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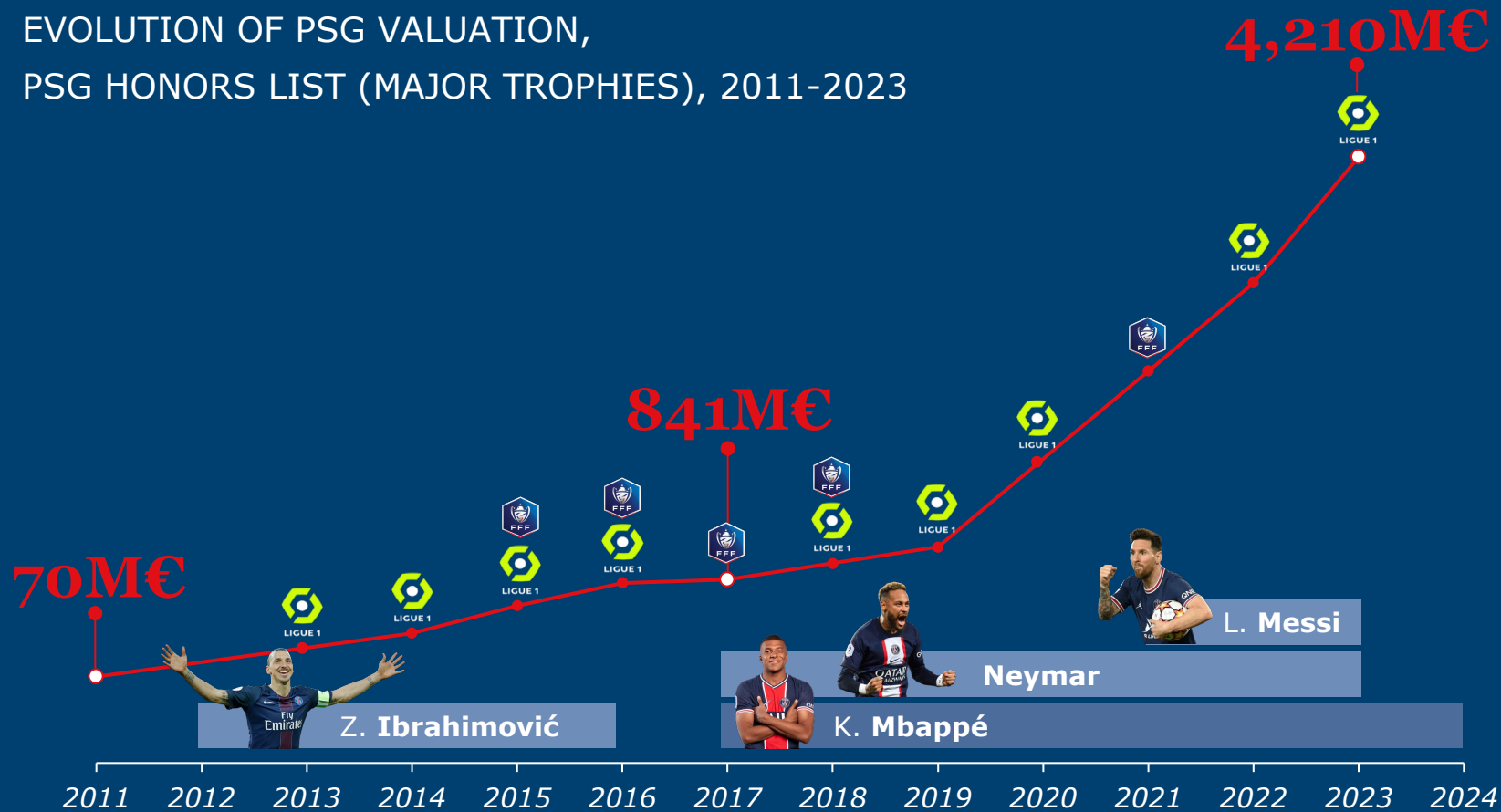
Kylian Mbappé leaving, how to still “dream bigger” without KM7?

A study conducted by the consulting firm Circle Strategy
right after the announcement on 13 February 2024

PSG "made in QSI": A successful model driven by super stars

PSG, BOLD SPORTING AND ECONOMIC SUCCESS...

EVOLUTION OF PSG VALUATION,
PSG HONORS LIST (MAJOR TROPHIES), 2011-2023








...YET UNEQUALED

	EVOLUTION 2011-23'	VALUE 2023 (bn€)
	+5,900%	4,2
	+1,600%	5
	+960%	5,3
	+600%	2,8
	+450%	5,5
	+420%	3,1
	+390%	4,9
	+320%	6,1
	+216%	6
	+90%	2,3

Mbappé at PSG since 2017: *veni, vidi, (almost everything) vici*

KYLIAN MBAPPÉ'S ACHIEVEMENTS WITH PSG

A FRENCH CHAMPION WITHOUT ANY EUROPEAN TROPHY

	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
 5 × CHAMPIONSHIP 3 × BEST PLAYER 5 × TOP GOALSCORER 4 × BEST LINE-UP	●	●	●		●	●	
 3 × COUPE DE FRANCE	●		●	●			
 3 × TROPHÉE CHAMPIONS		●		●			●
 2 × COUPE DE LA LIGUE	●		●				
 0 × CHAMPIONS LEAGUE 1 × BEST LINE-UP	1/8	1/8	FINALE	1/2	1/8	1/8	

KM7, a major PSG sporting success



PSG LESS DOMINANT IN LIGUE 1 WITHOUT KM7



PSG with KM7

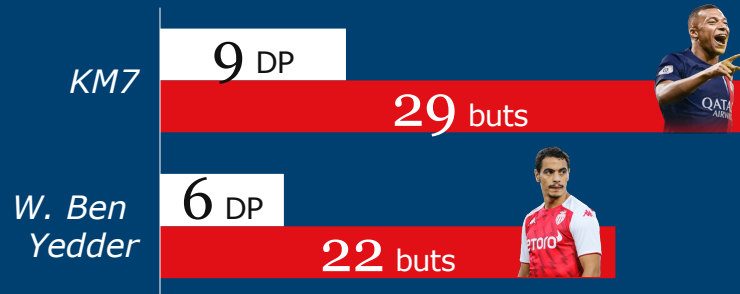


PSG without
KM7

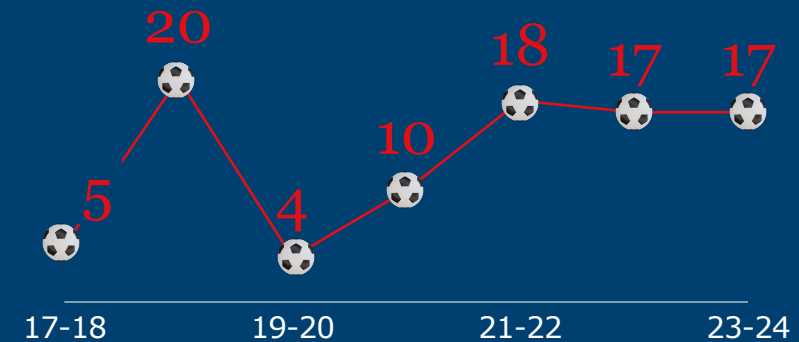
-8 points/season if
KM7 absent¹

KM7, PSG LETHAL WEAPON IN LIGUE 1

Involvement/season in Ligue 1²
DP - Decisive Pass



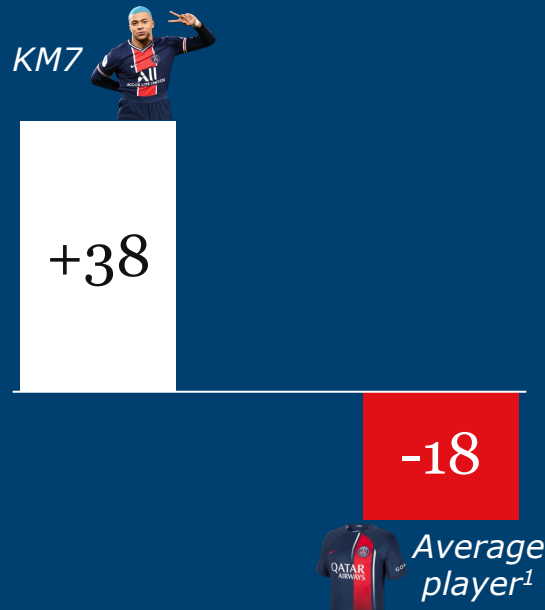
Points earned by KM7 goals³



KM7, a highly profitable mega-deal for PSG

KM7, PROFITABLE FOR PSG

Return on investment KM7 vs. average player¹, 2017-2024 period, €M

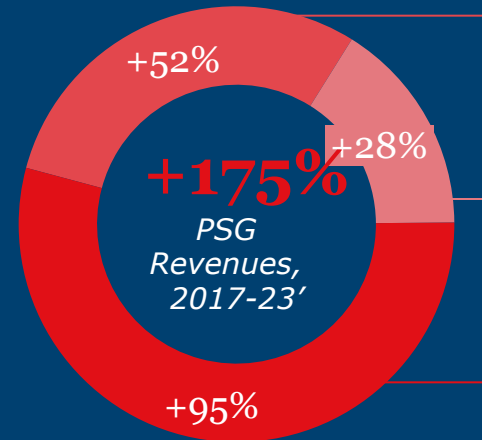


A GOLDEN CONTRACT

x7 cost of KM7 for PSG vs an average player¹, period 2017-2024

+175% IN GLOBAL REVENUES UNDER THE KM7 ERA

PSG revenue trend



Examples of impacts attributable to KM7

- MATCHDAYS**
+67% ticketing revenues³
- COMMERCIAL** (sponsors, merch)
+40% PSG jerseys sold²
- BROADCAST** (TV rights, price)
+80M€ revenues CHAMPIONS LEAGUE

KM7, powering PSG reputation to new heights

KM7, GLOBAL AMBASSADOR OF PSG BRAND

+33% "PSG" interest during French national team games¹

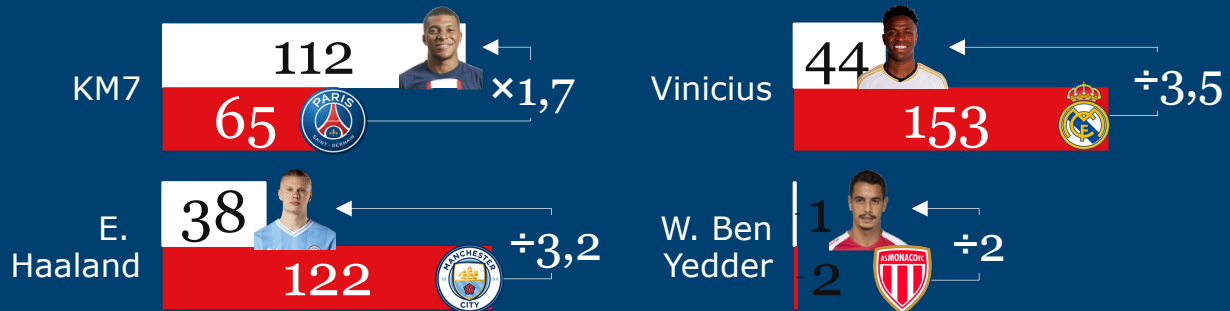
Google Trends "PSG", World Cup 2022, World level

⚽ goal scored by K. Mbappé



1,7x more followers for KM7 vs PSG

Followers Instagram, Millions



PSG BRAND VALUATION ROCKETS

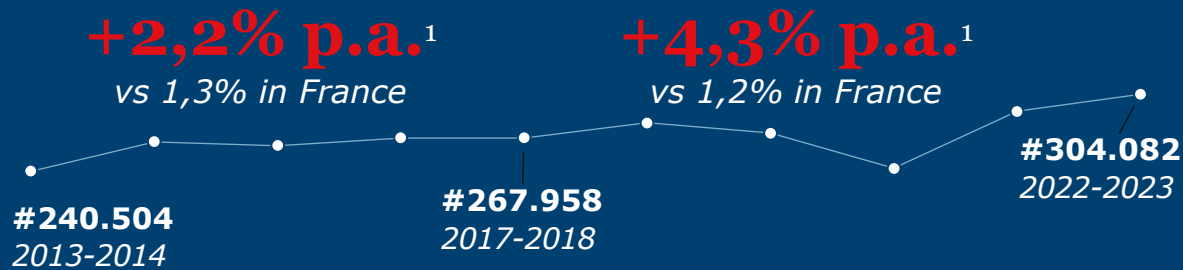
750M€ PSG brand value²



KM7, spearheading positive impact in France and Paris

A KM7 EFFECT ON LICENSEES ?

members in île-de-France before/after KM7 arrival



PSG, THE AMBASSADOR OF PARIS CITY

+78% of Google interest for "Paris" at the time of a PSG Champions League match²

AN ATHLETE COMMITTED TO SOCIETY

30% profits

from KM7 companies donated to "IBKM" association

100% bonus

collected with the French team donated to charities



FRANCE, THE OTHER BENEFICIARY OF KM7'S SALARY

~100 M€/year in taxes collected by France thanks to KM7 contracts³



**KYLIAN,
¿POR QUÉ
TE VAS?**

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ABOUT CIRCLE STRATEGY

Circle Strategy is a strategy consulting firm rooted in entrepreneurial culture which sets itself apart by the duality of its talents, combining consultancy expertise with hands-on management experience. We support top executive clients on growth strategies, sustainable economic models, and digital or operational transformation matters.

Circle Strategy is defined by a willful blend of pragmatism and strategic thinking, encapsulated by its motto "Strat for impact" and its purpose "We craft strategies for bold and sustainable futures."

Circle Strategy joined Square Management group in 2019. The firm operates globally from its offices in France, Belgium, and Luxembourg.

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