



FANCAP

M&A ADVISORY

POWERED BY SEG

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

IN A NUTSHELL



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



JÖRG VAN NIEUWENHUIJZEN

Founder & Managing Partner

Sports business career across sports, investment, and M&A advisory

Expertise in strategy, capital markets and global transactions



JUSTIN GOETZEE

Senior advisor, General manager

Former CEO Cycling team Jumbo Visma, and RKC Waalwijk

Expertise in governance and general management



JOHN DE JONG

Senior Advisor, Football Operations

Former Technical Director PSV Eindhoven; senior role at SEG

Specialist in scouting, due diligence and football operations



JEROEN SLOP

Senior Advisor, Finance & Governance

Former CFO Ajax; currently financial Supervisory Board member KNVB (Dutch FA)

Expertise in football finance, structuring, governance and sustainable growth



FRANS DE WEGER

Senior Advisor, Legal & Compliance

Chairman, FIFA Dispute Resolution Chamber

Leading authority in football law, M&A and compliance



SANDER KRUIS

Senior Advisor, Commercial Operations

Head of partnership acquisition Audi Formula 1 team

Specialist in commercial strategies and sponsorships

**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



1000+ 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 (sporting, financial, technical, operational, commercial)
- Valuations, structuring, negotiation & closing



SELL-SIDE ADVISORY

- Exit strategy planning & market positioning
- Target 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, financial, commercial, legal)
- Financial restructuring & player funds

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.



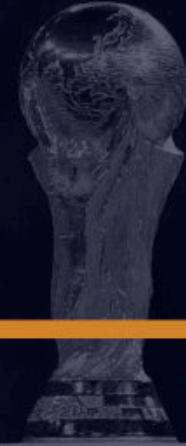
4. NEGOTIATION & STRUCTURING

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

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