

ABOUT US

Sponsored by the Graham family, Graham Sports Partners (GSP) manages a portfolio of direct investments across six soccer verticals, with additional Graham family capital available for new investments.

The GSP team combines seasoned private equity professionals from the Graham organization with over two decades of investment and operating experience in soccer, together with senior operating partners from leading global sports brands, agencies, professional teams, and governing bodies.

Collectively, the Grahams own controlling or substantial direct equity stakes in over three dozen operating businesses spanning industries that range from sports to industrial technologies, advanced manufacturing, software development, health care, and education.

WHY SOCCER, WHY GRAHAM, WHY NOW?

- 40+ collective years of direct investment and operating experience with an existing soccer-centric portfolio
- Increased momentum across North America over the next decade, driven by demographic changes in American culture and the hosting of several major global soccer events
- A preferred strategic partner given our soccer heritage and deep network of sector specialists
- Soccer is the world's largest sporting ecosystem with favorable tailwinds across the industry

2024 – 2031 Major Soccer Events in North America



56%

of U.S. Gen Z (aged 16 – 26) indicate an increased interest in soccer²

67%

increase in attendance at MLS games from 2012 - 2022³

32%

increase in soccer participation from 2020 to 2023, 5x faster than the 2nd fastest-growing sport⁴

15.3MM

total participation in organized or recreational soccer in 2023⁵

INVESTMENT CRITERIA

- **Transaction Size:** Enterprise Values of \$5MM - \$100MM; typically control investments, select minority investments
- **Business Segments:** Soccer ecosystem emphasis, opportunistic investing in other sports
- **Geography:** North American emphasis, select international investments
- **Scale:** Lower middle market and profitable targets, typically with \$5MM+ in Revenue and \$1MM+ in EBITDA

GRAHAM'S SECTOR FOCUS

Media & Content	Digital Content Creation Soccer Marketing
Technology & Services	Data & Analytics Education Training & Licensing
Product	Specialty Retail Memorabilia Streetwear Lifestyle
Amateur Sports	Youth Development Leagues & Tournaments Clinics & Camps
Venues	Multi-Sport Facilities Management & Ownership
Professional Teams	Commercial & Media Rights Men's & Women's Professional Clubs



GRAHAM
SPORTS PARTNERS

MORE ABOUT GRAHAM

Graham Sports Partners leverages the Graham organization's unique combination of private equity and operating experience with our industry resources from leading global sports brands, agencies, professional teams, and governing bodies.

Private Equity Investment Experience

Investment Entity	Strategy
Graham Partners	Buyouts and Expansion Capital
Inverness Graham	Buyouts and Expansion Capital
Striker Partners	Buyouts and Expansion Capital
Graham Capital Investments (GCI)	Buyouts and GP Seeding
Graham Capital	Diversified Direct Private Investing
Graham Software Development	Technology Investing and AI
Graham Sports Partners	2+ Decades of Sports Investing

Operating Experience & Resources



Portfolio Companies – Over two decades of investing and operating across six soccer verticals









Industry Executives – A team of senior executives from leading global sports brands, agencies, professional teams, and governing bodies



In-House Operations Team – Strategy, Finance & Accounting, Operations, Sales & Marketing, Supply Chain & Real Estate, Cyber & IT, and ESG

EXISTING SOCCER-CENTRIC PORTFOLIO

Graham Sports Partners is comprised of a diversified portfolio of soccer-centric investments in six verticals.

Investment	Sector	Description
	Media & Content	<u>For Soccer</u> is North America's leading soccer marketing, media, and experience agency providing brands authentic connection to the American soccer consumer at scale
	Product	<u>Soccer.com</u> ⁶ (also known as Sports Endeavors) is one of the largest online retailers of soccer goods in the market, providing a crucial intermediary between brands, teams, and families
	Amateur Sports	<u>Sideline Soccer Solutions</u> is one of the nation's largest youth soccer tournament operators with over 300 tournaments and 200k youth participants annually
	Venues	<u>YSC Sports</u> is a state-of-the-art soccer centric facility located in World Cup 2026 host city, Philadelphia, with over 800k (75% adult) annual participants
	Technology & Services	<u>YSC Advantage</u> is a proprietary, NCAA-approved, hybrid, online learning curriculum offered to elite high school players from both domestic and international professional soccer clubs
	Professional Teams	<u>The Philadelphia Union</u> ⁶ is a professional soccer club competing in the top tier of the American soccer pyramid in Major League Soccer (MLS), with the Union Academy widely recognized as the leader in North American player development

FOR FURTHER INFORMATION CONTACT

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