



2018 FIFA WORLD CUP™

MATCH Hospitality

Association of European Businesses

Jaime Byrom

Executive Chairman, MATCH Hospitality AG



FIFA WORLD CUP
RUSSIA 2018

2018 FIFA WORLD CUP™

MATCH Hospitality

Corporate Profile

A Global Industry Leader

The company was created in 2007 to provide the commercial hospitality solution to the 2010 and 2014 FIFA World Cups™.

As befitting the global events the company services, MATCH Hospitality AG has a world-wide reach with its head office in Zurich, and branch offices located in Johannesburg, Rio de Janeiro, Moscow and in the UK, London and Manchester.

MATCH Hospitality AG Offices

UK: Manchester/London
MATCH Hospitality AG

Russia, Moscow
MATCH Hospitality OOO

Switzerland: Zurich
MATCH Hospitality AG

Brazil: Rio de Janeiro
MATCH Hospitality Servicos Ltda

South Africa: Johannesburg
MATCH Event Hospitality PTY

Corporate Profile Match Hospitality AG

FIFA Hospitality Rights



Appointed by FIFA as exclusive worldwide Hospitality Rights Holder through to 2023

- Sales and management of the FIFA Hospitality Programme
- Commercial Hospitality
- FIFA Affiliates Hospitality
- FIFA/LOC VIP Hospitality



Selected Hospitality Projects



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Global Sales Agent Network

- MATCH Hospitality AG's most valuable asset is its Global Sales Agent network distributing MATCH Hospitality products in over 80 countries and territories.
- MATCH Hospitality AG has created this unique network over the course of 8 years by investigating each territory, and then selecting the “best-in-class” key players in the sports & entertainment sector and the tourism industry.
- We continue to expand and enhance this global presence to ensure optimal sales results for all MATCH Hospitality's sports federation clients



Sales Milestones by MATCH Hospitality

2014 FIFA World Cup Brazil™

Commercial Packages sold: 290,000
Revenues: \$665million



2010 FIFA World Cup South Africa™

Commercial Packages sold: 145,000
Revenues: \$270million



FIFA Confederations Cup 2013™

Commercial Packages sold: 32,000
Revenues: \$55million



Roland Garros 2014

Commercial Packages sold: 2,050
Revenues: \$1.8million



UEFA Euro 2012™, Poland/Ukraine

Commercial Packages sold: 30,000
Revenues: \$6million



Roland Garros 2015

Commercial Packages sold: 2,200
Revenues: \$1.9million



FIFA Women's World Cup 2011™

Commercial Packages sold: 1,760
Revenues: \$4.7million



Barclays ATP World Tour Finals 2014

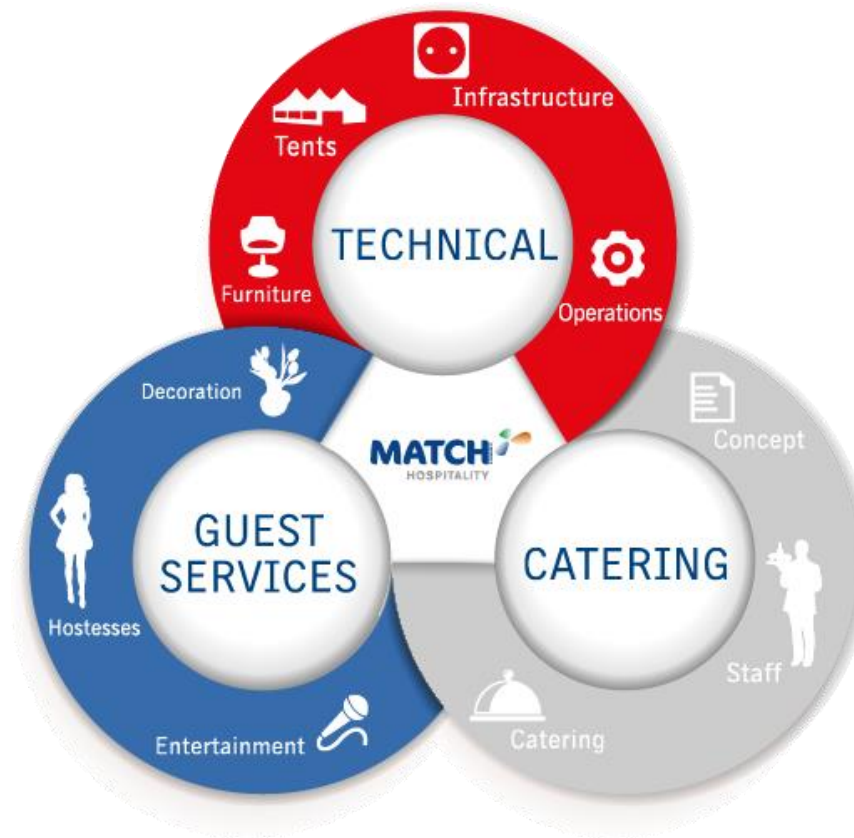
Commercial Packages sold: 5,000
Revenues: \$3.3million



Hospitality Production Services

MATCH Hospitality is an event management company driven to deliver operational excellence through the sub-contracting of capable, reliable, quality suppliers.

All systems and procedures which are required for this kind of operation have been tried and tested during the past two FIFA World Cup cycles



The following systems and procedures are currently in place:

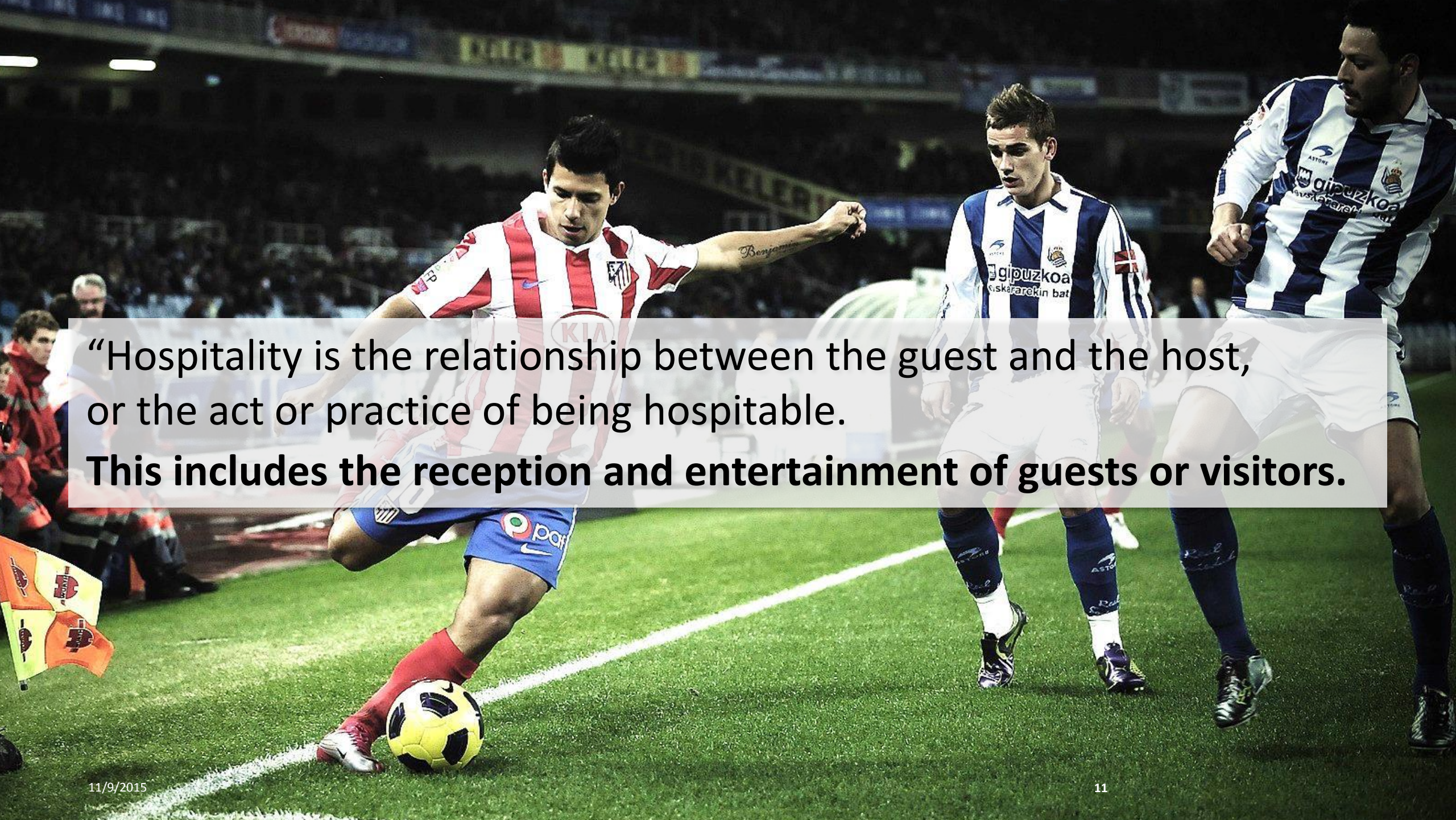
- Experienced, “Plug and Play” Hospitality Production team
- Procurement policies
- Financial monitoring systems
- Project planning systems
- Contract formats including contractual deliverance monitoring systems
- Key performance indicator (KPI) tracking system
- Skilled and trained contract management professionals of the highest standards and experience in Multi-Venue Event delivery



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2018 FIFA WORLD CUP™

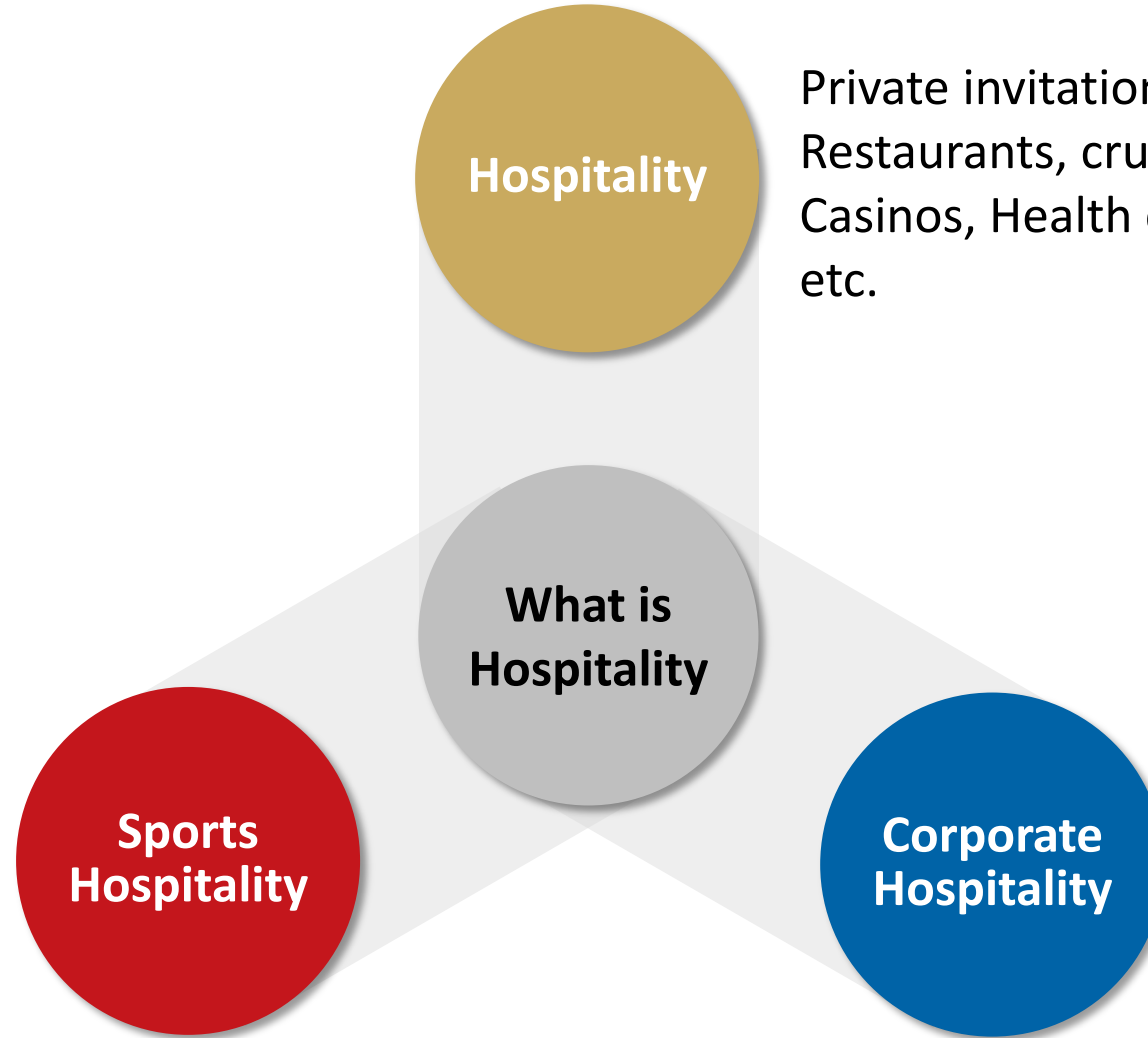
What is Hospitality?



“Hospitality is the relationship between the guest and the host,
or the act or practice of being hospitable.
This includes the reception and entertainment of guests or visitors.”

What is Hospitality?

Entertaining people at sports events in order to **promote a cordial business relationship**



Private invitations, Hotels, Restaurants, cruise ships, Casinos, Health clubs, airports etc.

Activity of entertaining people in order to **promote a cordial business relationship**

Why Corporate (Sports) Hospitality?

The fundamental **general function** of corporate hospitality is to build and improve business relationships to...

- ...maintain or enhance company's image
- ...entertain, reward or motivate staff
- ...reward customers
- ...support loyalty business programmes
- ...launch new products & services



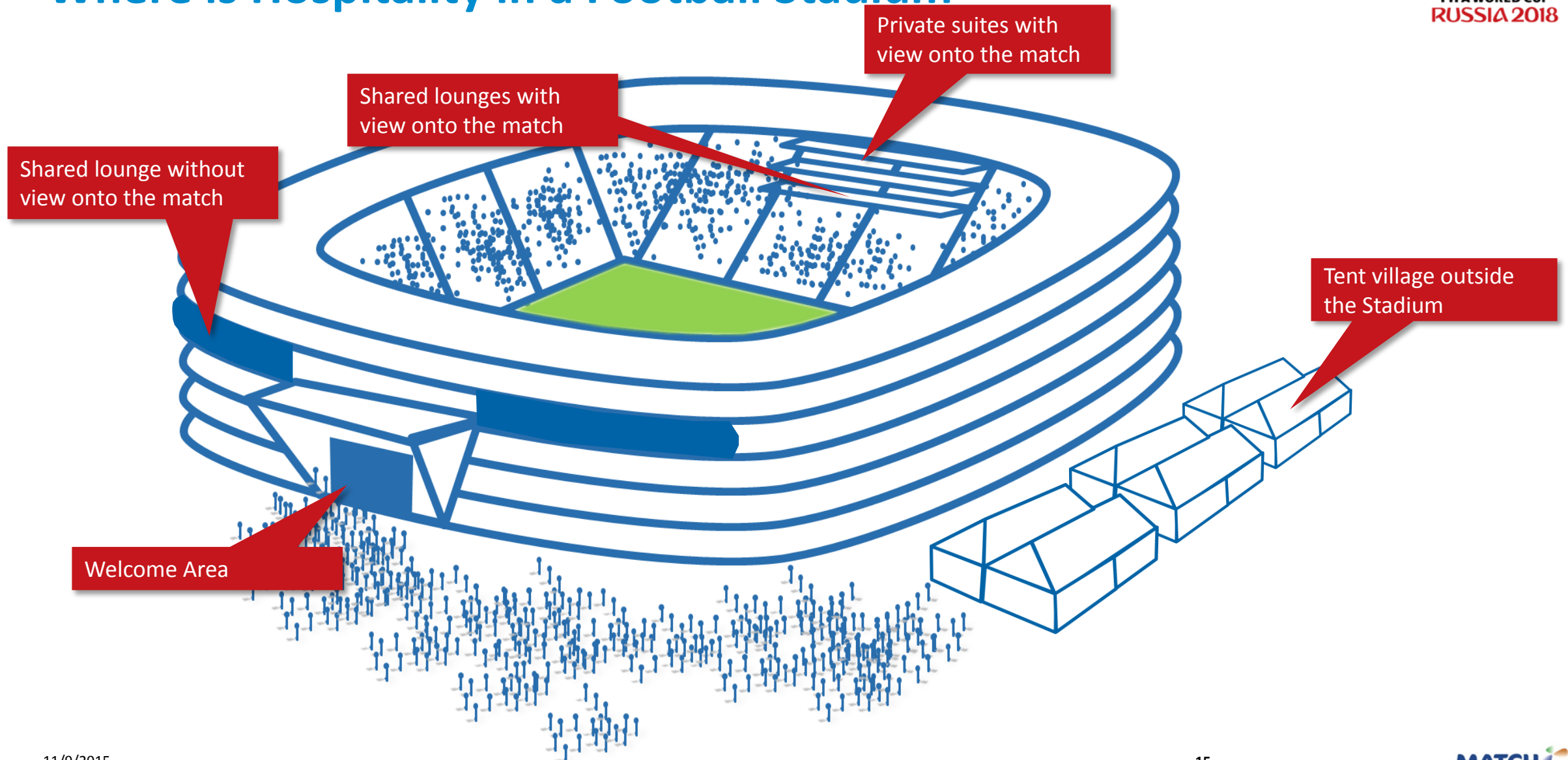
Choose the ideal Commercial Hospitality Programm

*“With MATCH Hospitality you easily secure the best hospitality services you can offer to your clients, to watch - for example - **the FIFA World Cup 2018™ football action live.**”*

Benefits:

- A Hospitality Package includes a match ticket to watch the game live, from a premium stadium seat, on match day
- Food and beverage services are included
- Access to preferential parking areas close to the stadium parameter
- Exclusive commemorative gifts
- Dedicated welcome area with multilingual hostesses.
- Packages are limited, subject to availability and sold on a first-come, first-served base

Where is Hospitality in a Football Stadium





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2018 FIFA WORLD CUP™

Commercial Hospitality Programme

(exclusive preview, subject to change)


2018 FIFA World Cup Russia™ Overview of 2018

The 2018 FIFA World Cup Russia™ will be the 21st edition of the FIFA World Cup™, and is scheduled to take place from 14 June to 15 July 2018.

This will be the first FIFA World Cup™ held in Russia and the first time the FIFA World Cup™ has been held in Europe since 2006.



2018 FIFA World Cup™ - Match Schedule

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Commercial Hospitality Programme & MATCH Modules

Products Overview

Commercial Hospitality Programme & MATCH Modules



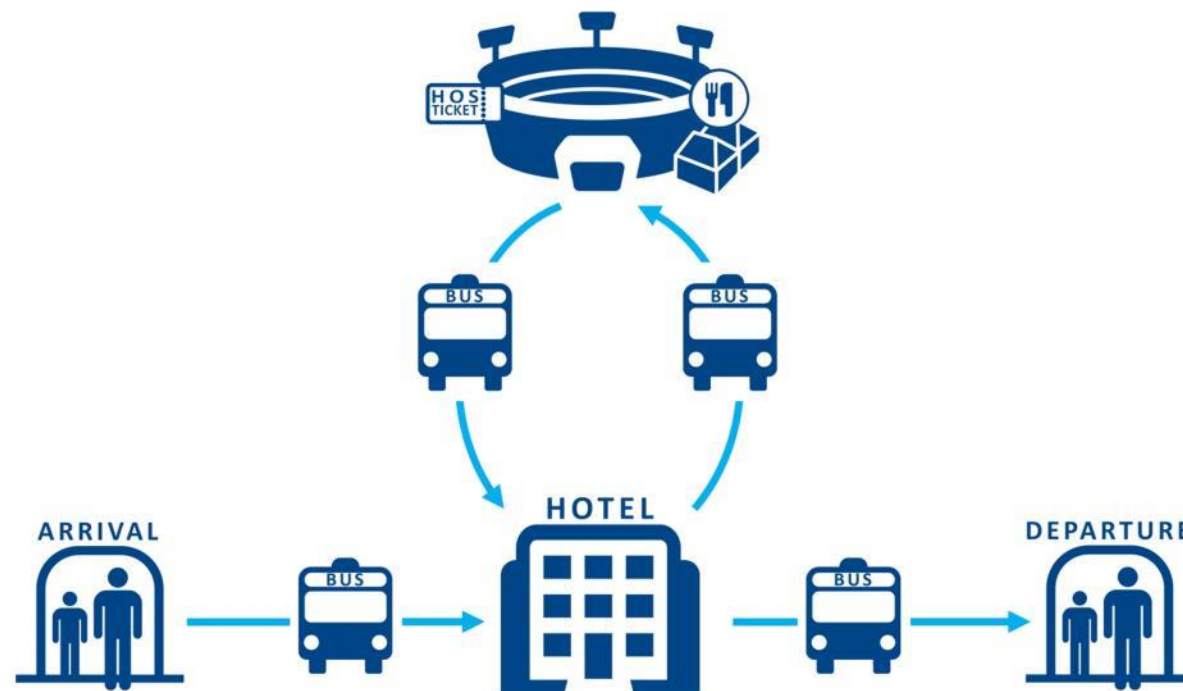
Commercial Hospitality Programme ALL Venues

- Onsite Hospitality
- Match Ticket
 - Hospitality Area
 - Car Park



MATCH Modules Moscow & St Petersburg

- Accommodation (4/5 Stars)
- Arrival & Departure Transfers
- MATCH Day Transfers

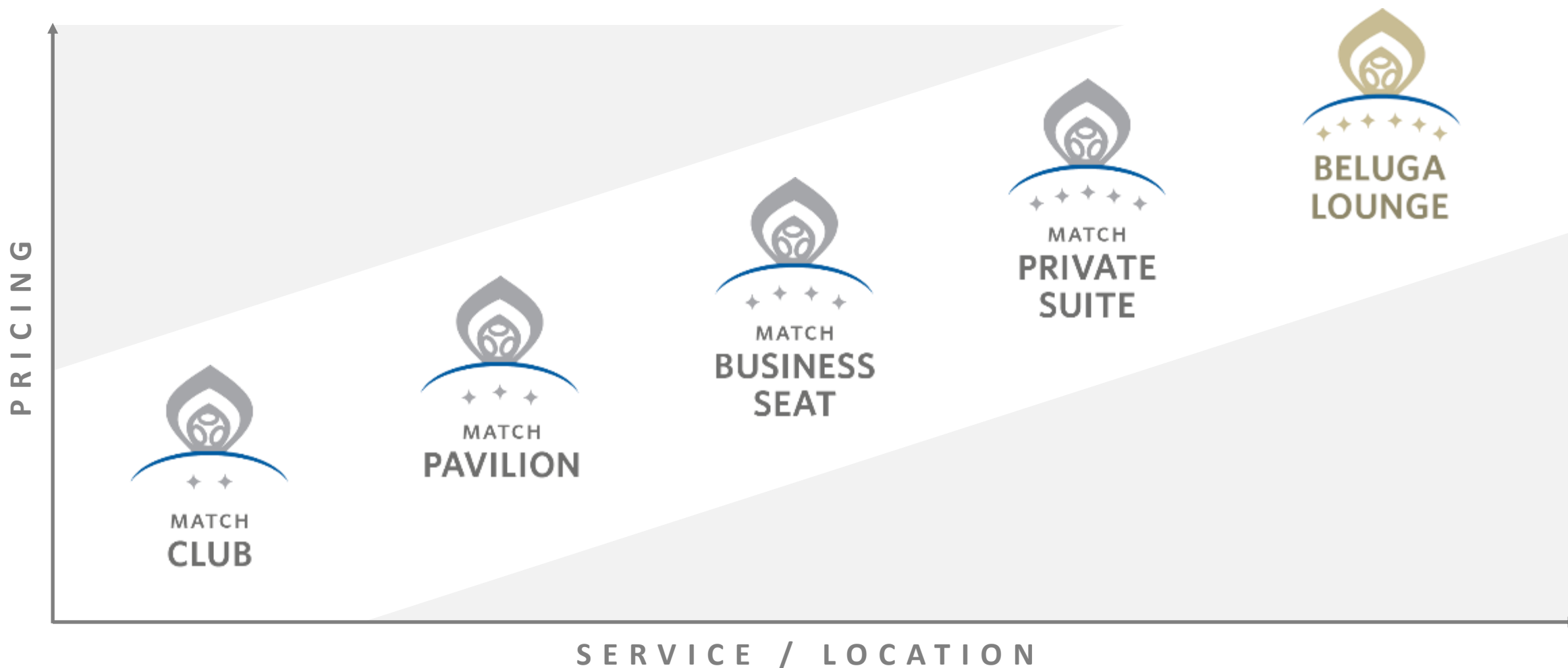




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Commercial Hospitality Programme

Commercial Hospitality Product Structure



Commercial Hospitality Series Structure



Venue Specific Series

Includes all matches played in an individual venue

- Available in all twelve (12) venues
- Will be made available in Beluga Lounge, MATCH Private Suite, MATCH Business Seat, MATCH Pavilion and MATCH Club service level



Golden Series

Includes all matches played in the 2 or 3 key venues (**Moscow – St Petersburg**). Will be made available in MATCH Private Suite only (prime location and limited inventory)



Final Round Series

The climactic matches of the tournament

- Available as FRS 2 (1 Semi-final + Final) and FRS 3 (2 Semi-finals and Final), only available in MATCH Pavilion



Team Specific Series (TSS)

Includes matches played by a specific team

- Available in TSS 1 consisting of 1 Group Match - for any one Group Match selected by the Client
- Also available in TSS 3, consisting of all 3 Group Matches a team will play, TSS 4 and TSS 5, (i.e through to the quarter-final but excluding the Semi-final and Final)
- Will be made available in MATCH Pavilion and MATCH Club



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MATCH Modules

MATCH Modules Overview



Team Specific Modules



Team Specific Series (GM/ R16, QF)



Prime Accommodation Hub in Moscow and St. Petersburg



All necessary Ground Transportation from Airport, Hotel and Stadium Moscow/ St. Petersburg

Venue Specific Modules



Venue Specific Series in Moscow and St. Petersburg



Prime Accommodation in Moscow and St. Petersburg



All necessary Ground Transportation from Airport, Hotel, Stadium Moscow/St. Petersburg or daily bus hiring

MATCH Modules Team Specific Modules

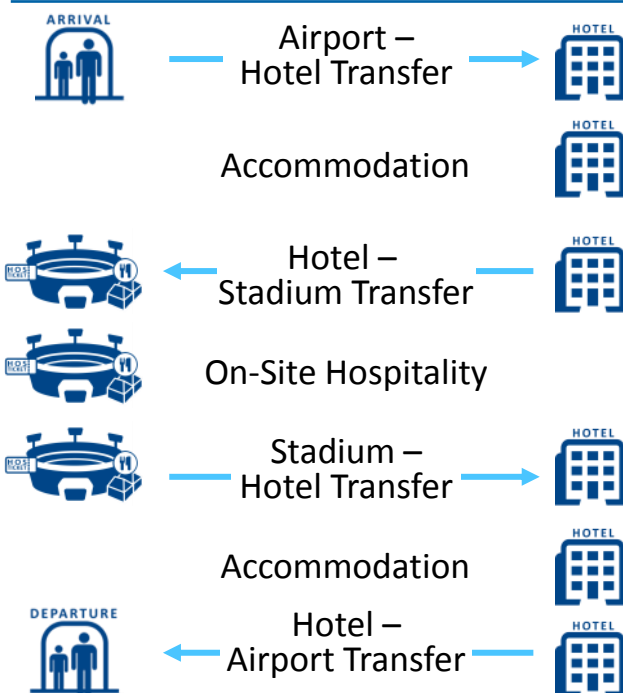
Until the Final Draw, December 2017



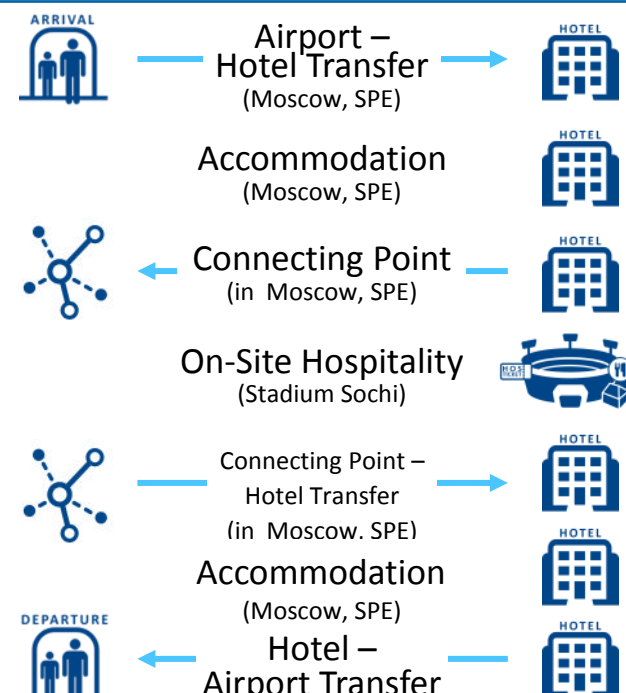
After the Final Draw, Dec 2017

Match(es) takes place in the pre-selected Venue Moscow or St. Petersburg

YES venue in Moscow or St. Petersburg



NO, Match venue in Sochi (example)



MATCH Modules / Venue Specific Modules (Moscow & St. Petersburg)



Moscow & St. Petersburg

Commercial Hospitality Programme
All Matches in Moscow and St. Petersburg

4- 5 Star Accommodation in Moscow
or St. Petersburg

4 Ground Transportation Segments
in Moscow or St. Petersburg

PACKAGE PRICE



Airport – Hotel
Transfer,
Accommodation



Hotel –
Stadium Transfer,
HOSPITALITY



Stadium – Hotel
Transfer,
Accommodation



Hotel –
Airport Transfer



Moscow & St. Petersburg

Commercial Hospitality Programme
All Matches in Moscow and St. Petersburg

4- 5 Star Accommodation in Moscow
or St. Petersburg

2 Ground Transportation Segments
in Moscow or St. Petersburg

Accommodation



Hotel –
Stadium Transfer,
HOSPITALITY



Stadium – Hotel
Transfer,
Accommodation



Accommodation



Moscow & St. Petersburg

Commercial Hospitality Programme
All Matches in Moscow and St. Petersburg

Bus Hiring (Full Day) Bus incl. 500 km,
Exclusive usage on a daily rental agreement



Bus (rented)



On-Site
HOSPITALITY



Bus (rented)



Bus on non
MATCH day





THANK YOU

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www.FIFA.com/hospitality