



# RAINBOW

AT A GLANCE



# LEGAL DISCLAIMER

The information contained in this document is the confidential information of Rainbow Sports, a Cameroon incorporated corporation (the “Company”), and may not be used (other than for purposes of evaluating a potential investment in the Company), reproduced, copied, forwarded, transferred, shared with any third party, or disseminated in any way without the prior express written consent of the Company.

The recipient of this document agrees either (a) to return to the Company, or (b) to destroy all paper and electronic copies of this document as promptly as practicable after the recipient has completed its evaluation of the investment opportunity in the Company.

The information contained in this document is dated as of May, 2020.

The Company disclaims any obligation to update such information after such date.

This document and the Business Plan Financial Model contains forward-looking statements reflecting the Company’s current expectations that necessarily involve risks and uncertainties. Actual results and the timing of events may differ materially from those contained in such forward-looking statements due to a number of factors.

All rights reserved

# KEY INVESTMENT CONSIDERATIONS

 The global football sports market was estimated at around 28 billion USD in 2015, equal to as much as combined revenue from all U.S. team sports, Formula 1 racing, Tennis and Golf

 The sport of football is watched and played by billions of people around the world – far more than any other sport

 Rainbow Sports possesses a truly global business model that is relatively asset light and low cost with high margin and strong free cash flow and returns on invested capital characteristics

 The risk elements of the Company are spread across multiple players and geographies as there are revenue generating players located in North America, Europe, Asia and Africa with further expansion into Latin America expected in the next few years

 The Rainbow System (as described herein) would be hard for any one entity to replicate, creating significant barriers to entry and a strong competitive advantage



# GLOBAL DEMAND FOR AFRICAN FOOTBALLERS

- ☀ Demand for players who are from Africa or of African extraction has been growing dramatically, which has been having a major impact on the game of football - how it is played and what it takes to be successful
- ☀ As recently as the early 1990s, there were few Africans on European football teams
- ☀ Today, African players (natives and non – natives) are the fastest growing demographic in the professional leagues
- ☀ Over the past five years, the number of Africans in the Premier League has grown in a significant way
- ☀ Similarly, the number of African players in the USL and MLS (the top two USA leagues) has been growing significantly in the past few years
- ☀ On the top four European lists of the top players in global football under the age of 20, men and boys of African extraction represent about 50%



# **INTRODUCTION TO RAINBOW SPORTS**

**Rainbow Sports (“Rainbow” or the “Company”) is a global sports platform enterprise focused exclusively on football.**

**The Company owns two professional football clubs (Cameroon and Czech Republic) and a US-based football agency (Dreamworld Sports and Entertainment), controls multi-continent football club relationships, and has unique expertise in sourcing and signing world class football talents in Africa.**

**Management believes Rainbow Sports is the largest and most valuable developer and agent of African football players, and related content, in the world**

---

**RAINBOW SOLVES ONE OF THE BIGGEST  
SUPPLY CHAIN CHALLENGES IN ALL OF SPORT:**

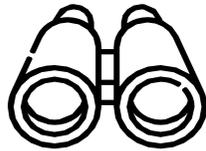
**HOW TO TAKE  
NATURALLY-GIFTED  
YOUNG FOOTBALLERS OUT  
OF AFRICA AND PLACE  
THEM INTO THE GLOBAL  
FOOTBALL ECOSYSTEM**

# THE RAINBOW SYSTEM

The Rainbow System is a well-oiled machine of talent discovery, development, placement and cash flow/value creation



SEARCH



FIND



SIGN



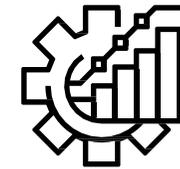
DEVELOP



PLACE



MANAGE



OPTIMIZE

## FIND

We inevitably find some amazingly gifted and talented footballers and we develop a bond with them



## SIGN

We work hard to sign these players to one of our clubs which entails getting to know family, coaches, mentors and friends and building trust between them and us. We write fair check sizes but also focus on future potential

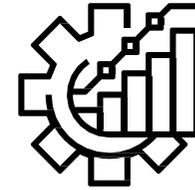
## SEARCH

We look for talent where others don't, can't or won't. We often look to the left when others are looking to the right



## DEVELOP

After signing a player, the real work begins and we take these young men under our wings and help build and develop them in myriad ways



## PLACE

We are very strategic about where a player will land next. We often think several steps and years ahead while making sure the first placement has a high likelihood of success. We expect to get paid nicely at that time and potentially more in future

## MANAGE

Even at a new club a player is always a part of the Rainbow family and we often continue the relationship through a formal agency representation agreement

## OPTIMIZE

As a player develops his professional career, we make sure we are always on the lookout for what comes next – the goal is always more opportunity, more success and more money

---

## **RAINBOW SPORTS CURRENT PLAYER PORTFOLIO AND PROJECTIONS**

**Rainbow Sports, on an investment of approximately \$1.35 million, has been able to produce a 24 players portfolio in the past five years that is expected to generate approximately \$32 million of revenue over the next five years.**

A full-page photograph of Christian Bassogog, a Togolese footballer, in action. He is wearing a green and red Togolese national team kit with the number 13 on his chest. He is captured in a dynamic pose, kicking a white and red football with his right foot. The background is a blurred stadium with blue seating and spectators. Two semi-transparent colored boxes, one green and one red, are overlaid on the image, containing text.

**CASE  
STUDY**

**CHRISTIAN  
BASSOGOG**



THE INCREDIBLE TRUE STORY OF

# CHRISTIAN BASSOGOG

WINNING AFRICA CUP  
OF NATIONS WITH  
CAMEROON

*The Washington Post*

“Eighteen months ago, Christian Bassogog was a teenager 6,000 miles from home playing third-division soccer on a last-place team before crowds of 2,500 on Cape Fear in North Carolina.

On Sunday, the Cameroonian winger was basking in the global glow of winning the African championship and being named the top player in the tournament.”

# THE INCREDIBLE RAINBOW TRAJECTORY OF CHRISTIAN BASSOGOG



# HOW DOES RAINBOW FIND ITS PLAYERS?

Rainbow has ties to a strong and extensive network of scouts, coaches, club and academy owners and managers across Africa.

In addition to our own scouting team and processes, Rainbow is often contacted by our network when promising players show themselves.

Further, Rainbow hosts open trials across Africa which gives us significant access and exposure to unseen talent that can emanate from areas across the region.

Rainbow supplements this on-the-ground presence with extensive video review analysis.

We feel that a strong competitive advantage is our ability and willingness to scout in places that most scouting organizations will not, and/or do not know exist and/or do not have easy access to.



# WHERE DOES RAINBOW FINDS ITS PLAYERS?

Rainbow is active in most of West, East and Central Africa, with its network extending across both the English and French speaking regions including the following countries:



**BURUNDI**



**CAMEROON**



**CONGO**



**DR CONGO**



**GAMBIA**



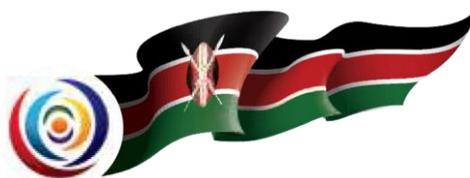
**GHANA**



**GUINEA**



**IVORY COAST**



**KENYA**



**LIBERIA**



**MALI**



**NIGER**



**NIGERIA**



**SENEGAL**



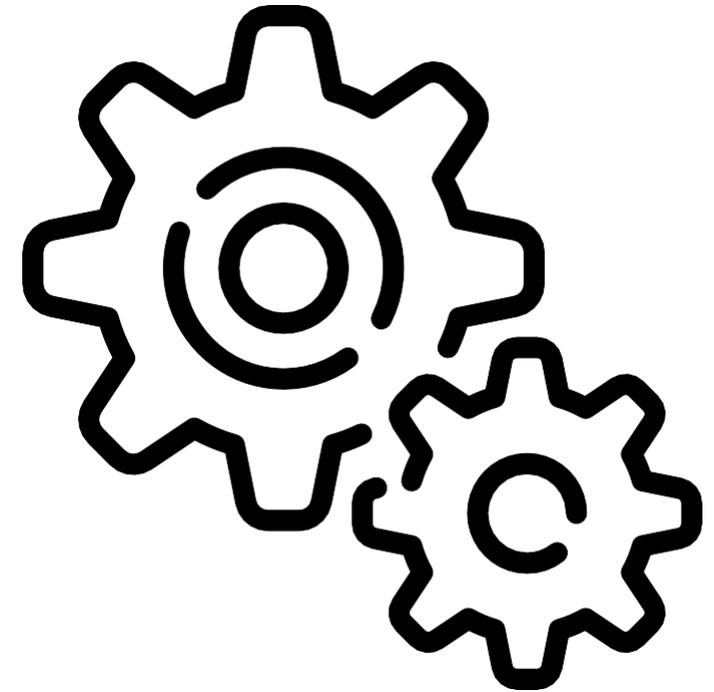
**TANZANIA**

# HOW DOES RAINBOW SPORTS PLACE ITS PLAYERS?

Rainbow Sports has a very strategic approach to player placement across the global ecosystem:

## KEY FACTORS

- ③ Demand
- ③ Style of play
- ③ Player's interest
- ③ Status of the transfer window (can differ by country)
- ③ Economics of the opportunity for the player, the club and our company
- ③ Fit into “Growth and Exposure” strategy



Rainbow also hosts African combines multiple times a year to give clubs from around the world access to players in our network. Often deals for players are made during and immediately following these events

# TRANSFER FEES

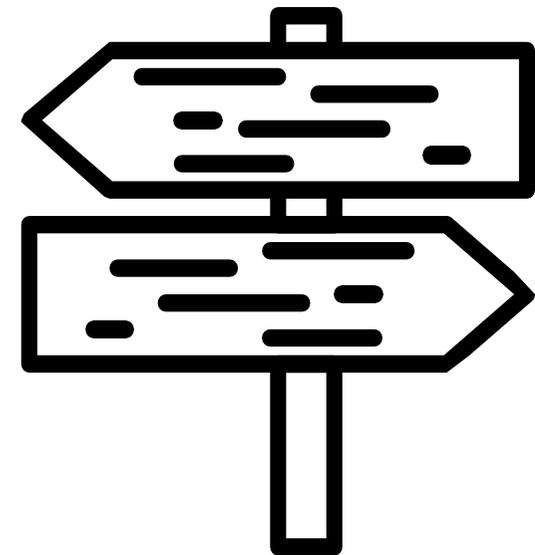
## HOW DO THEY WORK?

Global football has a unique economic element embedded in the business model in the form of transfer fees.

Transfer fees are fees paid between clubs associated with the transfer of a player from one club to another. Transfer fees are disconnected from the actual compensation paid to a player for his services to a club.

Transfer fees can represent a significant part of a football club's revenue stream and the portfolio of players under contract with a given club can have significant embedded value associated with future revenue potential.

Transfer fees can also have a "tail" on them as a team can retain an interest in a player through having an interest in one or more subsequent transfers after the club initially transfers a player to a new club.



# AGENCY FEES

## HOW DO THEY WORK?

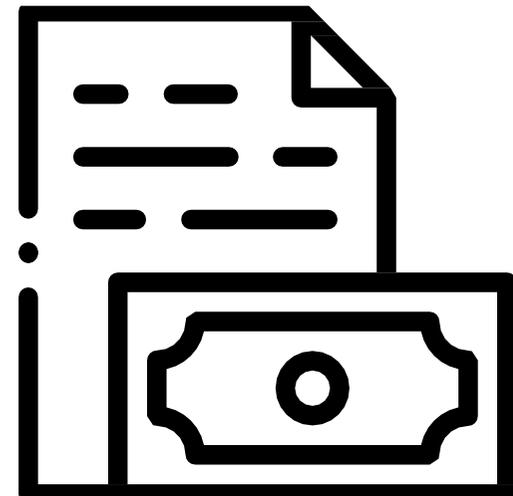
An agency is a separate entity from a football club itself

In the case of Rainbow Sports, the agency of record is Dreamworld Sports and Entertainment, a sports agency with operations in both the USA and the UK.

Dreamworld signs professional football players to its agency and provides agency services to that player through a traditional agency-player relationship around the player's myriad personal and professional needs.

The agency fees generated by Dreamworld are a percentage of a player's annual compensation.

Dreamworld does not have an exclusive on the Rainbow players but benefits from the early engagement that Rainbow has with its players that leads to a level of trust and seamlessness in the relationships among the parties



# ENDORSEMENT FEES

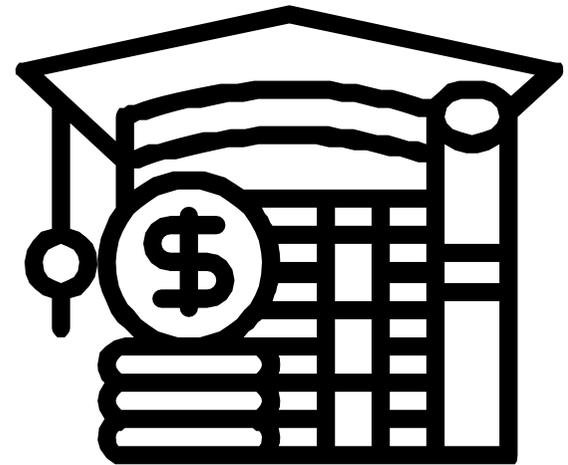
## HOW DO THEY WORK?

Endorsement fees are additional fees that can be earned by Dreamworld and/or Rainbow as a player's status grows in the global football marketplace.

Endorsement fees are fees paid to a player to endorse various products and services based on a player's performance on and off the field.

Many sports and entertainment figures around the world are utilized by myriad consumer brands around the world to promote their products and services.

Dreamworld and/or Rainbow sources, negotiates and structures endorsement deals among companies and players and earns a percentage of those endorsement fees as they are earned by the player.





# MANAGEMENT TEAM & KEY PERSONNEL



# **Kingsley PUNGONG**

## **FOUNDER AND CEO**

**Rainbow Sports is the vision of Kingsley Pungong, a Cameroonian-born entrepreneur with experience in starting and running businesses in Africa, UK and USA**

**Mr. Pungong previously directed Wasserman Media Group's Africa strategy and advised Governments, leagues, sportswear manufacturers and professional football clubs in the UK, Europe, North America and Asia**

**Holds a Bachelor of Laws LLB Honors and is a graduate of the Wharton School of Business, University of Pennsylvania**



**Leo CULLEN**  
MD  
DREAMWORLD SE



Former Director at James Grants Sports from 2012 to 2016

Former Director at Wasserman Media Group from 2006 to 2010

United States International at Senior, U23, U20 and U18 levels

230 Professional matches played over nine MLS seasons

Number 1 Overall Draft Pick at the 1998 MLS Super draft

Graduate from the University of Maryland

**Francis W. NKWAIN**  
EXECUTIVE VP  
DREAMWORLD SE



Guides Media and PR strategy for Dreamworld Sports and advises on endorsement deals.

Co-Founder and Africa Director of Polaris Media, a UK-based Sports Public Relations and Communications company.

Developed the Best of Africa Awards to support and exhibit the role of Diaspora Africans in Africa's Development agenda.

Law Graduate (Brunel University) and

Harvard Business School Business of Entertainment, Media and Sport alumnus.



**Tebo B. TEBO**  
CEO RAINBOW FC

Football marketing and business development professional with over 10 years experience in the football industry and other sectors

Has been involved in football business development with local clubs, as well as career guidance to football players

Founder of Bridge beyond Balls, an initiative for alternative career development for African players

Strategic Marketing graduate from De Montfort University, UK and holder of Football Marketing and Management certificate from Sports Business Institute Barcelona



**Alexandre MORFAW**  
DIRECTOR OF FOOTBALL

Headed Rainbow's scouting network for the past seven years with a keen eye for top talent

Works intimately with selected high profile African athletes and guides them with career development decisions

Committed to social inclusion programs that support youth and education

Played professional soccer in France (Nantes), UK (Leicester City), the MLS (Vancouver Whitecaps) and at international level with the Cameroon National Team



**Martin CHALUPECKY**  
CEO MFK VYSKOV

Has been involved in Sports for over twenty years as well as sports club administration

Has worked across several domains such as finance, marketing, human resources and as an entrepreneur in different disciplines.

Skilled in business strategies, finance planning and people management

Charged with the strategic direction of MFK Vyskov

Graduated from Palacky University in Olomouc



**Ernestine NGEFOR**  
CHIEF FINANCIAL OFFICER  
RAINBOW SPORTS

Certified Chartered Accountant and Member of ACCA, BSc. in Accounting from Oxford Brookes University (Oxford, UK)

Over 10 years of experience in finance and accounting in the following industries: Aviation, Entertainment, Sales and Taxation

Has been leading Rainbow's finance department for over five years



**Roland NDAKA**  
RAINBOW PARTNER  
GERMANY

Founder and Managing Director at Yaka 5 GmbH Engineering and IT Solutions (Germany)  
Commissioner of African Affairs for "Die Familienunternehmer", a group of German Family owned Businesses.

Guides companies on African strategy and outreach  
MBA graduate in Business and Engineering from Steinbeiss/Kelly Business School  
Hosts of Africa Business Forum in Cologne



**Troy BARDY**  
HEAD  
DIGITAL SCOUTING & CONTENT

Technical Videographer, US Soccer Federation

Video Analyst and Social Media Producer for the US Men and Women National Teams at the 2012 London Olympics, 2013 Gold Cup, 2014 FIFA World Cup and 2016 Copa America

Video Producer, Host and MLS Multimedia Coordinator for LA Galaxy  
Video Producer for Yahoo Sports at 2010 FIFA World Cup

Editor, Videographer and Producer for FOX Sports

Field Producer for Perform Group covering the NFL, NBA, MLB, MLS, PGA Tour

**FROM THE RAINBOW SPORTS TEAM...**

**THANK YOU / MERCI**

