

Create the Most Valuable Brand in Tennis History.

Agenda



01 | Who we are



02 | Executive Summary



03 | Brand Value of a Tennis Player



04 | Thoughts on Driving Jannik's Brand Value



05 | How We Can Help & What's In for Us



who we are & general POV.

We Are Not Only Passionate About Tennis



The Brain

Vijay Ramaswami

- ✓ London-based, skilled in cloud transformations and revenue growth
- ✓ Engineering (India), MBA (INSEAD)
- ✓ Currently working for Salesforce leading Strategic Advisory Services in the UKI
- ✓ 20+ years experience in strategic and customer experience roles
- ✓ Passionate about data-driven decisions and innovation



The Strategist

Shridhar Acharya

- ✓ Amsterdam-based, specializes in strategy and enterprise transformations
- ✓ Computer Science (India), MBA (India)
- ✓ Leading Salesforce's Manufacturing, Auto, & Energy team in NL
- ✓ 20+ years experience across Manufacturing, Consumer Goods, FSI
- ✓ Passionate about digital transformation, and strategic innovation



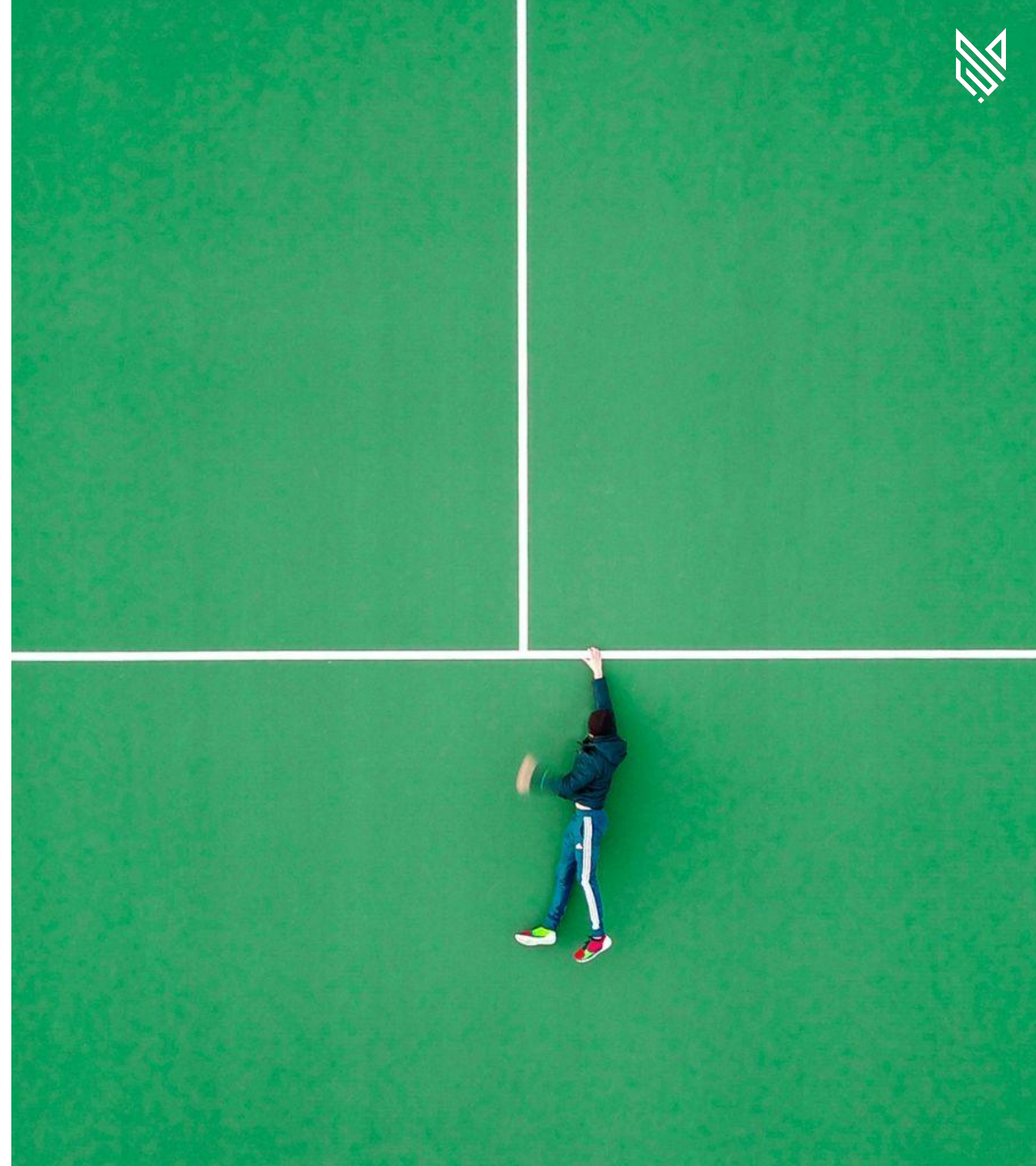
The "Brings them Together"

Markus Kofler

- ✓ From Sexten, used to play tennis with Jannik's dad
- ✓ Business Administration (Trento), MBA (INSEAD)
- ✓ Currently working for Salesforce Value Services in Copenhagen
- ✓ 20+ years experience in FMCG, Finance, Consulting and IT
- ✓ Passionate about Web3 and Kitesurfing

Executive Summary

- ★ Federer, Nadal, and Djokovic have dominated tennis over the last 2 decades, regarding both won titles and earnings:
 - The Big 3 have won a cumulative 60 Grand Slam Titles
 - Federer was the best paid athlete in 2020, topping \$100M in earnings per year
- ★ The increasing digitization and rise of social media brings the need to rethink the value generation of a tennis brand, which needs to both follow a stricter strategic alignment, and focus on a growing global fan base and community. Based on our analysis, the Big 3 have not delivered on these two aspects:
 - a) Convey a clear brand identity with corresponding messaging “What do I stand for”, and
 - b) Adapt to and leverage a growing and global fan community.
- ★ In this document we like to share some thoughts and ideas on how to grow Jannik’s brand value beyond athletic performance and endorsements, by tapping into the enormous potential of fan communities, as well as building digital businesses related to his popularity and role model status.
- ★ We believe our ideas present a distinct chance to build something never before seen in individual sports and establish the most prestigious brand in the history of tennis.

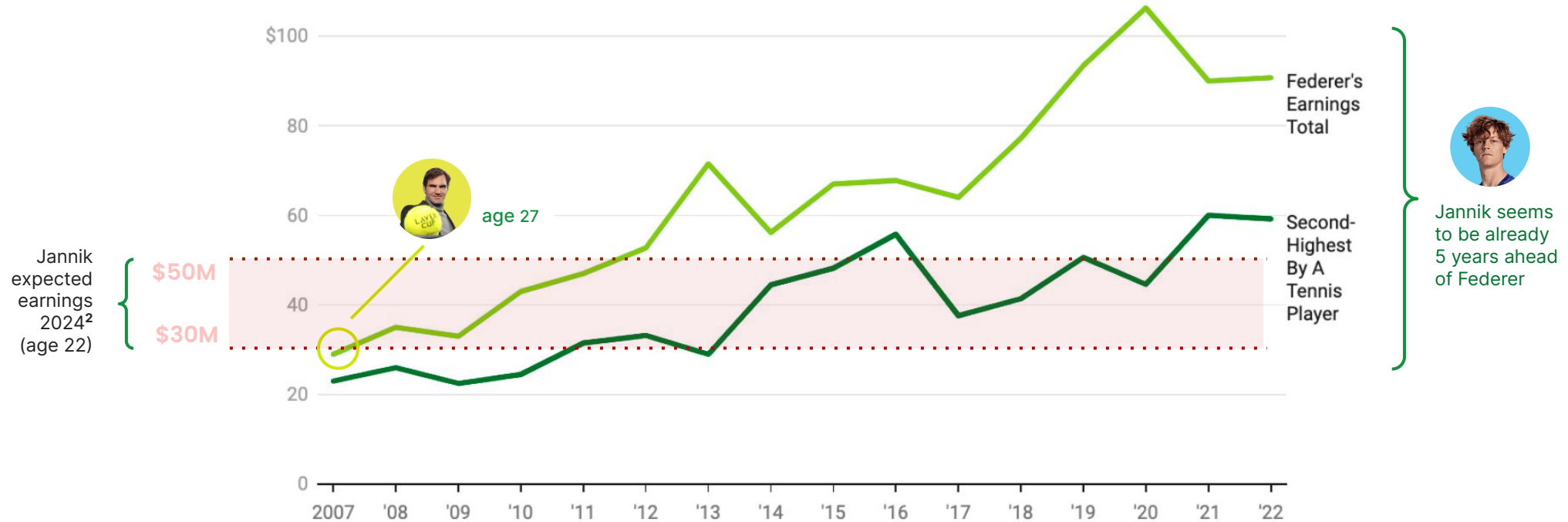




**Federer Has Been the
Benchmark In Terms of
Earnings for the Last 16 Years**

Estimated Annual Earnings¹

(in millions, before taxes and agent fees - Forbes)



The second-highest totals are drawn from a mix of **Maria Sharapova** (2007, 2008, 2009, 2010, 2013), **Rafael Nadal** (2011, 2012, 2014, 2018), **Novak Djokovic** (2015, 2016, 2017, 2019, 2020) and **Naomi Osaka** (2021, 2022).





The Brand Value of a Player Goes Beyond Prize Money and Endorsements

Federer: World's highest paid athlete in 2020

Estimated Annual Value

Athletic Performance 2023:¹

Djokovic: \$16.0M Medvedev: \$11.5M
Alcaraz: \$15.2M Sinner: \$10.5M

Figures in \$ million



Remarks

Athletic Performance	6	14	16	#1 Djokovic 2015: \$21.1M
Endorsement & Appearance fees	100	26	30	#1 Federer: Uniqlo \$300M - 10Y
Total earnings	106	40	46	
Own Businesses ²	Not disclosed			Ion Tiriac: Tiriac Bank
Social Impact & Engagement (Fans)	The Big 3 have not engaged in this area			

Federer 2020
Nadal 2020
Djokovic 2023

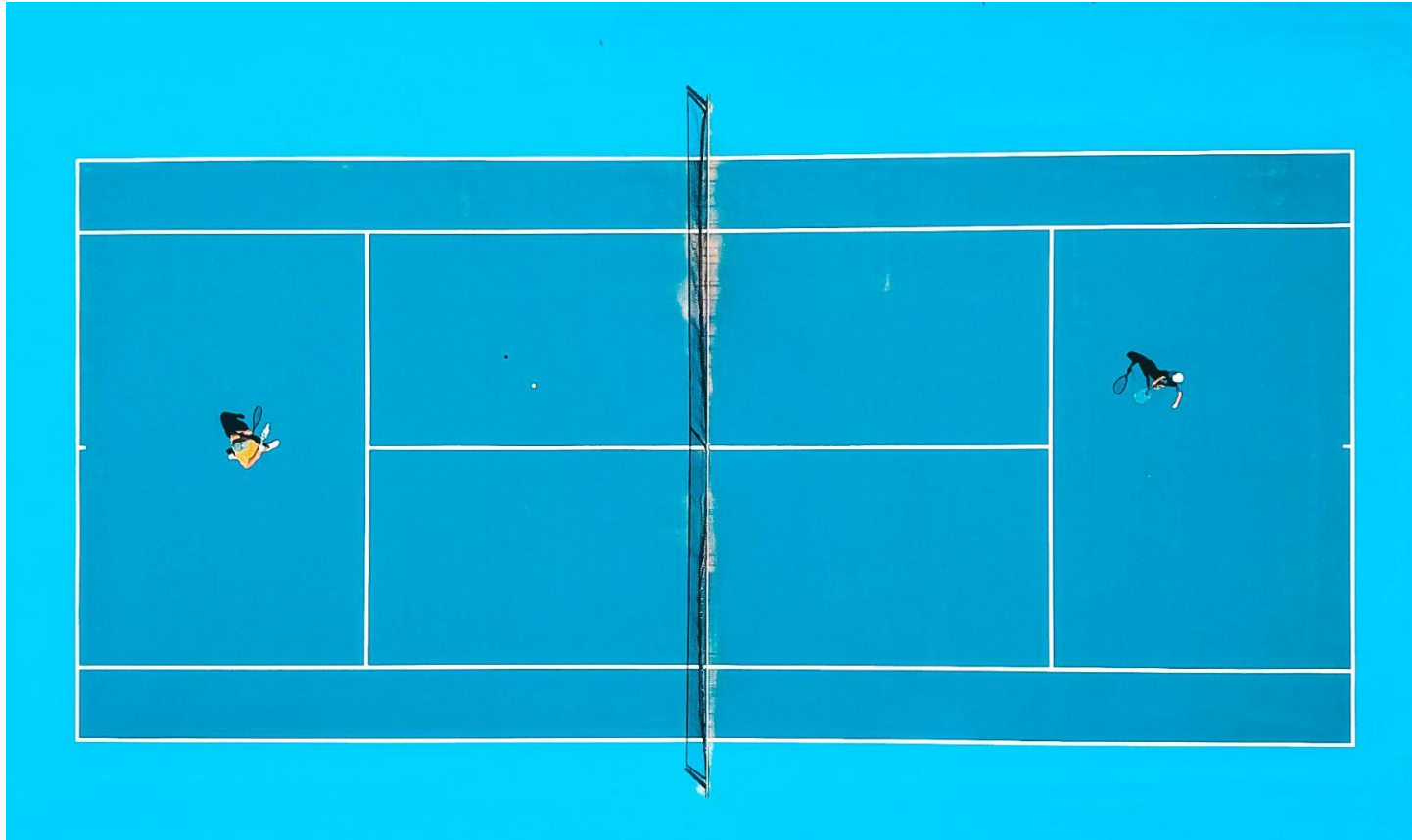
Beyond prize money & endorsements



Our focus

- The rise of social media and digital realities makes this area of rising relevance, and none of the Big 3 has captured its value.
- Neither of the Big 3 has a strong presence in China.

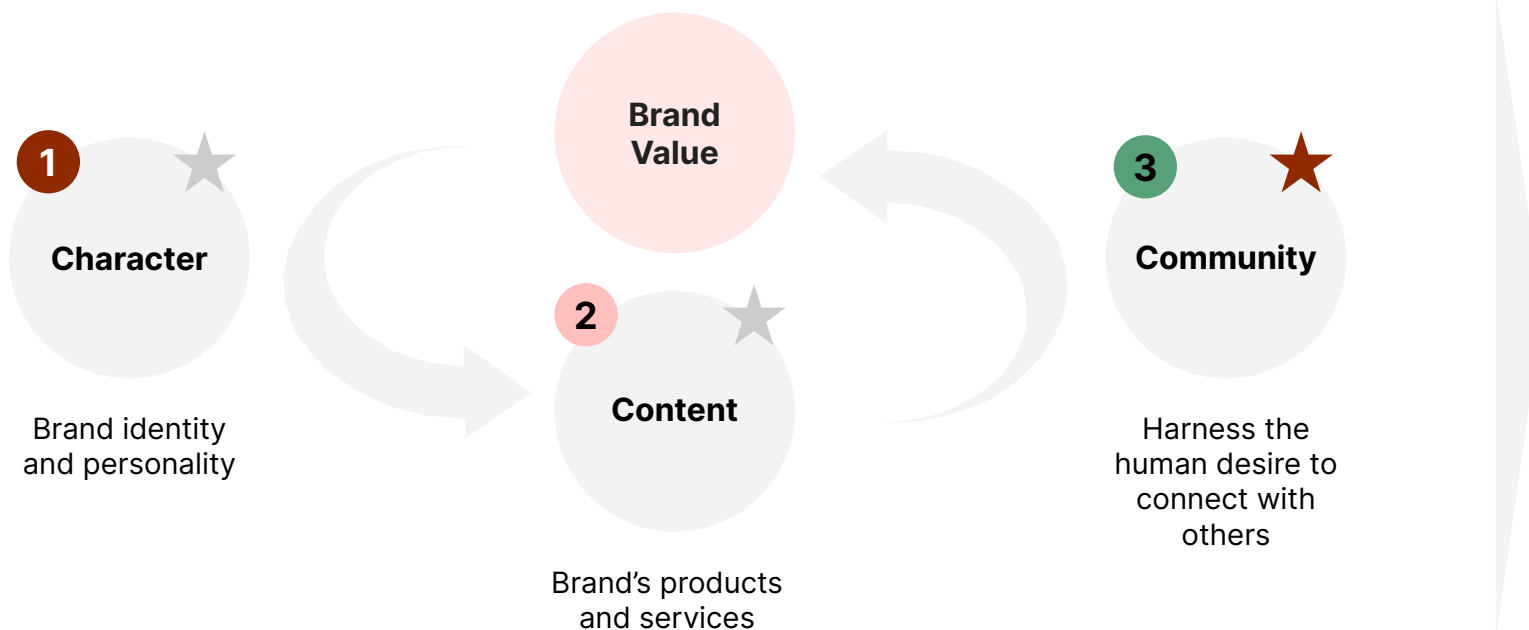




**An Increasingly
Connected
World Requires
Stricter
Alignment and
Messaging to
Drive Value**

Title goes here

The **Character** is the brand bedrock, which sustains the **Community**, a group that benefits from the brand's Content.



- These elements need to be communicated in a open and transparent way
- Have a single brand identity across all channels, and not differing, sponsor driven personalities
- Touch on relevant topics like sustainability, philanthropy

- Federer, Nadal, and Djokovic have **not publicly articulated personal vision statements** distinct to their brands, focusing more on their **performance and philanthropy** rather than defining a unique personal vision.
- Their **endorsements often overlap in terms of type** (sportswear, watches, automobiles), **not providing a clear differentiating factor** in their personal branding or vision.



Some thoughts / ideas

Major focus of document





character & content.

**Enhancing
Jannik's Vision
and Expanding
Into Relevant
Businesses Will
Further Elevate
His Brand's Value**



Some ideas on Character & Content

1

Character

Vision Statement
on professional and
personal¹ objectives

Establish a vision that embodies Jannik's principles of relentless effort, unwavering commitment, and genuine humility, extending from the tennis courts to broader horizons. Some ideas:

- "Excellence Beyond Boundaries"
- "Play, Empower, Transform."
- "Serve, Lead, Inspire"

Possible Initiatives

- Apply vision statement to all public appearances and endorsement
- Avoid different personalities for different endorsements
- Single point of reference (website)

3

Content

Digital areas
in which
complimentary
business could be
generated

Diversify the income stream via online platforms and digital media with content production, and virtual services.

- The Big 3 rather "expand physically" (e.g. Nadal Academy). Jannik could use his popularity to start an athlete network which offers different services.
- Tennis content platform - description
- Youtube - description
- Speaker series/ Motivational training

- Leverage Jannik's strong network of athletes
- Leverage digital channels and forums (e.g. Youtube) to deliver content, experiences, etc.
- Create a tennis content platform consolidating various



1



Character



Excellence Beyond Boundaries.

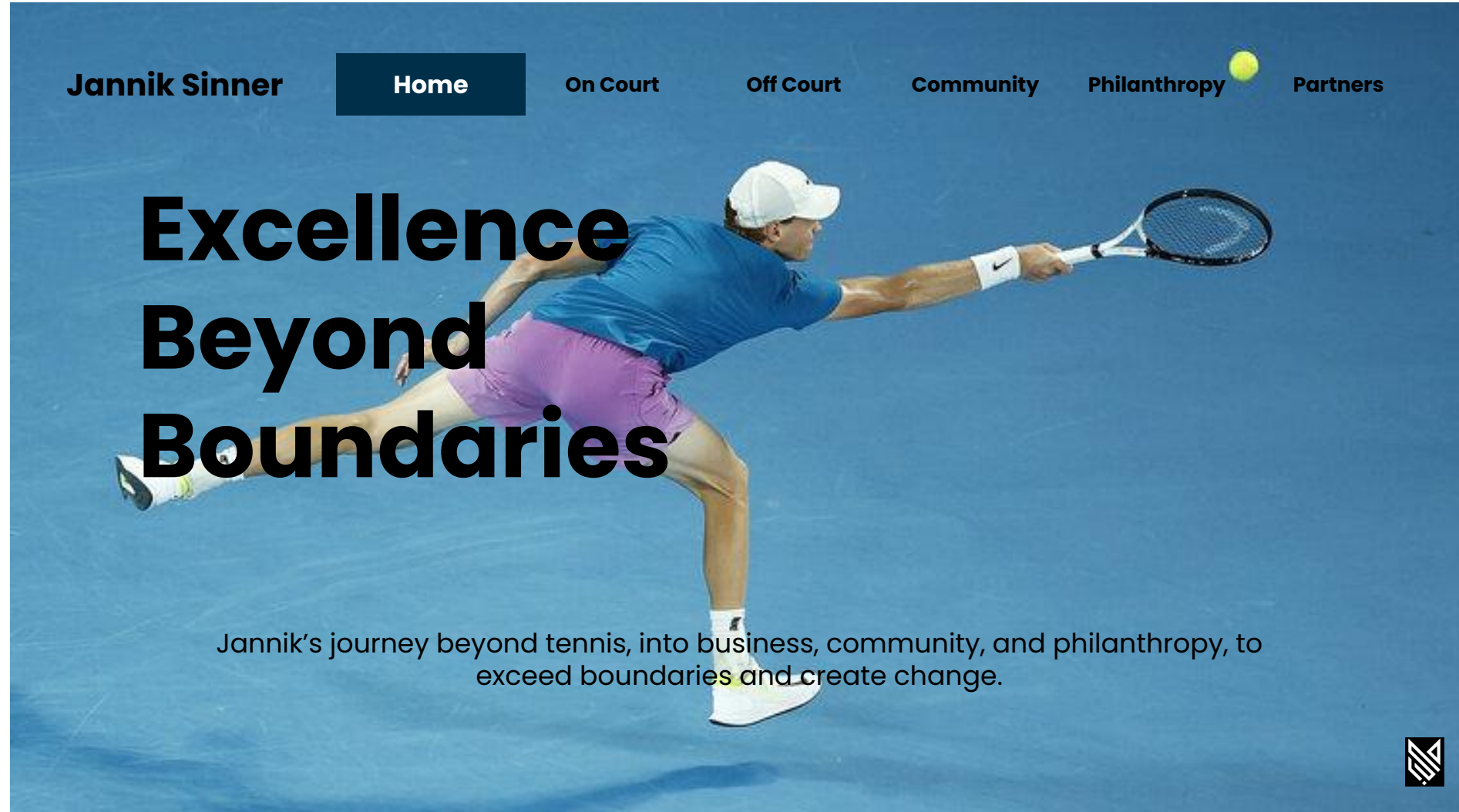
Vision Statement for Jannik's Ambition In Tennis and Beyond

The slogan highlights Jannik's transcendent talent in tennis (excellence), his ability to appeal across various domains from sports to business (beyond), and his global appeal that surpasses just the realm of athletics (boundaries).



Jannik's Website As the Single Point of Reference

Character



Leveraging Popularity In Digital Spaces

Content

Some thoughts for potential new business ventures in the digital world

Business Ideas	Detail	vs. Federer, Nadal, Djokovic
<div>Our favorite</div> <div>1 Sportsmen event platform</div>	<ul style="list-style-type: none"> A digital platform connecting athletes with companies or individuals for various events, e.g. motivational talks. Users can browse athlete profiles, check their availability, and book directly. Jannik's popularity can be leverage to attract high profile athletes to the platform. 	<ul style="list-style-type: none"> Unexplored by Federer, Nadal, or Djokovic. Opportunity to create a platform that leverages Jannik's connection to other athletes and makes it easier for interested parties to engage sportsmen in various events/ activities.
2 Tennis content platform	<ul style="list-style-type: none"> Tennis content platform offering match highlights, player insights, and training videos, alongside motivational stories, mental fitness resources, and a fan-player interactive forum for a holistic tennis experience. 	<ul style="list-style-type: none"> Text
3 Youtube learning/ teaching	<ul style="list-style-type: none"> Sinner Youtube channel featuring comprehensive tutorials, tennis specific fitness regimes, equipment reviews, catering to all skill levels. Monetization from existing sponsorships with sports brands, premium subscription models for exclusive content. Partner with certified tennis schools, and make high-quality tennis training accessible to low-income students, creating a network of Sinner-supported tennis coaching. 	<ul style="list-style-type: none"> Federer, Nadal, and Djokovic have significant media presence, but none have dedicated YouTube channels aimed at becoming a learning hub for tennis. Jannik could fill this niche by providing comprehensive training, insights, and behind-the-scenes content, leveraging the platform's global reach.
4 (Digital) Speaker series/ motivational training	<ul style="list-style-type: none"> Speaker series to cover strategies for success, resilience, and personal development, blending professional sports insights with essential life skills for overcoming obstacles and achieving goals. 	<ul style="list-style-type: none"> While engaging in motivational talks, none of the Big 3 have established a continuous program, indicating potential for a structured inspirational series.



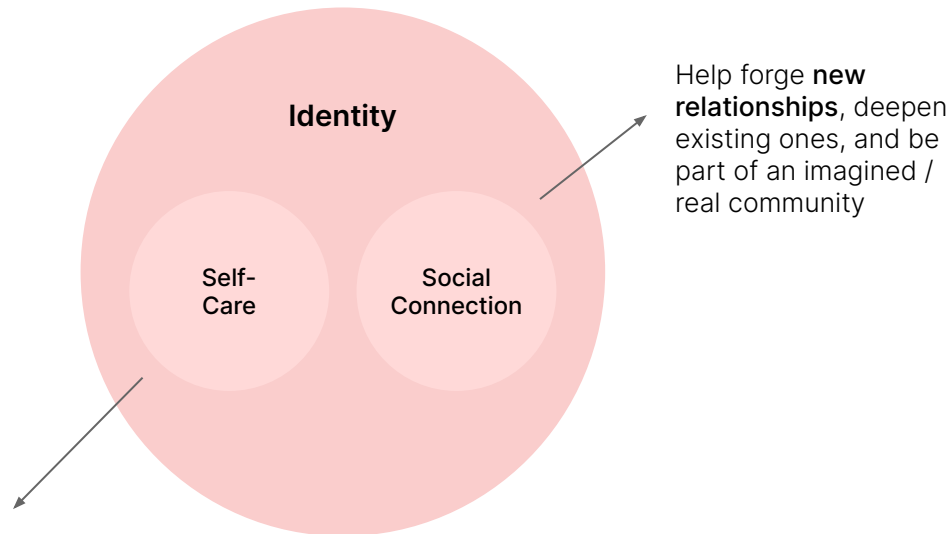
community.

Communities are More Than Just Fanatic Fans

Community

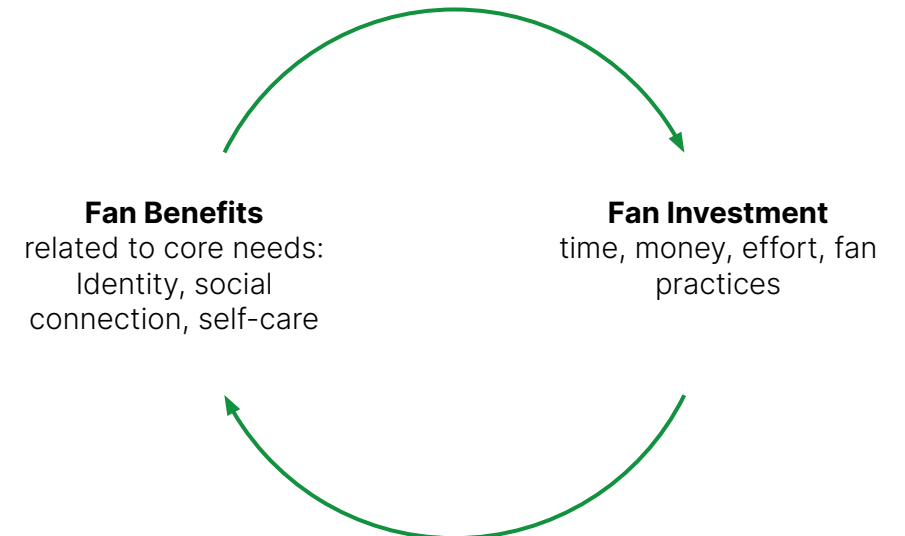
Fandoms are communities **bonded over shared interests** like media or celebrities, engaging in creative activities and fostering **deep connections** and **loyalty** among members¹.

Our understanding of **who we are**, serving as a vivid canvas for expressing and experiencing who we are through our varied interests, moral and political views, gender, and personal values.



Allow to experience a wide **range of emotions**. Fandom's dramatic ups and downs gives us exposure to an emotional range that we rarely experience in real life.

Fans are engaged in a virtuous cycle of Fan ROI: **the more the invest** in their fandom, **the more they get out of it**, which then drives additional investment and additional reward.



Unlocking Value Potential Spurs Business Engagement

Community

High Interest But Low Involvement



Huge Value When Done Correctly

Strong interest and participation in communities

- 56%** Of consumers are interested or already belong to a community
- 54%** Interested in exclusive apparel or product
- 27%** Interested in personal engagement with stars

However, active participation has decreased

- 46%** Community members are inactive, for the following reasons:
 - 33%** Unaware of fan loyalty programs
 - 54%** Lack of interest
 - 14%** No sufficient benefits

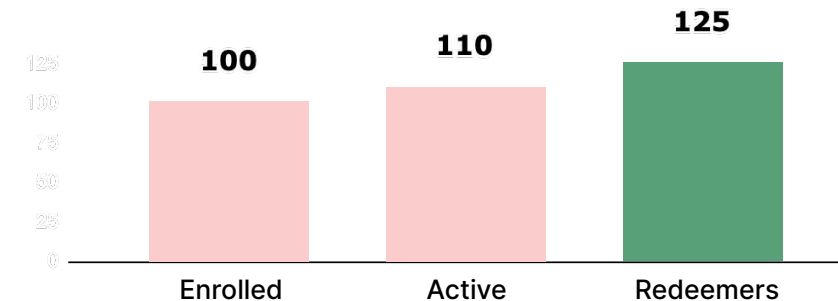
Growing mobile adoption may level the field

- 82%** Avid fans use sports related mobile apps
- 55%** Casual fans use sports related mobile apps

Strong interest and participation in communities

- 5X** Add. spend of active active fans vs. non-active fans (millennials)
- 2X** Add. spend of active active fans vs. non-active fans (non - millennials)
- \$26** Add. spend millennials for athlete meet & greet
- \$17** Add. spend non - millennials for athlete meet & greet
- 50%** Avid fans purchase fan merchandise
- 14%** Casual fans purchase fan merchandise

Fan revenue per engagement level, indexed





The Sports Industry Needs to Enhance Fan Value



The need to holistically think about the fan experience

Community

Designing a Community Strategy

Know your target: Design effective engagement strategies and programs, be clear - and specific regarding the fans with whom to seek a relationship.

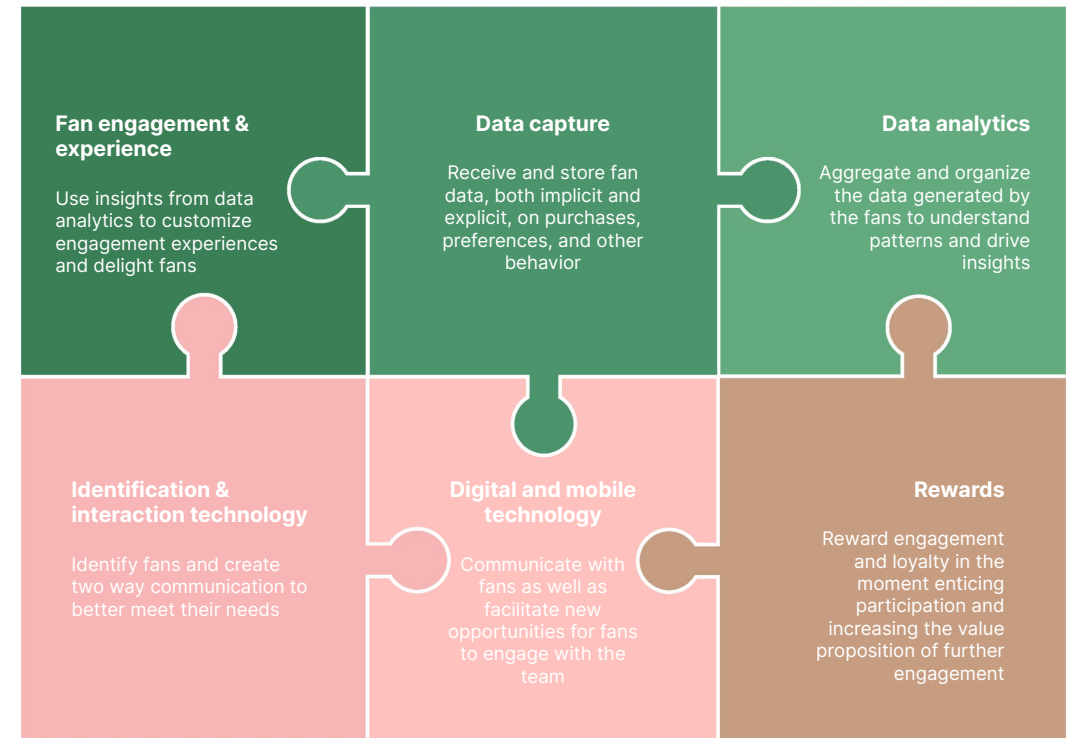
Make it personal: Programs designed to speak to everyone run the risk of speaking to no one.

Think holistically about experience: The live game experience is a focal point for fan interaction. What lies beyond it?

Engage year-round: Meaningful relationships don't start and stop with the sports season.

Recognize loyalty: Find ways to recognize, reward, and record each fan interaction.

Connecting the Dots



Soccer Has Started to Embark on This Journey...

Adapting to a changing market in which digital services have gained increasing relevance

Community



Barça Innovation Hub

Strategies to improve fan engagement

1 Fan Loyalty Through Engagement

Understanding fan preferences to foster loyalty and a sense of community.

2 Competing for Attention

Sports clubs need to create unique content to stand out in the crowded entertainment landscape.

3 Beyond Game Day

The role of continuous, quality engagement and social media in strengthening fan connections.

4 The Power of Fan Tokens

Leveraging digital assets for enhanced fan engagement and club decision-making.

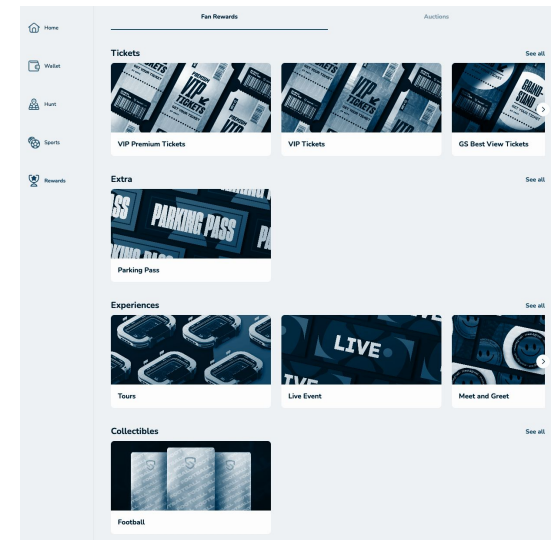
5 Seizing Moments on Social Media

The impact of highlighting significant moments on fan interaction and engagement.

What It Means

Fan token example

Fan token, to gain exclusive fan rewards, win big prizes, and participate in polls to influence outcomes



Tokens allow to buy tickets, parking passes, access to live events, meets & greets, and others

...With General Retail Brands Clearly Leading the Way

Community

Gucci, a Sinner partner and Salesforce customer, puts all bets on customer engagement



The Gucci Approach - Learn from the Best

- Gucci cultivates its community by blending personalized communication, **exclusive experiences**, and **social media engagement**.
- By using customer preferences to **tailor interactions**, offering **special events** and **early product access**, and **encouraging active participation** on social platforms, Gucci builds a sense of belonging and prestige.
- This strategy not only **attracts members** with the **promise of luxury and exclusivity** but also empowers them to **contribute content**, fostering a dynamic, **engaging community**.
- This approach delivers value to both members and the brand, creating a rich, **mutually beneficial ecosystem**.

Impact

- ★ Significant increase in customer engagement through personalized and relevant content
- ★ Improved customer conversion
- ★ Increased campaign revenue

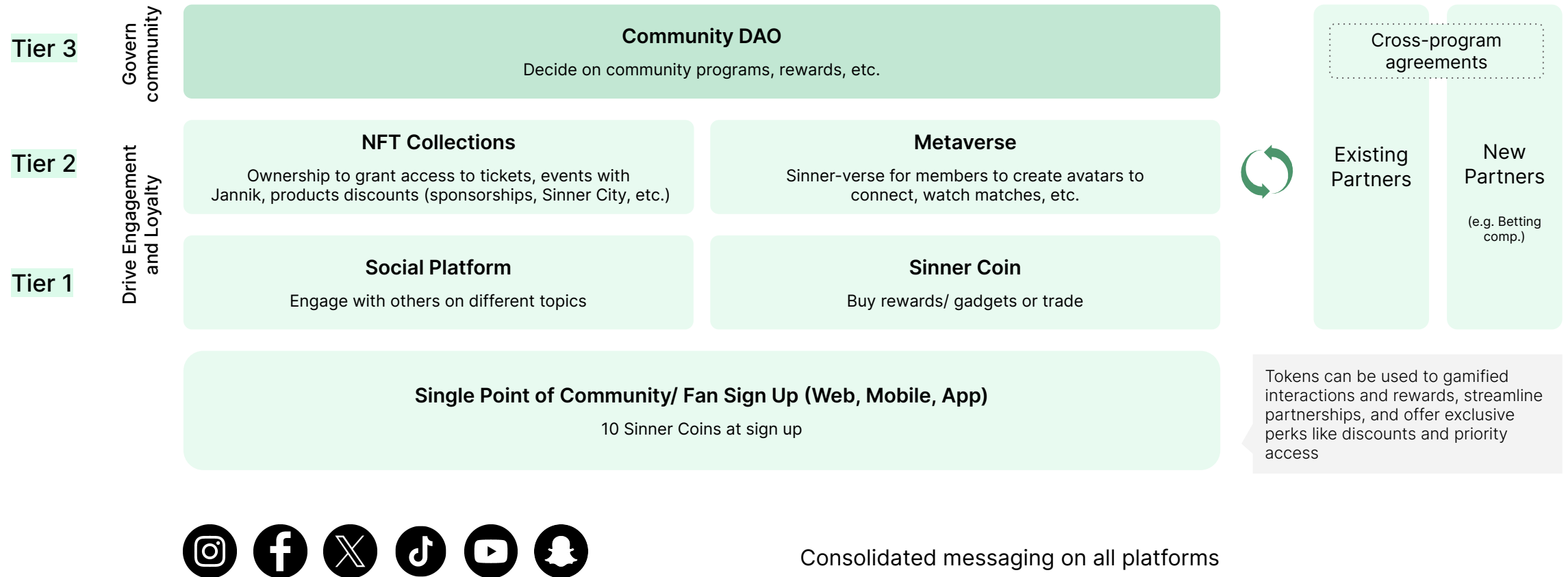
Community Management can follow the same principles as company customer engagement to get most value out of a fan base



community – Our proposed overall concept

The Unprecedented - Monetize a 100M Fan Community

Create the largest and most engaged community in individual sports history





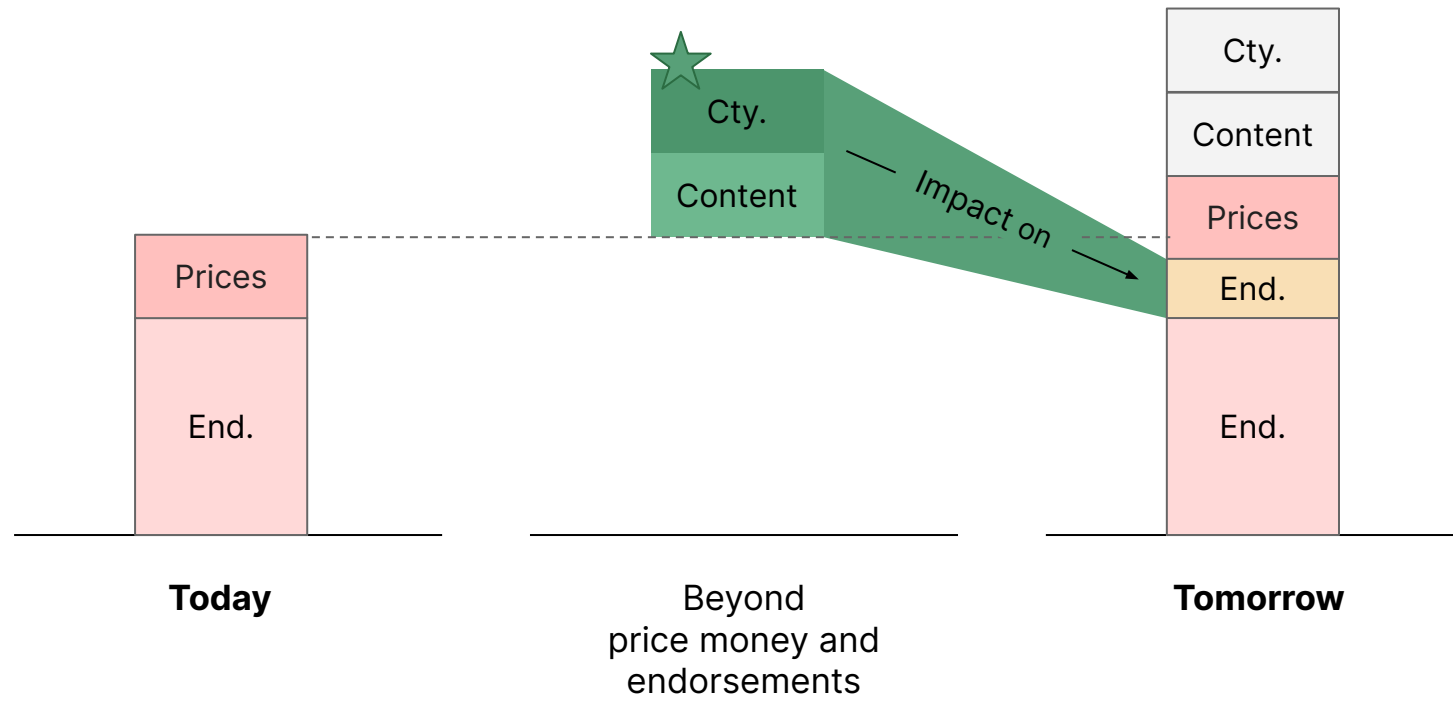
Bringing it
all together.

**Jannik's Huge
Community Will
Also Have a
Positive Impact
on Endorsements
and Brand Value**



Illustrative Community Impact on Endorsements and Brand Value

★ Major focus of this document



- We strongly believe that an **engaged and value driven customer community** will also create **new endorsement opportunities** for Jannik and **expand existing ones**
- Furthermore, it will help to **support his vision** and **strengthen his Character and values**



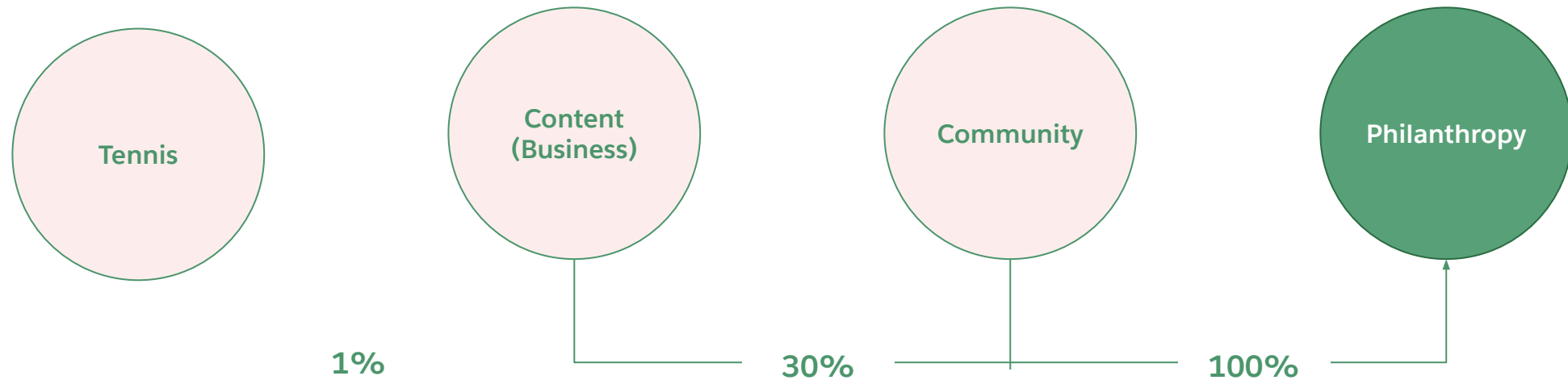


How it All Connects With Jannik's Vision >>>



Community as an additional lever to contribute to the higher goal – *Excellence Beyond Boundaries*

The value generated from an active Community and fan base can be leveraged to support and uplift communities in need, through e.g. funding youth sports programs or educational initiatives. This approach should be clearly communicated in Jannik's vision statement.



1% of Gains & Time + **30%** of Business Profits + **100%** of Community benefits go to Sinner Foundation



What We Can Bring and What's In for Us >>>





What We Can Bring

- Strategy, design and implementation of digital projects:
 - Website & Social
 - Community Project
 - Athletes event platform
- Technological knowledge about digitization of the brand
- Broad network of experts in the digital/ technology space
- Sparring partner on various ideas
- A lot of of passion for tennis



What's In for Us

- Be part of an unprecedented Community/Fan project for an individual athlete
- Share of business generated from new, digital income channels
- Participate more actively in a sport we are passionate about
- Become a trusted advisor for one of the greatest sportsman of this century

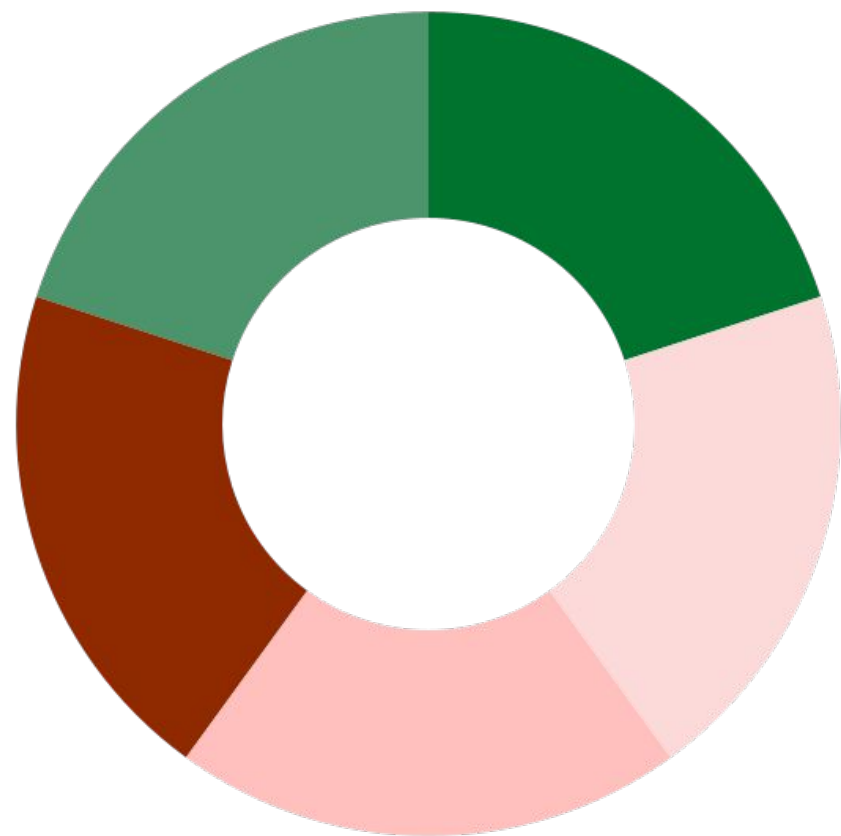




Thank
you!



Extras & Drafts



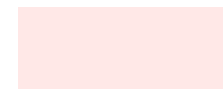
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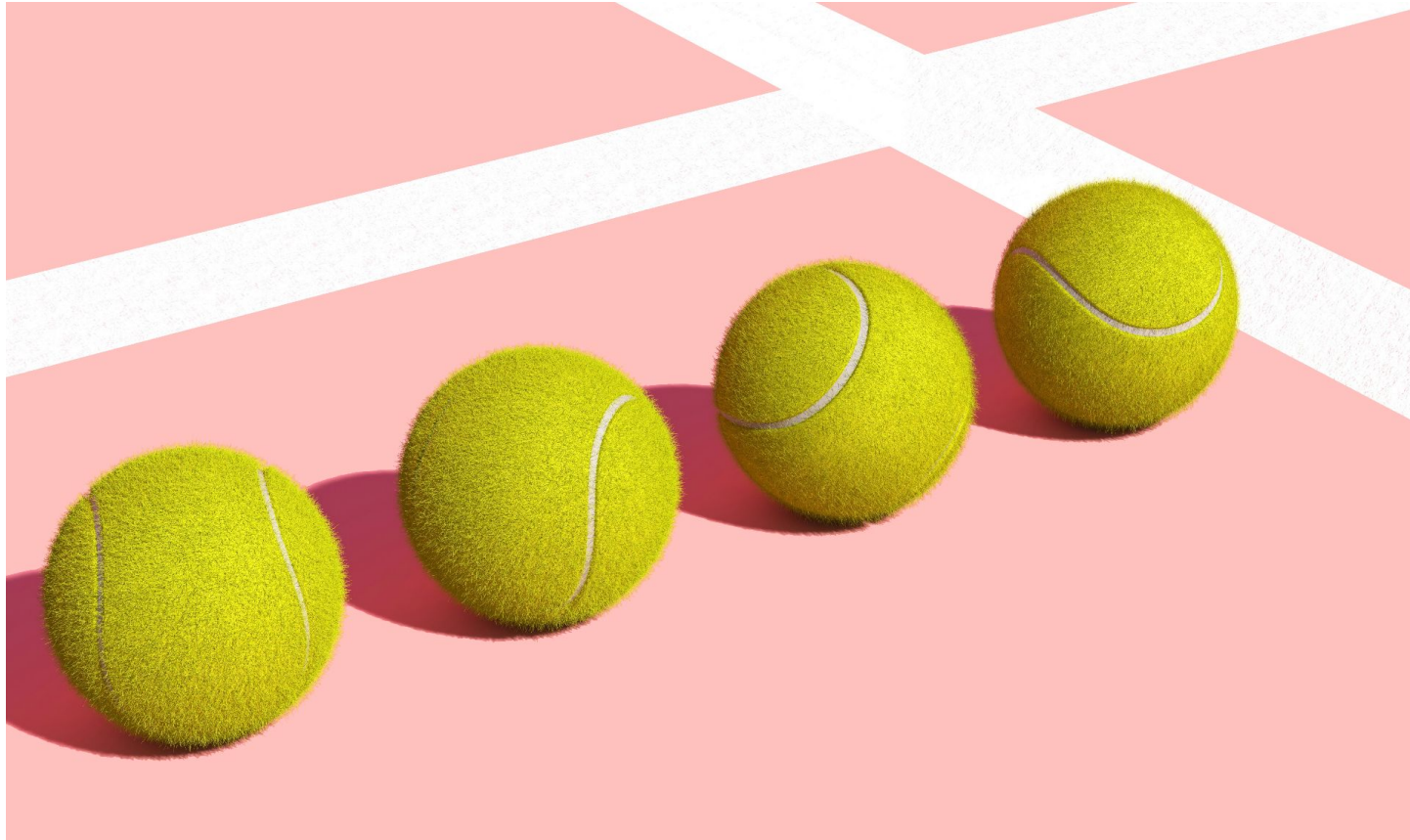


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Bringing it
all together.



**An Increasingly
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Brand Assets

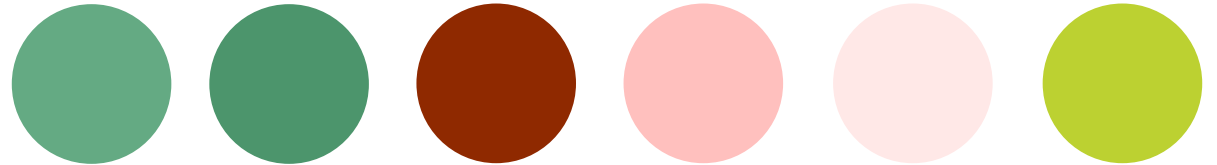
FONTS

Gloock

Poppins Semi Bold

Inter Light

COLORS



LOGO / FOOTER







BEIJING 北京

Thank you!



Thank you!

What We Can Bring and What's In for Us



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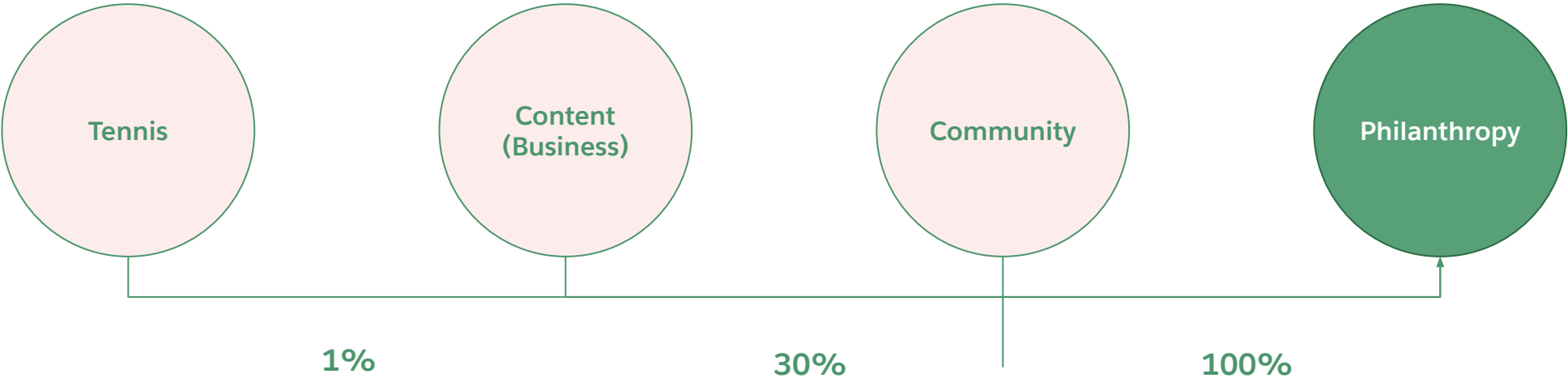
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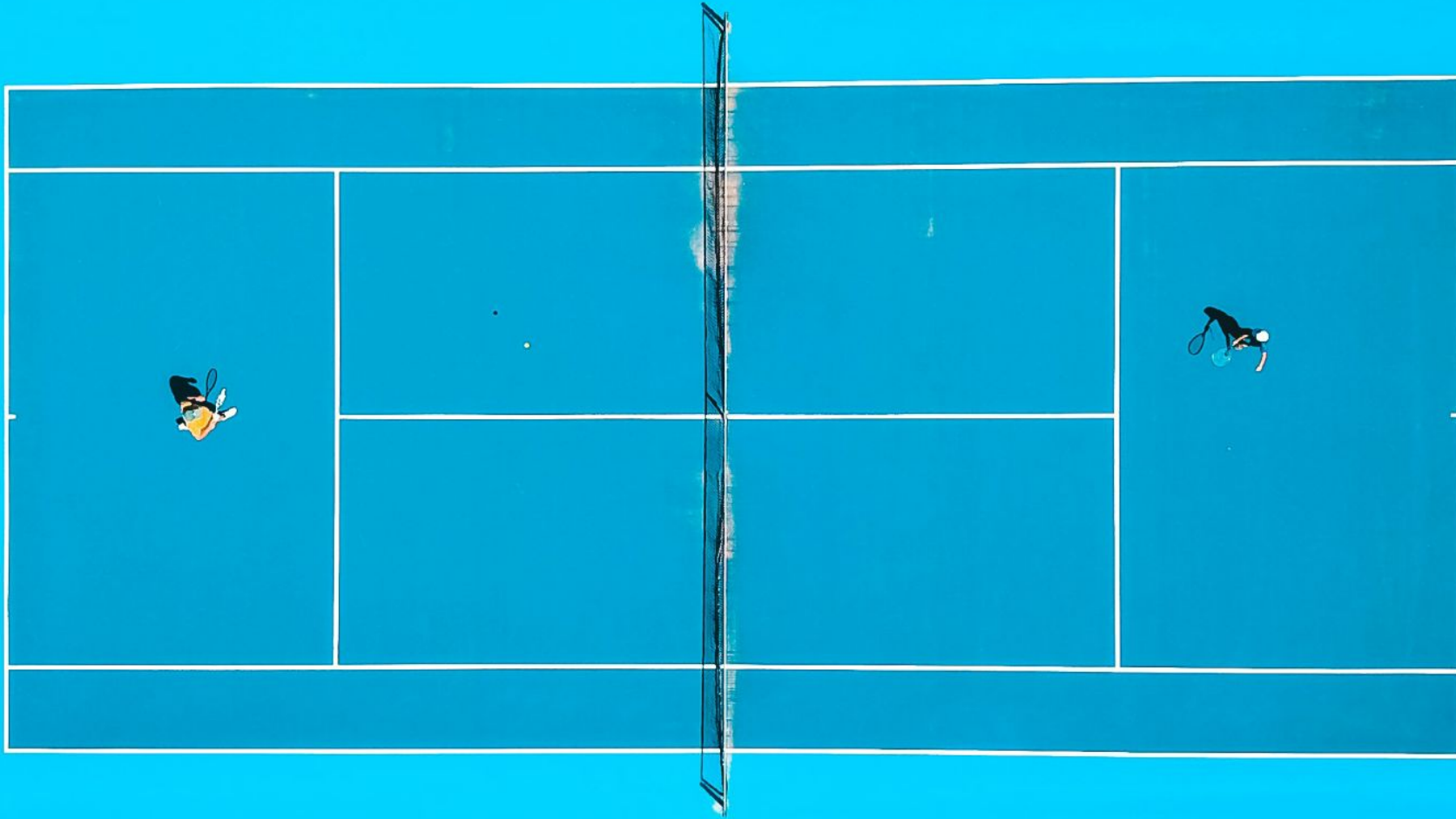
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