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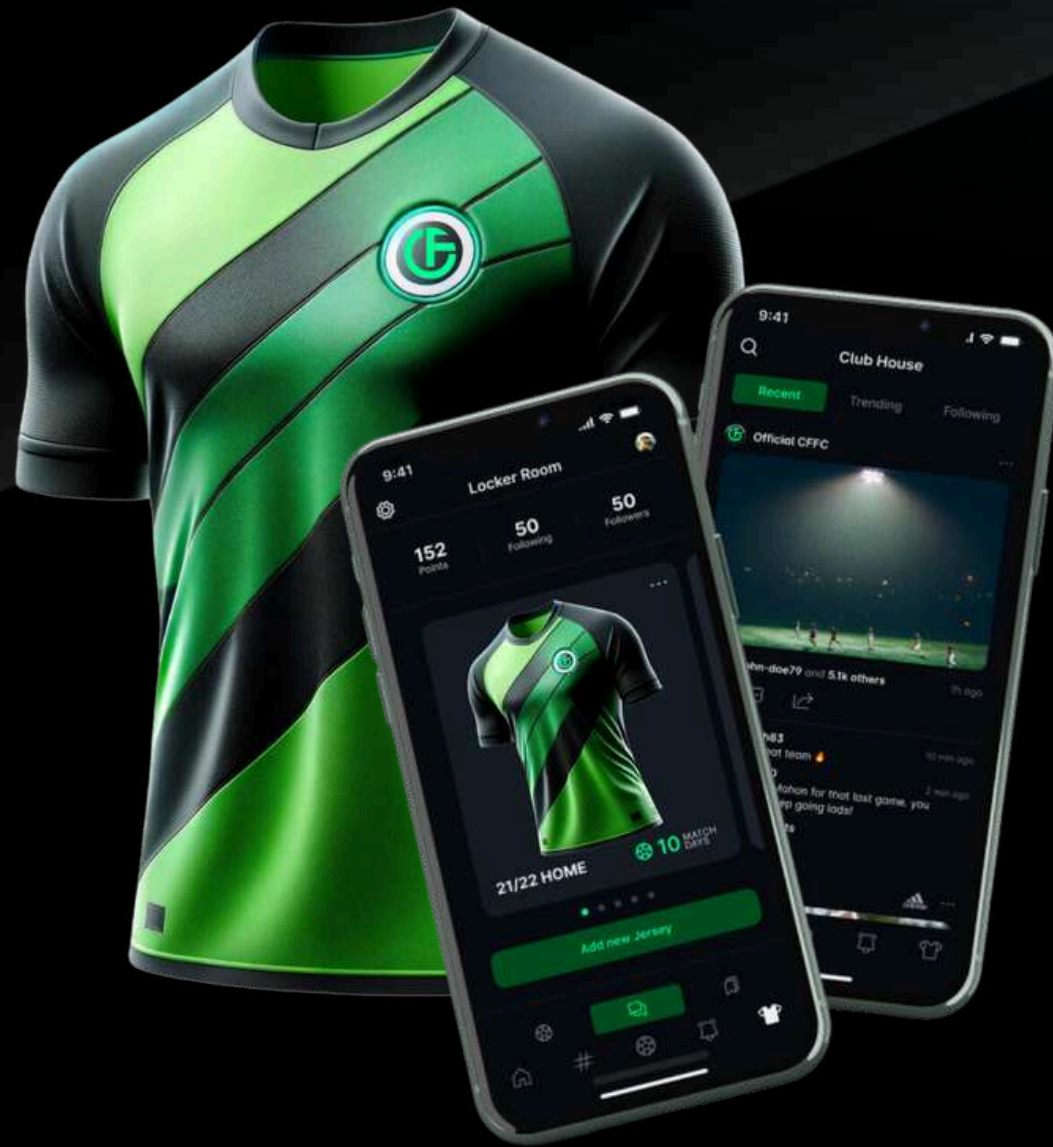
Matthew Hymers CEO & Co-Founder

Matthew.Hymers@connectedfanatics.com

Connected Fanatics Ltd

www.connectedfanatics.com





LOCKERROOM

UNLOCK THE DIRECT-TO-FAN VALUE OF MERCHANDISE

Zero Innovation for decades

BRANDS AND CLUBS CLAIM TO BE “DIGITAL”, BUT THEIR #1 TOUCHPOINT ISN'T.
SPORTS MERCHANDISE HAS LACKED INNOVATION FOR DECADES, IT'S **RIPE FOR DISRUPTION**:



Counterfeiting
x2
Doubling
year on year

01

Design is the only differentiator between brands.

02

Counterfeit detection is doubling year on year.

03

Rights holders do not know who their purchasing fans are.

04

Sponsorship mode questions & valuations dropping.

05

Sustainability is a threat to the entire business model.



Core Fans move the needle

every cent of value in sport comes from a sense of connection and belonging

<7%

of Audience
(Core Fans)



All value in sport comes from a sense of
connection & belonging.

Merchandise is a **symbol of this value**

=90%
of Revenue



We Had a vision

TO UPDATE & UPGRADE THE ENTIRE SPORTS MERCHANDISE INDUSTRY

FROM

**TRADITIONAL
ANALOG THINKING**

Margin focused
One off sales
Design dependent
Sustainability as a problem



TO

**DISRUPTIVE
DIGITAL THINKING**

Engagement focused
Lifetime Value
Recurring revenues
Sustainability as an outcome

Opening endless opportunities for new value.

WE SAW A CONNECTED FUTURE



LOCKEROOM

connects merchandise directly to core fans

1. Connected Product

NFC chip with a with a unique ID is embedded in the product.

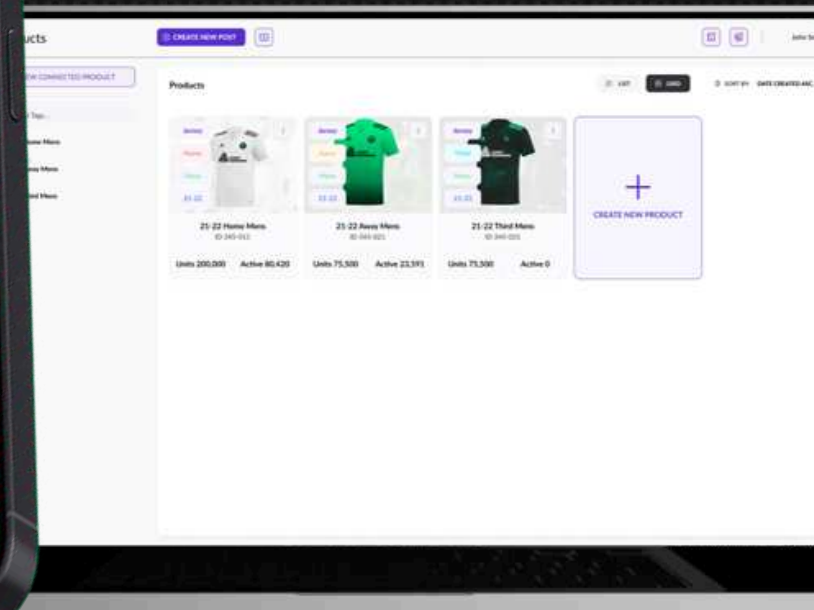


2. Global fan Experience

Tap the jersey to access exclusive content

3. Global Dashboard & Data

Control products, users, data, content & community



Global Core Fan Engagement

New **Revenue** streams

Drive cross-**sales**

Premium 1st party fan **data**

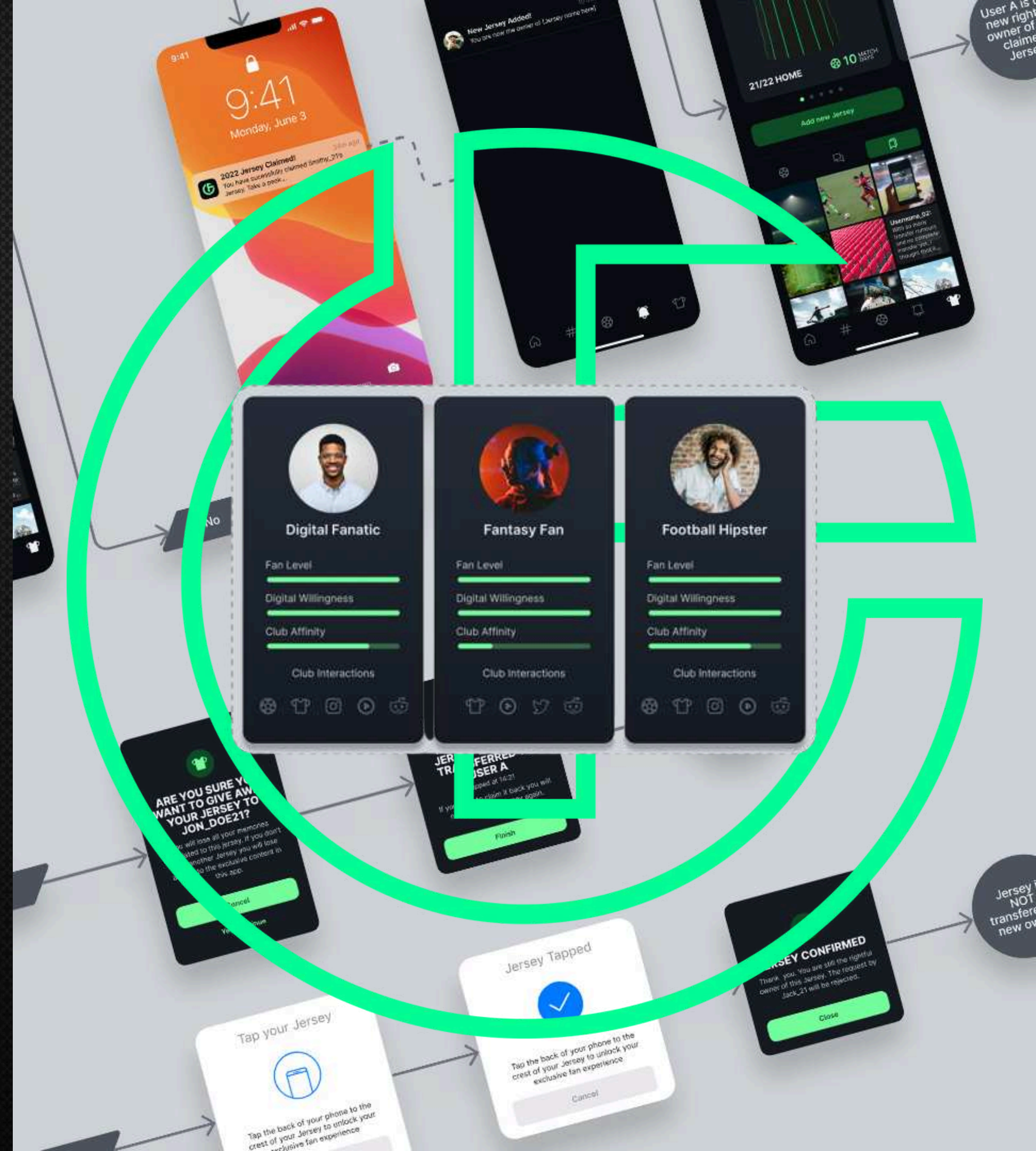
Path to **sustainability**



We designed LOCKEROOM based on research & interviews with 1500+ fans & dozens of teams and sponsors:

Access, safer online communities, a relationship with their team, treasured memories & sustainable options.

Ways to engage younger fans, 1st party data, new revenues, sustainability solutions.



To Immerse your Fans

Experience features*

Product LOCKEROOM

Store the **digital twins** of your owned merchandise in a virtual **LOCKEROOM**.

Owned Community

Access to a safer fan community **owned & moderated by you** not social media.

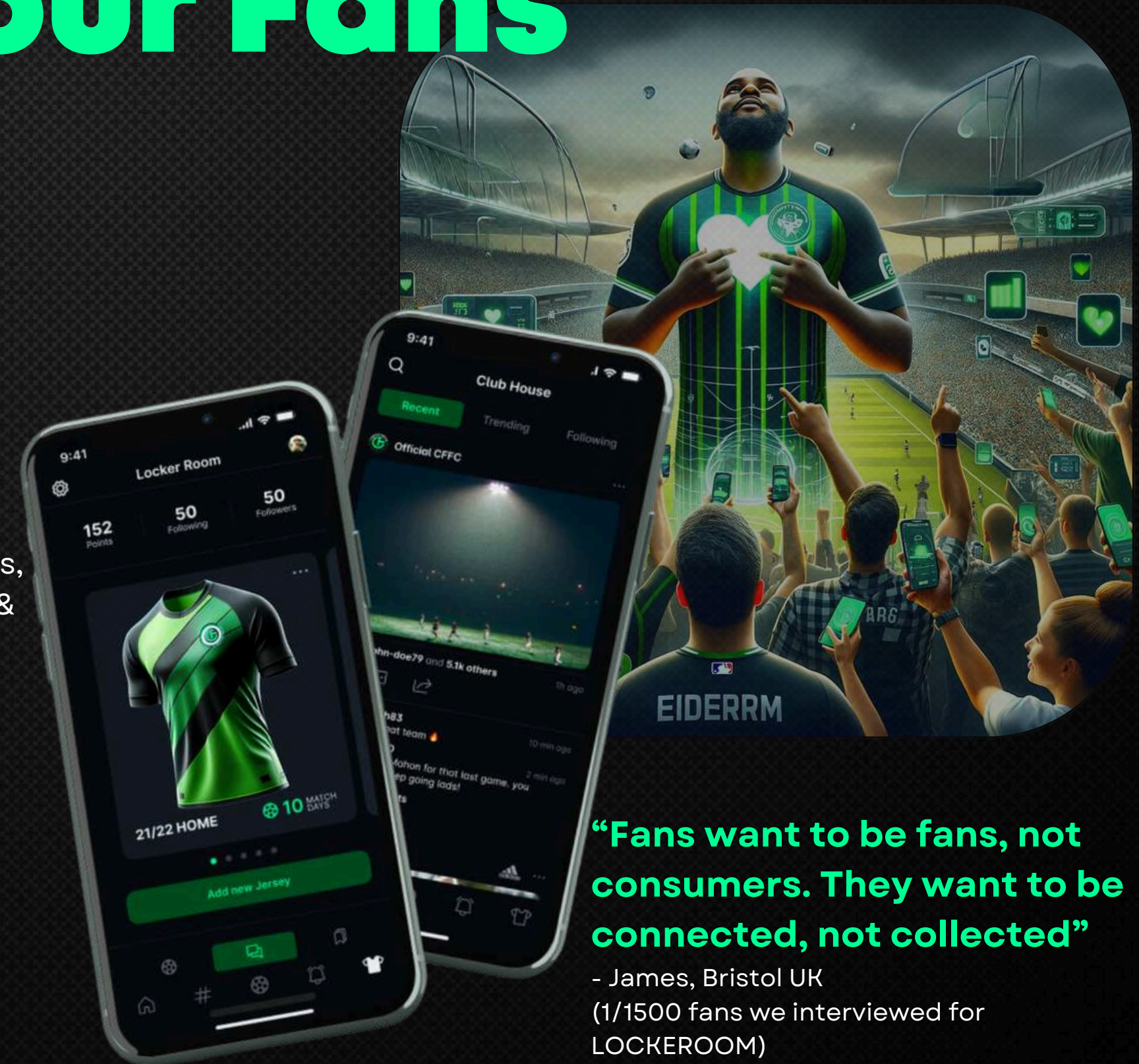
**Stand alone app or integrated into your existing app on iOS or Android*

Exclusive Content

Deliver your most valuable content exclusively to your **most valuable fans**.

Global Matchday

Unlock matchday exclusives, **save memories** on your kit & check in to venues globally.



“Fans want to be fans, not consumers. They want to be connected, not collected”

- James, Bristol UK
(1/1500 fans we interviewed for LOCKEROOM)



& Drive New Value attributable & transparent ROI

Re-activation

Connect old & retro merch that fans already own to **re-activate** their value.

Cross-Sales

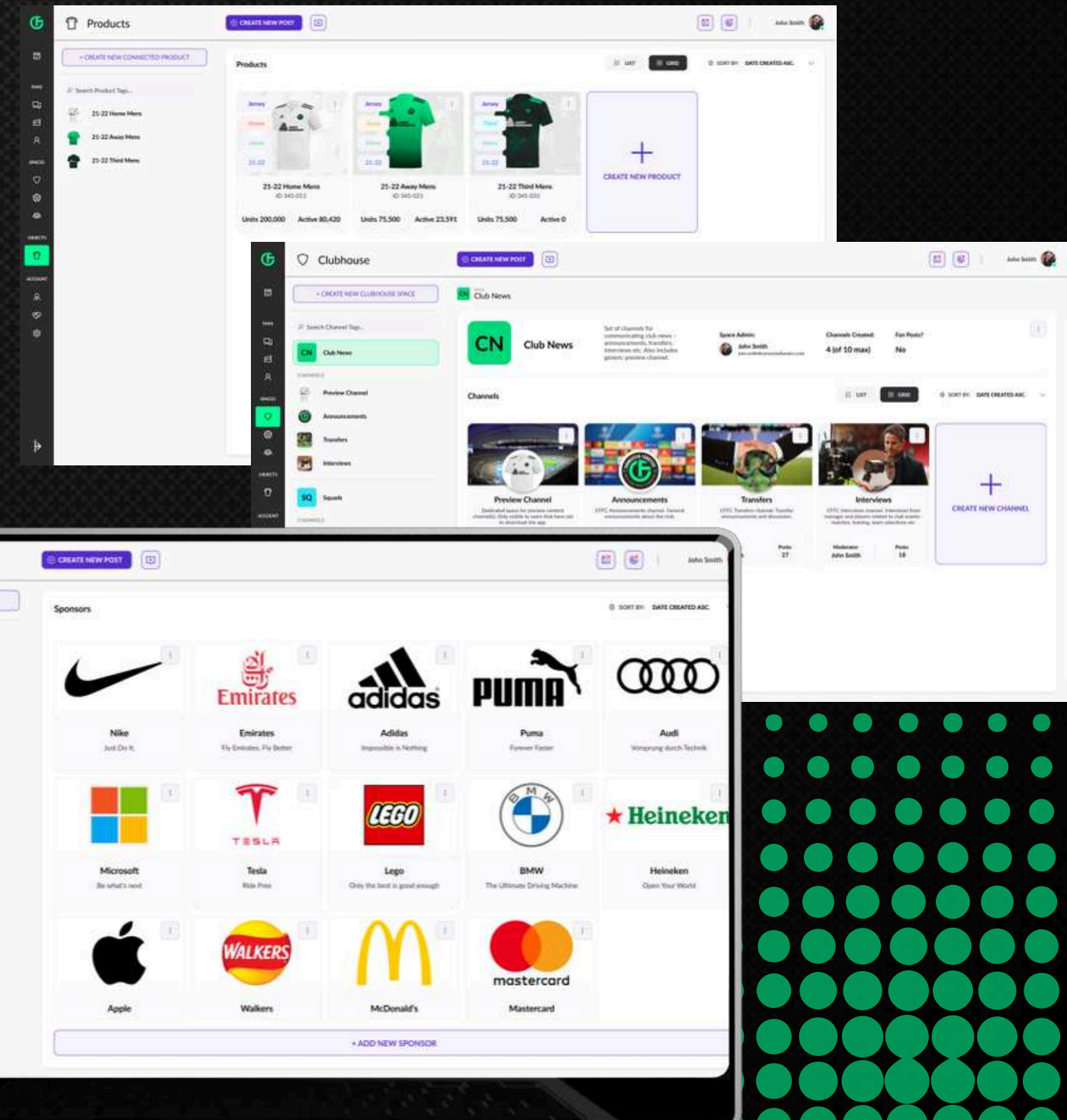
Cross-sell additional products & services **directly** to loyal, engaged & known purchasing fans.

Sponsorship

Give your **sponsors a direct channel to engage core fans**, increasing sponsorship value by a minimum of **£50 per year per fan**.

Memberships

Offer premium membership **subscription** services, benefits & experiences.



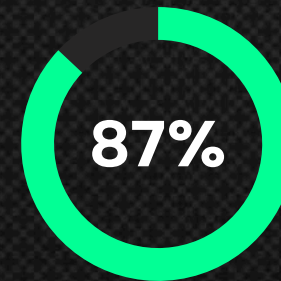
For a New System

better for fans, clubs, sponsors & the planet

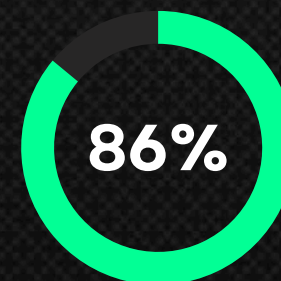
LOCKEROOM shifts value from physical to digital, a key pillar of the EU's 2030 sustainability strategy.

We are recognised by UEFA as an innovator in their Official Circular Economy Guidelines.

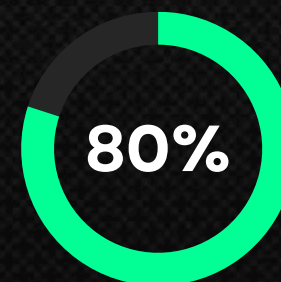
Connected Fanatics is at the forefront of a viable new model for an industry that needs change.



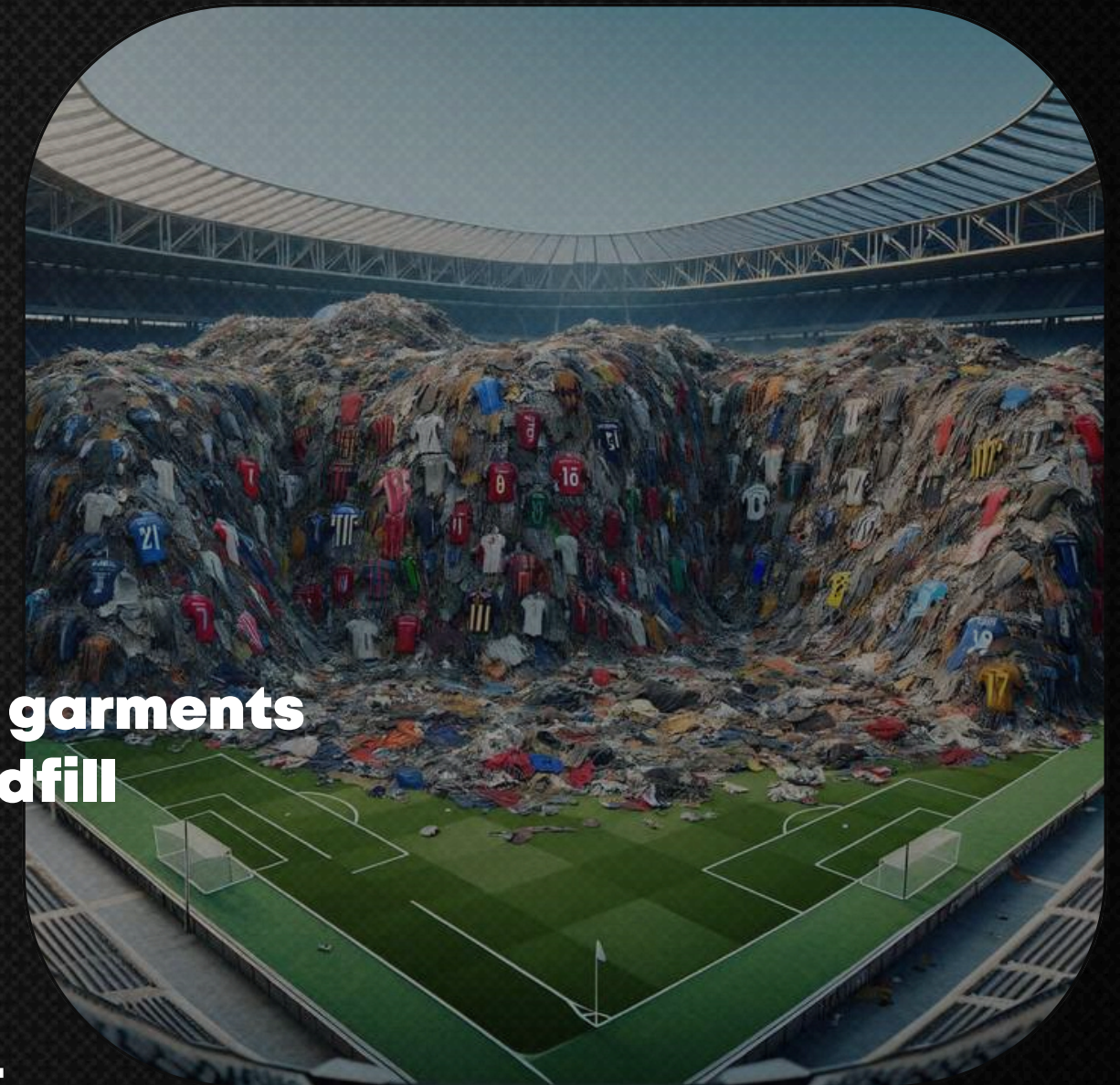
Of polyester garments end up in landfill



Of fans want sustainability prioritised.



Of the problem is solved if home kits are kept the same



To Unlock...



Digital x Physical

Seamlessly onboard core fans into owned digital spaces that **give fans a voice & exclusive access** to real & virtual benefits.



Real Innovation

Enable partners & sponsors to **build innovative direct relationships** with fans via physical access to virtual experiences.



Fan Relationships

Create a real sense of **connection & belonging** with your core fans on a global scale through your merchandise.



LOCKEROOM

CONNECTS MERCHANDISE

Transforms new & existing merchandise into a digital key that unlocks value for all stakeholders:

- Recurring revenue
- First hand fan engagement data
- Exclusive content for fans
- Licensed product authentication
- A safe community to stop abuse & trolls
- More value for sponsors
- A Pathway to Profitable Sustainable merchandise





Let's Connect

CONTACT US FOR MORE INFORMATION:
INFO@CONNECTEDFANATICS.COM

