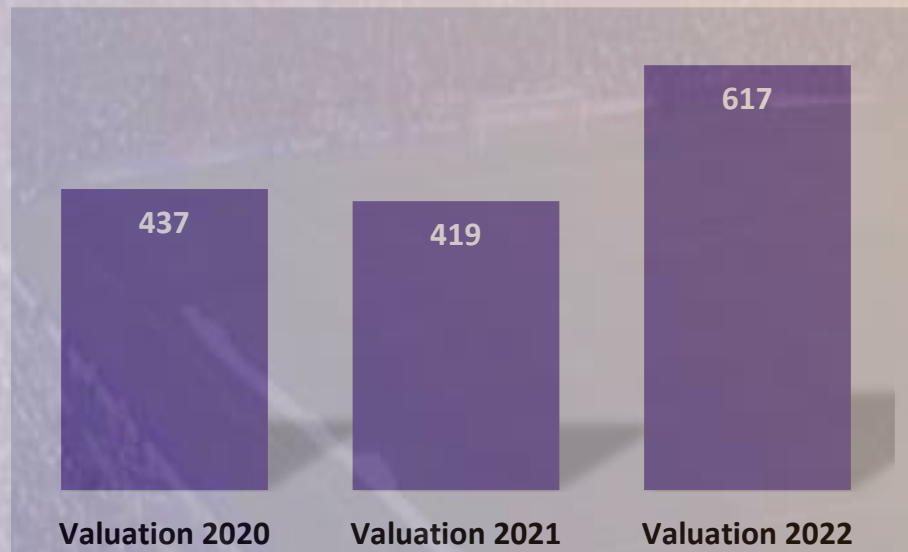
Palmeiras grew a lot due to performance on the pitch, with high TV revenues and dollar exchange rate and remains the second highest valuation with **US\$ 617 million**.

Revenues without transfers reached **US\$ 139 million** in 2021, 2x higher than in 2020. Team squad value also affected positively the numbers. Total Assets represented **US\$ 114 million** and debts **US\$ 78 million**.

Valuation – In %



Valuation evolution – In US\$ M

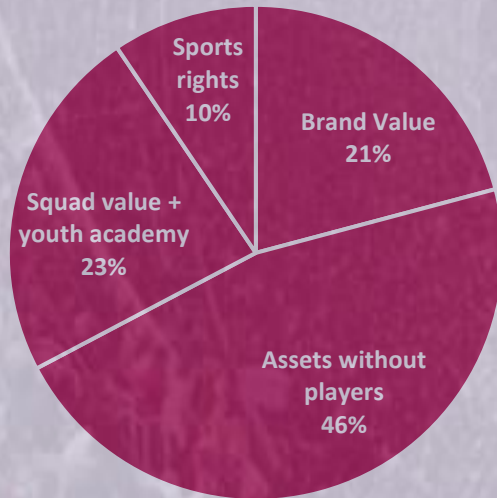


Source: Sports Value

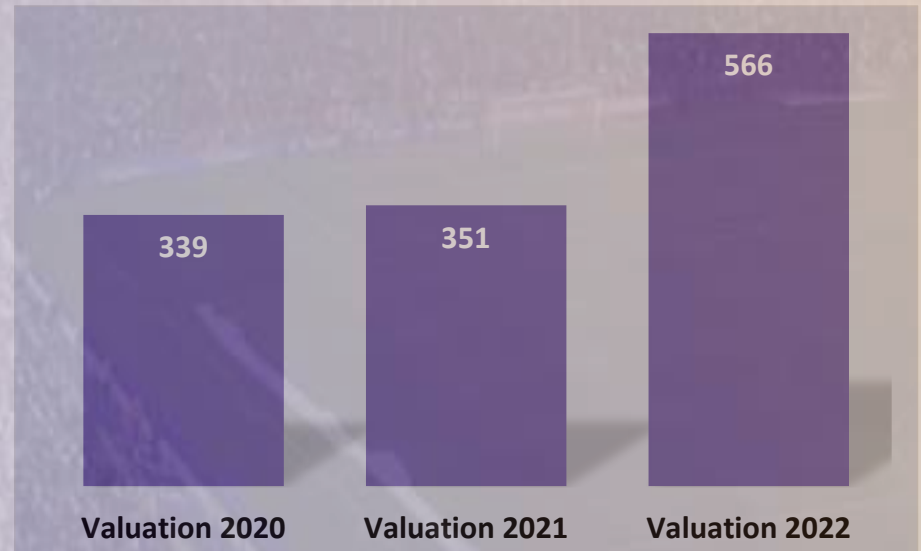
Atlético-MG surpassed Corinthians and is now the third most valuable in Brazil, with **US\$ 566 million** valuation.

The club's growth was the result of several factors: investments in the MRV Arena, increased revenues and high squad value, and the club saw operating revenues increase significantly in 2021. In Total Assets the club is the largest in Brazil, **US\$ 289 million**. Also leading the Debts with **US\$ 237 million**.

Valuation – In %



Valuation evolution – In US\$ M

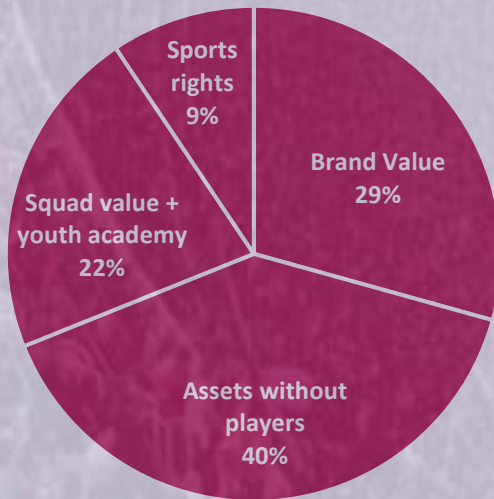


Source: Sports Value

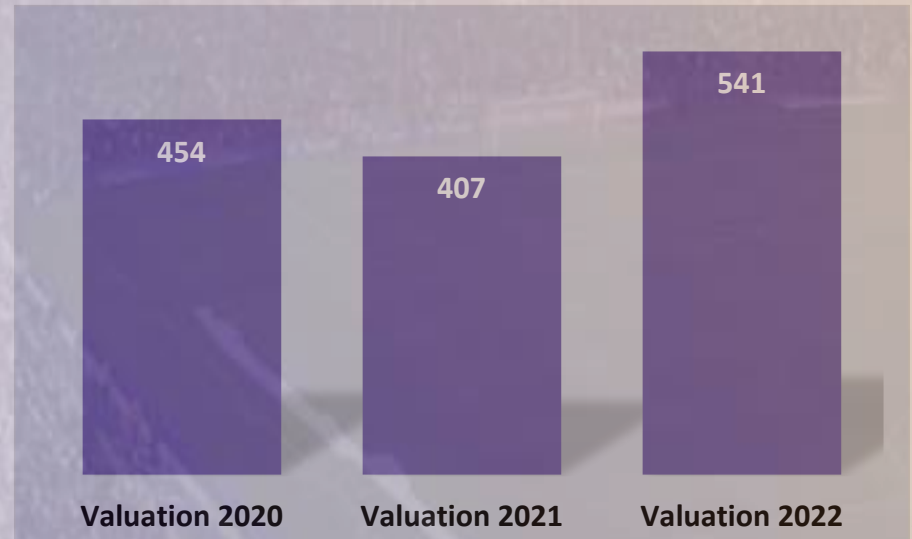
Corinthians, the second largest fanbase in the country, now occupies the fourth position of most valuable club in Brazil, with **US\$ 541 million** valuation.

The club has increased revenues without athletes in 2021 it is the third in Total Assets, but its squad is worth half of rival Palmeiras. Debts of more than **US\$ 181 million** and high costs are obstacles. Football costs are half of Flamengo, which currently makes twice in revenues.

Valuation – In %



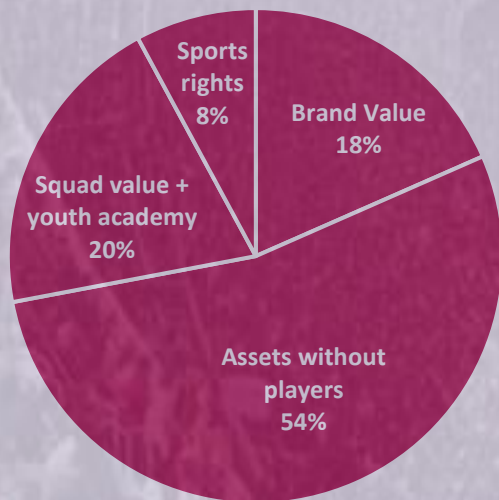
Valuation evolution – In US\$ M



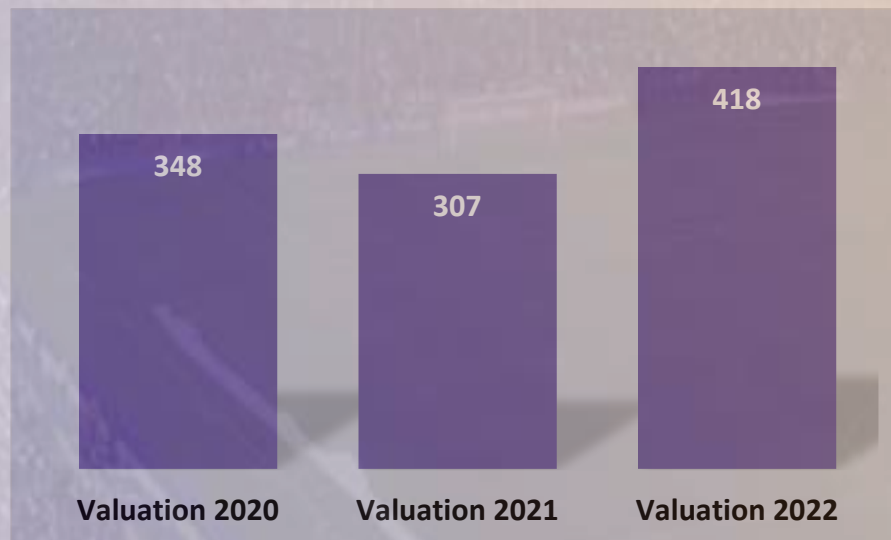
Internacional is the fifth largest value with **US\$ 428 million**. The club's strength is be partner of new Beira Rio stadium, reflected in fixed assets.

The club from Porto Alegre grew in revenues without transfers and has one of the largest Total Assets of Brazilian football, **US\$ 235 million**. High debt of **US\$ 156 million** is partly due to the stadium renovation.

Valuation – In %



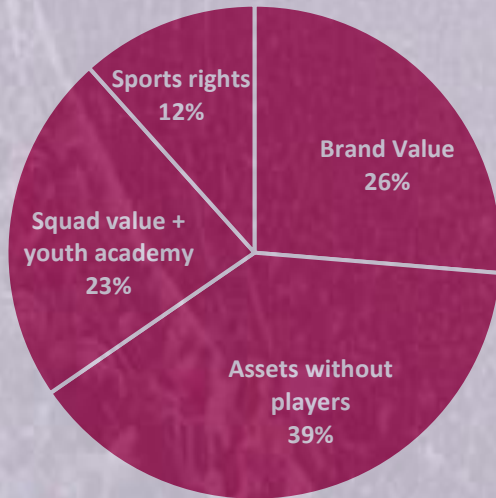
Valuation evolution – In US\$ M



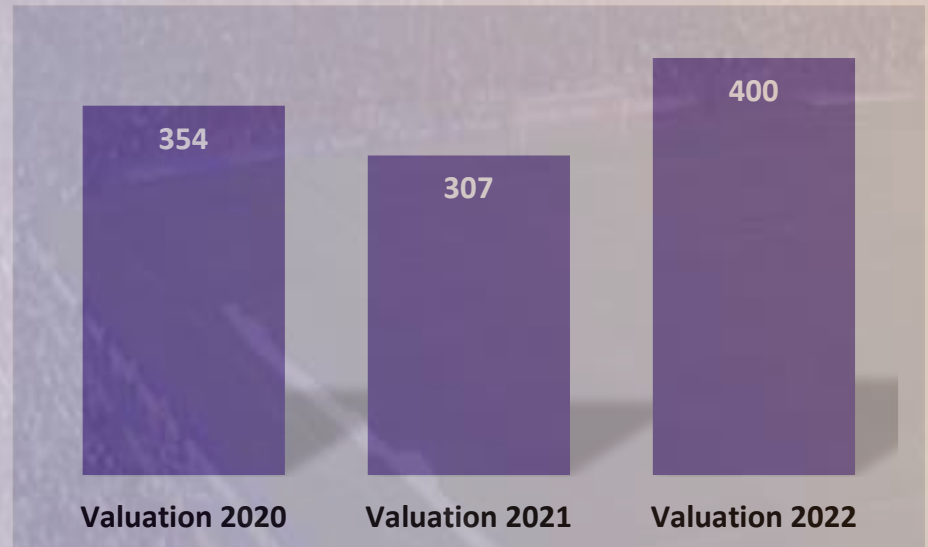
São Paulo gained a position and is now the sixth highest value in Brazilian football with **US\$ 400 million**.

Club grew in revenues without transfers and has Total Assets of **US\$ 172 million** and debts **US\$ 116 million**.

Valuation – In %



Valuation evolution – In US\$ M

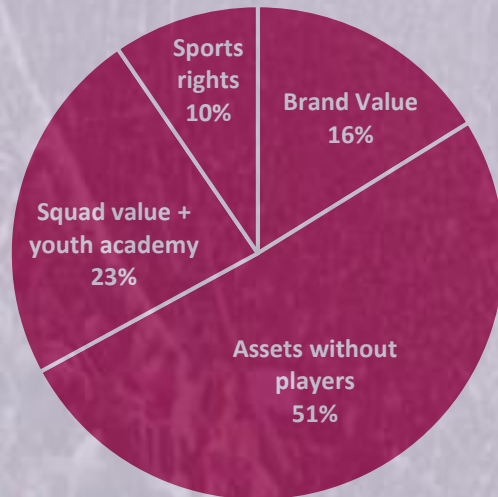


Source: Sports Value

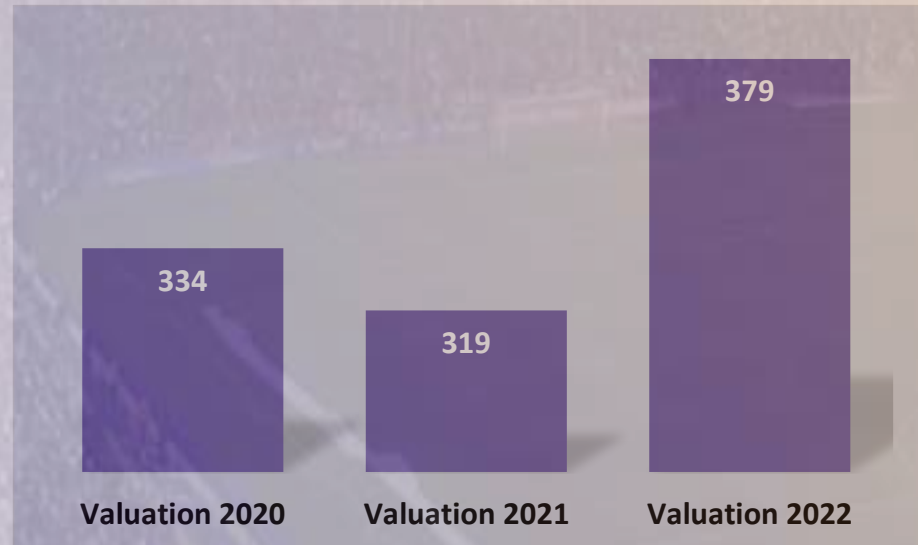
Athletico-PR is valued at **US\$ 379 million** and is the seventh most valuable in Brazil.

Revenues without transfers grew a lot in 2021. Total Assets reached **US\$ 199 million**, and debts are **US\$ 34 million**, largely due to the arena's reform. The club is extremely efficient in its management and has accumulated **US\$ 71 million** in net profits in the last 7 years.

Valuation – In %



Valuation evolution – In US\$ M

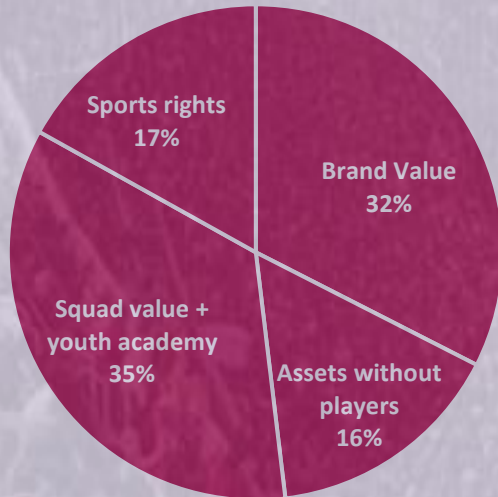


Source: Sports Value

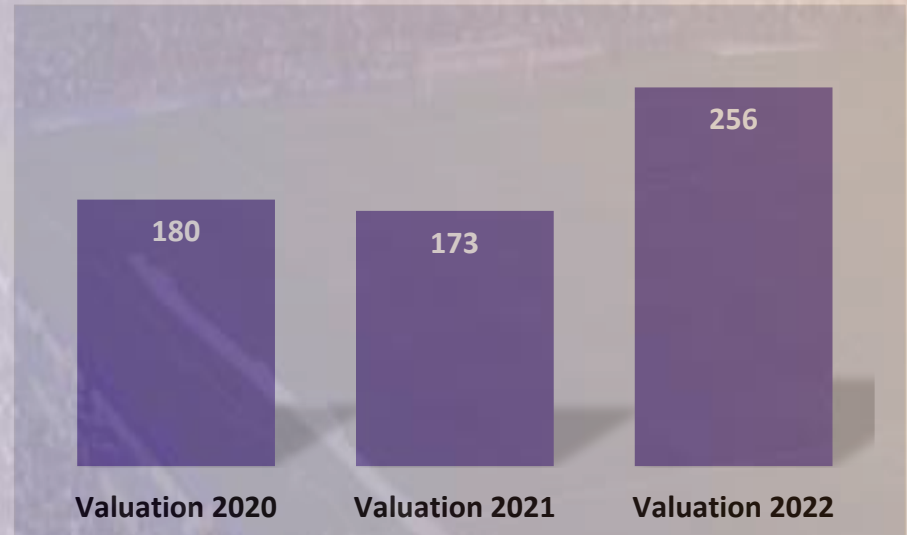
Santos rose two positions in the ranking and is now valued at **US\$ 256 million**.

Revenues without transfers skyrocketed in 2021, however a small amount all club's international potential. Total Assets surpassed **US\$ 44 million** and h debts exceeded **US\$ 92 million**.

Valuation – In %



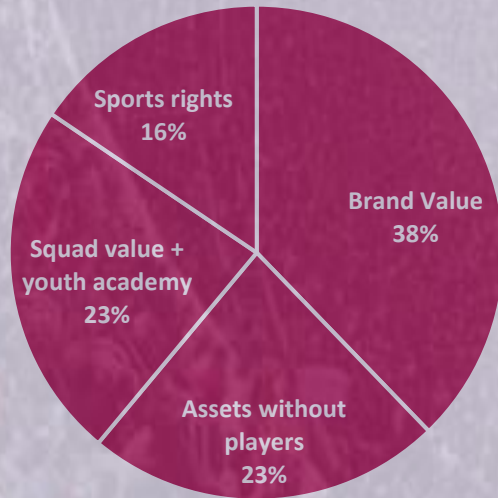
Valuation evolution – In US\$ M



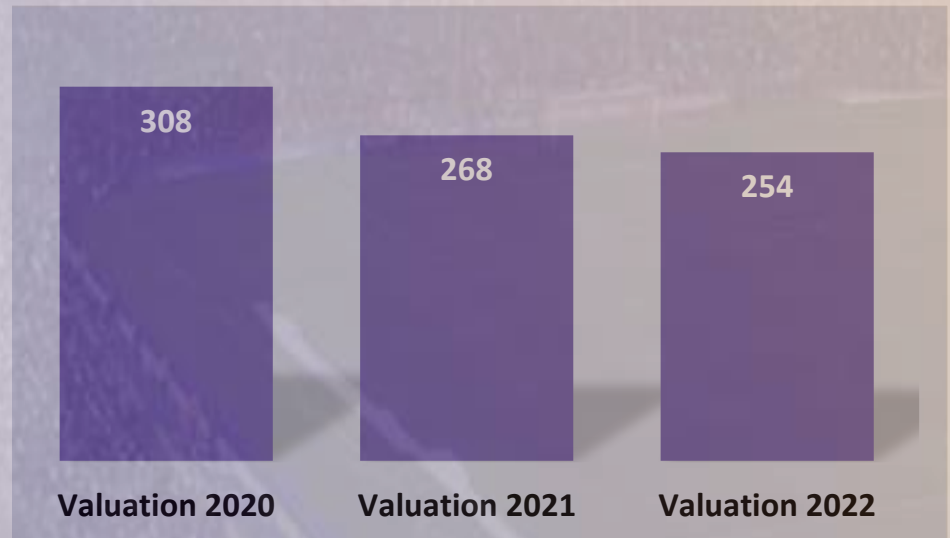
Grêmio dropped a position in the ranking and the valuation is **US\$ 254 million**.

Revenues without transfers grew only 12% in 2021, well below the national average. Total Assets reached **US\$ 78 million**, and debts **US\$ 73 million**.

Valuation – In %



Valuation evolution – In US\$ M



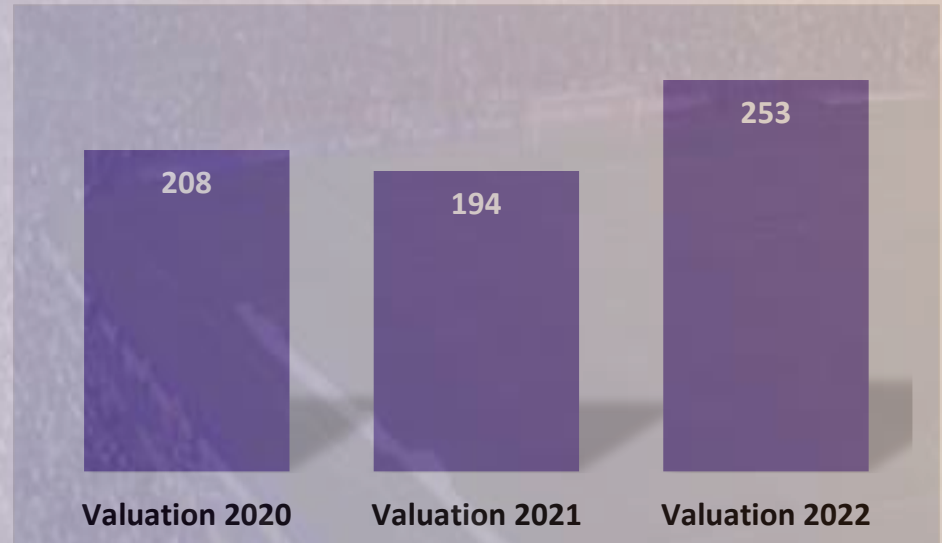
Fluminense dropped a position and is now the tenth most valuable club in Brazil, with a **US\$ 253 million** valuation.

Club saw revenues without transfers grew in 2021. Total Assets reached **US\$ 85 million** and debts **US\$ 120 million**.

Valuation – In %



Valuation evolution – In US\$ M



Source: Sports Value

DEBT-ADJUSTED VALUATION



Operational debt-adjusted valuation

An important adjustment was made by making valuation less operational debts of each club. Federal Fiscal Debts were not considered. The operational debt amount for the TOP 30 clubs are **US\$ 1.6 billion**. Fiscal debts account to other **US\$ 615 million**.

Clubs' valuation (-) operational debts = real financial clubs' state.

Net Amount – Valuation debt-adjusted - US\$ million

RK	Clubs	Valuation	Operational debts	Net value
1	Flamengo	685	41	644
2	Palmeiras	617	70	546
3	Atlético-MG	566	180	386
4	Corinthians	541	92	449
5	Internacional	418	112	306
6	São Paulo	400	90	310
7	Athletico-PR	379	32	346
8	Santos	256	68	188
9	Grêmio	254	58	196
10	Fluminense	253	75	178
11	Red Bull Bragantino	158	50	108
12	Botafogo	149	114	35
13	Vasco da Gama	132	84	48
14	Cruzeiro	124	143	-19
15	Bahia	107	23	85

Source: Sports Value

Operational debt-adjusted valuation

Net Amount – Valuation debt-adjusted - US\$ million

RK	Clubs	Valuation	Operational debts	Net value
16	Fortaleza	99	5	93
17	Atlético-GO	96	2	95
18	América-MG	90	6	84
19	Coritiba	89	36	53
20	Ceará	81	2	79
21	Sport	74	36	38
22	Juventude	58	4	54
23	Guarani	56	49	7
24	Goiás	55	7	48
25	Náutico	50	29	21
26	Santa Cruz	49	39	10
27	Ponte Preta	46	28	18
28	Avaí	44	15	29
29	Cuiabá	44	3	41
30	Chapecoense	39	32	6

**Net Value of the
TOP 30 teams
reached US\$ 4.4
billion in 2022.**

**In 2021 it was
US\$ 2.9 billion.**

+52%

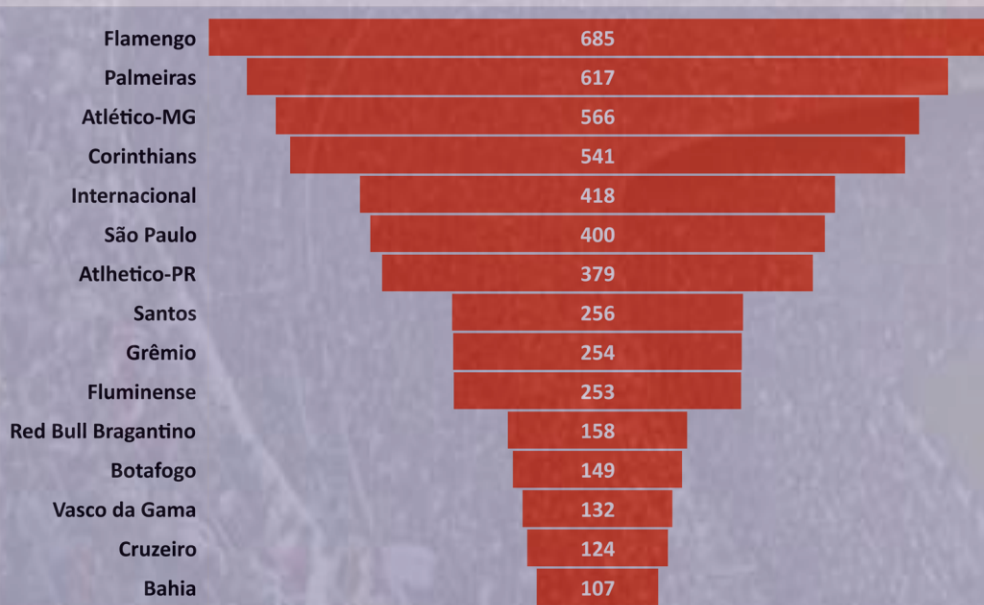
Source: Sports Value

Rankings -Valuation X Net Value

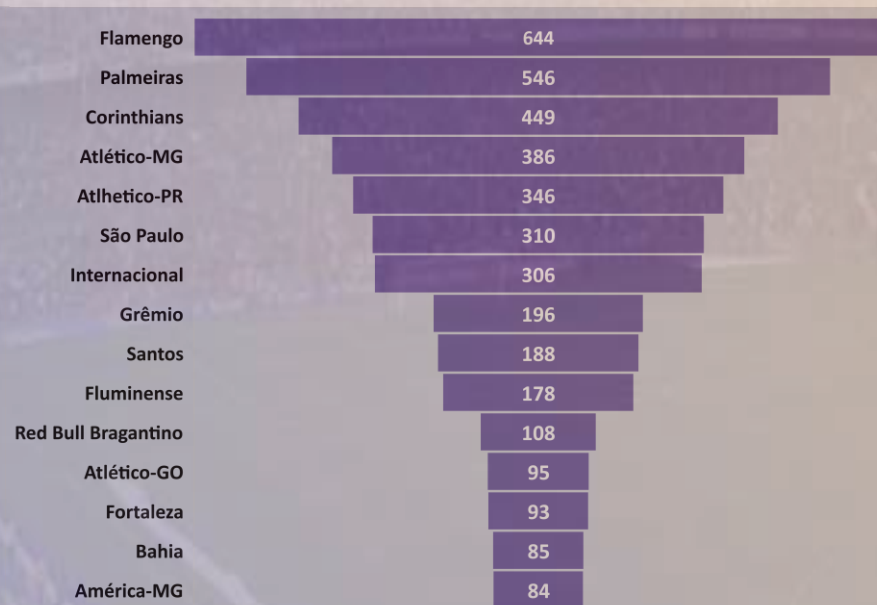
Valuation X Operational debt-Adjusted

US\$ million

Valuation



Net Value- Debt-Adjusted



Source: Sports Value

Brazilian clubs Brand Valuation



MOST VALUABLE BRANDS IN 2022



US\$ 263 M



US\$ 231 M



US\$ 150 M



US\$ 112 M



US\$ 100 M



US\$ 91 M



METHODOLOGY

Spots Value has created its own methodology, tested in national and international clients evaluating the brands of Brazilian clubs.

This report proves that mismanagement, budget imbalance, debt accumulation and lack of transparency minimize the value of teams' brands.

Each club has a reality, according to its economic data, consumer and advertising market, fan engagement and brands and sports strength.

For example, a club from São Paulo State has huge consumption potential. From Rio de Janeiro State, a national coverage.

Brazilian football brands could double in size if we created a professional league and clubs adopted solid corporate management models.

Brazil has 160 million football fans; football is the main massive sport in the country.

METHODOLOGY

Brand Valuation - Sports Value



Potential of the consumer market

Each variable of brand consumption potential is analyzed. Economic index such as consumption potential, fan base, geographic distribution, in-game audience, TV audiences and digital engagement.



Sporting potential

If the club invests in football, is big the chance to enhance value to the brand. Annual Players investments and football department are analyzed. Pro team, youth academy, signings, players' salaries.



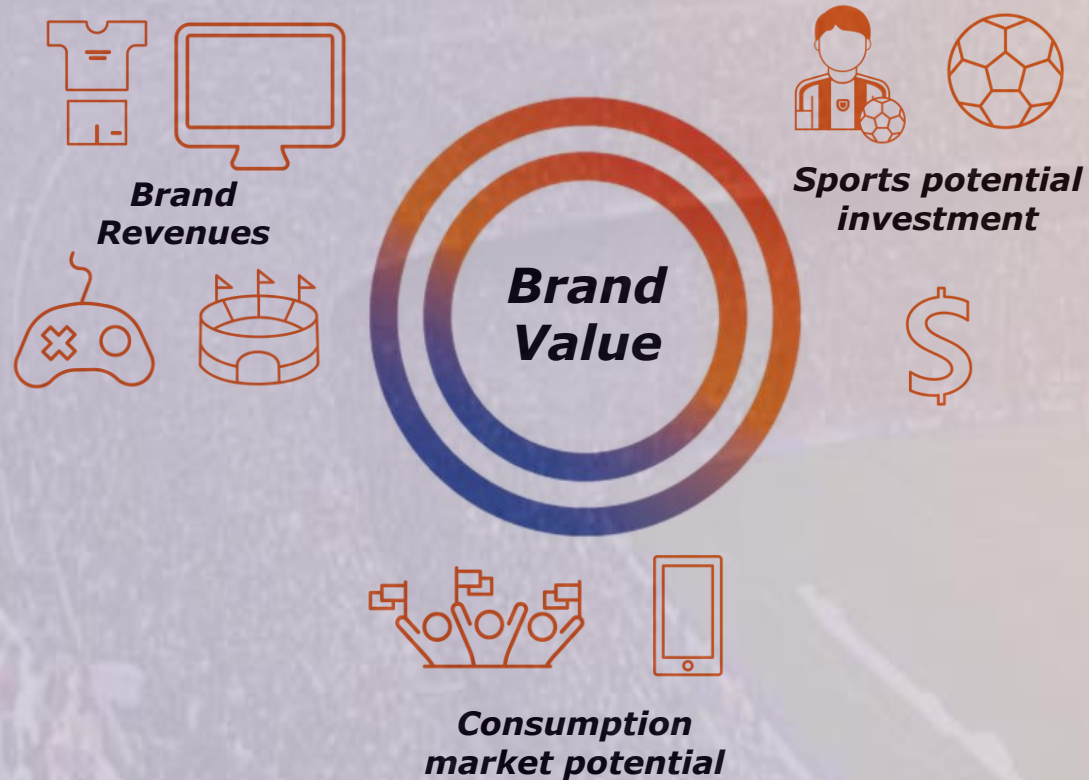
Revenues from the brand

It is the real use of revenue stemming from the brand. How much each club has managed to create concrete revenues, thanks to the brand strengths. Sponsorships, licensing, stadium, members, digital and broadcast.



Most valuable brands in Brazilian football

Aspects considered in the brand valuation



Most valuable brands in Brazilian football 2022

Brand Valuation- US\$ million



Source: Sports Value

Most valuable brands in Brazilian football

Clubs' Brand Valuation 2022- US\$ million

RK 2022	Clubs	Brand Value 2022
1	Flamengo	263
2	Palmeiras	231
3	Corinthians	150
4	Atlético-MG	112
5	São Paulo	100
6	Grêmio	91
7	Santos	79
8	Internacional	73
9	Athletico-PR	58
10	Fluminense	57
11	Botafogo	37
12	Bahia	34
13	Vasco da Gama	32
14	Fortaleza	31
15	Cruzeiro	31

RK 2022	Clubs	Brand Value 2022
16	Ceará	24
17	Red Bull Braga	23
18	Atlético-GO	17
19	Coritiba	15
20	Sport	14
21	América-MG	10
22	Cuiabá	9
23	Juventude	9
24	Chapecoense	8
25	Goiás	7
26	Ponte Preta	3
27	Avai	3
28	Guarani	2
29	Náutico	2
30	Santa Cruz	1

TOP 30 Brands

=

US\$ 1.6 Bn

Source: Sports Value

Most valuable brands in Brazilian football

Clubs' Brand Valuation 2022- US\$ million

RK 2022	RK 2021	Clubs	Brand Value 2022	Brand Value 2021	Brand Value 2020	Charge 2021 - 2022
1	1	Flamengo	263	154	230	71%
2	2	Palmeiras	231	124	178	86%
3	3	Corinthians	150	98	135	53%
4	7	Atlético-MG	112	35	71	217%
5	6	São Paulo	100	65	95	53%
6	5	Grêmio	91	88	99	3%
7	10	Santos	79	44	54	77%
8	4	Internacional	73	57	102	27%
9	8	Athletico-PR	58	32	62	79%
10	12	Fluminense	57	40	45	43%
11	14	Botafogo	37	31	36	21%
12	13	Bahia	34	25	37	36%
13	9	Vasco da Gama	32	45	60	-28%
14	18	Fortaleza	31	15	16	109%
15	11	Cruzeiro	31	24	52	28%
16	20	Ceará	24	15	15	55%
17	27	Red Bull Bragantino	23	10	3	125%
18	29	Atlético-GO	17	8	2	112%
19	15	Coritiba	15	12	20	20%
20	19	Sport	14	8	16	86%
21	22	América-MG	10	7	9	32%
22	33	Cuiabá	9	3	2	255%
23	-	Juventude	9	3	2	195%
24	-	Chapecoense	8	2	13	322%
25	16	Goiás	7	8	18	-16%
26	25	Ponte Preta	3	3	5	-15%
27	23	Avai	3	2	6	15%
28	30	Guarani	2	2	2	38%
29	28	Náutico	2	2	2	5%
30	24	Santa Cruz	1	2	5	-11%

TOP 30 clubs' brands jumped from US\$ 968 million in 2021 to a record of US\$ 1.6 billion in 2022.

+67%

Most valuable brands in Brazilian football

Highest growth in 2022 compared to 2021- In %



Source: Sports Value

Brand Value

#1 Flamengo – US\$ 263 million

US\$ M



Total Followers
+51 M

Average monthly interactions
+ 74 M

Annual interactions
+887 M

#2 Palmeiras – US\$ 231 million



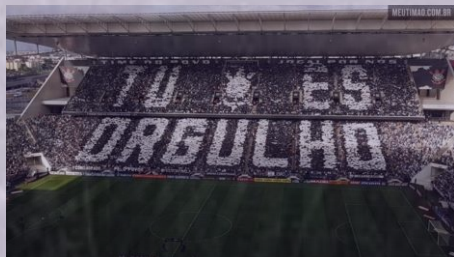
Total Followers
+16 M

Average monthly interactions
+24 M

Annual interactions
+ 281 M

Source Sports Value

Brand Value



#3 Corinthians – US\$ 150 million

US\$ M

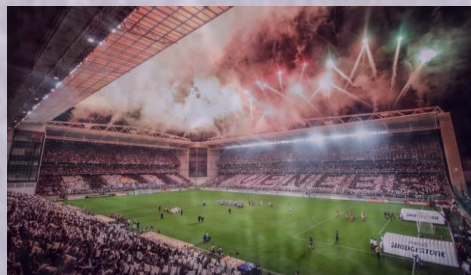


Total Followers
+31 M

Average monthly interactions
+28 M

Annual interactions
+341 M

#4 Atlético-MG – 112 million



Total Followers
+9 M

Average monthly interactions
+17 M

Annual interactions
+204 M

Source Sports Value

Brand Value



#5 São Paulo – US\$ 100 million

US\$ M



Total Followers
+19 M

Average monthly interactions
+26 M

Annual interactions
+316 M

#6 Grêmio – US\$ 91 million



Total Followers
+ 9 M

Average monthly interactions
+4 M

Annual interactions
+57 M

Source Sports Value

Brand Value

#7 Santos – US\$ 79 million

US\$ M



Total Followers
+10 M

Average monthly interactions
+14 M

Annual interactions
+164 M

#8 Internacional US\$ 73 million



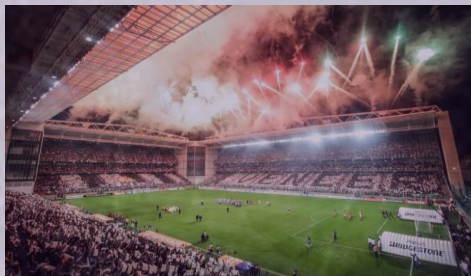
Total Followers
+7 M

Average monthly interactions
+7 M

Annual interactions
+80 M

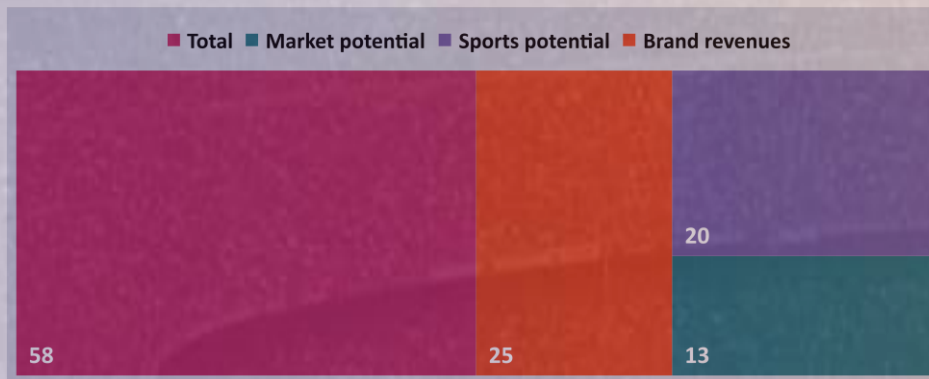
Source Sports Value

Brand Value



#9 Atletico-PR – US\$ 58 million

US\$ M



Total Followers
+ 3 M

Average monthly interactions
+2,6 M

Annual interactions
+32 M

#10 Fluminense – US\$ 57 million



Total Followers
+ 5 M

Average monthly interactions
+7 M

Annual interactions
+83 M

Source Sports Value

Special Report

MLS from USA X Brazilian Serie A



Soccer in USA

The U.S. soccer market grows rapidly. It is one of the main economic global powerhouse

Factors:

- School-age practice growth.
- Structured professional league.
- Urban youth interest.
- Strong appeal to Latinos.
- Export of U.S. players to European leagues.



Soccer in USA

Youngsters Interest

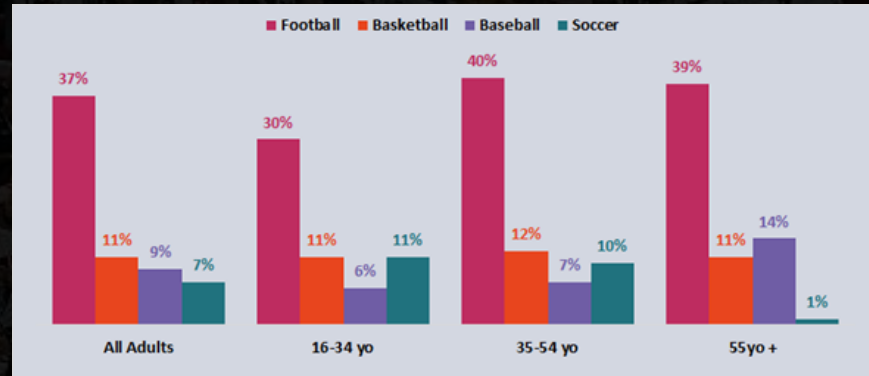
A key point of soccer's success in the USA is the young people practice, especially girls.

In the U.S. there are already more than 25 million recurrent soccer practitioners

Gallup data show that soccer is favorite modality to 11% of young people, compared to 6% in baseball.

Among the youngest, soccer and basketball are tied.

Gallup's pool-USA- Favorite Sport



USA, third most important country for FIFA in TV audiences, behind only China and Brazil.

Soccer in USA



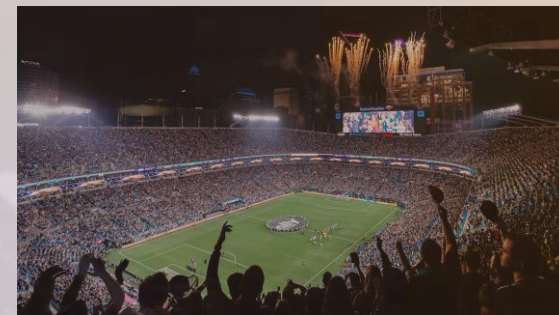
Michigan Stadium
Manchester United X Real Madrid
August, 2nd, 2014 - 109,318 fans



Atlanta United
Average
47,116/game



Charlotte FC
New franchise
Average
35,260/ game



MLS X Serie A

Sports Value has been studying soccer world for a long time and has identified the MLS's accelerated growth.

It was identified that in a very short time the MLS would surpass the Brazilian Serie A and become the largest soccer league outside Europe.

In 2018 was published this material, entitled: Serie A x MLS, Americans are coming.

For decades, the Brazilian market was the protagonist in revenues between the leagues, being only behind the BIG 5 European Leagues.

Brazil has always been the 6th most important competition in revenue terms.

Brazilian teams have lost ground to the MLS, which will still grow a lot.

While Brazil does not have a League and a competition with global appeal, MLS has followed its strategic goals and the results are very positive.



**In 2007
Serie A revenues are 6x
more.**

**In 2014
Serie A generated 3.5x
more revenues.**

**In 2021
MLS passed Serie A.**

In order to present a comparison between MLS and Serie A, a thorough analysis was made.

Information crossings of Brazilian teams were analyzed by Sports Value, with the precise info from U.S. Sportico's portal.

MLS Growth

The MLS professional league has helped a lot to popularize soccer in the country and today only to enter, the investor needs to pay US\$ 325 million. The value was no more than US\$ 50 million 10 years ago.

According to Sportico's data, the combined 32 MLS teams are worth US\$ 16.3 billion.

The new broadcast contract with Apple TV will increase revenues and business size. MLS audiences are young and connected to streaming broadcasts.

Apple will pay a minimum guarantee of US\$ 250 million per season. Previously, the League received about US\$ 100 million annually for its broadcasts.

Valor para entrar na MLS



MLS Expansion Fees



Inter Miami CF's outlier fee in 2020 is due to the fact that David Beckham received an option to buy an expansion franchise for \$25 million as part of the contract he signed when he joined the Los Angeles Galaxy.

Chart: Lev Akabas



To make the comparisons between the teams, the following assumptions were considered.

Analyses' assumptions

- Revenue from each team, without players transfers.
- Previews Forbes' MLS data and more current Sportico's info.
- MLS has expanded the number of teams. It was considered the average per team as well.
- US\$ exchange rate R\$ BR at 31/dec of each year.
- Data from the TOP 20 teams in Brazil by Sports Value's analysis, Brazilian League of the richest teams. *(this sample makes more resources than Serie A).*

Number of MLS participating teams

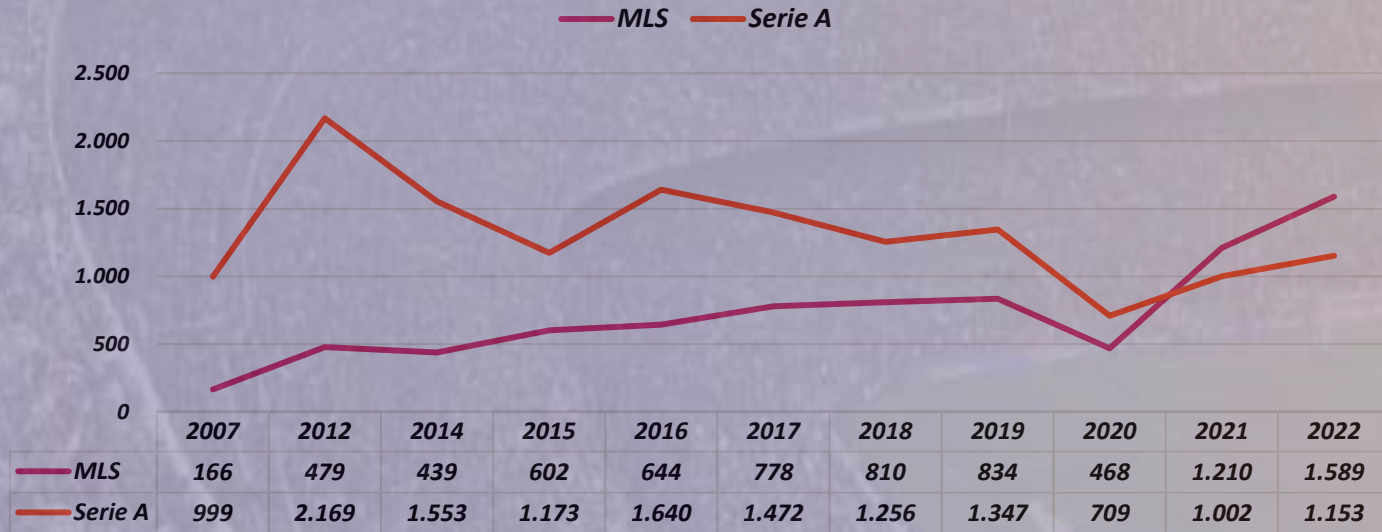


In Brazil there have always been 20 teams in Brazil.

MLS X Serie A

MLS achieved record revenues of US\$ 1.2 billion in 2021 and Sportico's projection is US\$ 1.6 billion in 2022.

MLS X Serie A- US\$ M Revenues



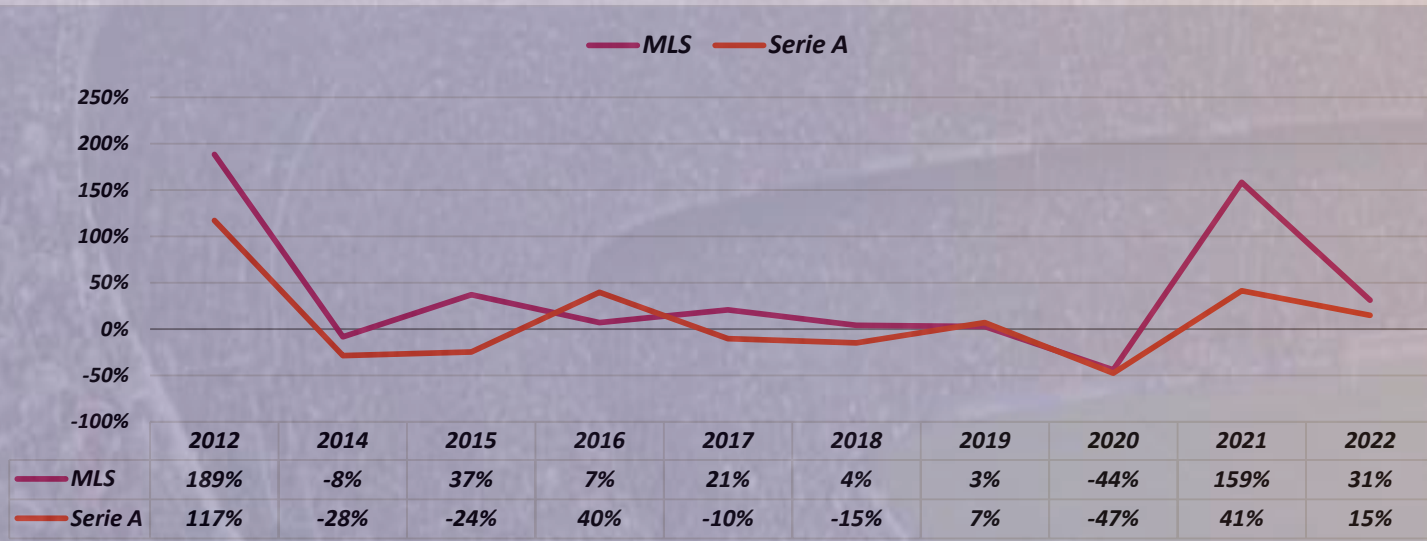
**Source: Sports Value, Forbes and Sportico.
2022 Brazil- projected**

TOP 20 teams in Brazil that have already reached US\$ 2.2 billion in 2012, today are at US\$ 1 billion.

Brazilian clubs, due to the exchange rate, without a League and a modern management model were left behind.

MLS X Serie A

MLS X Serie A- Percentage evolution - In % Revenues



**Source: Sports Value, Forbes and Sportico.
2022 Brazil- projected**

The main income source for MLS teams is gameday.

Gameday is more representative than broadcast rights and sponsorships.

For Brazilian teams, the main income is TV rights.

There is always the impact of exchange rate difference.

Average revenues per team- MLS- US\$ M

MLS	2007	2012	2014	2015	2016	2017	2018	2019	2020	2021	2022
Revenues	166	479	439	602	644	778	810	834	468	1.210	1.589
Teams	12	18	18	20	20	22	23	24	26	27	28
Average per team	14	27	24	30	32	35	35	35	18	45	57

Average revenues per team- TOP 20 Brazil- US\$ M

TOP 20 Brazil	2007	2012	2014	2015	2016	2017	2018	2019	2020	2021	2022
Revenues	999	2.169	1.553	1.173	1.640	1.472	1.256	1.347	709	1.002	1.153
Teams	20	20	20	20	20	20	20	20	20	20	20
Average per team	50	108	78	59	82	74	63	67	35	50	58

Source: Sports Value, Forbes e Sportico.
2022 Brazil- projetcted



Average value per team in Brazil was US\$ 50 million in 2021 and is expected to reach US\$ 58 M in 2022.

Average MLS´ value is US\$ 57M per team.



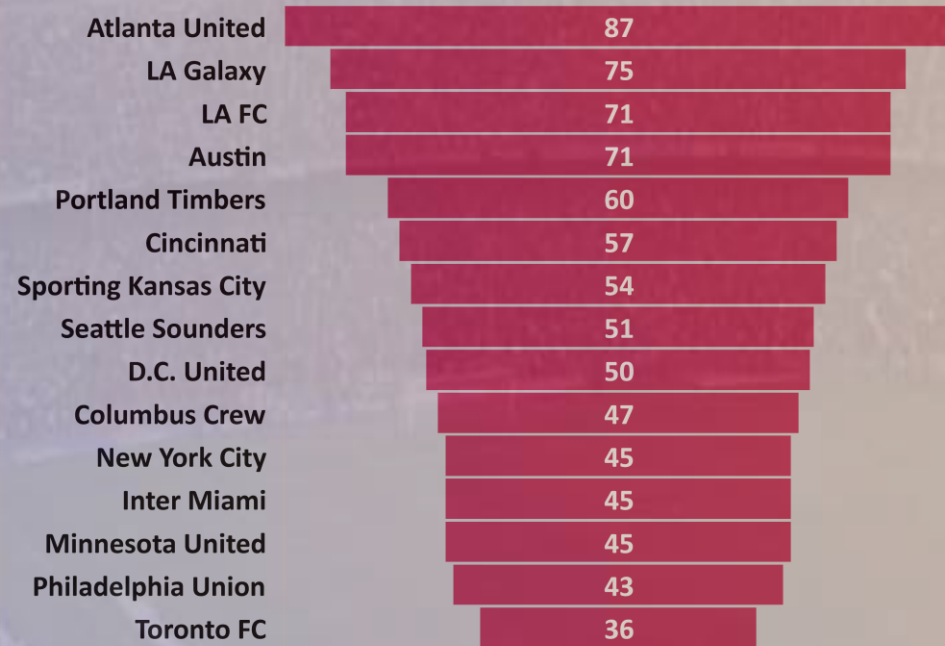
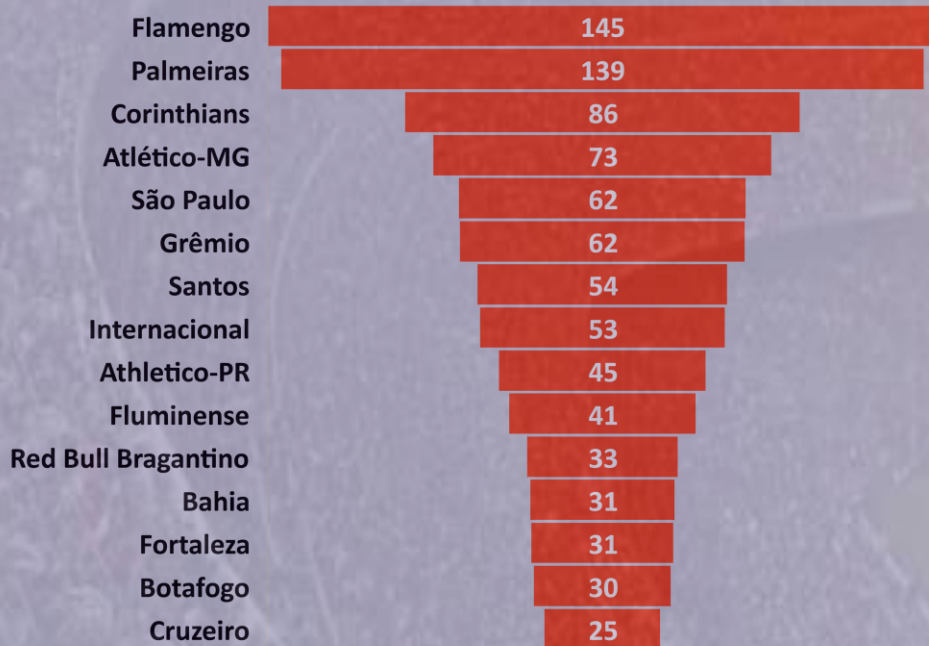
MLS X Serie A

Revenues comparision



**Higher Serie A revenues
2021- US\$ M**

**Higher MLS revenues
2021- US\$ M**



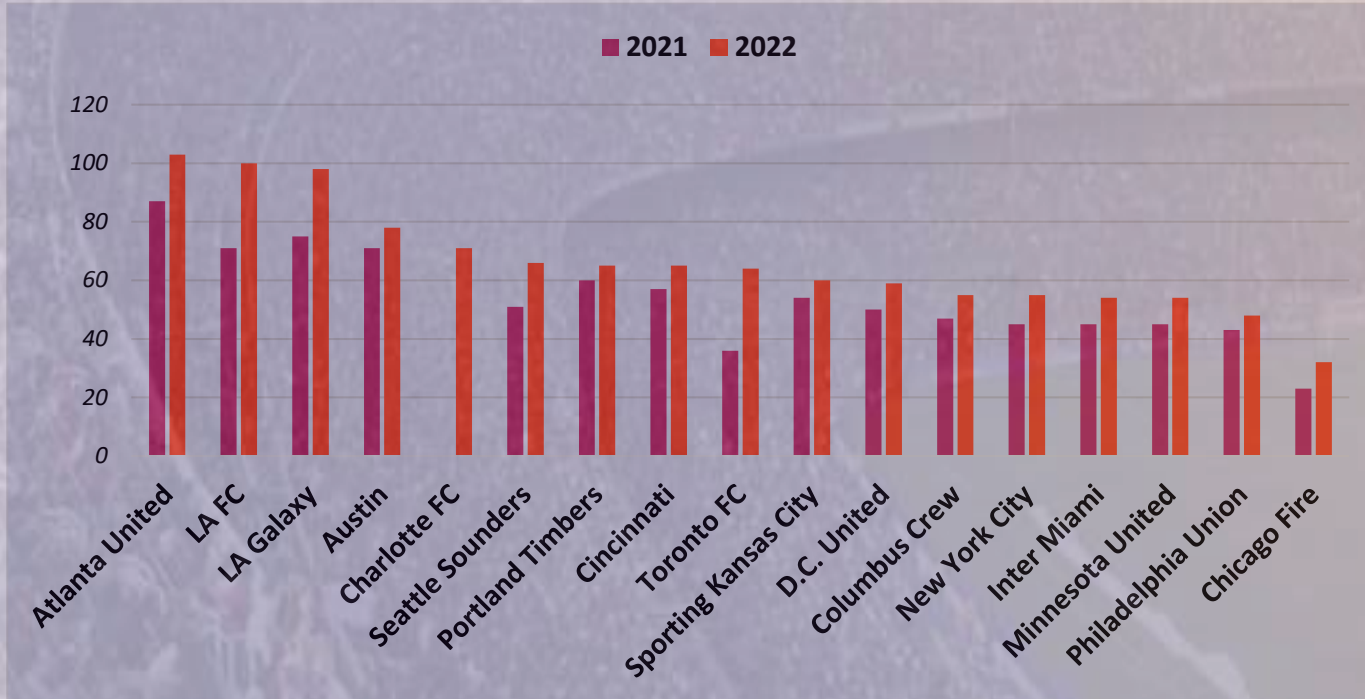
Source: Sports Value, Sportico

Although the biggest Brazilian teams in revenues, such as Flamengo and Palmeiras earn more than Atlanta United and LA Galaxy; analyzing the TV distribution and rules for a healthy market growth, MLS is much more efficient.

MLS X Serie A

According to Sportico's data, MLS teams in 2022 will achieve US\$ 1.6 billion, in revenues, a **31% growth**.

Revenue growth- MLS 2021 to 2022- US\$ M



Growth is equal.
Medium, small and large teams also benefit from the revenue's expansion.

Source: Sportico

MLS income is already similar to Ligue 1 from France.

MLS X Serie A

Valuation comparison



US\$ 685 M



US\$ 900 M



US\$ 617 M



US\$ 865 M



US\$ 566 M



US\$ 855 M



US\$ 541 M



US\$ 725 M

LAFC is MLS most valuable with US\$ 900 million valuation, followed by LA Galaxy US\$ 865 million, Atlanta United US\$ 855 million and Seattle Sounders US\$ 725 million.



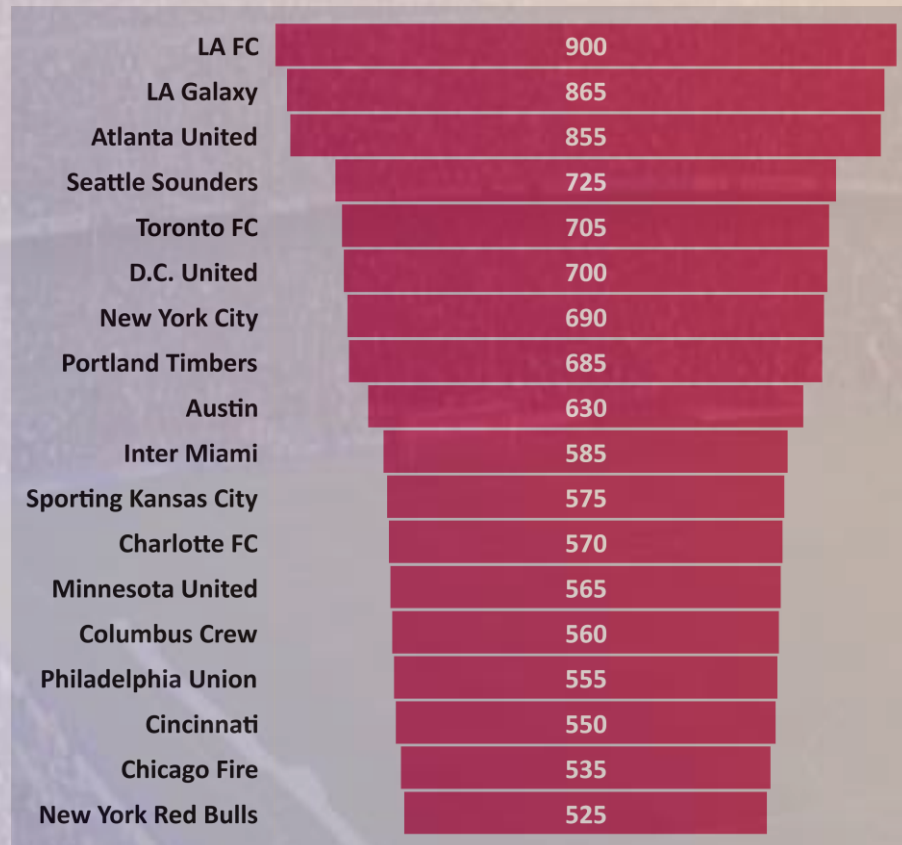
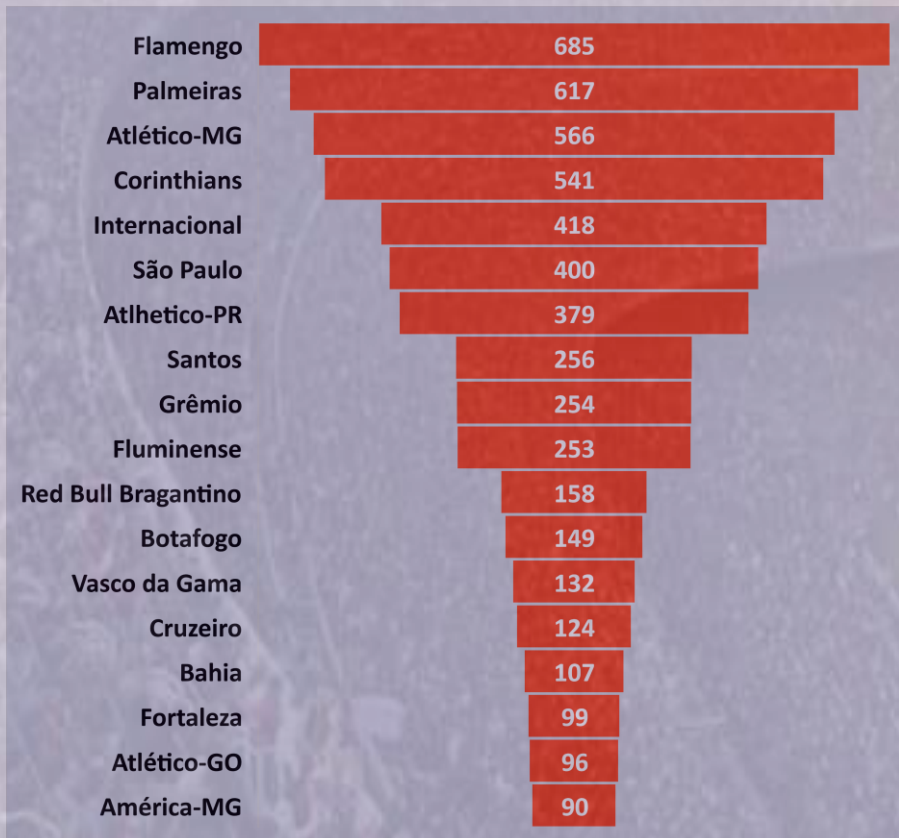
MLS X Serie A



Valuation -Série A 2022- US\$ M

Valuation comparison

Valuation -MLS 2022- US\$ M



Source: Sports Value, Sportico



BRASILEIRÃO

MLS X Série A

Valuation & Revenues comparison



Série A

Valuation X Operating revenues 2022- US\$ M

Multiples of revenues

MLS

Valuation X Revenues 2022- US\$ M

RK	Time	Valuation	Receitas sem atletas	Múltiplo
1	Flamengo	685	145	4,7X
2	Palmeiras	617	139	4,4X
3	Atlético-MG	566	73	7,7X
4	Corinthians	541	86	6,3X
5	Internacional	418	53	7,9X
6	São Paulo	400	62	6,4X
7	Athletico-PR	379	45	8,4X
8	Santos	256	54	4,7X
9	Grêmio	254	62	4,1X
10	Fluminense	253	41	6,2X
11	Red Bull Bragantino	158	33	4,8X
12	Botafogo	149	30	5,0X
13	Vasco da Gama	132	23	5,7X
14	Cruzeiro	124	25	4,9X
15	Bahia	107	31	3,4X

RK	Time	Valuation	Receitas	Múltiplo
1	LA FC	900	100	9,0X
2	LA Galaxy	865	98	8,8X
3	Atlanta United	855	103	8,3X
4	Seattle Sounders	725	66	11,0X
5	Toronto FC	705	64	11,0X
6	D.C. United	700	59	11,9X
7	New York City	690	55	12,5X
8	Portland Timbers	685	65	10,5X
9	Austin	630	78	8,1X
10	Inter Miami	585	54	10,8X
11	Sporting Kansas City	575	60	9,6X
12	Charlotte FC	570	71	8,0X
13	Minnesota United	565	54	10,5X
14	Columbus Crew	560	55	10,2X
15	Cincinnati	550	65	8,5X

Source: Sports Value, Sportico

The much higher U.S, teams multiples are a consequence of the heavy investment and still low revenues today. Figures show that MLS will grow a lot.



MLS X Serie A



Completely different models

- MLS acts as the other leagues, high investment and solid business groups.
- Balanced model of revenue division and rigid financial control.
- It will already pass Ligue 1 and soon Italian Serie A and will be together to other Top leagues in revenues.
- Investment in young Latin American talent and World Cup 2026 will boost MLS.

- Brazil has no model; each club thinks individually in its interest. CBF never organized the market as it could.
- More valuable teams do not want to change legal structure if it maintains a current political model.
- Without a League and low Serie A appeal decelerates the market.
- Early transfer of talent will not build a football consumer industry.



MLS X Serie A



Transfer market comparison

As the comparative data between the teams is always without the transfers, we present this comparison Brazil X USA in the transfer market.

Brazil's global leader in transfers have been more than 16,000 players transferred in over a decade. More than 1,500 in 2021, considering outputs and entrances.

The U.S. market has become a buyer of athletes, with very different characteristics from Brazil, market which depends on this income.

**Brazil X USA
Transfers- Incoming X Outcoming in 2021- US\$ M**

Countries	Transfers	Acquisitions	Net result
Brazil	293	52	241
USA	60	160	-100

Source: FIFA TMS

U.S. market, as well as Europe's major leagues, focuses on attracting talent and not selling the show's performers.



MLS X Serie A



Transfer market comparison

For the U.S. market the flow of transfers with Canada is the most representative.

Over the years MLS has been building a solid and attractive business environment for investors. Teams are essentially focused on growing as a consumer market friendly business.

***Brazil X USA – Last 11 years
Transfers- Incoming X Outcoming- US\$ M***

Countries	Transfers	Acquisition	Net result
Brazil	3.122	879	2.243
EUA	238	679	-441

Source: FIFA TMS

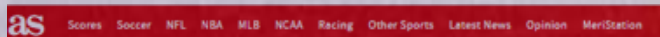
Currently the revenues with fans are the most representative for MLS. With the new TV contract generating US\$ 250 M per year has already left Serie A behind, even if Brazilians produce US\$ 644 M with TV rights.



MLS X Serie A



Transfer market comparison



MLS completed 33 transfers to Europe during winter window

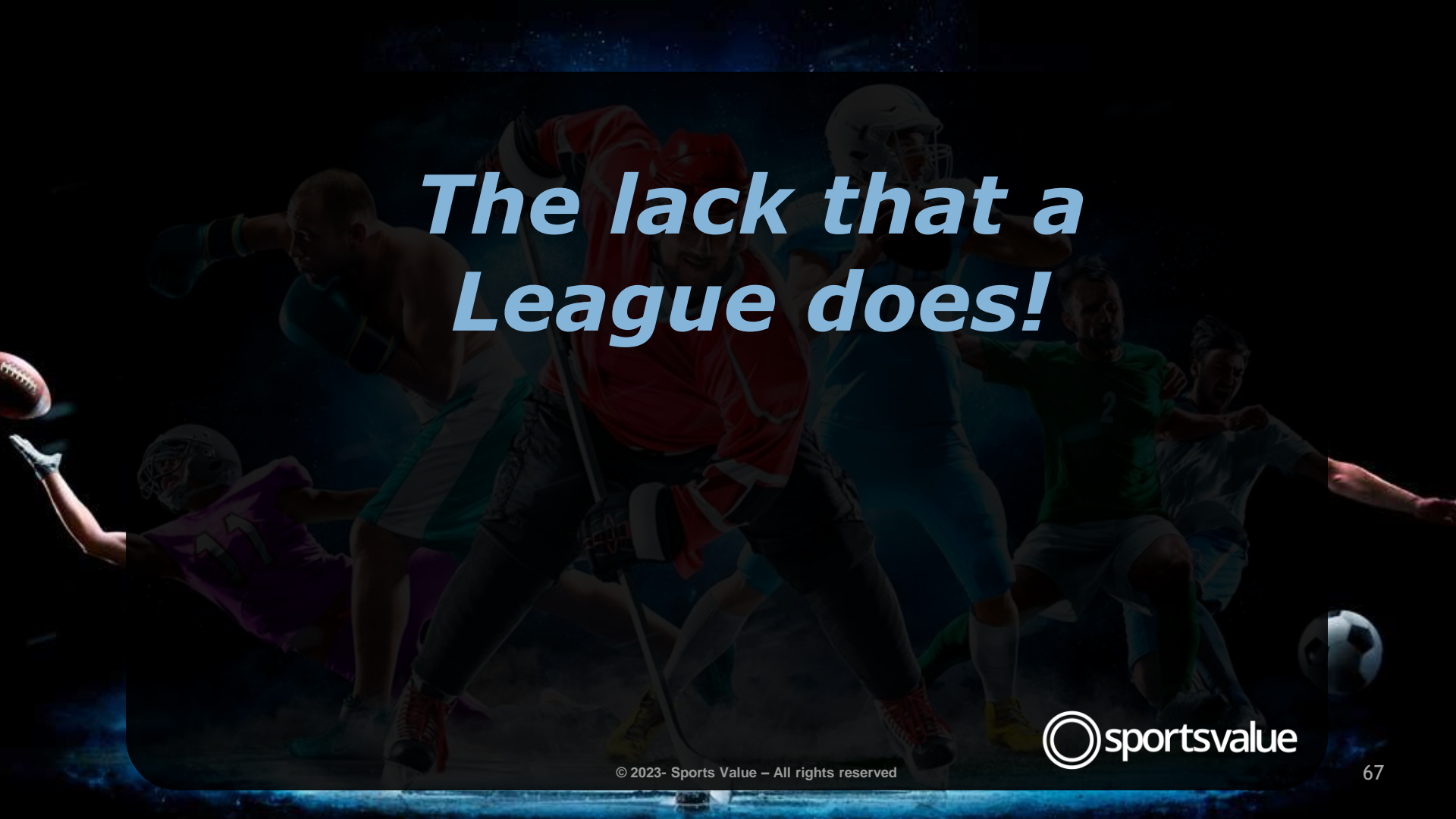
Combined, the Major League Soccer and USL sent a total of 37 players to different countries during the January transfer window.



Rodrigo Serrano @RodrigoSerrano
Estados Unidos • Update: February 2nd, 2022 01:47 EST



Although MLS is investing locally, the work has already piqued Europe's interest, and many athletes play on European teams.



***The lack that a
League does!***



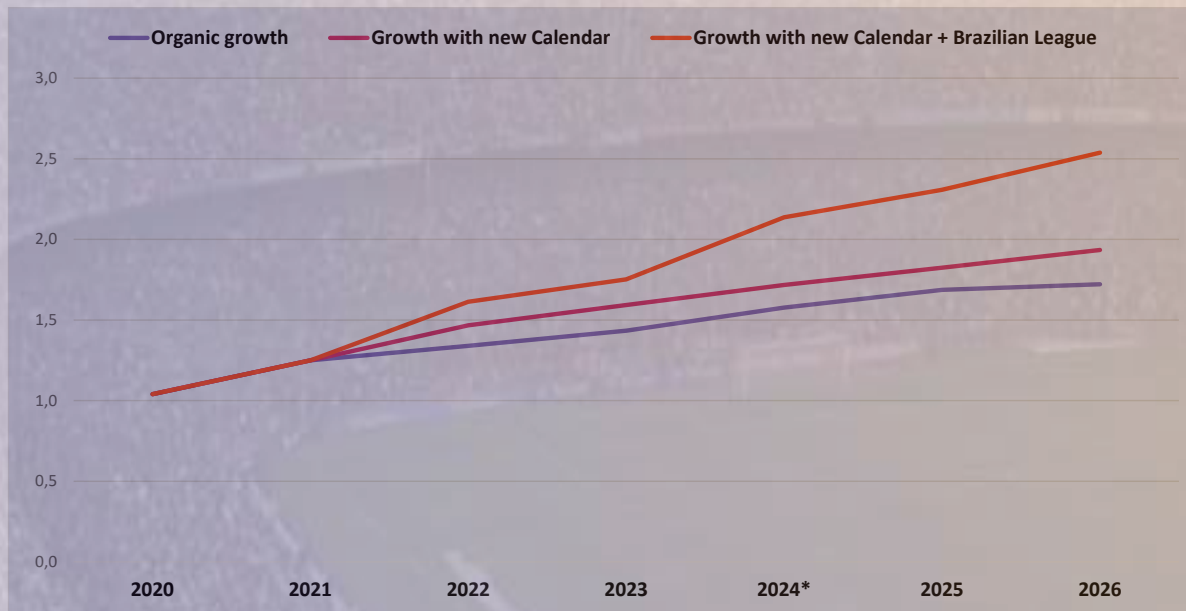
Impact of a new calendar and League in Brazil

According to Sports Value's analysis, a New Brazilian Football Calendar can impact on new revenues.

The change in the calendar, according to Sports Value, can produce in 5 years, **US\$ 700 million** in new revenues.

The creation of a Professional League of Clubs, can bring new revenues of more than **US\$ 1.3 billion** in 5 years.

Projected revenues TOP 20 teams - In US\$ billion



We considered 2024 the year of new broadcast contracts.

CONCLUSION

TOP 30 teams in Brazil, evaluated from *Sports Value* represented *US\$ 6 billion* remains very low, given the potential of Brazilian football.

Assets still have low value; teams always sell many young players and don't build a football consumer industry around their brands. That's our biggest potential for new revenue!

The NFL, the world's most valuable league, is worth US\$ 131 billion, according to Sportico, and its most valuable team *Dallas Cowboys, US\$ 7.7 billion*. More than all Brazilian football combined. MLB is worth another US\$ 69 billion and the NBA US\$ 90 billion. MLS worth US\$ 16 billion.

***Real Madrid*, according to Forbes, is currently worth *US\$ 5 billion*, while *Flamengo*, according to Sports Value, is only *US\$ 685 million*. MLS teams are worth 2.7X more than Brazilian clubs.**

***TOP 30 teams* combined are only *US\$6 billion*. Certainly, a reflection of very inefficient administrations. We have at this moment with SAF and the League, the chance to qualify the management of clubs in Brazil.**

DISCLAIMER

The study of economic evaluation (Valuation) of Brazilian clubs was produced with public data from clubs, economics, marketing, fan surveys and extensive Sports Value's database.

The document is for the sole purpose of providing information and does not constitute or should be construed as an offer or solicitation to purchase or sell any product or service.

The figures presented in the evaluation represent the time at which it was made, and at no time can it be used to simulate future results based on past information, without any guarantee that the simulated results will be obtained over time.

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PELÉ'S TRIBUTE, THE KING OF FOOTBALL



Thanks, Pelé, for everything you have done and represented for Brazil and for the world. This tribute is to recognize Pelé as one of the greatest in the history of mankind. So did Albert Einstein, Beethoven or Leonardo da Vinci. Rest in peace King!

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 frame, reaching out towards a central globe. The globe is rendered with a wireframe or network overlay, consisting of white dots connected by thin lines, set against a dark blue background. The overall aesthetic is digital and global.

Thank you!

Amir Somoggi

+55 11 99749 2233

amir.somoggi@sportsvalue.com.br

www.sportsvalue.com.br