

**TWENTY
TWO/22**
SPORTS MANAGEMENT

GLOBAL SPORTS AGENCY, SOUTH AMERICAN ROOTS



INTRODUCTION

VISION

Football is the greatest game of all times. Football does not understand borders. The world needs football and football needs the right people behind it, in order to keep evolving and innovating, at the same time as maintaining its core values and most importantly its essence to continue to be the beautiful game.

TwentyTwo Sports Management focus on making the world of football a better place, by providing strategic consultancy services all across the world, we are committed to bridge the gap between different countries and cultures, making sure we all speak the language of football.

Our focus is to provide comprehensive advice and support to elite football players in order to help them develop as top professionals and excellent human beings.

COMPANY OVERVIEW

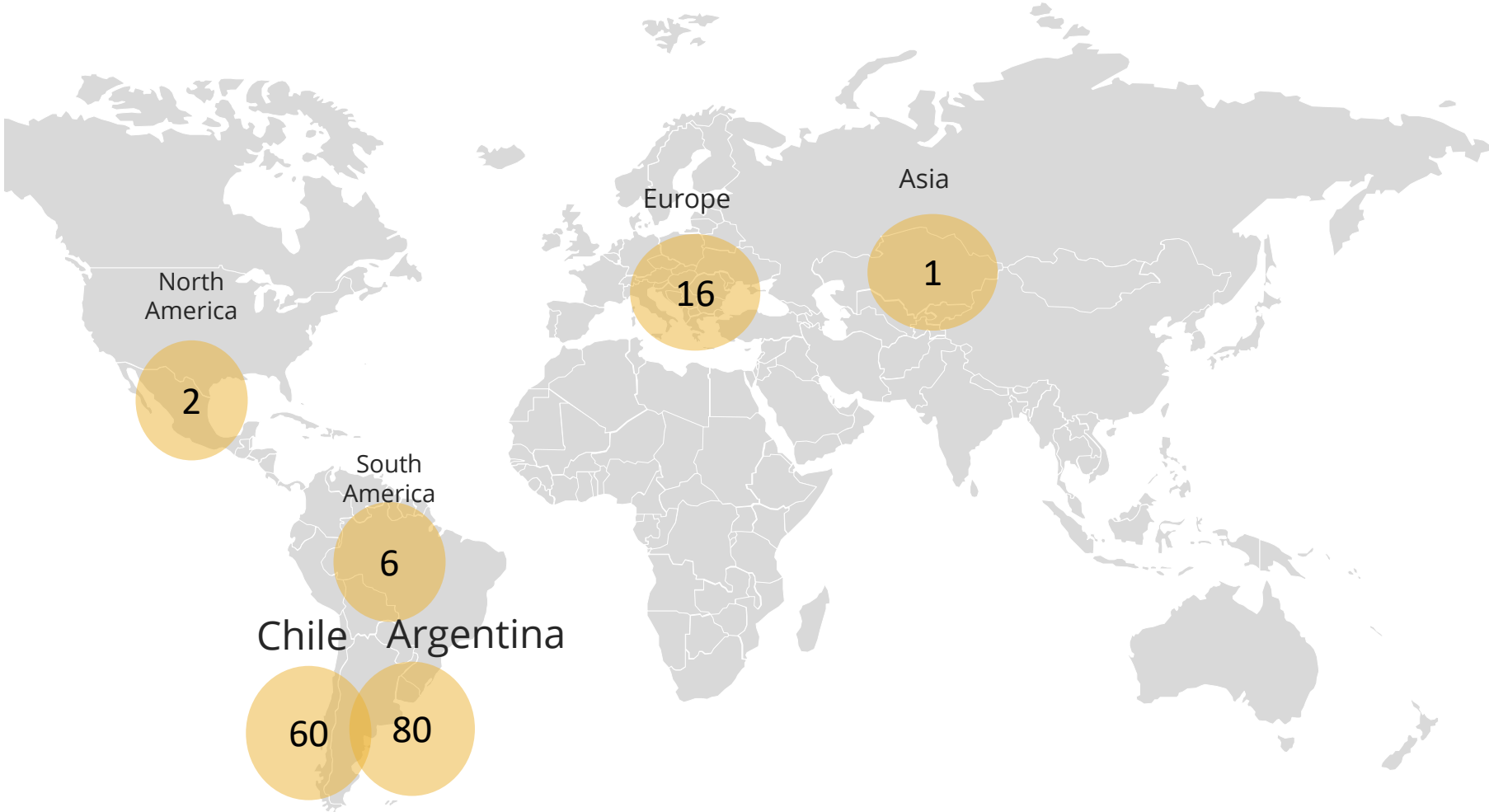
Twenty Two Sports Management was founded in **2004**

Today it represents more than **150** professional football players

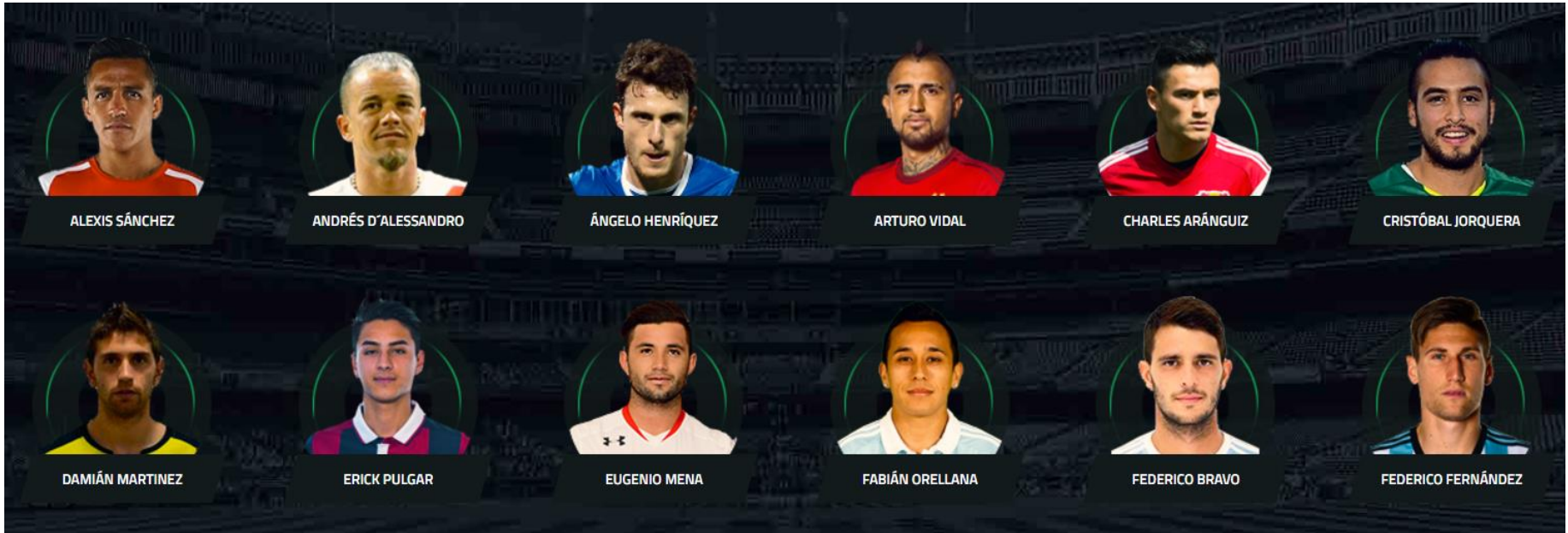
.....it has more than **500** professional contracts negotiated

With active day to day high level relationships with more than **120** different clubs from at least **30** countries and strategic trusted partnerships all across the world

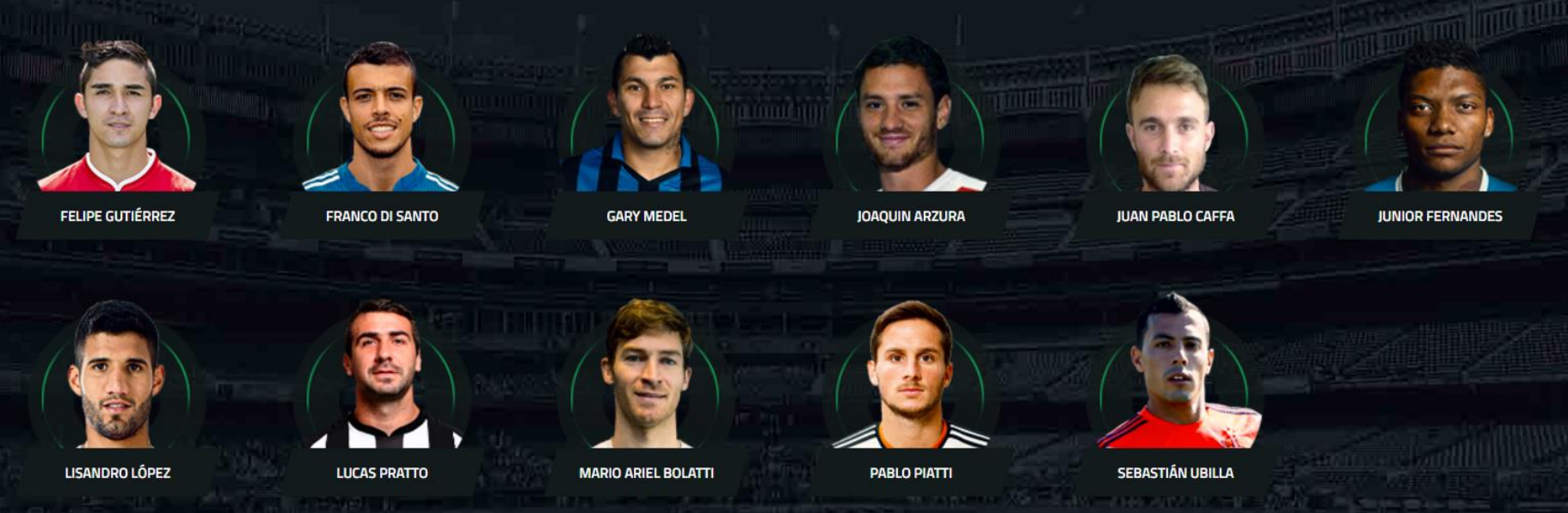
OUR PLAYERS



OUR PLAYERS



OUR PLAYERS



A LEADING INTERNATIONAL FOOTBALL AGENCY

1

Experienced and Pragmatic Deal Makers

- International team with wide-ranging experience in international transfers
- Comprehensive advice before, during and after deal negotiations

2

Global Reach with Experienced Advisors

- Based in the Buenos Aires, Santiago de Chile and London (opening Barcelona soon)
- Strong network worldwide, with professionals fluent in business English, Spanish, French, Portuguese, Italian, Serbian and Flemish
- Established relationships with sports professionals, clubs and governing bodies, including strong experience of sport-specific tribunals

3

Deep Sector Expertise

- Our team is composed of professionals who are passionate about sport and understand the complexities associated with the industry
- Professional advice to manage risks, and identify and exploit commercial opportunities
- Unique understanding of sporting matters and ability to communicate in the major European languages

4

Strong Personal Connections With Clients

- We are fully committed to the success of our clients
- Life-long relationship with clients providing honest and transparent advice throughout their careers
- Fiercely guarding our clients' interests, recognising the significant nexus between business affairs and personal affairs and the ways in which this affects our clients
- Our clients include sporting talents, clubs and investors

OUR EXPERTISE



Player Management

- Experience representing more than 150 players since 2004
- Very low rate of players loss (less than 5%)
- More than 20 top ex-players under management (including stars as Roberto Ayala, Pablo Aimar, etc.)
- Reach to almost any professional player in the world



Coach management

- Currently representing more than 8 professional football managers all across the world (including Japan in Asia)
- Advice to different coaches on their recruitment strategy



Football Consulting

- Experience in football club management (we took Tigre from Argentina in 3rd division, move it right up to 1st division and playing international tournaments)
- Own Academy with more than 30 top professional Players developed
- Consulted by top Clubs on different strategic matters (growth, investment, finance, recruitment)

OUR TEAM



GUSTAVO GONI
Managing Partner &
Founder

Over 25 years in the sports Industry, managing the strategy and setting the vision of the company

- Has advised National and International Clubs on growth and recruitment strategies
- Director of Sports Section at Grupo Clarin newspapers.
- Founder of TwentyTwo Sports Management, International leading Sports Agency
- Holds active relationships with Football Clubs and top Agents from all over the World
- Holds a Bachelor's degree in Journalism

- Strategy
- Vision
- Supervision
- Business development
- Relationships



RODOLFO GARDON
Managing Partner

Over 30 years of experience in Finance with 12 within Sports

- Rodolfo has close to 20 years experience as Director for Banca del Lavoro and HSBC in Argentina.
- Experienced banking investor.
- Managing Partner and Financial Director of TwentyTwo, advising clients on their investment strategies

- Finance director
- Process management
- Player relationship



SANTIAGO LIOTTA
Managing Partner

Over 5 years experience in international business and sports law

- Previously at Investment Bank LD&A Global (currently Drake Star Partners) Santiago is the European Director and Legal Counsel of the Company
- Founder of Eleven FC, a legal and sports consultancy company in the UK
- Legal Counsel for international Arbitration affairs at the Romanian Football Federation and various Football Clubs worldwide
- Football Law consultant at Legal 500 Law Firm Morgan Sports Law.
- In charge of international negotiations and business development in Europe

- International strategy
- Business development
- Legal Director
- Player management and recruitment



FERNANDO FELICEVICH
Managing Director Chile

10 years of experience in Football Management

- Previously owned a Marketing Agency in Chile
- Founder of TwentyTwo Chile, today with over 60 professional players as clients including Arturo Vidal, Alexis Sanchez, Gary Medel, etc.

- Strategy
- Business development
- Relationships