



'Basketball's New Horizon'

- To make basketball the world's most popular sports community and to bring more countries to the forefront of the sport in all continents
- To achieve this vision FIBA needs to ensure that basketball develops globally at all levels, from grass-roots to international level
- To ensure that newcomers can grow and develop their clubs through a coherent bottom up sporting pyramid comprising of strong domestic leagues, where European club competitions respect key sporting principles

The reform of the current club competitions is fundamental for:

- Protecting the domestic leagues, giving them a primary role
- Nurturing new European talents
- Providing sound business models for all stakeholders
- Bringing coherence, transparency and unity to European Club Competition
- Leagues and clubs to participate in future decision-making processes within the FIBA structure



SPORT AND COMPETITION

PRINCIPLES

- Balanced initial distribution of country spots; then based on ranking
- Qualification based on sporting principles and universality

OBJECTIVE

- Create a premium product for the entire Europe

REQUIREMENT

- Easy to follow up by fans to attract more attention from media, non core fans and sponsors

COMPETITION FORMAT DESIGN

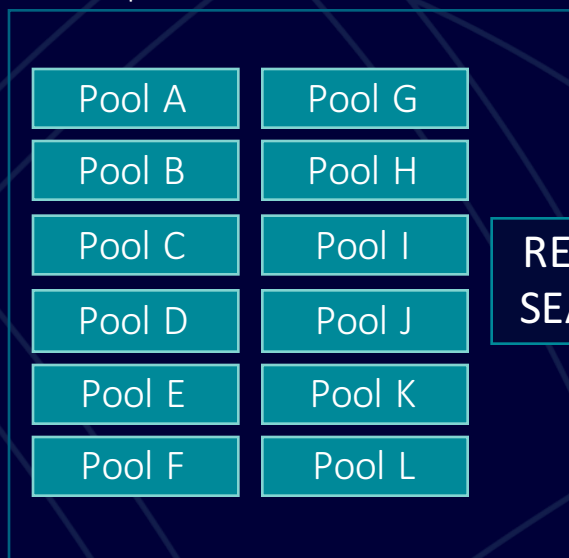
PHASE	# TEAMS	# GAMES	COMPETITION
Qualification	32	4	
Regular Season	32	14	<ul style="list-style-type: none">▪ 4 groups of 8▪ Round Robin - H&A▪ Best 4 to Play-Offs▪ 5th and 6th to Second Competition
Play-Offs	16	4	<ul style="list-style-type: none">▪ 2 Elimination Rounds▪ H&A Points Difference▪ Best ranked team in RS - 2nd game home
Final Four	4	4-2	
Totals	56	20-24	

COMPETITION FORMAT BCL



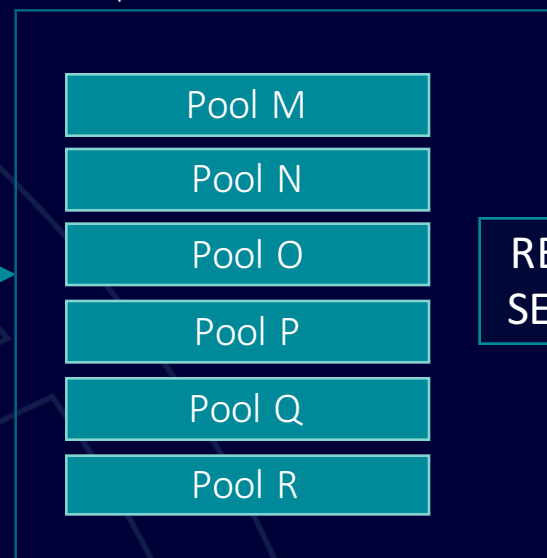
COMPETITION FORMAT FEC

48 Teams
12 Groups of 4



REGULAR
SEASON 1

24 Teams
6 Groups of 4



REGULAR
SEASON 2

16 Teams
(8 + 8 BCL)

PLAY OFFs

2 Teams
Home and Away

FINAL

GAME DAY

- To protect Leagues: Wednesday & Thursday. No Fridays

BREAK

- 2 weeks Christmas break

BCL's START

- Regular Season starts Oct 20th , 2016
- Qualification Sept 27th– Oct 6th , 2016

FINAL 4

- End of April or beginning May before Domestic Leagues Play Offs

NT WINDOWS

- Integrated in the calendar, players' insurances covered

ELIGIBILITY

FINANCIAL

ARENA'S REQUIREMENTS

- Domestic rules apply
- No registration fee for participating clubs



4,000 seats

Technical/TV requirements

Standards according to BCL's Competitions Regulations and Official Basketball Rules

Exceptions in 1st season to be validated by the Board



GOVERNANCE

CORPORATE IDENTITY

- Established on 2 March 2016
- Corporation under Swiss law
- Shares: 50% FIBA - 50% Leagues
 - FRA, GER, GRE, TUR 6,75% (each)
 - ITA 4,75%
 - ULEB 3,25%
 - BEL, CZE, ISR, LTU, POL 3,2%

() Pending: ESP paid shares, not confirmed yet*

CAN CLUBS INVEST?

- Yes, through commercial subsidiary
- No interference with sporting matters

GENERAL ASSEMBLY

- All BCL shareholders. Decides on strategy of BCL S.A.
- Participating clubs have a right to attend
- Decisions require 3/4 majority
- Appoints/Removes members of Board of Directors

BOARD OF DIRECTORS

- Decisions require 2/3 majority
- 8 members

<i>Appointed by Leagues</i>		<i>Appointed by FIBA</i>	
Béral	<i>(FRA)</i>	Erdenay	
Chalvatzakis	<i>(GRE)</i>	Coomans	
Holz	<i>(GER)</i>	Novak	
Widomski	<i>(POL)</i>	Studer	<i>Chairman</i>

- 1st meeting took place on 19 March

COMMITTEES

Competitions
Marketing & Media
Clubs
Finances
Players

5 members each
Board delegate
Bring expertise to the BCL operations

KEY STAFF

Hiring in progress:

Chief Executive Officer
Chief Operations Officer
Commercial Director

Exploit know-how and resources of FIBA and Leagues



FINANCIALS FOR CLUBS

MAIN SOURCES

- Sales from commercialization TV Rights and sponsorship
- FIBA investment

OPERATIONAL EXPENSES

- Management Team and resources to run BCL
- Relevant investment in marketing
- Includes Payments to Clubs

PROFITABILITY & GROWTH

- Board of Directors to approve Business Plan
- Expected break even after 3-5 seasons
- Long term Basketball's New Horizon

TV RIGHTS – COSTS & COMMERCIALIZATION

Commercialization of TV rights centralized, BCL will aggregate and sell in exclusivity the TV rights of all games

Inside and outside of the domestic territory of the participating club, optimization of coverage and revenues

Objective: wide visibility, connecting with TV and on-line audiences

Online content available for club's online platforms

Clubs will not pay TV productions costs



INITIAL APPROACH



- Scope of rights to be reviewed and developed by dedicated Committees in BCL (Marketing & Clubs)
- Audit on currently exploited/available inventory and categories
- Objective: establishing Advisory Board including clubs

LED PERIMETER

- 50% inventory shared with clubs (60% Play-offs)
- Final Four: Clean Venue

OTHERS

- Potential: to integrate a presenting partner
- Exclusivity in 5 categories, excluded shirt sponsors
- Exclusivity with official suppliers, some areas and media
- Shared use of other classic supports (out of Final Four)

OFFICIATING COSTS

- Clubs participating in the Basketball Champions League will assume the refereeing costs
- Costs of officiating for clubs shall be consistent with the current situation



RESOURCES

- Payments to Clubs from Basketball Champions League will provide with additional resources to all clubs to cover this cost (Regular season participation fee of €100,000 per club)
- Clubs qualifying for next phases of the competition will receive additional payments

CALENDAR OF PAYMENTS



RELEVANT PAYMENTS TO CLUBS

	<i>Payment</i>	<i>Teams</i>	<i>Total</i>
Regular Season	100,000 €	32	3,200,000 €
Play offs - Round 1	20,000 €	16	320,000 €
Play offs - Round 2	40,000 €	8	320,000 €
Final Four - 4 th team	60,000 €	1	60,000 €
Final Four - 3 rd team	80,000 €	1	80,000 €
Final Four - 2 nd team	100,000 €	1	100,000 €
Winner	340,000 €	1	340,000 €

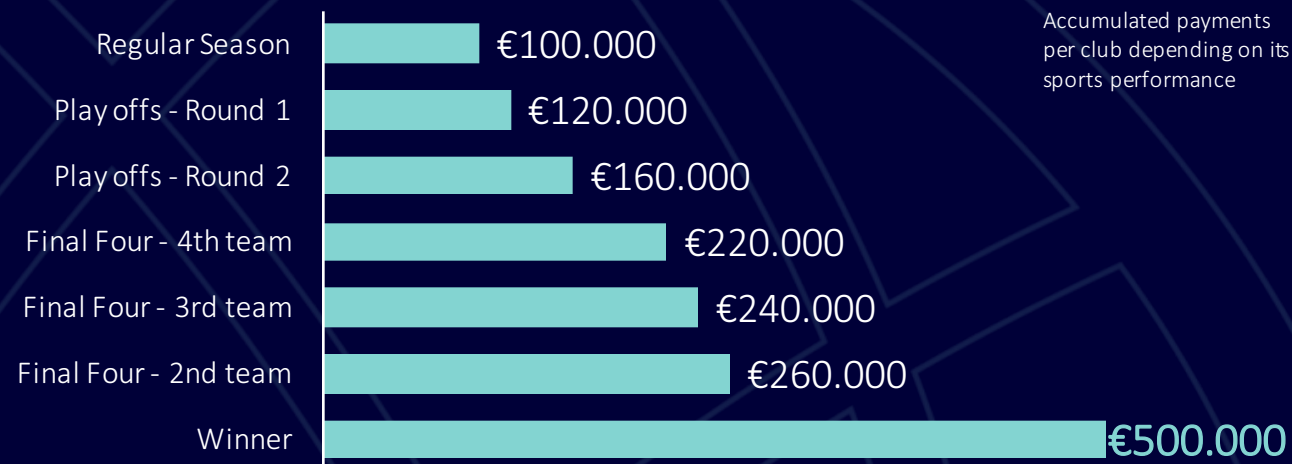
Total

4,420,000 €
Officiating costs included

€4,420,000/season
for first seasons
distributed among participating clubs

PAYMENTS TO CLUBS

- Winner brings home €500,000
- All clubs receive financial support, minimum of €100,000
- Increased payments depending on sports performance



CLUBS RETAIN

- Shirt sponsoring
- Share of the sponsoring inventory (as per sponsoring revenues assumptions)
- Ticket sales (home games), hospitality, local promotions, etc.



NEXT STEPS

MARCH 21

Official Launch of Basketball Champions League

APRIL 11

BCL Committees' meeting - Munich

APRIL 12

BCL Board of Directors' meeting - Munich

APRIL to JUNE

Registration of Clubs based on Sporting Criteria
BCL Board of Directors' meetings
BCL Committees' meetings

JULY

Basketball Champions League Draw

SEPT 27 to OCT 6

Qualification Rounds

OCTOBER 20

Regular Season's 1st Game Day



QUESTIONS AND ANSWERS



BASKETBALLTM
CHAMPIONS
LEAGUE