

WE ARE

**FAN  
OWNED CLUB**

**September 2023**

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With over 3.5 billion fans, soccer is easily **the most popular sport in the world.**



But **fans want more** from their clubs. **They want a voice.**

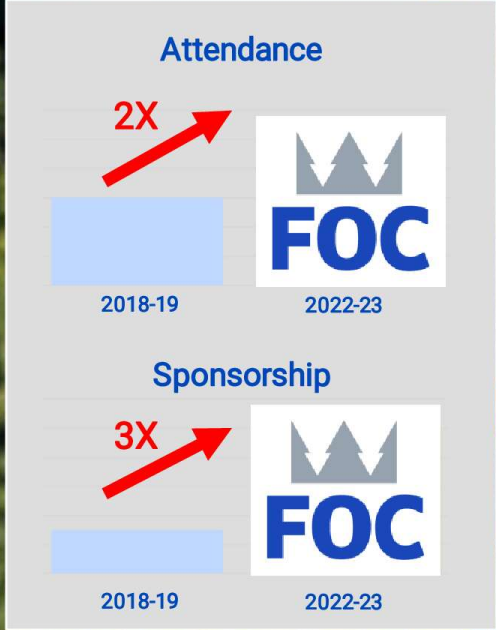
Fan Owned Club **gives soccer fans a voice** by offering a chance to **own a piece of a Club** for less than many pay for season tickets.



FC Pinzgau Saalfelden  
Austrian 3<sup>rd</sup> Division



We **crowdfunded** the purchase of our **first club in 2019.**



We **renovated the brand**, improved the team with **MLS player loans**, increased attendance, and added sponsors.

The men's team is in the playoffs. **The women are favored for promotion.**

Today we have Fan Owners in **43 states and 8 countries.**

Our approach works. **Now we scale.**

# Our plan's three core pillars drive long term value for our Fan Owners



## 1. Build a **strong** FC Pinzgau Saalfelden

We are building a complete and sustainable Club with competitive **men's** and **women's** programs and Western Austria's **first youth Academy**.



## 2. **Productize** the Fan Owner Experience (FOX)

Our beta **platform** will create more ways for Fan Owners to **follow, access** and **influence** their Club, and can be easily **scaled** to more fans and more Clubs.



## 3. Drive scale by adding new Clubs

There are over 4K soccer clubs looking to grow revenue by deepening fan engagement. **We are actively looking for our next Club partners.**



# Project Ascend is an aggressive entry into the fast-growing women's game

**Project Ascend** is a sport and mission-based initiative to:

1. Raise our women's team from **3<sup>rd</sup> to 1<sup>st</sup>** division
2. Develop the area's first **Women's Academy**
3. Give **U.S. players** a chance to continue in soccer
4. Create rich content for a **massive audience**
5. Establish us as **destination** for women's soccer

*Woman's football is on a growth trajectory unlike any other sport in this world...it's the biggest growth opportunity there is.*

*FIFA report, Oct '22*

NWSL 2022 Championship  
Game viewership:

**+453%**  
year-over-year

1.1M  
U.S. HHs

By comparison, the men's  
MLS Cup Final was up  
15% YoY  
Samba TV, Dec '22

*Fans of women's soccer over-index on their interest in non-match content, such as inspirational stories and the grassroots game.*

*Footballco/Indivisa FA report, Feb '23*



# Our women earned promotion ahead of schedule and are off to fast start in the 2<sup>nd</sup> division.



Sierra Cristiano

A young fan from the U.S. watching the livestream

There are 38,000 US college players and only ≈ 325 NWSL roster spots.

Led by a U.S. manager that **never had a chance to play professionally**, despite being a two-time NCAA D1 Conference MVP.

The women's program has 10 US players and 20 Austrians





Productize the Experience

# Fan Owned Club stands apart from most other fan owner experiences







Productize the Experience

# Our beta platform will allow us to improve and scale our Unique Fan Owner experience

## FAN + OWNER

### Follow the Team

- Live Stream Matches
- Pre/Post Analysis
- English Language Content

### Wear the Colors

- Team Store
- Limited Edition Items
- Youth Soccer PartnershipS

### Join a Community

- Social Media
- Virtual & Live Watch Parties
- Fan Owner Led Groups

### Insider Access

- First to Know
- Fan Owner Calls
- Exclusive Content

### Influence on Operations

- 1:1 and Small Group Calls
- Fan Owner Director
- Strategy & Budget Input

### Profit Opportunity\*

- Dividends & Distributions\*
- Share Appreciation
- Asset Sales

\*Projected future opportunities, based on profitability, secondary market listing with share appreciation and/or private club sale

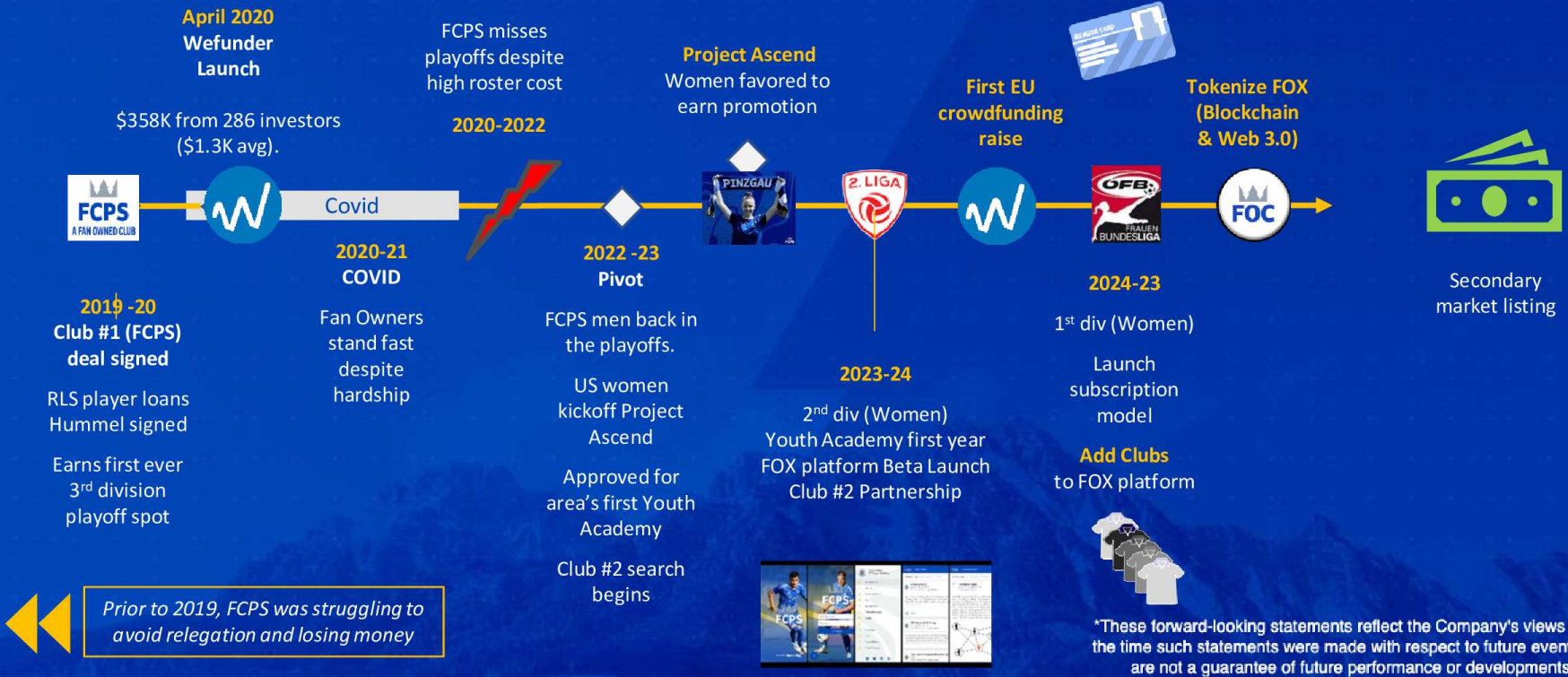


## We are looking for our next partner Club

1. Willing to give fans a **Voice**
2. Solid financials and infrastructure
3. Strong **local fan base**
4. Relevant to a North American audience
5. **Synergies** with our other Club partners

*We are currently have an agreement in principle with our second club, expected to announce in Winter '23*

# Timeline



**November '22** former loan player Andrew Brody wins Real Salt Lake defender of the year  
**April '23** Soto Kitahara becomes the fourth FCPS alum to play in MLS regular season action

# Liquidity and exit strategies for shareholders\*

## 1. Increased Club value

HNW, institutional investors and larger clubs continues to drive interest and investment in lower league European soccer

## 2. Share appreciation

A future secondary market listing will create liquidity and profit opportunities for investors

## 3. Dividends

Future dividends from profitable operations driven by transfer fees, media deals, sponsorships and platform partnerships,



\*These forward-looking statements reflect the Company's views at the time such statement were made with respect to future events and are not a guarantee of future performance or developments.

# WEFUNDER Perk Levels

\$500	\$1,050	\$1,650	\$2,480	\$4,950
Shares & voting rights	Shares & voting rights	Shares & voting rights	Shares & voting rights	Shares & voting rights
Downloadable Owner Certificate Shop Discount Fan Owner Sticker FCPS Cap Signed Team Photo	Downloadable Owner Certificate Shop Discount Fan Owner Sticker FCPS Cap Signed Team Photo Scarf \$50 Merch Credit	Downloadable Owner Certificate Shop Discount Fan Owner Sticker FCPS Cap Signed Team Photo Scarf \$50 Merch Credit Duffel Bag	Downloadable Owner Certificate Shop Discount Fan Owner Sticker FCPS Cap Signed Team Photo Scarf \$50 Merch Credit Duffel Bag Home Jersey Hoodie	Downloadable Owner Certificate Shop Discount Fan Owner Sticker FCPS Cap Signed Team Photo Scarf \$50 Merch Credit Duffel Bag Home Jersey Hoodie Plush Blanket Signed Jersey
25 Contest Entries	50 Contest Entries	100 Contest Entries	200 Contest Entries	750 Contest Entries
	2 home match tickets per annum	2 home match tickets per annum	2 VIP home match tickets per annum	4 VIP home match tickets per annum

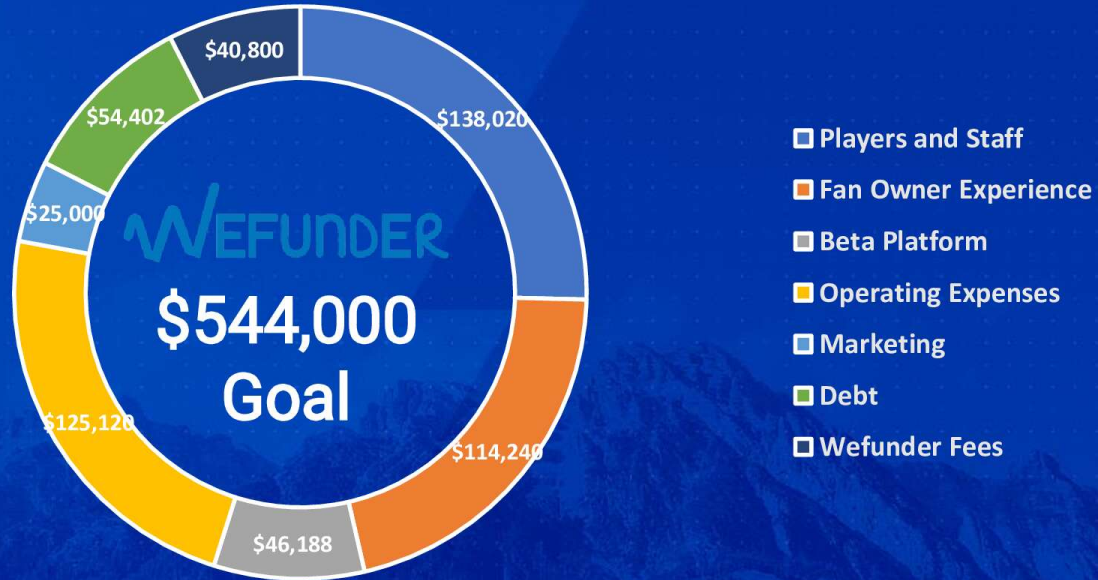
# The Beautiful Trip Contest

All investors will be entered to win a **VIP Match Day Experience** to watch YOUR team play in 2024 or 2025 season in the fairy tale beautiful Austrian Alps including:

- Three Nights Four-Star Accommodation for two
- VIP Match Day Experience at 1508 Saalfelden Arena
- Personal Meet & Greet with First Team(s)
- Dinner with Founders
- Match Worn and Collectable FCPS Signed Collateral
- And more...an experience of a lifetime



# Projected use of funds

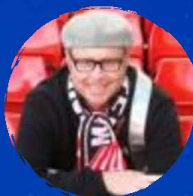


# Our team



Steve Paris  
**Founder**

General Mills, Quotient,  
Marketing, Sales, GM



David Herman  
**Marketing**

Manchester United, USA  
Agency, Adtech, Sales



Vanessa Nordstrom  
**Operations**

General Mills, Health &  
Wellness, MN Thunder



Chris Sydney  
**Sporting Director**

Coach, player and agent with  
global experience



Shawn Parker  
**US Youth Partners**

Coach, player, youth club  
director



Marcus Haslam  
**Graphic Design**

Award winning freelancer



C.J. Williams  
**Digital Experience**

Agency and client side, SEO  
expert



Sierra Cristiano  
**Project Ascend**

ex. Div 1 MVP player, coach,  
Big Pharma mkt & sales



David Crouch  
**Platform Lead**

Founder and CEO, ten24  
digital, Slatwall Commerce

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## BOARD & ADVISORS

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Ken Neal, President, [Alliance Sports Management](#) ▪ Trey Fitz-Gerald, [Real Salt Lake](#) ▪ Darren Bowman [NeXGen](#)  
Lauren Graffort, [Buzzkat](#) ▪ Zafar Khan, [3M](#) ▪ Adam Kmiec, [United Healthcare](#) ▪ Joe Rugo, [Fevo](#) ▪ Bari Harlam, Co-Founder, [Trouble](#)



Currently based in Austria





# JOIN US!

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