



FANCAP

M&A ADVISORY

POWERED BY SEG

**BRIDGING THE GAP BETWEEN
FOOTBALL (SOCCER) AND FINANCE**

IN A NUTSHELL



EXCLUSIVE EXPERTISE

in football (soccer) M&A, investment strategies & sports real estate



ALLIANCE WITH SEG

25+ years in top-level global football



DIRECT PIPELINE

to top-tier clubs & opportunities in Europe & Saudi Arabia

FANCAP

POWERED BY SEG



UNMATCHED VALUE

for investors, clubs & stakeholders across football



INTEGRATED APPROACH

FANCAP's sports finance expertise + SEG's global network



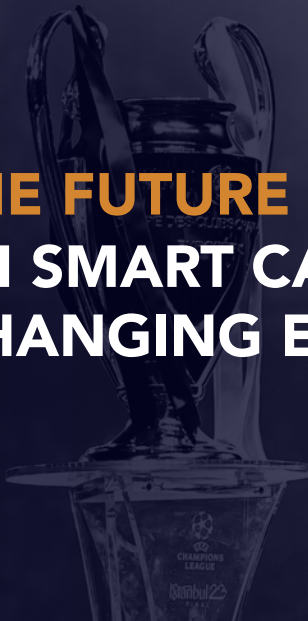
END-TO-END SUPPORT

from sourcing to execution to post-deal strategy

OUR MISSION

FANCAP predicts that the next decade in global football will be shaped by smart capital and bold strategic consolidation.

Our mission is to lead this transformation, connecting elite investors with high-impact opportunities across clubs, academies, sports-anchored real estate and other sports assets.



**SHAPING THE FUTURE OF FOOTBALL
THROUGH SMART CAPITAL AND
GAME-CHANGING EXECUTION**

FANCAP MANAGEMENT TEAM



JORG VAN NIEUWENHUIJZEN

Founder & Managing Partner

- Sports business career across investment and M&A advisory
- Expertise in strategy, capital markets and global transactions



JEROEN SLOP

Senior Advisor, Finance & Governance

- Former CFO Ajax; Supervisory Board KNVB
- Expertise in structuring, governance and sustainable growth

M&A ADVISORY BOARD



JOHN DE JONG

Senior Advisor, Football Operations

- Former Technical Director PSV; senior role at SEG
- Specialist in scouting, due diligence and football operations



FRANS DE WEGER

*Senior Advisor, Legal & Compliance
(through his law firm BMDW)*

- Chairman, FIFA Dispute Resolution Chamber
- Leading authority in football law, M&A and compliance

**EXPERIENCED LEADERSHIP IN SPORTS
WITH GLOBAL NETWORK REACH**

SEG: GLOBAL LEADERSHIP IN FOOTBALL REPRESENTATION

SEG

AT A GLANCE



FOUNDED IN 2000

25+ years of leadership



800+ CLIENTS

represented worldwide



180+ AGENTS

in 40+ countries



OFFICES

in Amsterdam, London, Barcelona,
Milan, Riyadh & more

STRATEGIC ADVANTAGES



EXTENSIVE NETWORK

Direct access to club owners, investors & senior
decision-makers worldwide



EXCLUSIVE DEAL FLOW

Privileged pipeline backed by real-time market intelligence



GLOBAL REACH

On- & off-market opportunities across key football regions

FANCAP AND SEG: A UNIQUE MATCH

AT THE INTERSECTION OF GLOBAL FOOTBALL AND WORLD-CLASS FINANCE

UNPARALLELED GLOBAL NETWORK

Through SEG's global presence, FANCAP gains direct access to club owners, executives, players and stakeholders across the football ecosystem.

MARKET INTELLIGENCE EDGE

We combine SEG's on-the-ground football insight with FANCAP's institutional-grade financial expertise — a partnership no traditional advisory firm can replicate.

DEAL ORIENTATION POWERHOUSE

This synergy delivers superior deal flow, both on- and off-market, spanning Europe, North America and emerging markets.

KEY SERVICES



BUY-SIDE ADVISORY

- Strategic acquisition mandates
- Global deal sourcing (40+ countries)
- Full due diligence (financial, technical, operational, commercial)
- Valuations, structuring, negotiation & closing



SELL-SIDE ADVISORY

- Exit strategy planning & market positioning
- Targeted marketing & buyer qualification
- End-to-end transaction management
- Negotiation of optimal terms



LENDING & DEBT ADVISORY

- Senior & mezzanine debt structuring
- Acquisition, refinancing & recapitalization
- Stadium & infrastructure financing
- Bridge loans & working capital



POST-ACQUISITION CONSULTING

- Operational & governance frameworks
- Access to elite executives & technical leaders
- Growth strategies (technical, sporting, commercial)
- Financial restructuring

OUR ADVISORY PROCESS



1. ENGAGEMENT

Alignment on objectives & transaction scope.



2. PREPARATION & VALUATION

Due diligence, strategic positioning, target profiling.



3. GO TO MARKET

Targeted outreach via global club, investor & fund network.



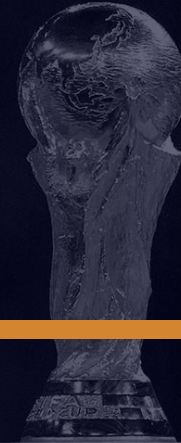
4. NEGOTIATION & STRUCTURING

Term sheets, valuation guidance, deal structuring, stakeholder alignment.



5. CLOSING & EXECUTION

Legal close, communication strategy, post-deal advisory.



WHAT SETS US APART

FANCAP delivers a competitive edge through a rare combination of real football insight and world-class financial execution.

FOOTBALL-FIRST

We understand club governance, scouting and player trading

HIGH-VOLUME DEAL FLOW

We have insight in off-market club & agency transactions

TRUSTED GLOBAL NETWORK

Built on 25+ years experience at the highest level in global football

CROSS-SECTOR EXPERTISE

Unique expertise across football, finance and sports real estate

RIGOROUS DUE DILIGENCE

Deep operational assessment beyond financials

TAILORED STRATEGIES

Built around the client's unique objectives—whether growth, turnaround or exit focus

INVESTOR ACCESS

Direct links to club owners worldwide

EXECUTION TO INTEGRATION

From closing deals to implementing governance & operations

CONTACT



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THANK YOU

FANCAP