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

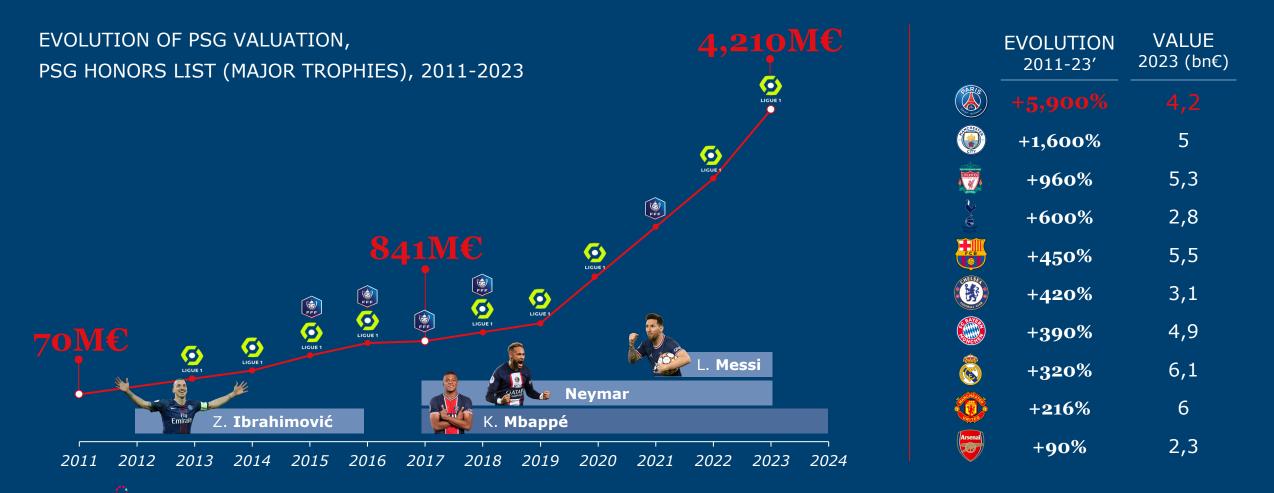




## PSG "made in QSI": A successful model driven by super stars

#### **PSG, BOLD SPORTING AND ECONOMIC SUCCESS...**

#### ...YET UNEQUALED



strategy

## 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
$\langle \bullet \rangle$	5 × CHAMPIONSHIP 3 × BEST PLAYER							
LIGUE 1	5 × TOP GOALSCORER 4 × BEST LINE-UP		0	0	0	0	0	
FFF	3  imes coupe de france							
	3  imes TROPHÉE CHAMPIONS							
	$2 \times \text{COUPE DE LA LIGUE}$							
CHAMPIONS LEAGUE	<b>O × CHAMPIONS LEAGUE</b> <b>1</b> × BEST LINE-UP			FINALE				



## KM7, a major PSG sporting success



#### **KM7, PSG LETHAL WEAPON IN LIGUE 1**



Points earned by KM7 goals<sup>3</sup>

#### ource: Circle Strategy analyses

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rcle

strategy

Averages over the period 2018-19' to 23'-24'. Number of points/championship calculated on the basis of the average number of matches played by Mbappé over a season at PSG.
 Averages over the period 2018-19' at 23'-24' (KM7), 2019-20' at 23'-24' (W. Ben Yedder). Goals and assists calculated at equivalent playing time (based on KM7 playing time/season)
 This includes points gained through KM7 goals (e.g. 1 pt if PSG wins 2-2 and KM7 scores 1 goal, 2 pts if PSG wins 2-1 and KM7 scores 2

Involvement/season in Ligue 1<sup>2</sup>

# KM7, a highly profitable mega-deal for PSG

#### **KM7, PROFITABLE FOR PSG**

Return on investment KM7 vs. average player<sup>1</sup>, 2017-2024 period, €M

+38

#### A GOLDEN CONTRACT

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

7

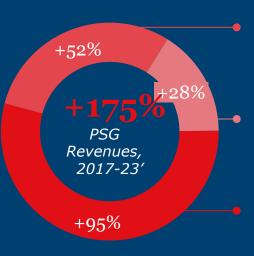
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### +175% IN GLOBAL REVENUES UNDER THE KM7 ERA

PSG revenue trend

Examples of impacts attributable to KM7

-18



MATCHDAYS
+67% ticketing revenues<sup>3</sup>

**COMMERCIAL** (sponsors, merch) +40% PSG jerseys sold<sup>2</sup>

**BROADCAST** (TV rights, price) +80M€ revenues CHAMPIONS LEAGUE



Sources: Forbes, Deloitte Football Money Leagues 2024, Circle Strategy analyses

"Average player" = one player x in the squad (determined by averaging player costs and revenues over the period, excluding Mbappé)

Estimated impact of Kylian Mbappé's arrival on jersey sales in 2018 vs 2017 taking into account other recruitments

Change in the average price of a ticket at the Parc des Princes from 2017 to 2023, excluding the 2019/2020 & 2020/2021 seasons (covid-19)

## KM7, powering PSG reputation to new heights

#### **KM7, GLOBAL AMBASSADOR OF PSG BRAND**



strateg

**PSG BRAND VALUATION ROCKETS** 

**750MC** PSG brand value<sup>2</sup>



## 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 match<sup>2</sup>

#### 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 MC/ycar in taxes collected by France thanks to KM7 contracts<sup>3</sup>



Average growth from 2013-14 to 2016-17 (before arriving KM7) and from 2017-18 to 2022-23 (after arriving KM7 - the 2 COVID seasons 2019-20 and 2020-21 are not considered)
 Google Trends: worldwide interest on Google for "Paris" on 02/14/2024, 8pm-11pm (PSG Champions League match) vs 3 days earlier and later

premiers de cordée

Last 3 seasons:  $\notin$ 72m gross annual salarv.  $\notin$ 60m annual signing bonus. 1st tranche of  $\notin$ 70m gross lovalty bonus.  $\notin$ 17m individual sponsorship (source Forbes)

# KYLIAN, ¿POR QUÉ TE VAS?



GO



## Your contacts at Circle Strategy



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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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