SEASON 2016/17 2. bundesliga - pro a

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KİLN

2. BASKETBAL

A Long Tradition

in basketball and success

ASV Köln/BSC Saturn Köln

Champion 1981, 1982, 1987, 1988 Cup 1980, 1981, 1983

Galatasaray Köln

RheinEnergie Köln/Köln 99ers

Champion 2006 - Cup 2004, 2005, 2007

but also in financial disasters and comebacks



Our Board of Directors

Stephan Baeck

Managing Partner

as Athlete

- Olympic Games 1992
- European Champion 1993
- Euro Cup Winner 1995
- 6x German Champion
- 3x German Cup Winner
- awarded with the Silver Laurel

as Manager

- German Champion 2006
- German Cup Winner 2004,2005, 2007

Lukas Podolski

Shareholder

- Soccer World Champion 2014
- German Champion
- German Cup Winner
- English Cup Winner

Christoph Körner Shareholder | won several German Championships and Cups

Marc-Thilo Schott Shareholder | former Basketball Bundesliga player

Gerd Mager Shareholder

Lars Meyer Shareholder

Jan Odendahl Shareholder





The New Path

RheinStars Köln a basketball association consisting of SG Köln 99ers, ASV Köln and MTV Köln 1850

- About 800 active members, starting from age 6 to senior teams
- 46 teams competing in organized leagues at all skill levels
- The second larges basketball club in Germany
- The first citywide basketball association in Cologne
- A widespread engagement in more than 20 school teams, youth camps and varsity teams in all age groups
- A playful education in social skills, capacity for teamwork and integration







The Way Back

Season 2013 | 2014

- Senior Promotion to **1. Regionalliga | Cup Final**
- NBBL Playoff-Participation | continuous prospect development
- JBBL Continuous prospect development

🏶 Season 2014 | 2015

SeniorPromotion to **ProA (2. Bundesliga)**NBBLContinuous prospect developmentJBBLContinuous prospect development

🍪 Season 2015 | 2016

SeniorEstablishment in **ProA (2. Bundesliga)**NBBLPlayoff-Participation | continuous prospect developmentJBBLPlayoff-Participation | continuous prospect development

🍪 Season 2016 | 2017

- Senior Promotion to **BBL (1. Bundesliga)**
- NBBL Playoff-Participation | continuous prospect development
- JBBL Playoff-Participation | continuous prospect development





Talent Pool

Professionals

- Tibor Pleiss, National Team | Utah Jazz, NBA/USA
- Phillip Schwethelm, National Team | EWE Baskets Oldenburg, Beko BBL
- Marcin Gortat, National Team | Washington Wizards, NBA/USA

Junior National Team Players

Jonathan Malu
 Paulina Körner

Leon Baeck

- Lennart Steffen
 Tibor Taras
- ✓ I
- Leon Okpara

Nicklas Behler

- Viktor Frankl-Maus Tim Van der Velde
- IIm van

Regional and National Selection Team Players (DBB and WBV)

Thomas Müller-Laschet

Mantonsi Mavinga

- Julia Buchmüller
- Timo HardtJonas Gottschalk
- Marco Schwippe
- Luca ten Doornkaat
- Jonas Schlameuß

Achievements

- 2016 NBBL/JBBL reaches Playoffs, U16 reaches Top 4,
- 2015 NBBL reaches Playoffs, U16 reaches Top 4
- 2014 NBBL reaches Playoffs
- 2013 Ul2 West German Championship
- 2012 JBBL among best 8 Teams in Germany
- 2011 JBBL among best 8 Teams in Germany
- 2010 U18 West German Championship JBBL among best 8 Teams in Germany U14 German Championship
- 2009 Ul4 West German Champion

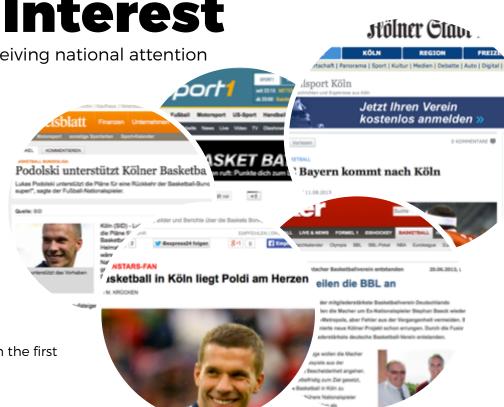




Media Interest

Since June 11, 2013 the RheinStars Köln vision is receiving national attention

- Articles in local and national print media
- Online reporting on websites like:
 - sportschau.de
 - <u>handelsblatt.de</u>
 - ✓ <u>focus.de</u>
 - ✓ sport1.de
 - ✓ <u>kicker.de</u>
 - Sat1 Videotext
 - many more local, regional, and national news sites
- TV coverage on WDR, Köln TV and Sport1
- Radio coverage on WDR and Radio Köln
- Intensive medial support through Facebook | over 4.500 likes in the first few hours after launch







Our Venue





Our Fans

First accomplishments

- During the 2013-2014 season between 200 and 400 fans attended the RheinStars games (5. Division), this shows that Basketball is back in Cologne
- In the summer of 2014 the RheinStars opened their season with a friendly game against FC Bayer Munich in front of 6000 fans.
- During the 2014-2015 season (4. Division) on average more than 850 fans attended games at the ASV gym.
- In 2015-2016 ASV gym 960 (6/10 sold out) LANXESS arena 2.250 per game

Projected Capacity Utilization

- Attendance development is closely linked to the RheinStars on-court success
- Projected average attendance figures:

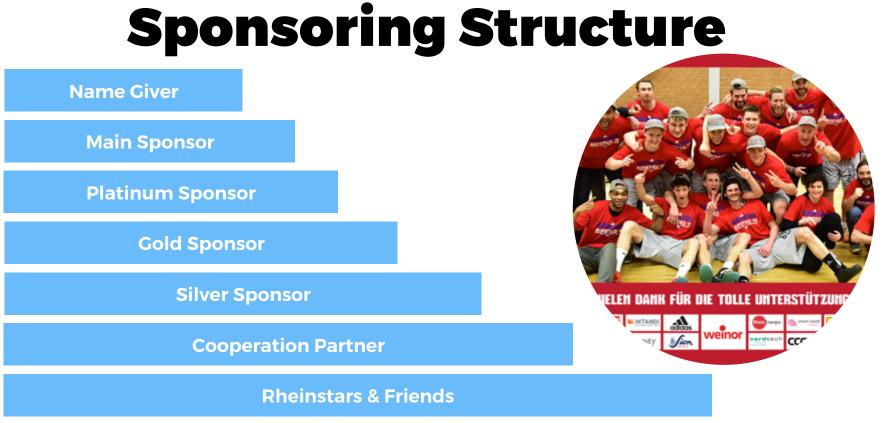
LANXESS Arena 3.000 Fans (capacity 4000)

Once in the Beko BBL attendance is planned to be at 80%

	Capacity of	the arei	าล	Average Attendance
Beko Basketball Bundesliga	6.000		4.800	Fans
8.000		6.400	Fans	













Advertiser/Community

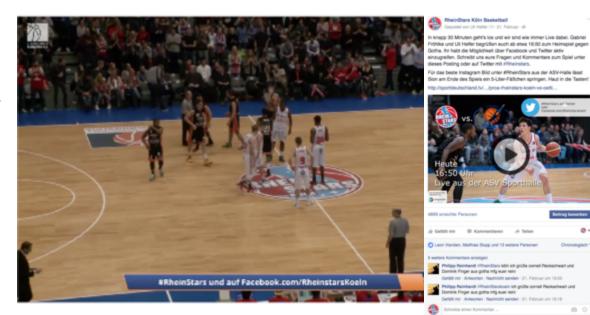
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Capitalization of Members and Schools

- Incorporation of Lukas Podolski to activate promotion campaigns
- Joint foto ops for sponsors, the RheinStars team and Lukas Podolski
- Incorporation of more than 800 club members for promotions with our sponsors
- Sponsor involvement in the more than 20 RheinStars school teams
- Sponsor involvement in amateur teams and prospect development

Social Media

- Capitalization of Members and Schools
 - Livestream broadcasting
 - Facebook/Instagram/Snapchat/Twitter
 - using player account for dstribution
 - Storys including sponsor partners







Where To Go Next

- new homebase and gym in a very special area urban, mixed cultures
- definition of our values
- (maybe) new definition of our story
- acitivating a younger cross cultural target group
- … and going back to first league



Beko BBL Growth

BEKD		Zuschauer	Kapazität	Auslastun g
		6.800	6.800	100%
BASHETBALL BLADERLOA	Bayreuth	3.133	3.600	87%
	Berlin	10.147	14.500	70%
	Bonn	5.588	6.000	93%
 Total League Income (+53% to € 97.8m)* 	Braunschweig	3.307	6.100	54%
Ø-Team Budgets: 4.5m €	Bremerhaven	3.768	5.187	73%
	Frankfurt	4.304	5.002	86%
 Attendance Figures (+20% to 313m)* 	Gießen	2911	4.003	73%
This corresponds to a current capacity utilization of 88% due to an average attendan	Hagen	3.108	3.145	99%
of 4,655 fans per game and a current average stadium capacity of 5,274 fans	Ludwigsburg	3.343	4.500	74%
	MBC	2.445	3.000	82%
 Media Exposure (+290% to 3.2b)* 	München	6.128	6.700	91%
 Beko BBL Fans (+133% to 9,85m)* 	Oldenburg*	3.867	6000	64%
	Quakenbrück	2.999	3.000	100%
· In the last 5 years	Trier	4.321	5.900	73%
Source: Repucom 2015	Tübingen	2.788	3.132	89%
	Ulm	6.000	6.000	100%
	Würzburg	3.140	3.140	100%

Growth

Beko BBL in the Media

TV-Coverage

- All games live and in HD on Telekom Basketball and about 50 games on free TV
- 150,000 fans per game day on Telekom Basketball with a total reach of 4 Mio. fans (through IPTV, PC, tablet and smartphone)
- 390,000 fans per game on Sport 1
- 3.2b TV ad contacts
- Cup final + highlights on ARD / ZDF

Print and Online reach

Media

- 5.5b print media ad contacts
- 16b online media ad contacts (IVW certified)



Vn verpflichtet Strasser

vs Köln haben Aufbauspieler Joh



Thank you

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