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New Wave®

NEW WAVE DANMARK A/S

AGENDA

- The city
- The club
- New academy
- Temporary stadium in Vejlbjy
- New stadium
- Q&A

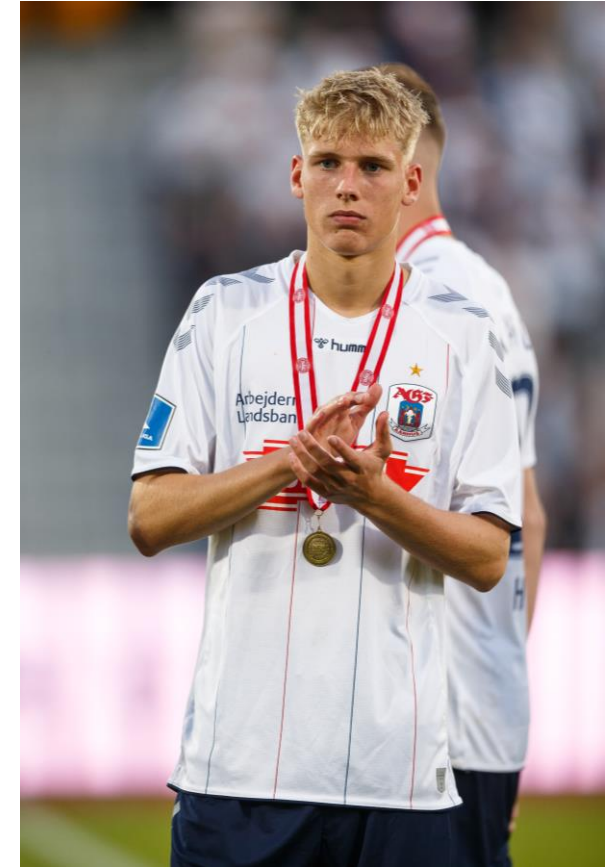




THE CITY

- Denmark's second largest city – 350.000 inhabitants. 1.2 million inhabitants within 1 hour's drive
- Western Denmark's knowledge and growth centre.
- Young population – University city
- Surrounded by beautiful beaches and forest





THE CLUB

- AGF Aarhus - Founded in 1880
- The oldest club in the Superliga
- 5 x Danish Champion
9 x Cup winner
- “One club” city
- 56 partner clubs = 99.3% of a youth/child players in the municipality



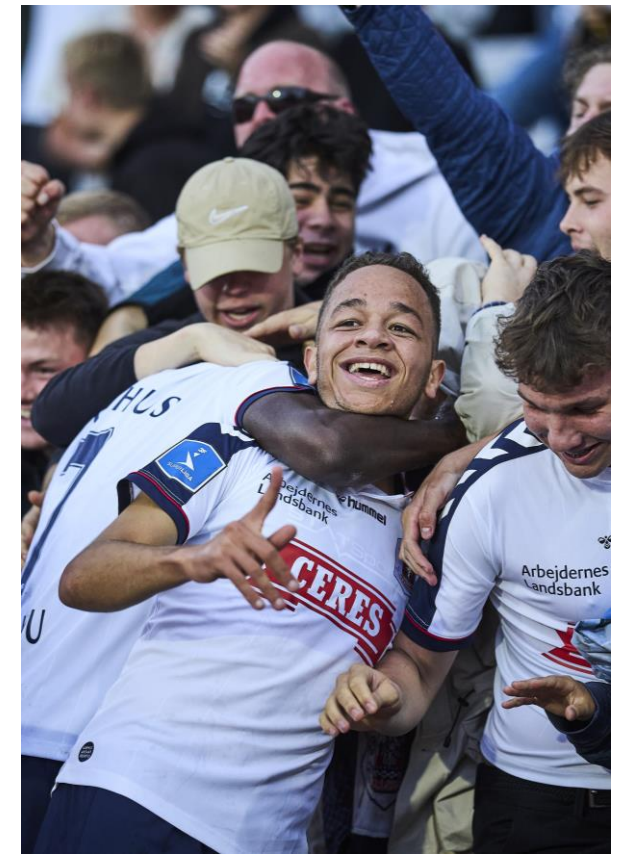
OUR VISION

AGF AIMS
TO BE AMONG
SCANDINAVIA'S BEST
FOOTBALL CLUBS



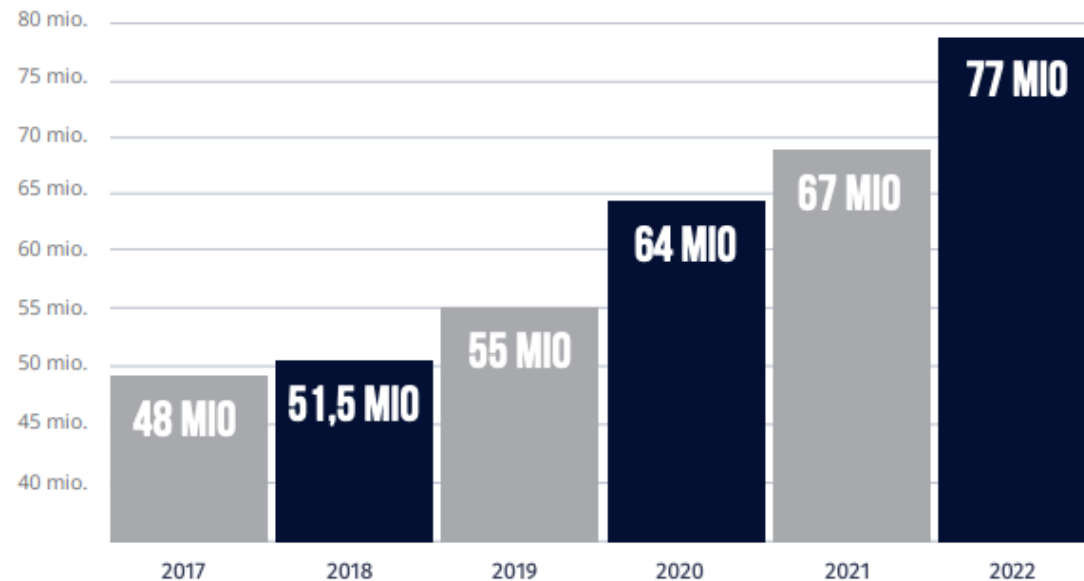
STRONG FOUNDATION

- Continuity in management
 - Lars Fournais chairman since 2012
 - Jacob Nielsen CEO since 2014
 - Dan Holt Jessen CFO since 2015
- Financial robustness - double-digit million profit four years in a row
- Rising player budgets
- Increasing local support - spectator average: 14,500
- State-of-the-art training facilities and football pitches
- New stadium and new academy in the making

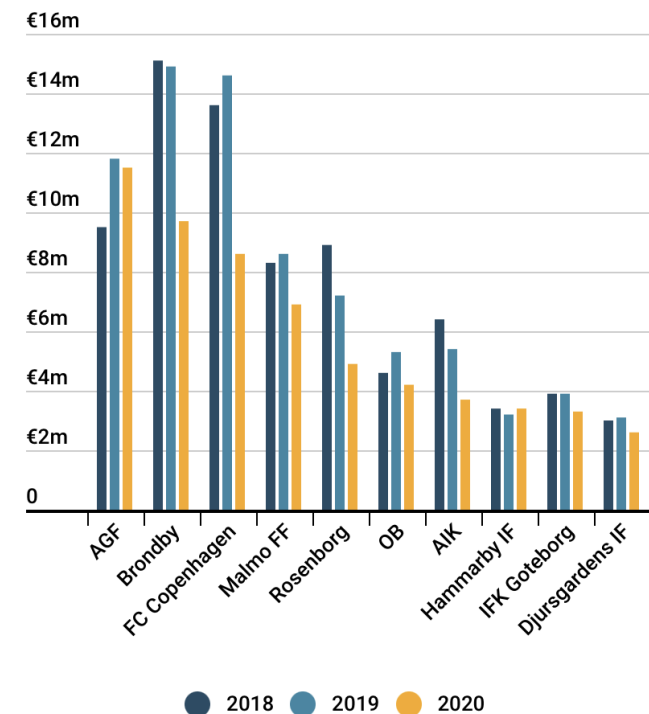


COMMERCIAL GROWTH

- We have seen a significant commercial growth in sponsor revenue (€10.35mio)



- Top ten: AGF Aarhus have had the largest commercial growth among the biggest Scandinavian clubs the past three years



Source: Off The Pitch Club Comparison Tool
 Note: Some clubs had to pay sponsorship rebates in the 2019/20 season

WOMENS FOOTBALL



- Founded in 2020 on top of VSK Aarhus & Lyseng
- VSK Aarhus and Lyseng are among the biggest clubs in terms of memberships within womens football
- Most matches are played at Vejlbjy stadium – four selected matches on Ceres Park
- Has always participated in the highest professional division

SUSTAINABILITY



- Leading the agenda of sustainability within football in Denmark
- One dedicated FTE from 2020 only focusing on this topic
- Working with our own footprint, our social responsibility and how we can make an impact via and with our partner
- Committed to the UN “sports for climate action” as the only Danish club
- E.g. all our kits are made of 100% recycled material

NEW ACADEMY

- 10% of all football children in Denmark plays in a AGF Club.
- Denmark is overtaking the Talent of tomorrow in Scandinavia
- Focus on developing young talents for the first team or for sale (2023 sales):
 - Yann Bisseck (23 age) to Inter
 - Thomas T. Kristensen (21 age) Udinese
 - Adam Daghim (17 age) Red Bull Salzburg
 - Mikkel Markdahl (17 age) PSV
 - Gustav Schjøtt (16 age) Bologna



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New Academy

Fredensvang

AGF



AGF HIGH PERFORMANCE CENTER

Maj 2022

A A R H U S
NEW STADIUM





AT THE END OF STADIUM ALLÉ FOR OVER 100 YEARS

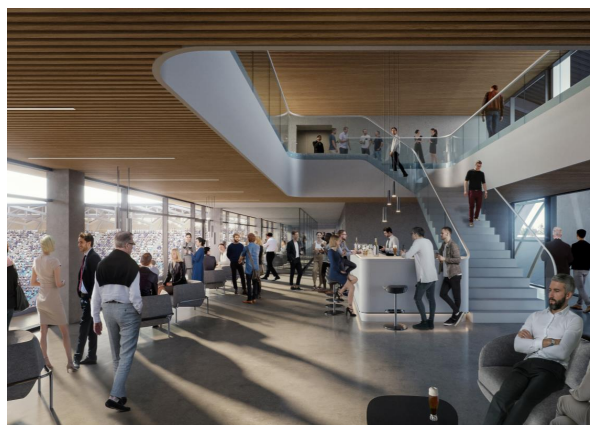
- Aarhus Stadium was inaugurated in 1920
- 100-year-old historical relation to the city - Historical axis important
- The current stadium was rebuilt and renovated in 1999-2001 with a series of failed decisions
 - Cold, windy experience
 - Great distance to the pitch
 - Poor sight lines
 - Facilities far from up-to-date and sufficient
 - Do not live up to the requirements demanded by UEFA





FACTS

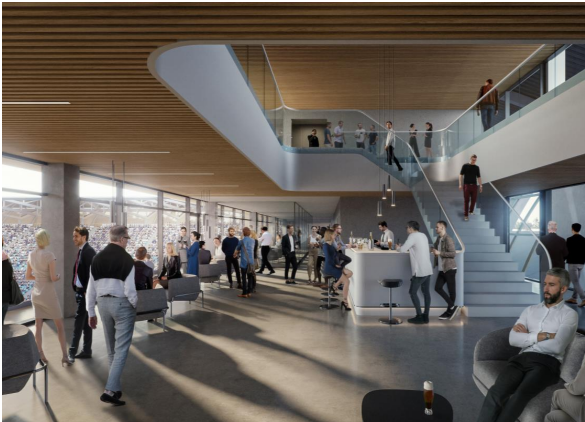
- **Budget:** 78+ million euros
- **Financing:**
Donations from Salling Fondene and Lind Invest: 26 million euros each
AGF: 26 million euros
- **Operations:** AGF has agreed with Aarhus Municipality on a long-term lease agreement
- **Capacity:** Up to 24,000 – of which 3.000 VIP-seats





VISION

A **state-of-the-art** stadium of **international standards** that sets a modern and **sustainable** framework for an **intimate, exciting** and **inclusive** fan experience





FLAGSHIP STORE

As part of the daily life around the stadium we will create a state-of-the-art flagship store inside the stadium.

- +400m2 (140m2 today)
- Integrated in everyday entrance close to the fan bar / restaurant

MATCH DAY



MATCH DAY



CONCOURSE



THE BOWL



VISION - HOSPITALITY



*Scandinavia's
best
VIP/hospitality
facilities*



INSPIRED BY



*Sweden, Germany,
Belgium, Austria, Italy,
England, Holland, USA,
Poland, Hungary +*



HOSPITALITY

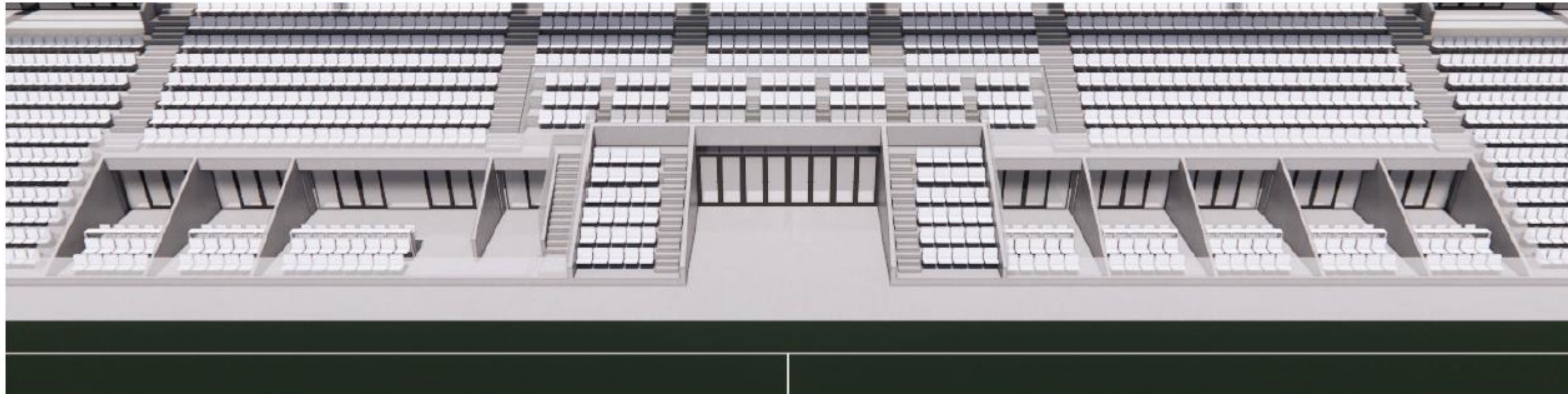


- Approx. 3.000 seats (now: 1.000) but 3 times as much space in the lounges
- Same division as now with 4 different lounge levels divided into our 6 sponsorship categories
- Better and more unique hospitality experiences
 - Tunnel Club, skyboxes, live cooking, VIP-terraces etc.

INSPIRATION: NEW ORLEANS SAINTS FIELD LEVEL BOX



FLOOR BOXES – FIRST IN EUROPE



CONCERTS & INTERNATIONAL MATCHES



TEMPORARY STADIUM





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Q&A

