



THE BRITISH
BASKETBALL
ASSOCIATION

THE FUTURE OF BRITISH BASKETBALL



2014
GENERAL PRESENTATION

OUR MISSION

A Message from the Chairman

Learning from a successful US model, the BBA intends to do for UK basketball what the Premier League has done for soccer. We will establish a highly profitable nationwide professional league offering an explosive mix of sport and live entertainment. The league will be irresistible to major media, global sponsors, players and, most importantly, the fans.”

-Ken Olisa OBE, Chairman, The British Basketball Association



THE BRITISH BASKETBALL ASSOCIATION

The History of the Organization

- Founded in 2007 by Ron Scott, Ken Olisa and AC Green
- Best positioned to commercialize the British game
- Proven business, basketball operations and sports marketing professionals
- Has assembled a highly proven team with deep knowledge of the United Kingdom and the global basketball market
- Has developed a business model which will attract television, sponsors, franchise partners and sports fans
- Enjoys a working relationship with both the Euroleague and NBA



THE BBA MANAGEMENT TEAM

Director Information

KEN OLISA OBE

BBA Chairman, Director of Thomson Reuters and OpenText Corporation

RON SCOTT

BBA Chief Executive, Former Chief Executive - Synergie Capital Group

DAVID PATON

Chief Commercial Officer, Former Chief Sports Advisory Officer - Grant Thornton

ED TAPSCOTT

Former CEO Charlotte Bobcats, Former Interim President - NY Knicks

MARK PANNES

Director of Sports HSBC, Former Chief Marketing Officer - NY Knicks

JOHN AMAECHI OBE

Player Personnel, Former NBA Player, Amaechi Basketball Centre



KEY BBA ADVISORS

DR. BERNARD MULLIN

The Aspire Group, Fomer CEO Atlanta Spirit, SVP NBA

LYNN SWANN

Swann Inc., NFL Hall of Fame

LEN ELMORE

Former CEO of iHoops

KEITH HARRIS

Chairman, Seymour Pierce, Former Chairman - The Football League

WILLIAM STRICKLAND

Sports Agent, Former President - IMG Basketball

ED SIMONS

Entertainment Executive and Former Owner - London Leopards

SAL GALATIOTO

Chairman GSP Sports



THE BUSINESS OF BASKETBALL

Basketball is the fastest growing sport in Europe and Asia

- Basketball is the fastest growing team sport in the UK Source: "The Mallin Report"
- NBA franchise values have substantially increased from 1980-2010 Source: "Forbes Magazine"
- The NBA now mature, needs restructuring
- Investors and sponsors are investing in new and emerging markets (Europe, China, and India)
- The top markets for basketball in Europe (Italy, Spain, and Greece) are facing economic challenges
- London offers high visibility and hosted the first regular season NBA game in Europe
- Britain has the potential to become the center of European basketball in the next 5-10 years



INVESTORS IN GLOBAL BASKETBALL



IMG



GIORGIO ARMANI



UK SPORTS MARKET

- High per capita income
- Passionate and loyal fans
- London is the sports, media and entertainment capital of Europe and was home to the 2012 Olympic Games
- Dominated by Soccer (92 pro teams), Rugby and Cricket
- Team ownership is moving toward commercially viable business models
- Immigration from Eastern Europe, Africa and the Caribbean will fuel basketball's growth and popularity



US INVESTMENTS IN UK SPORTS TEAMS



THE BRITISH BASKETBALL MARKET

- Current professional league poorly managed
- Fragmented and disorganized governing body system
- Basketball is the fastest growing team sport in Britain
- Untapped market with rapidly emerging demographic
- Increasing amount of British players in NCAA, NBA and Euroleague
- London offers high visibility and hosted the first regular season NBA game in Europe
- Britain has the potential to become the center of European basketball in the next 5-10 years
- Euroleague Championships to be staged in London 2013 and 2014



THE BBA BUSINESS MODEL

- Single entity model controls costs, best suited for new markets and emerging sports/leagues
- Offers franchise partners access to proven basketball operators with global business and sports marketing expertise
- Centralized marketing, ticket/sponsorship sales and administrative operations
- Offers league investors a portfolio approach to sports team ownership with emphasis on creating shareholder value with exit opportunities
- Best positioned to commercialize the sport and shape the future of European basketball



KEYS TO SUCCESS

- Experienced Founders, Advisors, and Directors
- Cross Platform Media Exposure (Television, Social Media, Internet)
- Defensible Business, Marketing and Operating Plan
- Diverse Markets and Population Centers
- Quality and Modern Venues
- Corporate Sponsors and Community Partnerships



LEAGUE DETAILS

- November-April Season Targeted for 2013-2014
- 30 Game Season (Year 1) /42 Game Season thereafter
- 6-8 Teams, growing to 12-16
- FIBA Rules
- Weekly televised games (ESPN, Sky Sports)
- European competition within 3-5 years

