



Shareholders Briefing
11 July 2015

TIMELINE

December 22nd → January 24th → April 2nd → July 11th



Created Executive Team



Dylan



Brendan



Sharon



Petter



Steve



Howard

The Offer – Our Six Criteria

1. Cheap to implement
2. Quick to implement
3. Cheap to operate
4. Wide base of fan ownership
5. Capable of raising enough money
6. Available to Leeds fans of all ages & from around the world



Leeds Fans Utd buys shares in LUFC



**Supporters investing over £10,000
will be able to buy shares
directly in Leeds Fans Utd**



Leeds Fans CBS buys shares in Leeds Fans Utd



**Later this year a Foundation will be
Formed to buy shares in the Society
on behalf of future generations of
Leeds supporters**



Leeds United supporters buy shares in Leeds Fans Community Benefit Society

Where We're At

- Confirmed and cleared investments of almost £400,000
- **1,250 individual investors**
- 78% of investors have invested £100. 12% of investors have invested £200. We have investments all the way up to £10,000 in the CBS
- **91% of the investments were made in April before the season ended**
- 87% of the investors are UK based. Of the 13% of non-mainland investors the largest number of investors came from Norway followed by Ireland, Australia and the USA. Investors have come from 23 different countries around the world
- **Only 26% of UK investors live in the LS postcode**

Where We're At

All based on investors not knowing:

- What they'll get
- When they get it
- How they'll get it
- Who they'll get it from

What We've Spent

<u>Trial Source and Application of Funds as at 9th July 2015</u>			
		CREDIT	DEBIT
<u>INCOME</u>			
Cash drawn down		£33,000	
Charitable Donations to CBS for LL		£100	
<u>EXPENDITURE</u>			
CBS sponsorship of Leeds Ladies			-£100
Setup Costs: Legal, Escrow & Insurance			-£26,165
Printing/Advertising			-£4,308
Internet costs (inc. certification)			-£621
Bank Charges			-£36
Cash at bank			£1,869

Acquisition Situation



A 20 YEAR OLD LUF C FAN IN:

1965 IS NOW **70**
1972 IS NOW **63**
1985 IS NOW **50**
1992 IS NOW **43**
2002 IS NOW **33**

BENEFITS

Top brand value for sponsors
& commercial patrons

Worldwide appeal as the only big
English club part owned by fans

Inter generational
long term value

Cash buyer
no new loans

Willing to trade economic
rights for voting rights

Extra ticket sales

Additional in-ground sales

Extra merchandising

Make a hero of the
one who delivers it

Improve relations
FA / FL / media / police /
Local Authority

Fans & board all
pulling in same direction

Free expertise

IT'S A GAME OF TWO HALVES

REQUIREMENTS

Heritage matters under fan
control (club name location,
ground, kit and badge)

At least one director on the
board & every sub committee

Agreed framework on
financial matters
& confidentiality
& communication



“A club can be
rejuvenated and reborn
with the real
involvement of the fans -
imagine harnessing all
that passion for
something more than
the 90 minutes
on a match day”

Bryn Law President Wrexham Supporters Trust

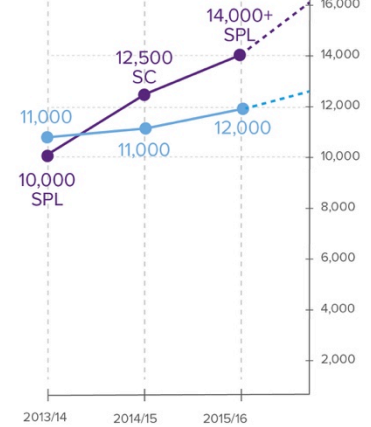


ELLAND RD CAPACITY 37,914

LESS THAN
30%
GROUND
CAPACITY

75%
GROUND
CAPACITY

TYNECASTLE CAPACITY 17,529



DIVISION 2 CHAMPIONS
DIVISION 1 CHAMPIONS
CHAMPIONS LEAGUE
EURO CUP WINNERS
FAIR PLAY CUP CLUB
LA LIGA CHAMPIONS
SPANISH CUP

DESIGNED © LUTISTUDIO

What We Need To Maintain Progress

- Even wider base
- HNW to start to engage and pledge
- ‘Cherished to feared’ message to owner/
buyers who are ignoring us
- Make our presence felt
- Be ready for every eventuality

