TOMORROW
IS THRILLING

OWNERSHIP

IN 2016, AMERICAN BUSINESSMAN FRANK MCCOURT BECOMES THE NEW OWNER OF OLYMPIQUE DE MARSEILLE

WITHIN 3 YEARS:

- ✓ EUROPA LEAGUE FINAL
- ✓ FULL-TIME MANAGEMENT OF THE STADIUM
- ✓ OPENING OF OM CAMPUS
- ✓ AND STILL THE MOST POPULAR CLUB IN FRANCE

THERE IS
NO
FINISH
LINE

SPORTS PERFORMANCE

- MANDATORY PRESENCE IN EUROPEAN COMPETITIONS
- RELIVE THE GOOSEBUMPS OF LEGENDARY NIGHTS
- FEED THE FIRST TEAM WITH ACADEMY TALENTS

200% DIGITAL

- DETECTION OF TOMORROW'S TRENDS
- CREATION OF TAILORED CONTENT
- SUPPORTERS AT THE SOURCE OF OUR INSPIRATION
- CONNECTED STADIUM
- IMPORTANCE OF DATA

STRATEGIC ALLIANCES

- EMOTIONAL CONNECTION IS KEY
- BESPOKE APPROACH
- BRING PARTNERS ALONG A UNIQUE AND TAILORED ADVENTURE

STADIUM MANAGEMENT

- THE HOME OF OM
- STATE OF THE ART PITCH, SOUND AND LIGHT SINCE LAST SUMMER
- LAUNCH OF OM TOUR
- KEY STAKEHOLDER IN THE MICE INDUSTRY
- OM LIVE PROJECT

CONNECTING WITH THE COMMUNITY

- OM FONDATION
- OM, AN ENGAGED SOCIAL STAKEHOLDER
- EDUCATION, ENTREPRENEURSHIP, SPORTS PRACTICE AND MODERN ART AT THE HEART OF OUR ACTIONS
- NEW PARTNERS FROM NEW HORIZONS

INNOVATION

- TAKING SMART RISKS TO OVERTAKE COMPETITION
- INNOVATION AT THE CENTRE OF OUR STRATEGY, ALLOWING US TO ANTICIPATE AND SURPRISE (ANALYTICS, SMART STADIUM, TALENT, B2B APPROACH)

THE FRENCH FOOTBALL BRAND

A UNIQUE & MYTHICAL HISTORY

- 1 CHAMPIONS LEAGUE TITLE
- 5 EUROPEAN FINALS
- 27 DOMESTIC TITLES

- SPONTANEOUSLY RECOGNISED AS A EUROPEAN REFERENCE

1	11	10	3	3	OLYMPIQUE DE MARSEILLE
8	12	8	9		PARIS SAINT-GERMAIN
7	5	1	8		OLYMPIQUE LYONNAIS
10	6	1	0		AS SAINT-ETIENNE

KEY LEARNINGS

OM IS LEADER IN TERMS OF INTEREST AMONG FRENCH FOOTBALL FOLLOWERS

OM IS THE MOST LOVED CLUB IN FRANCE

THE CLUB IS LOVED FOR THE PASSION OF ITS FANS AND GLORIOUS PAST

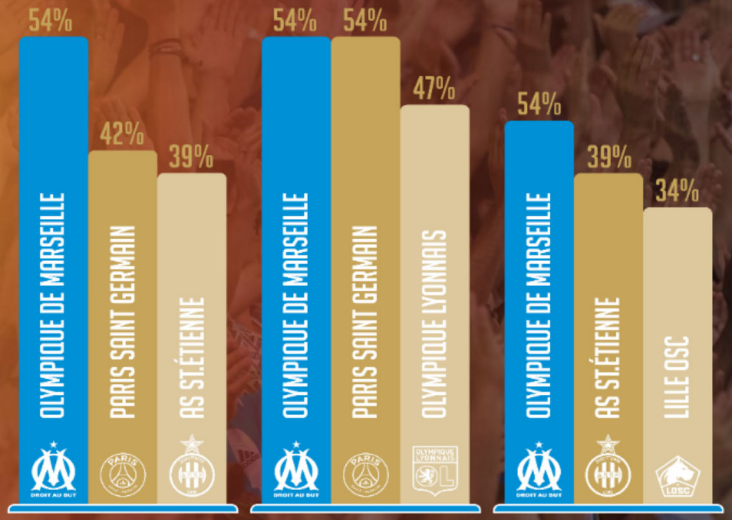
... WITH A STORY TO BE CONTINUED

THE MOST POPULAR CLUB

- ✔ THE NATION'S FAVOURITE CLUB FOR OVER 25 YEARS
- ✔ BEST FANS IN FRANCE :
  - #15.5 MILLION SUPPORTERS NATIONWIDE
  - #33,000 MEMBERS
- ✔ HIGHEST BRAND RECOGNITION AMONG SPORTS TEAMS IN FRANCE (90%)

Insight: "club popularity", Nielsen, April 2018

A CLUB DRIVING PASSION



A CLUB DRIVING EMOTION

A CLUB LEAVING ITS MARK ON NATIONAL FOOTBALL

A CLUB THAT BRINGS TOGETHER

400M PEOPLE KNOW OLYMPIQUE DE MARSEILLE

106M PEOPLE ARE INTERESTED IN OLYMPIQUE DE MARSEILLE

#1 OLYMPIQUE DE MARSEILLE SHOWS HIGHER INTEREST LEVELS IN FRANCE (31%) THAN BORUSSIA DORTMUND IN GERMANY (29%) AND S.S.C. NAPOLI IN ITALY (26%)

Insight: "club popularity", Nielsen, April 2018

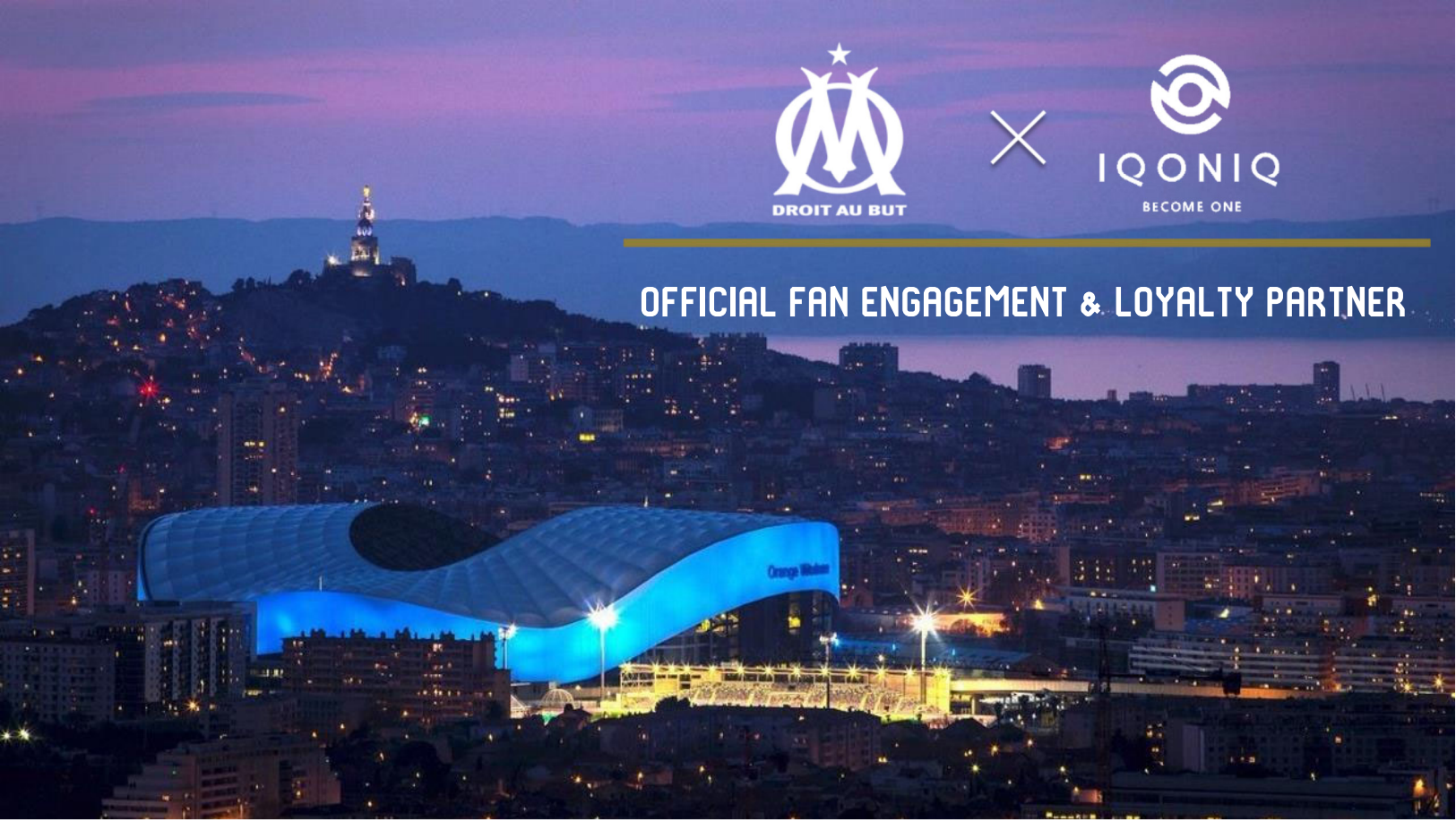
DIGITAL GROWTH

- 11,6 MILLION SOCIAL FANS
- 52M INTERACTIONS FROM JULY 2018 TO JUNE 2019
- 300M VIDEO VIEWS FROM JULY 2018 TO JUNE 2019
- 500M IMPRESSIONS ON INSTAGRAM STORIES FROM JULY 2018 TO JUNE 2019

2015 -> 2019

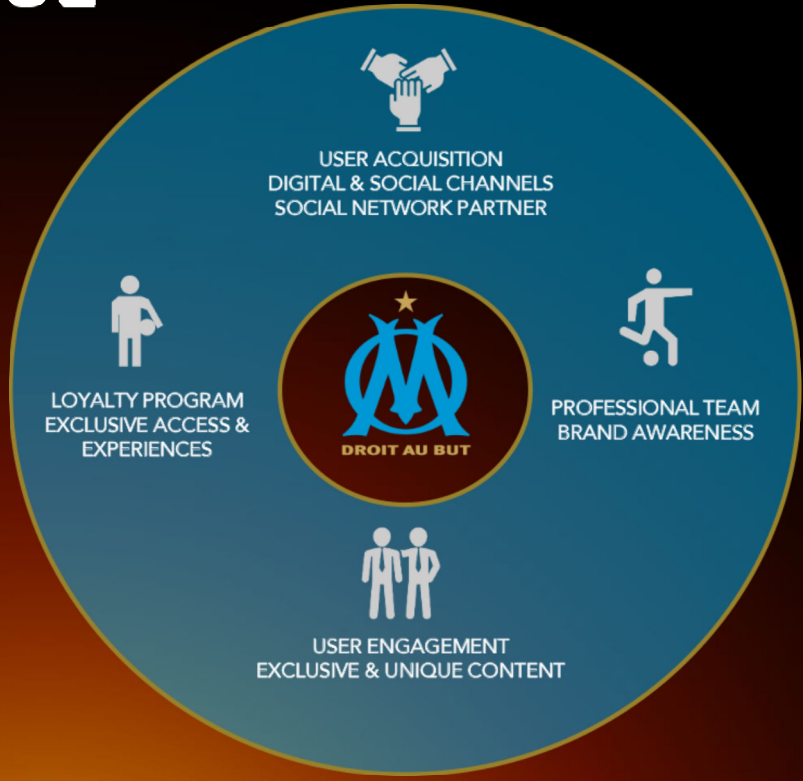
FAN BASE : +65%

ENGAGEMENT : +168%


DROIT AU BUT
IQONIQ
BECOME ONE
OFFICIAL FAN ENGAGEMENT & LOYALTY PARTNER

STRATEGIC ALLIANCE

- ✔ IQONIQ WILL ENHANCE THE ENGAGEMENT WITH OM & THE FOOTBALL COMMUNITY
- ✔ OFFICIAL COMMUNICATION CHANNEL BETWEEN OM FANS & THE CLUB
- ✔ PROMOTE IQONIQ'S EMOTIONAL CONNECTION & BRAND ASSOCIATION WITH OM & FOOTBALL FANS AROUND THE WORLD
- ✔ IQONIQ WILL TAKE FANS CLOSER TO THE ACTION WHILE BECOMING OFFICIAL OM'S FAN ENGAGEMENT & LOYALTY PARTNER



PARTNERSHIP PROGRAM

ASSOCIATION & IMAGE RIGHTS

DROIT AU BUT

IQONIQ
BECOME ONE

OFFICIAL FAN ENGAGEMENT & LOYALTY PARTNER

- ✔ CLUB & PLAYER IMAGE RIGHTS
- ✔ ACCESS TO OM CONTENT DATABASE

SHIRT VISIBILITY

- IQONIQ LOGO ON MATCH KIT SLEEVE

SHIRT VISIBILITY

- ✔ IQONIQ LOGO ON MATCH KIT SLEEVE

TV VISIBILITY

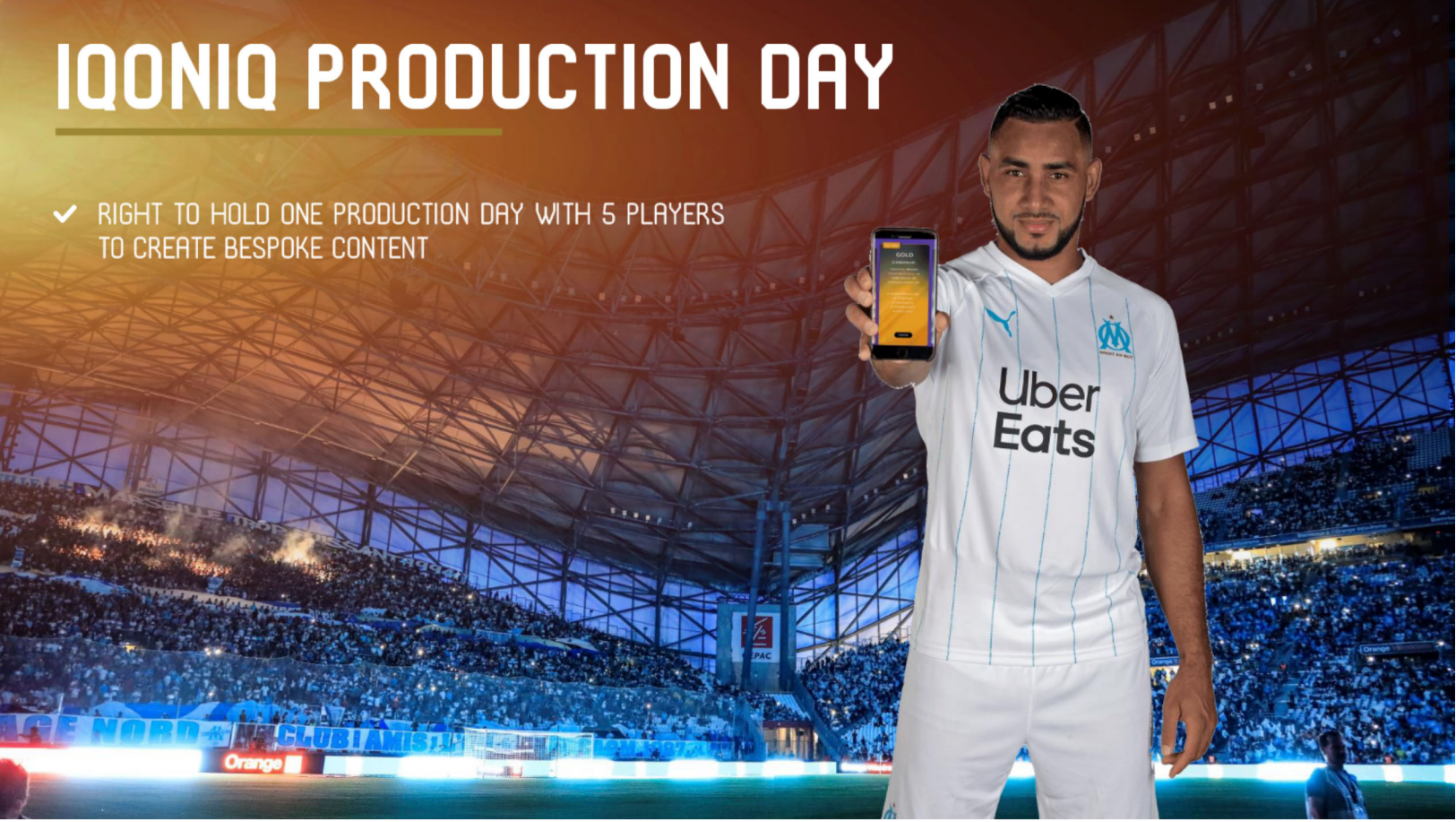
- ✔ 6 MINUTES OF LED BOARDS PER LIGUE 1 HOME GAMES

TV VISIBILITY

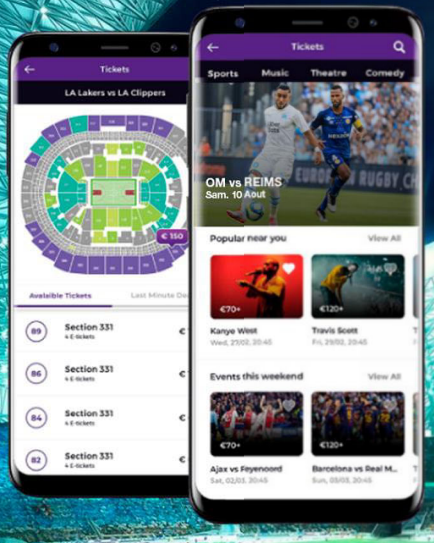
- ✔ INTERVIEW BACKDROPS

IQONIQ PRODUCTION DAY

- RIGHT TO HOLD ONE PRODUCTION DAY WITH 5 PLAYERS TO CREATE BESPOKE CONTENT

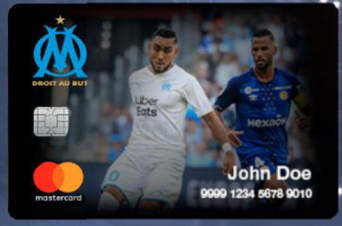


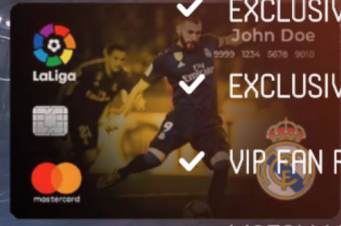
DIGITAL PACK



- OM.FR
- SOCIAL MEDIA
- DATABASE ACCESS
- BRANDED CONTENT
- OM APP
- IQONIQ INTEGRATION WITHIN OM'S ECOSYSTEM

CONTENT

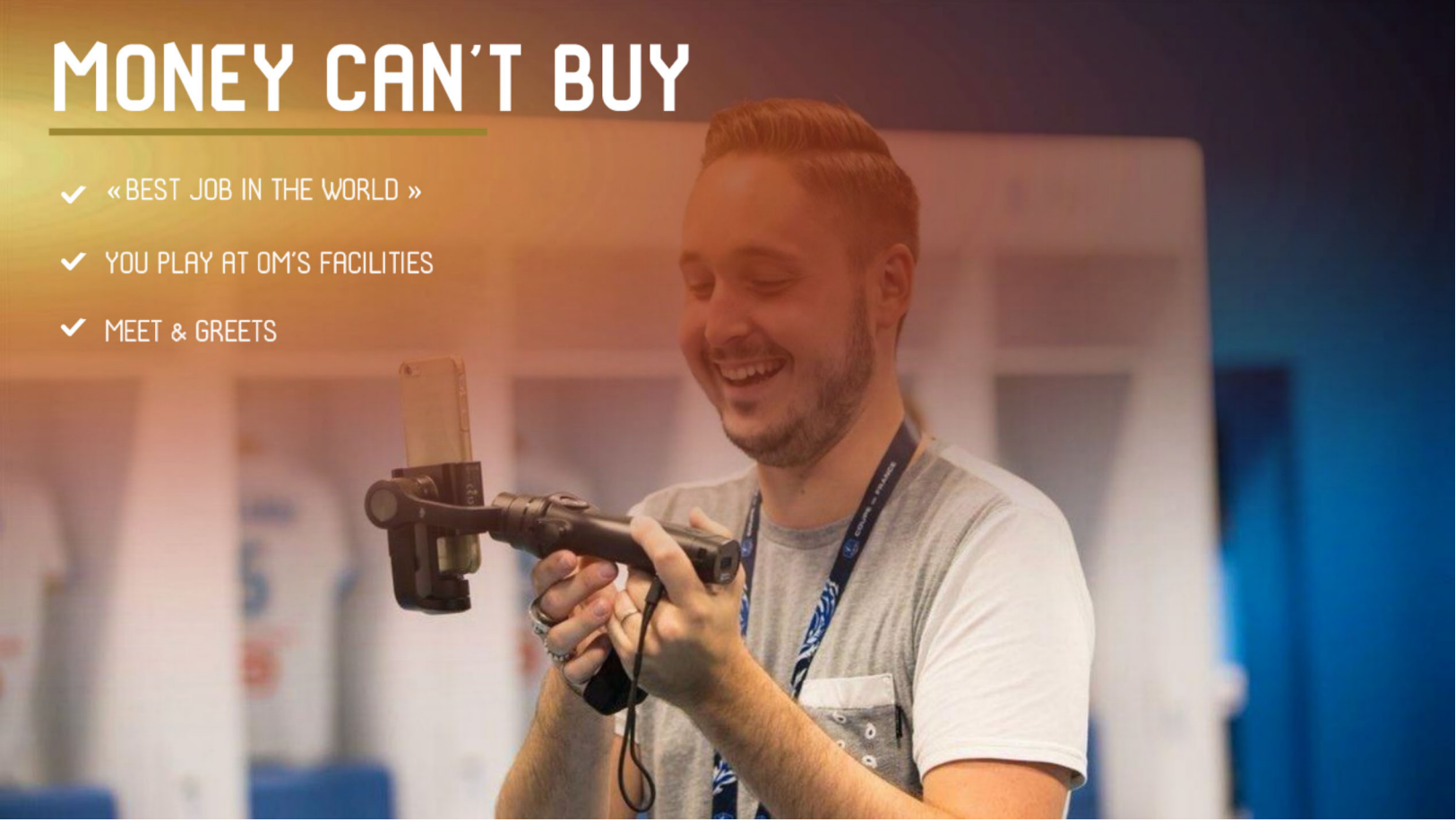




- ✔ IQONIQ PRESS CONFERENCE QUESTION
- ✔ IQONIQ MVP
- ✔ EXCLUSIVE PLAYER CHAT
- ✔ EXCLUSIVE EXECUTIVE CHAT
- ✔ VIP FAN REACTIONS
- ✔ MATCH HIGHLIGHTS

MONEY CAN'T BUY

- « BEST JOB IN THE WORLD »
- YOU PLAY AT OM'S FACILITIES
- MEET & GREETS



HOSPITALITY & TICKETING

- CLUB 1899
- HEINEKEN LOUNGE
- GENERAL ADMISSION TICKETS

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IQONIQ
BECOME ONE