



**Madrid** July 2019

Content published on this page is for informational purposes only. The content of this page is not a financial recommendation and should not be used as a basis for investment decisions. The content of this page is not a financial recommendation and should not be used as a basis for investment decisions.



# Atlético de Madrid Today

## 10 highlights







1

# Top 10 in squad value

MOST VALUABLE TEAMS IN THE WORLD

1. Manchester City
2. Real Madrid
3. FC Barcelona
4. Liverpool
5. Tottenham Hotspur
6. PSG
7. Bayern Munich
8. Juventus
- 9. Atlético de Madrid**
10. Chelsea
11. Manchester United
12. Arsenal
13. Borussia Dortmund
14. Napoli
15. Inter Milan



# 2 2nd in UEFA ranking

LAST 10 YEARS RANKING

- |                       |                       |
|-----------------------|-----------------------|
| 1. Real Madrid        | 8. Manchester City    |
| 2. Atlético de Madrid | 7. PSG                |
| 3. FC Barcelona       | 6. Liverpool          |
| 4. FC Bayern          | 5. Arsenal            |
| 5. Juventus           | 10. Manchester United |

Source: UEFA

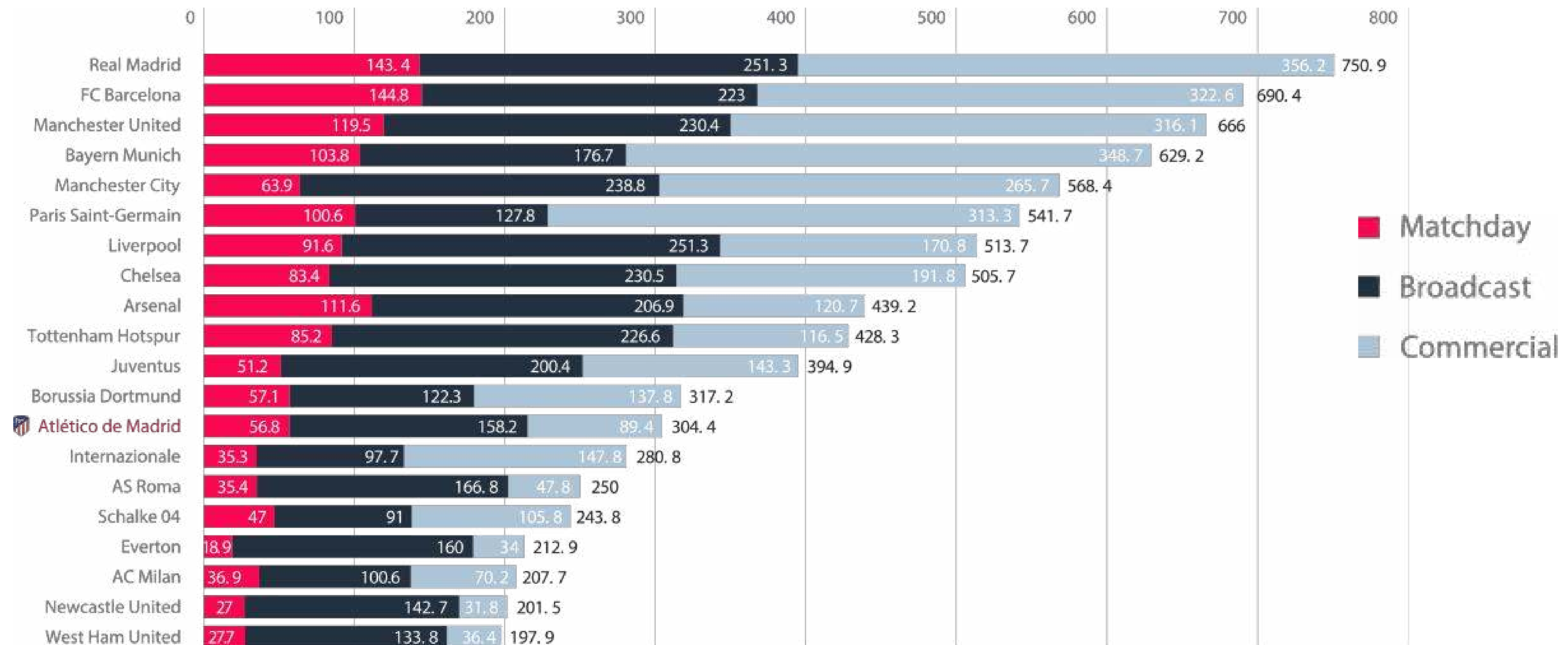




3

# 13th in revenues

Deloitte Football Money League's top  
20 2017/18 operational revenue profile  
(€m)



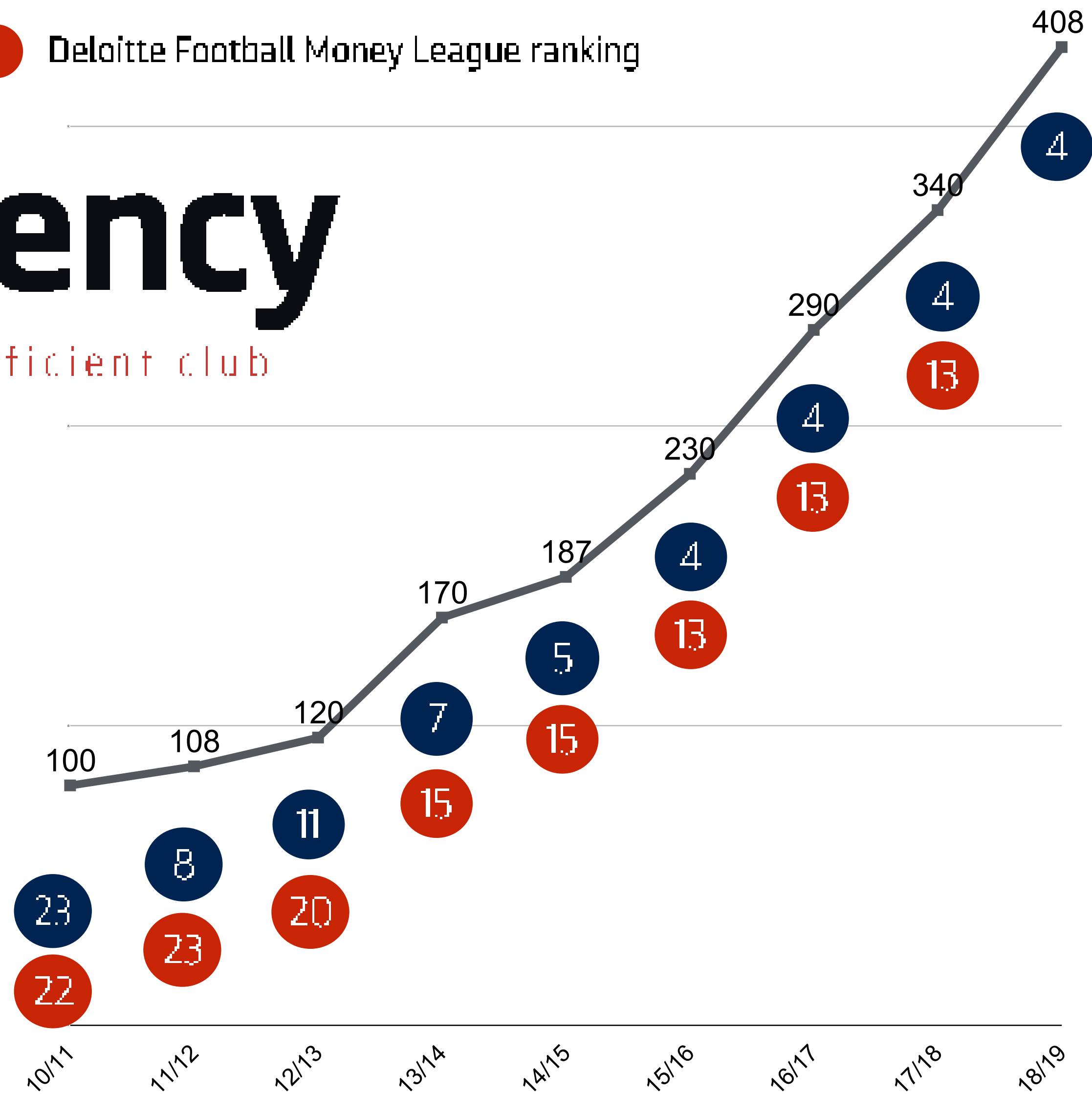
Source: Deloitte



# 4 Efficiency

Europe's most efficient club

- UEFA Ranking position
- €M Total Turnover
- Deloitte Football Money League ranking



**Best Club.**  
Global Soccer Awards 2018.

# 5 9 titles in the last 9 years



- 1 LaLiga
- 3 UEFA Super Cups
- 3 UEFA Europa Leagues
- 1 Spanish Cup ("Copa del Rey")
- 1 Spanish Super Cup







6

A long term commitment

# Empowering Women

**LEAGUE CHAMPIONS: 3 IN A ROW**

2016/17, 2017/18 y 2018/19

**SPANISH CUP CHAMPIONS**

2015/16

**AUDIENCE SPANISH CUP FINAL ATLÉTICO DE MADRID -  
REAL SOCIEDAD**

1.655.000 spectators (48% Share)

**1.3MM Followers**

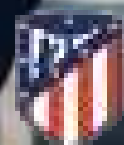
🐦 +150.000

📷 +350.000

f +777.000

Clubs' Attendance World Record  
at Wanda Metropolitano!

**60.739**





# 7 Stability

Simeone is currently the coach with the most consecutive seasons at a club in Europe

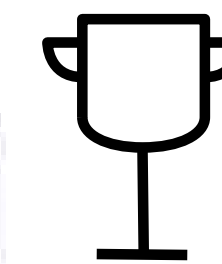
After winning the historical "Doblete" in the 1995/96 season as a player, Diego Pablo Simeone came back to Atlético in 2012 to manage the team from the bench. He is currently the manager with the most consecutive years at a club in Europe



63%

## BETTER RESULTS THAN EVER

The team managed by Simeone wins 63% of the games and only loses 15%. The percentage of victories is the best one for a foreign manager in LaLiga history (better than Cruyff, Rijkaard and Helenio Herrera).



## WINNING

Simeone is the second coach with the most games in Atlético's history, only after Luis Aragonés. The Argentine has lifted more titles than any other manager: 7.





# **8** World's largest club Academy

TRAINING AND WORK CULTURE

- High performance teams: 24 trophies last season.
- Education: 1,500 boys & girls.





# 9 We hosted the 2019 UCL final

Best Venue 2018. World Football Summit Industry Awards.







# We are much more than Madrid

- Academy (40 countries)
- Atlético San Luis in LigaMX (Mexico)
- Wanda program (China)
- Tata program (India)
- Israel (Hapoel Beer Sheva partnership)





# Our vision

TOP 10 WORLDWIDE

THE ROOTS ARE OUR  
HISTORY AND VALUES

NO LIMIT TO AMBITION





# ATLÉTICO DE MADRID

## EMOTIONAL

Heart, Love, Passion  
Loyalty, Tradition, Embrace,  
Passion

**“Courage and Heart”**

## COMMITTED

Team first, Work as way to success,  
Courageous, Strength  
through adversity, never give up

**“Never Stop Believing”**

## REBEL

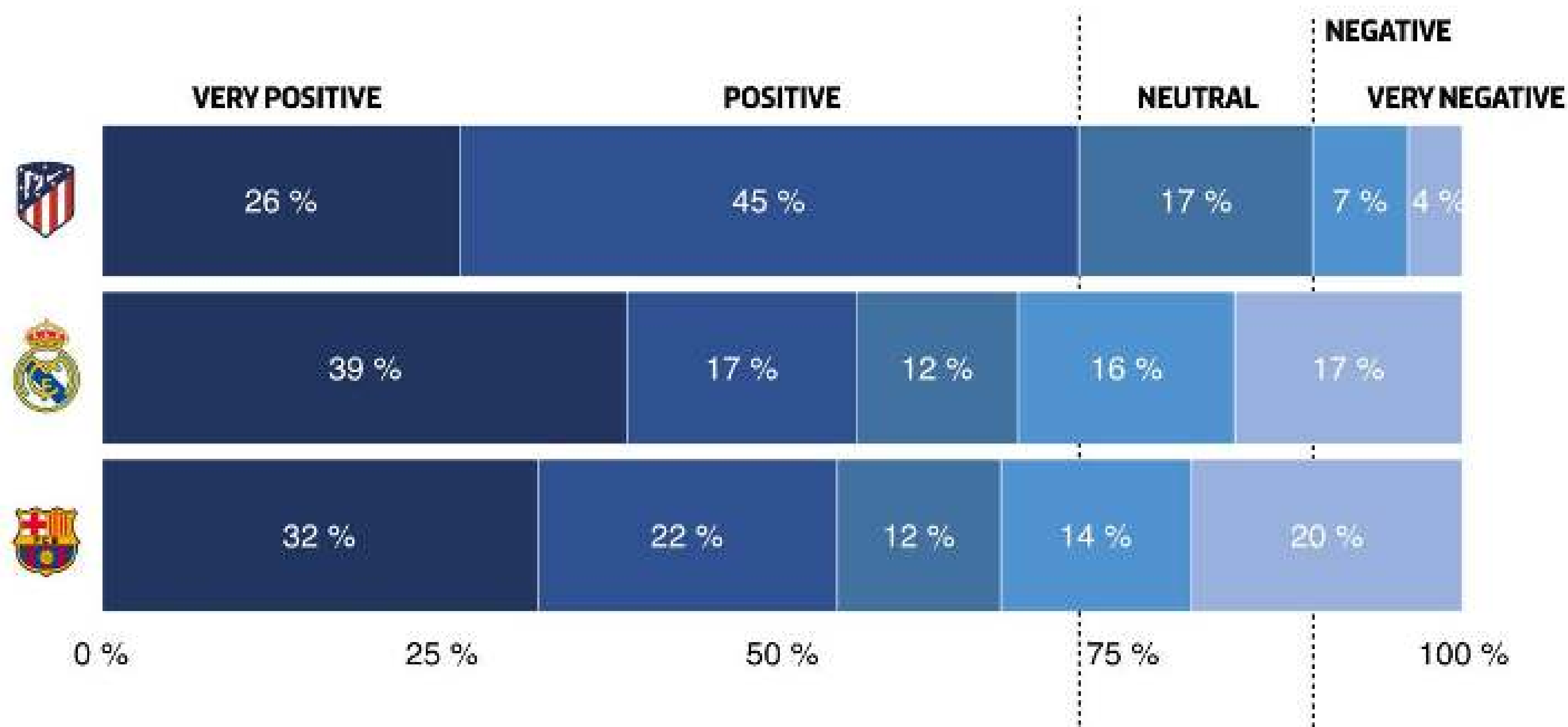
Innovation, Evolve, Challenge, Adapt,  
Ambition, Take risks

**“Re-Inventing is part of our DNA”**

**LEGACY: A UNIQUE FEELING SINCE 1903**



# Strong reputation

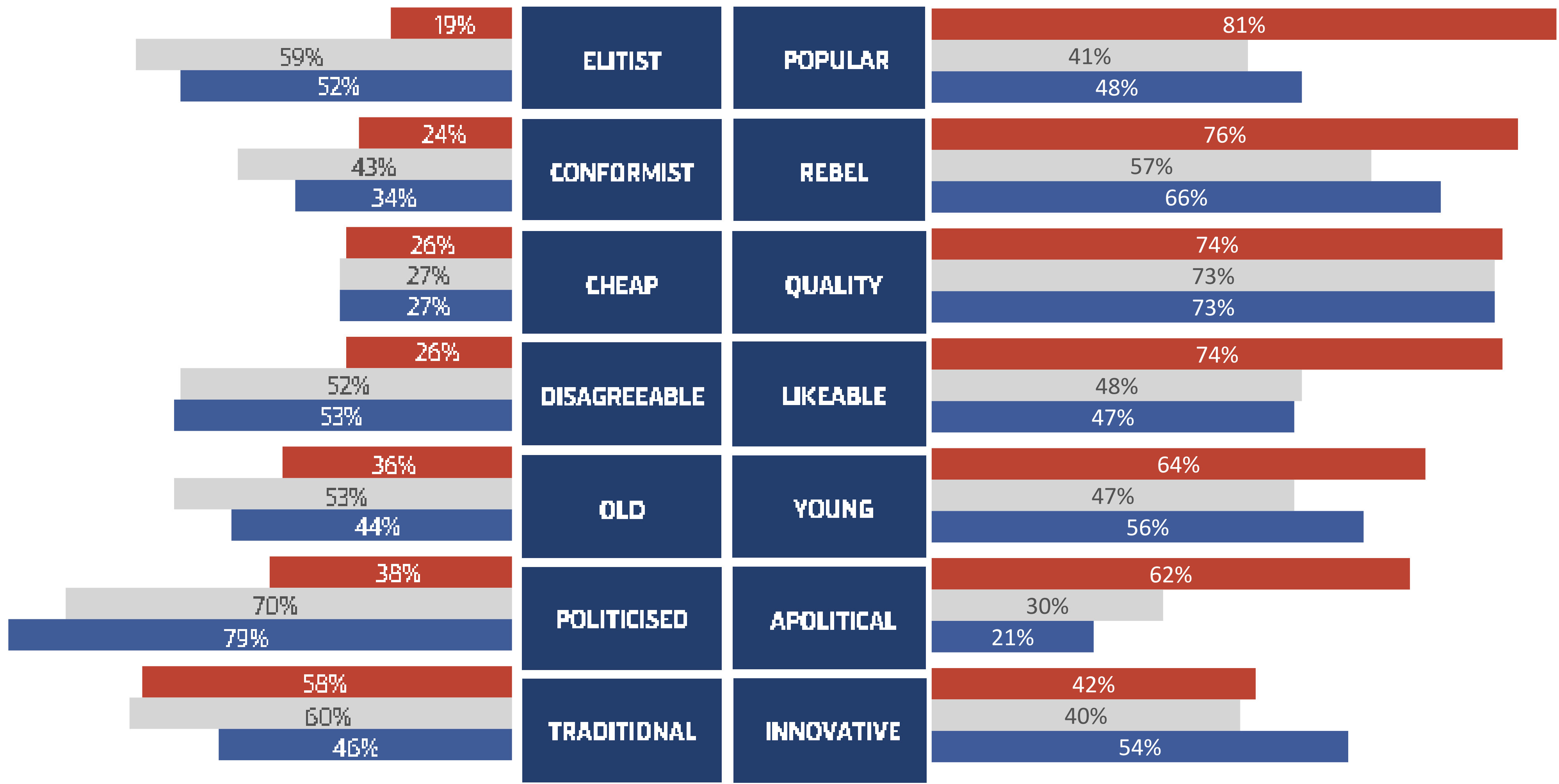


Source: Nielsen Sports National Study. Base: 2,000 representative citizens of Spain. 16-69 years. April 17





# Perception



Source: Nielsen Sports National Study. Base: 2,000 representative citizens of Spain, 16-59 years. April 18



# History & future



1903



2019



# Membership growth

59%

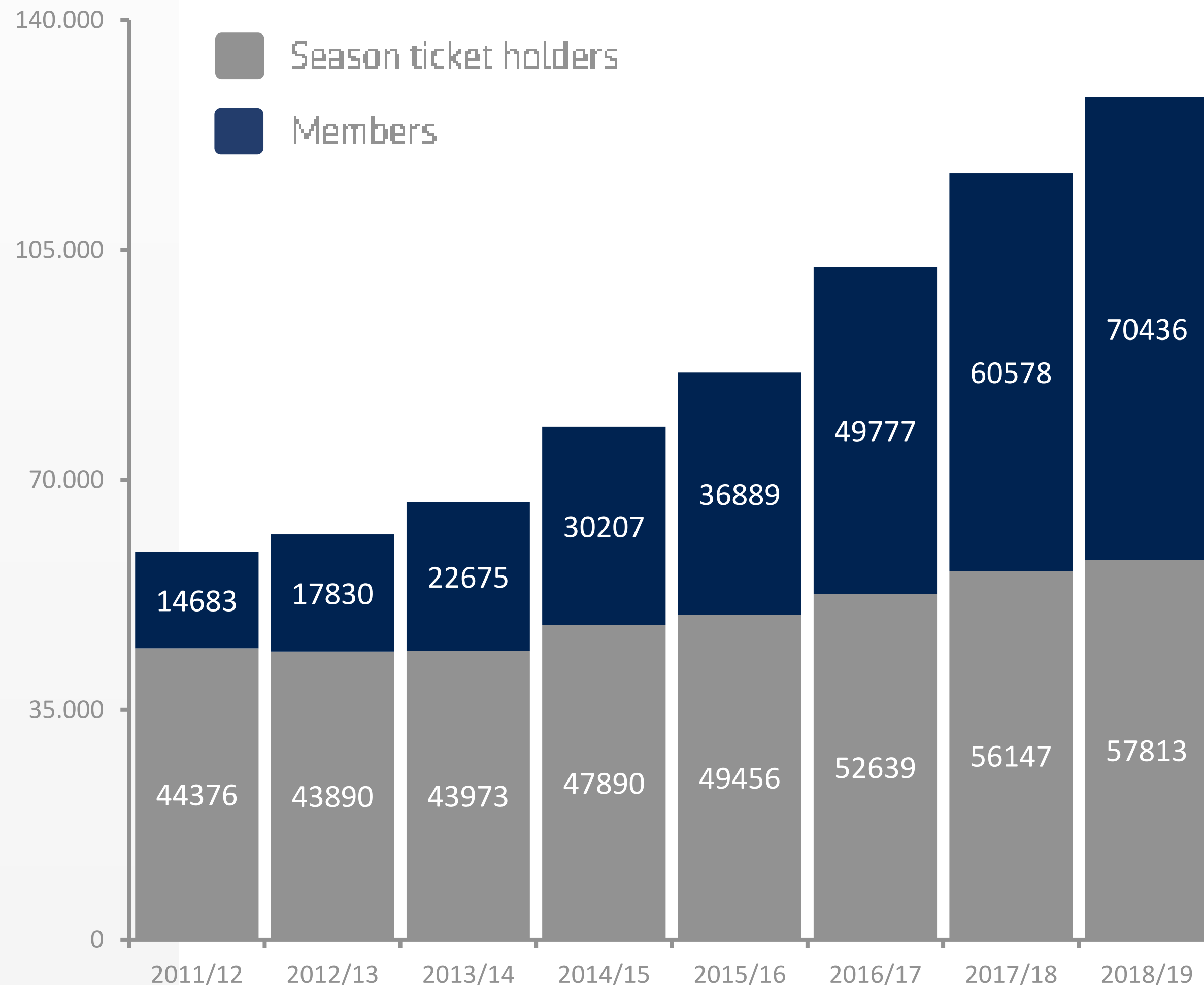
club members  
with age under 40

29%

club members  
with age under 18

23%

women

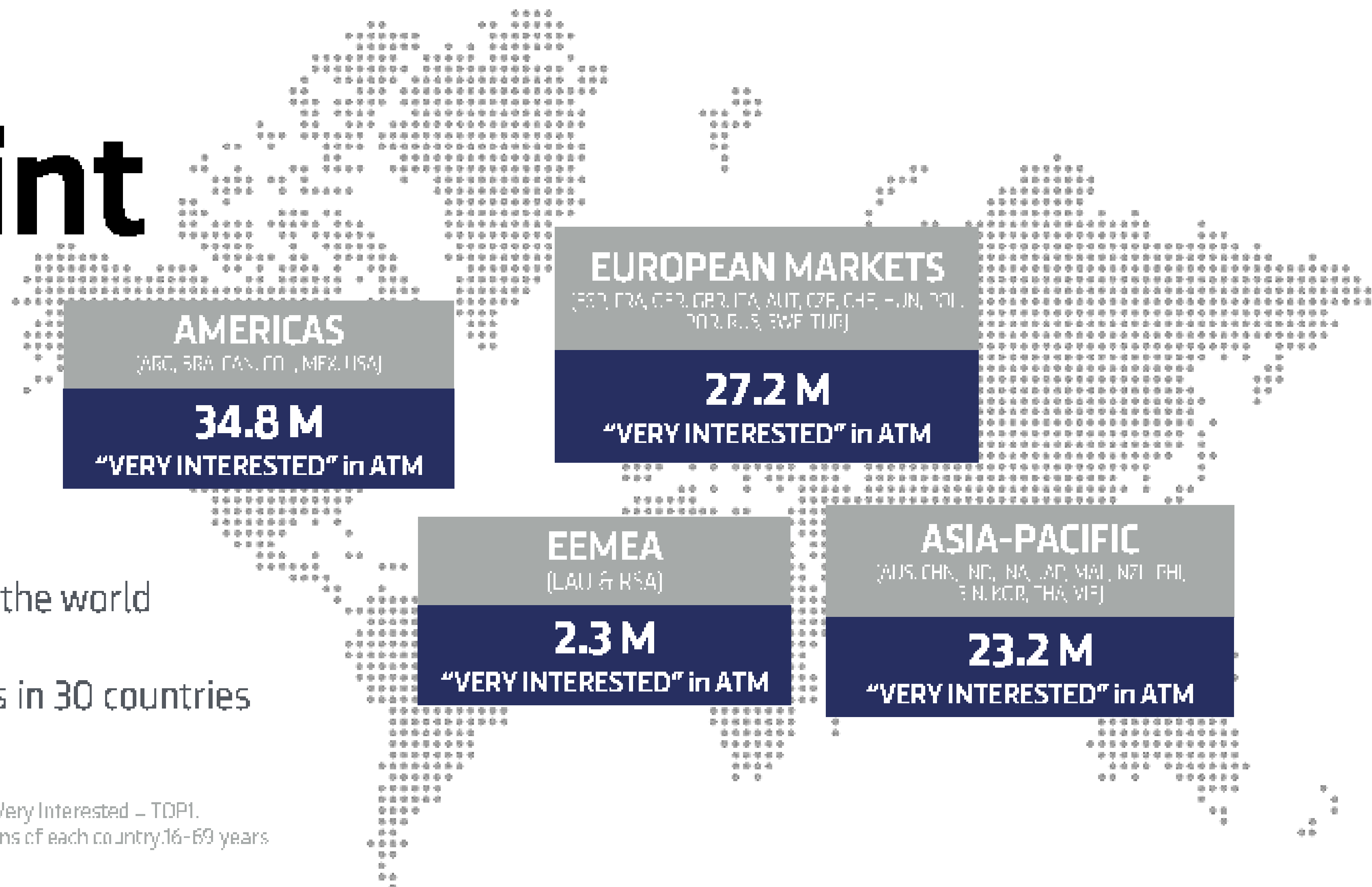




# Global footprint

**266M** followers over the world

**87.5M** passionate fans in 30 countries



Source: Nielsen Sports SDNA 2018 | Scale 1-6: Very Interested – TOP1.  
Fan Potential. Base: 1,000 representative citizens of each country, 16-69 years



# tv coverage

**300M** spectators  
(13,6% national and  
86,4% international)

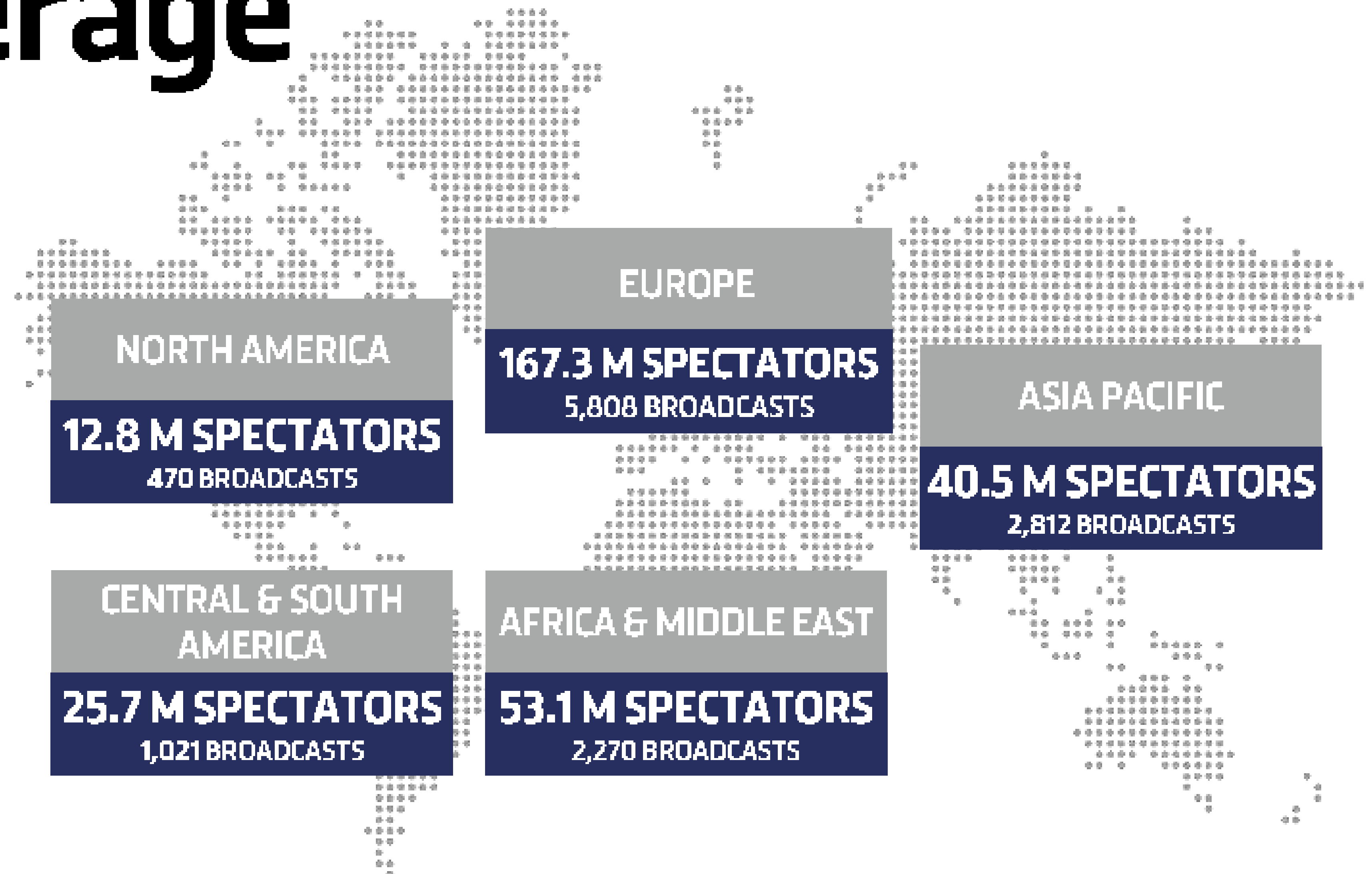
12,381 broadcasts globally

UEFA (CL & EL): 136.9M

LALIGA: 141M

COPA DEL REY: 8.3M

FRIENDLIES: 13.2M



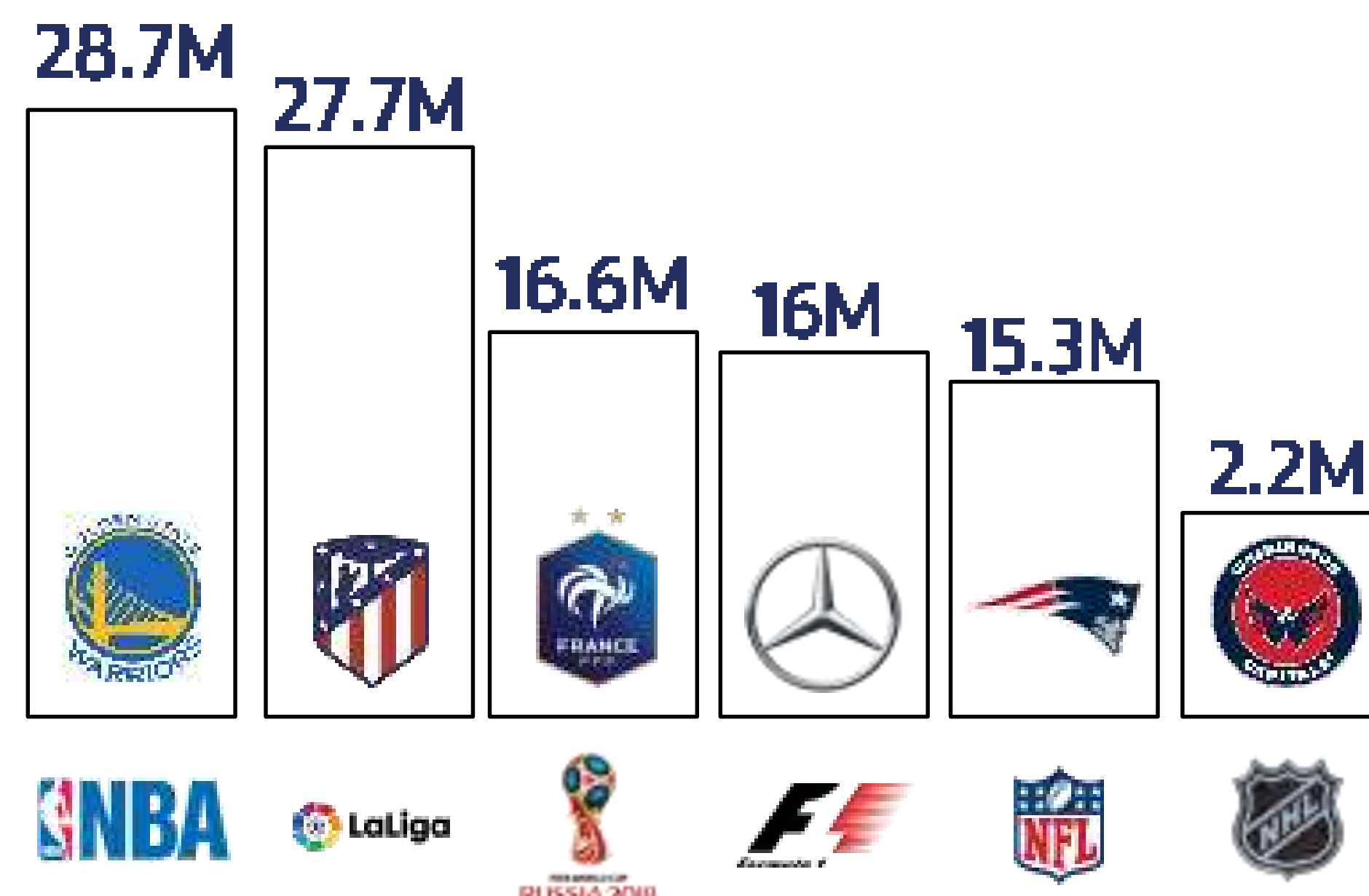
Source: Nielsen Sports 2017/18





# Growing on social media

The club's social media exposure continues to grow organically



STRATEGY  
(4 PROFILES)  
· Men's team  
· Ladies team  
· Academy  
· Stadium

TOP COUNTRIES  
1. Mexico  
2. Brazil  
3. Egypt  
4. Indonesia  
5. Spain

Comparison between Atlético de Madrid's Facebook, Twitter and Instagram accounts and those of the NHL, NFL, FI and the World Cup champions.





# Embracing technology





technology as a pillar

**the beginning  
of a new era**

**x4**

resources have quadrupled in  
three years

**25M€**

investment in matchday  
experiences



Digital transformation levers

# The best partners

- The Wanda Metropolitano is the first 100% LED and 100% IP stadium in Europe.
- World class screen system.
- State of the art connectivity.



Global benchmark in LED screens and artificial intelligence.

*Telefónica*

Best European telecommunications company according to Fortune.

**PHILIPS**

The world's leading player in stadium lighting.







Digital wow





© WANDA METROPOLITANO

# The place to be in Madrid

Numbers since opening (18 months):

**3.8M**

Spectators

**82%**

Average attendance

**520,000**

Tickets  
sold

**29%**

Tickets sold to  
foreign visitors



















# In good company

MAIN



Plus500

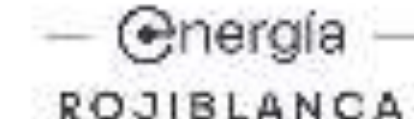
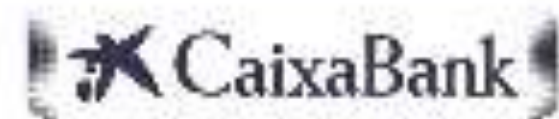


GLOBAL /  
INTERNATIONAL



Save the Children

SPAIN



SUPPLIERS



REGIONAL







**Julián Salas**

Head of International Business Development

[jsalas@atleticodemadrid.com](mailto:jsalas@atleticodemadrid.com)

MP: +34 608 708 099

[www.atleticodemadrid.com](http://www.atleticodemadrid.com)