

crowdtransfer

Bringing Football *back to you*

Participate in your club's success
and have a real impact on Football!

Annual Transfer Volume in Football:



Annual Transfer Volume in Football:

CHF 7.8 Billion



Annual paid UEFA Premiums:



Annual paid
UEFA Premiums:

CHF 2.8 Billion



Annual Revenue Top 10 Sports Clubs:



Annual Revenue
Top 10 Sports Clubs:

CHF 6.2 Billion



Top 100

Sport Clubs:

Ownership Structure

Top 100 Sport Clubs:

Ownership Structure

- 75% Privately Owned



Top 100 Sport Clubs:

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- 20% Private Equity



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- 4% State-Backed



Top 100 Sport Clubs:

Ownership Structure

- 75% Privately Owned
- 20% Private Equity
- 4% State-Backed
- 1% Fan-Owned (Green Bay Packers)





crowdtransfer
provides a platform for **Fans** to
invest in **Sport Clubs** by
CrowdLending with Credit Card

Our Motivation

Lack of Success within the Club

Why not buy players for the club?

What started as a casual idea during a match turned into a real startup. We tested the concept with clubs and fans – and saw a market need.

Offering opportunities for fans to invest in their favorite clubs.



CrowdTransfer changes Sport

Mission & Purpose

Sport Industry

Democratization of sports and strengthening underfunded and emerging markets.

Sport Clubs

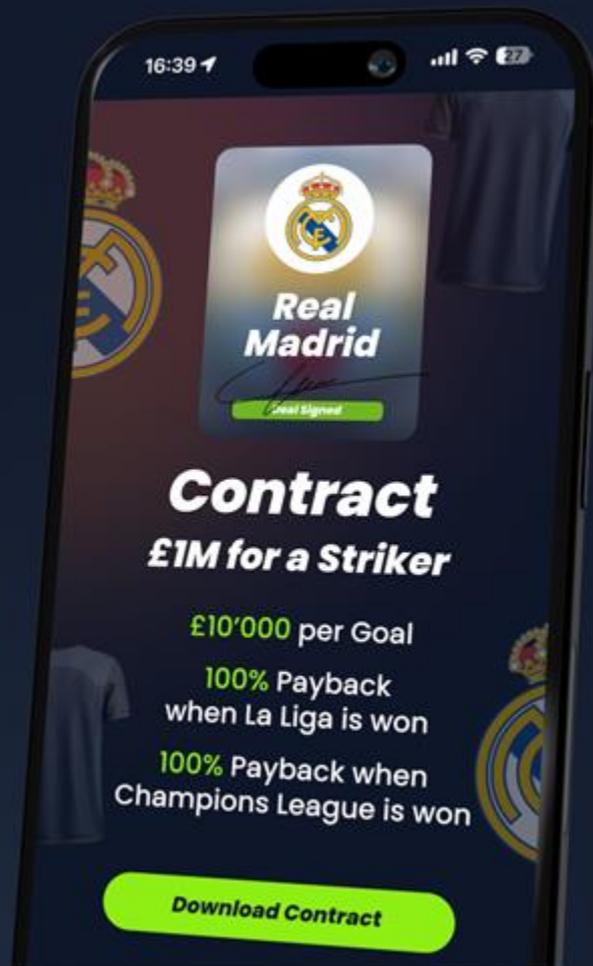
Transparent and compliant fundraising boosting fan engagement and loyalty.

Fan Communities

Direct investment in athletes and teams, deeper connections to the team and exclusive rewards and unique personal experiences.

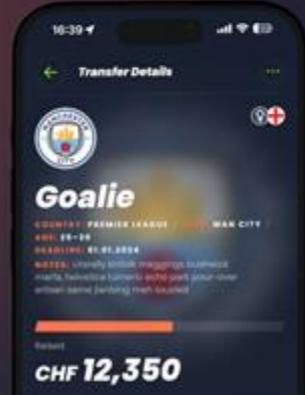
How it works:

Deal publishing



How it works:

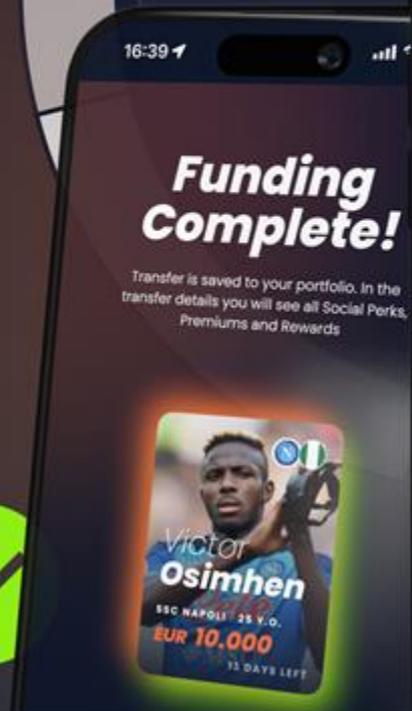
Investments



How it works:

Funding Completed

100%



How it works:

Rewards



Our Success Factors

Team & Investors

SWISS INVESTORS

During End 2023 and Mid 2024 we secured 2 financing rounds already. Enabling us to build our product, grow the team and start business development.

2.9 MIO CHF RAISED



STRONG TEAM

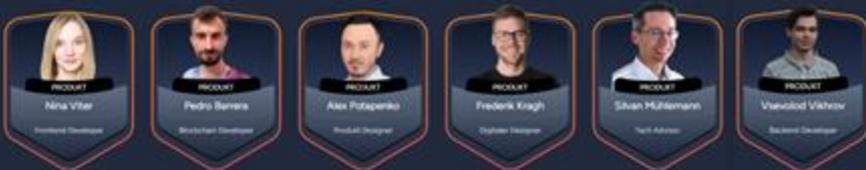
Management



Business Development



Product & Technology



Backed by FIFA and FINMA

Regulation & Compliance

Developed with FIFA

We proactively informed FIFA and aligned our business model with their regulations. FIFA endorses our plans and has not identified any violations.

The FIFA logo, consisting of the word "FIFA" in a bold, black, sans-serif font, centered within a white rounded rectangular background.

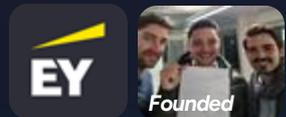
Strong Regulatory Setup

We set up a regulatory frameworks, contractual laws, and cross-country procedures, ensuring compliance AML, VSB 2.0, and FINMA. This was confirmed official by FINMA in April 2024.

The finma logo, featuring a red square with a white cross on the left, followed by the word "finma" in a blue, lowercase, sans-serif font, all within a white rounded rectangular background.

Achievements

Our last 12 months



CrowdTransfer raised a total of 3M CHF Investment

Ongoing Convertible Round



2023

Q1 2024

Q2 2024

Q3 2024

Q4 2024

CrowdTransfer
Financing Round

CHF 2.48 million!



Live since
16. August
1st success

Strong Media Coverage



Xhaka:
Media deal &
Investment

Roadmap

Next 2 years

- **5 new campaigns**
available on Crowdtransfer

- **Launch CrowdHockey**
with first hockey campaigns

Q4 2024

01.-06.2025

- **Strategic Partnership** with
ÖFB & DFB for **WEURO 2025**

- Setup **Legal Framework** for
additional **EU Countries**

- Launch **new Features:**
Fantasy League & Marketplace

- Enter **new countries** in **EU**

07.-12.2025

2026

- **Enter new Market** outside of EU
(**USA, Asia, Pacific**)

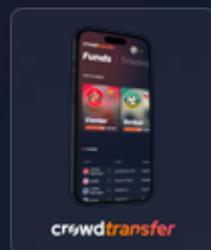
- Enter **new Team Sports**
(**Basketball, Baseball, Cricket, F1**)

crowdtransfer Revenue Model

Pay-in Phase



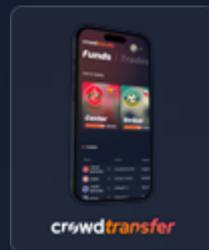
+2% Fee >>



+2-5% Fee >>



+2% Fee >>



+2% Fee >>



2% Trade Fee

Clubs (10% of Market)
750

X

Ø Deal Size:
EUR 500'000

X

Ø Yearly Deals
per club: **2**

X

Ø Platform Fee
% 10

=

EUR 75 Mio

Our Traction - 2024

KPI in the App

User Accounts

270

Ø Invested per Fan

390 CHF

Onboarded Clubs

2  

Football:

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Clubs in Testing*

10  

Clubs Committed*

9  

Strategic Projects

2  

IceHockey:

crowdhockey

Clubs committed

5

Strategic LOI signed

4    

Financial Forecast 2024 - 2027



Foundation for Sustainable Growth

Partners & Distributors

A **majority stake** of CrowdTransfer remains with the **three co-founders**:

Leroy Bächtold, Roger Grossenbacher and Richard Lauper.

Additionally, we collaborate closely with our minority shareholders **mühlemann+popp** and **onchainlabs**.

mühlemann+ popp

- VC & Startup Accelerator
- Supports in platform development
- Supports in business development
- Minority shareholders

onchainlabs

- Blockchain consulting and web3 technology provider
- Support our web3 use cases
- Minority shareholder

Venture Leaders

Join our UK Liftoff!

Already strong interest from Clubs



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UK Legal Setup started



Seed Round Opportunity

Valuation: CHF **21 MIO**

To raise: CHF **4.1 MIO**

2.42M committed



1.68M open

- Boost UK market entry & internalization
- Increase marketing & business dev.

crowdtransfer

Bringing football back to the fans



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crowdhockey

Empower the Game: Unite, Invest, Triumph

