

# FOOTBALL STRATEGIES FUND

*"PASSION AND BUSINESS  
CAN COEXIST IN FOOTBALL.*

*THAT'S WHAT MAKES  
THIS INVESTMENT SO UNIQUE."*

ANDREA AGNELLI,  
CHAIRMAN OF JUVENTUS FC.



# FOOTBALL STRATEGIES FUND

## MCO THESIS

Through the **Multi-Club Ownership (MCO) Business Model**, a concept related to investment groups with stakes in two or more football clubs, the goal of the Fund is to purchase Football Clubs from lower-tier European Football Leagues to develop and consolidate them towards the first leagues.

By pursuing this Business Model, several advantages occur:



### RISK DILUTION

Diversifying the business portfolio through multiple Investments.



### GLOBAL MARKET ACCESS

Having clubs in multiple countries allows the owners to access different markets to buy and sell players.



### MARKETING EXPOSURE

Gaining global exposure through the sport as a marketing strategy.



### CAREER MANAGEMENT

Control over the performance of the players during their training.



### COST EFFICIENCY

A portfolio of clubs can provide access to various markets, increasing their owners' bargaining power.



### OTHER SYNERGIES

Sharing of game tactics knowledge, performance data, injury recovery methods and other information.

# FOOTBALL STRATEGIES FUND LOCATION

MAIN INTERNATIONAL TRANSFER BACKBONE

## 1<sup>ST</sup> PHASE

## 3<sup>RD</sup> DIVISION



BRAZIL

## 2<sup>ND</sup> PHASE

## 2<sup>ND</sup> DIVISION



AFRICA

## 3<sup>RD</sup> PHASE

## 2/ 3<sup>RD</sup> DIVISION



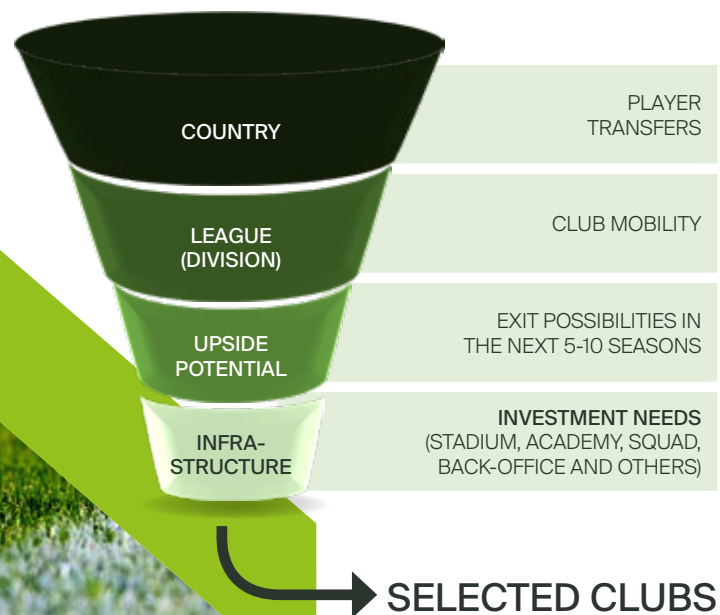
LatAm

BALKANS

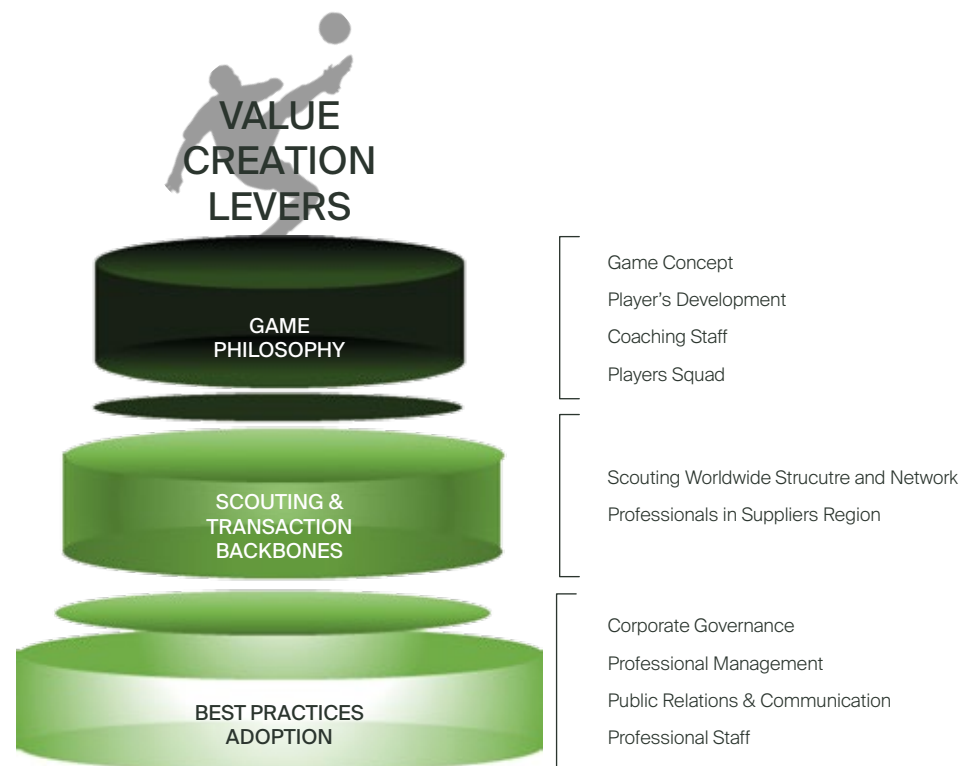
NORDICS

# FOOTBALL STRATEGIES FUND

Statistics regarding cross-border **player transfer flows** and **club mobility** from **secondary and top divisions** across the **main European leagues** were the main criteria for setting up our geographical strategy. In addition, intrinsic characteristics of the potential targets are important prerequisites in **mapping and managing acquisition opportunities**.



STRATEGY



Defining a clear game philosophy, creating scouting and transfer backbones, and adopting top-notch management and player development practices are the keys to unlocking value.

STRATEGY



# PORTFOLIO ANADIA FC

Anadia FC, a Portuguese 3rd division Football Club, was the first investment of the Fund, with an acquisition of 72%.

- Known as the "Bairrada Clovers", Anadia FC is a Portuguese club with a 97-year history.
- It is located in a small town known for its strong emphasis on sports, boasting a recognized sports complex. It includes not only the football stadium, already prepared for higher leagues, but also tennis courts and a renowned high-performance centre featuring an indoor cycling track and excellent facilities for Olympic sports such as gymnastics, judo, or swimming.
- The club has a senior team, a B team, and a formation composed of 11 teams, which aligns with the importance of youth development in this business model.
- **Anadia FC is the only club in its region competing in the third division or higher,** providing a competitive advantage for attracting fans and young players.

# WHAT HAS BEEN DONE?

- The investment was made when the club was in the relegation zone and on a 3-month losing streak. In the last game of the season, with a last-minute goal, **Anadia secured a place in the 3rd division, and the club's valuation increased significantly.**
- **The debt incurred in previous seasons was renegotiated and liquidated.**
- The entire management team, as well as the senior squad, were renewed during the last months of the previous season.
- Now, a new marketing strategy is being developed, with a strong focus on the renewal and acquisition of new sponsorships, creating a brand associated with local producers from Bairrada, and promotional actions in the media and social networks.



## WHY ANADIA?

## STRATEGY

# SUSTAINABLE DEVELOPMENT GOALS

Our commitment to sustainable investments aligns with the United Nations' Sustainable Development Goals, driving positive change for people, planet, and prosperity. The Fund works towards five main SDG goals:



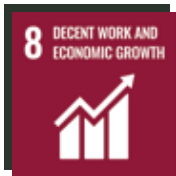
Ensure healthy lives and promote well-being for all at all ages.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



Achieve gender equality and empower all women and girls.



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



Reduce inequality within and among countries.





# FEES AND TAX TREATMENT



## TAX TREATMENT

Withholding Tax Rate for Non-Residents

**0%**

Withholding Tax Rate for Residents

**10%**



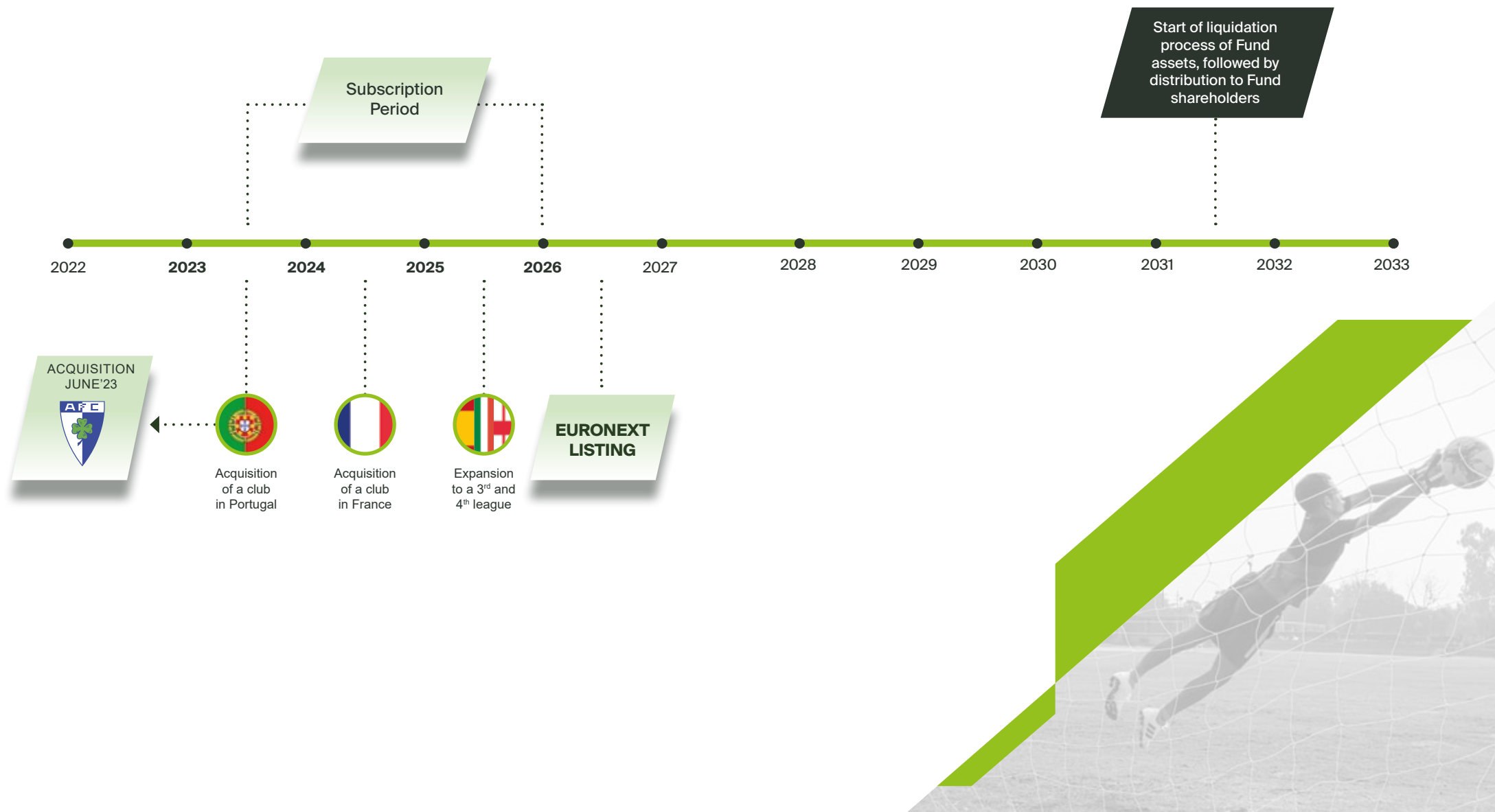
Setup Fee: **1.5%** at subscription

Management Fee: **1.5%** per annum

Performance Fee: **20%**

(All fees are deducted from invested capital)  
(Setup fee intended to pay for marketing, communication and fundraising)

# TIMELINE OVERVIEW





# FUND FACTSHEET

<b>Fund Name</b>	BlueCrow Development Fund I, FCR - SubFund C – Football Strategies Fund
<b>Type</b>	Private Equity Fund regulated by the CMVM
<b>Fund Manager</b>	BlueCrow Capital
<b>Custodian Bank</b>	Bison Bank
<b>Auditor</b>	Mazars Group
<b>Fund Launch (Seed Investors)</b>	June 2023
<b>Subscription Period</b>	Until December 2025
<b>Liquidation Period</b>	Until December 2033
<b>Fund Size Target</b>	€100 Million
<b>Minimum Participation</b>	€100.000
<b>Full investment for Golden Visa Requirement</b>	€500.000
<b>Setup Fee</b>	1.5%
<b>Management Fee</b>	1.5%
<b>Performance Fee</b>	20%

**20<sup>0</sup>%**

Potential Capital  
Appreciation



# FUND PARTNERSHIPS

DEPOSITORY  
BANK



AUDITOR



REGULATOR





# CONTACT US



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