

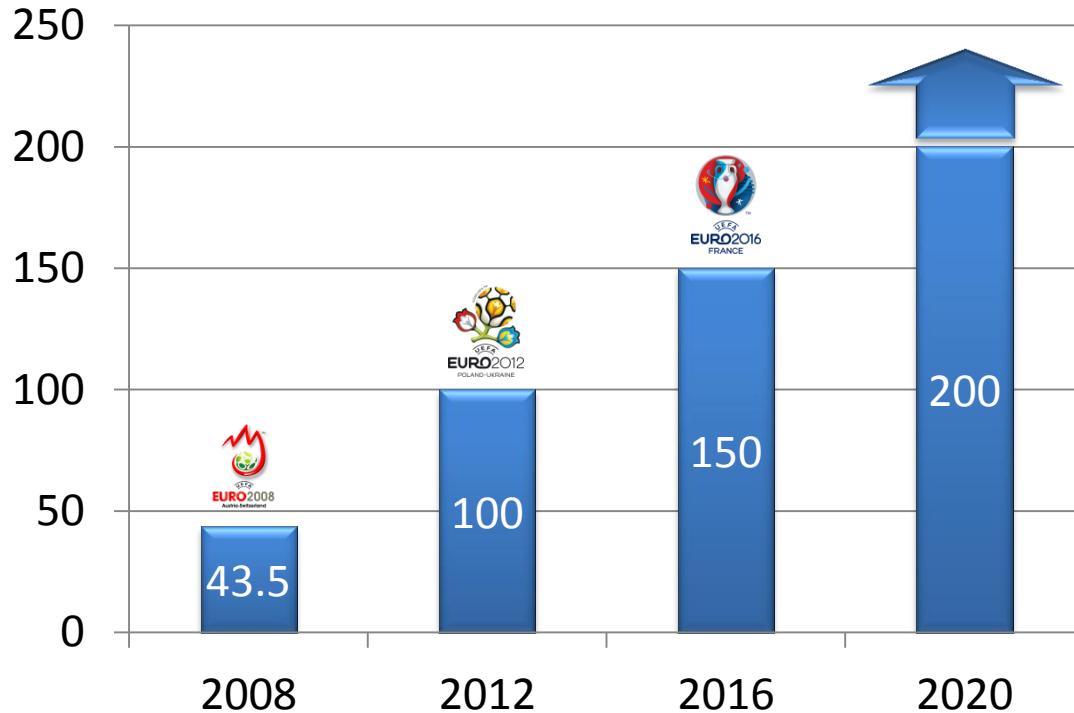


ECA
EUROPEAN CLUB ASSOCIATION

UEFA EURO Club Benefits



UEFA EURO 2020 Club Benefits



UEFA EURO 2020:
8% of the total gross revenue
- minimum €200m



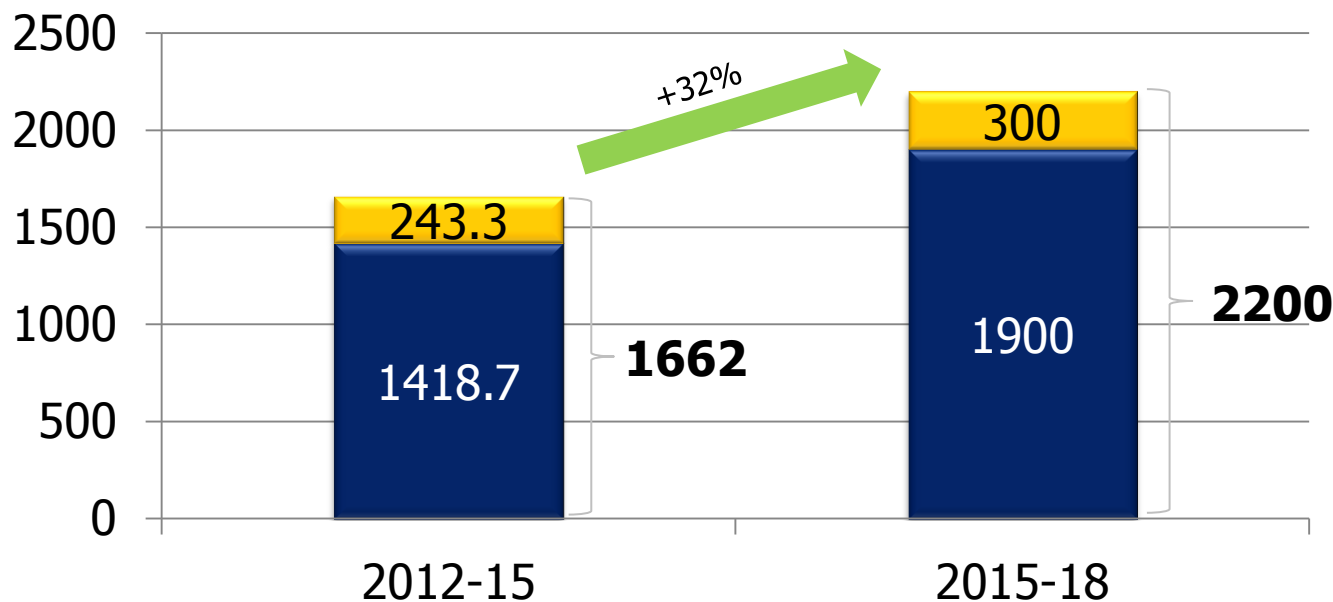
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UEFA Club Competitions 2015-18 Distribution Concept



Revenue Comparison: 2012-15 vs 2015-18



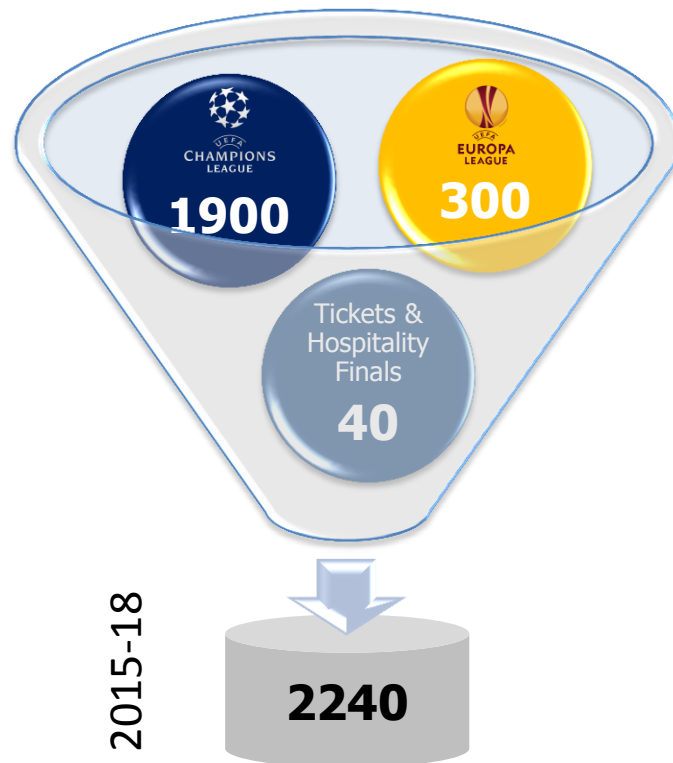
Distribution Concept: 2012-15 vs 2015-18

Concept 2012-15

Two separate pots per competition

Concept 2015-18

One global pot for both competitions



Club Share Calculation 2015-18

Total Gross Revenue	2240
UCL/UEL Direct Costs (12% of gross revenue)	-268.8
Solidarity Leagues (5% of gross revenue)	-112
Solidarity Qualifying Rounds (3.5% of gross revenue)	-78.4
Total Net Revenue	1780.8
UEFA Share (8%)	-142.5
Club Share (92%)	1638.3

 UEFA Champions League Club Share	1257.3
 UEFA Europa League Club Share	381

Ratio 3.3

2012-15 vs 2015-18: more money for all

	System 2012-15	System 2015-18	Deviation
Gross Revenue	1693.3*	2240	↑ +32.3%
UCL Clubs	1002.7 (59.2%)	1257.3 (56.13%)	↑ +25.4%
UEL Clubs	232.5** (13.7%)	381 (17%)	↑ +63.9%
	Ratio 4.3	Ratio 3.3	
Leagues	82.4 (4.9%)	112 (5%)	↑ +35.9%
Qualifying Rounds	47.4 (2.8%)	78.4 (3.5%)	↑ +65.4%
UEFA	116.3 (6.9%)	142.5 (6.35%)	↑ +22.5%
Costs	212 (12.5%)	268.8 (12%)	↑ +26.8%

*Based on final accounts for 2013/14 season, including surplus and finals tickets/hospitality

**Including contribution from UCL/UEFA to UEL share

Revised Split Fixed Amounts/Market Pool



All amounts in €m	CHAMPIONS LEAGUE			EUROPA LEAGUE		
	2012-15	2015-18	% vs 12-15	2012-15	2015-18	% vs 12-15
Total	999.7	1257.3	126	232.3	381	164
Play-Offs*	42.2	50	118	-	-	-
Group Stage	957.5	1207.3	126	232.3	381	164
Fixed Amounts	55% 526.6	60% 724.4	138	60% 139.4	60% 228.6	164
Market Pool	45% 430.9	40% 482.9	112	40% 92.9	40% 152.4	164

*Play-Offs Allocation 2015-18: €2m for the winners, €3m for the losers (vs €2.1m per team in 2012-15)

UCL Fixed Amounts Allocation



Phase	Group Stage		Knock-Out Stage					Super Cup	
	GS Fee	Performance	1/8 Finals	1/4 Finals	1/2 Finals	Runner-Up	Winner	Runner-Up	Winner
2015-18	12000	4500 <small>Win 1500 / Draw 500*</small>	5500	6000	7000	10500	15000	3000	4000
2012-15	8600	3000 <small>Win 1000 / Draw 500</small>	3500	3900	4900	6500	10500	2200	3000
No. Clubs	32	32	16	8	4	1	1	1	1
Total	38400	144000	88000	48000	28000	10500	15000	3000	4000
% vs 12-15	140	150	157	154	143	162	143	136	133

*non-distributed amounts (ie €500'000 per draw) reallocated to winning teams in proportion to the number of wins

UEL Fixed Amounts Allocation



Phase	Group Stage		Knock-Out Stage						Knock-Out Qualification Bonus	
	GS Fee	Performance	1/16 Finals	1/8 Finals	¼ Finals	1/2 Finals	Runner-Up	Winner	GS Winners	GS Runners-Up
2015-18	2400	1080 <i>Win 360/ Draw 120*</i>	500	750	1000	1500	3500	6500	500	250
2012-15	1300	600 <i>Win 200/ Draw 100</i>	200	350	450	1000	2500	5000	400	200
No. Clubs	48	48	32	16	8	4	1	1	12	12
Total	115200	51840	16000	12000	8000	6000	3500	6500	6000	3000
% vs 12-15	184	180	150	114	122	150	140	130	125	125

*non-distributed amounts (ie 120'000 per draw) reallocated to winning teams in proportion to the number of wins

Solidarity Payments – Qualifying Rounds

	No. Clubs	2012-15	2015-18	% vs 12-15	No. Clubs	2012-15	2015-18	% vs 12-15
Q1	6	150	200	133	104	120	200	167
Q2	34	175	300	170	66	130	210	162
Q3	15	200	400	200	58	140	220	157
PO	-	-	-	-	22	150	230	153

Champions not in UCL will receive 250k (vs. 200k in 2012-15)

Solidarity Payments – Leagues Share

New System 2015/16

Total Amount	112
Leagues with participating clubs in Group Stage	89.6 (80%)
Leagues without participating clubs in Group Stage	22.4 (20%)



- Clubs participating in UEL Group Stage are not entitled to this money (like the UCL ones)
- No specific allocation for Play-Offs (like in 2012-15)
- First distribution season: 2016/17

Leagues with participating clubs in Group Stage

Total Amount	89.6
Equal share total	53.76 (60%)
Market value total	35.84 (40%)

Leagues without participating clubs in Group Stage

Total Amount	22.4
Equal share total	13.44 (60%)
Market value total	8.96 (40%)