

THE ECONOMIC IMPACT AND SOCIAL VALUE OF PARIS SAINT-GERMAIN

A CLUB SERVING ITS LOCAL REGION

JUNE 2021



BACKGROUND AND AIMS

For over a year, the public health crisis has caused considerable damage to all of the world's economies. The international sporting economy in general and professional sport in particular have unfortunately not been spared from the downturn brought about by the Covid-19 pandemic.

Having already been impacted by the cancellation, via a governmental decision, of the end of the 2019/2020 season, professional clubs are once again experiencing financial disruptions in 2020/2021, with, in particular, matches held behind closed doors since September.

It was in this extremely unfavourable climate that Paris SG entrusted the Centre of Sport Law and Economy (or CDES) at the University of Limoges to conduct a study to measure its economic and social footprint.

The aim of this study is to:

Evaluate the economic impact that PSG has had within Paris Region (Île-de-France), specifically its contribution to the generation of wealth in that area.

Analyse and highlight the social and civic initiatives rolled out by the club which position it as a responsible and socially engaged stakeholder.

01

An ambitious and innovative club

€2.5 Bn

PSG's value, according to Forbes

02

A club that creates value

€182.2 M

of economic impact in Paris Region (Île-de-France) during the 2018/2019 season

03

A responsible and socially engaged club

126,000

beneficiaries of initiatives run by the PSG Foundation and Endowment Fund since 2011

01

An ambitious and innovative club

PARIS SAINT-GERMAIN HAS REGISTERED A SHARP ECONOMIC INCREASE OVER THE LAST 10 YEARS

€2.5 Bn

In just ten years, the club's organisation, finances, position on the sporting spectrum and ambitions have been completely transformed. **Paris Saint-Germain has therefore become one of the leading franchises in international sport.**

Boasting a 207% growth over a 5-year period, **PSG has recorded the most significant increase among the 50 most valuable sports teams of the NBA, NFL, NHL, MLB and major European football leagues.**

2011

TEN YEARS

2021

RANKING OF HIGHEST
REVENUE GENERATING
CLUBS IN EUROPE
(DELOITTE, 2021)

7th

7th

9th

RANKING OF MOST
VALUABLE
FOOTBALL CLUBS IN
THE WORLD
(FORBES, 2021)

RANKING OF MOST VALUABLE FOOTBALL BRANDS IN THE
WORLD
(BRAND FINANCE, 2020)

A DEVELOPMENT STRATEGY NOTABLE FOR:

REVENUE GROWTH AND DIVERSIFICATION

In addition to its growth, **Paris Saint-Germain's revenue has diversified considerably:** sponsorship revenue has increased tenfold, matchday revenue has been maximised, and merchandise revenue has been boosted.

71%

The share of commercial and matchday revenues in the club's turnover (excluding transfers)

In 2019/2020, commercial (54%) and matchday (17%) revenue represented 71% of the club's non-transfer revenue, in comparison with 49% in 2010/2011. **Paris Saint-Germain is now mainly financed from resources collected individually rather than collectively marketed** audiovisual rights (by the LFP and UEFA). These now account for just 28% of the club's revenue (versus 47% in 2010/2011), of which only 12% comes from domestic TV rights.

+21.3%

The average annual revenue growth rate between 2011 and 2019. Revenue attained €637.3 million in 2018/2019 (the last financial year before the pandemic broke out),

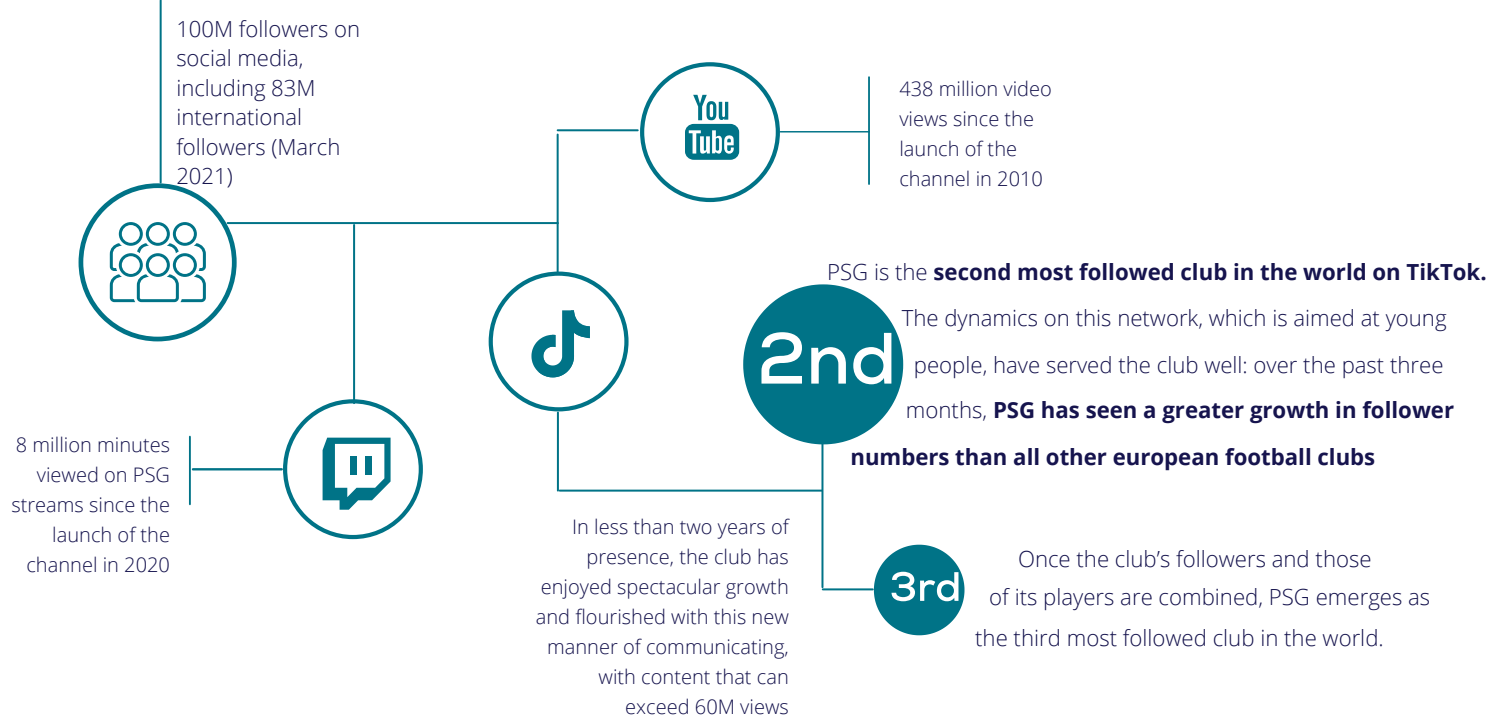
BRAND GROWTH AND PROMINENCE

From 500,000 to 100M+

A **global community**, with 20 official Paris Saint-Germain accounts on social networks (excluding handball, women's team, Foundation, academy, etc.)

CONTENT

As well as an increased presence, PSG has implemented **four key content categories (news, entertainment, entertainment and brand content)** and adopted a strategy of targeted content depending on the network and the followers it is addressing within four major zones (Asia, America, Europe and MENA/Africa). The aim is to **provide content that is tailored to suit each platform and its specific practices**.



Indonesia

Country in which the club has the largest number of Facebook followers



Brazil

Country in which the club has the largest number of Instagram followers



Egypt

Country in which the club has the largest number of Twitter followers, after France

TEN YEARS OF INVESTMENT IN THE CLUB

€102.2M

The amount of investment made by Paris Saint-Germain over the 2011/2020 period to improve its sporting facilities in Île-de-France (Parc des Princes, Ooredoo Training Centre), and develop its head office operations (merchandise, communication, sponsorship, IT etc.).



02

A club that creates value

PARIS SAINT-GERMAIN, A CATALYST FOR THE PARIS REGION ECONOMY

ECONOMIC IMPACT

€182.2
M

of Paris Saint-Germain
on Paris Region (Île-de-France)
in 2018/2019

€145.8M

of primary economic impact
(direct effects)

€36.4M

of secondary economic impact
(indirect and knock-on effects)

DEFINITION

The economic impact of a professional sports club is defined as **the additional economic activity produced by the club in an area of reference.**

It is measured in a counterfactual manner, by comparing two states of the local economy: one, theoretical, without the club, and the other, real, with the club. Assessing the economic impact therefore aims to measure a club's ability to attract funding/fans from outwith its area and its ability to spend it/make fans spend locally.



3,500 people
employed on
matchdays at the
Parc des Princes

800

Service providers and
suppliers



Including 670 direct jobs,
400 indirect jobs and
1,080 induced jobs

2150

FTE jobs supported
annually*

* Direct jobs within the club, indirect jobs with service providers, and induced jobs within the local economy

PARIS SAINT-GERMAIN MAKES A SIGNIFICANT CONTRIBUTION TO PUBLIC FINANCES

€1.9 Bn **

Social security contributions
and tax payments over the
last ten years



Paid at both state and local authority level by the club
and its players, with a peak at €269.3m in 2019/2020

** The club's contributions to social agencies (employer's social contributions) and contributions to the state and local authorities (corporate taxes, local taxes) and taxes paid by the players

A STRENGTHENED MEDIA IMPACT

€1.1 BN

The economic media value of Paris Saint-Germain matches during the 2019/2020 season (+27% in comparison with 2018/2019)

372M

The cumulative TV audience for Paris Saint-Germain matches during the 2019/2020 season (+39% in comparison with 2018/2019)

03

A responsible and socially engaged club

MORE SOLIDARITY EVERYDAY IN FRANCE AND WORLDWIDE

A 3-pillars based environmental policy

+126k

The number of beneficiaries of initiatives run by the Paris Saint-Germain Foundation and the Paris Saint-Germain Endowment Fund since 2011/2012, i.e. more than 14,000 direct beneficiaries per year on average.

1 PARTNERSHIPS

Teaming up with leading experts (WWF / UN)

2 ENGAGEMENT

Setting ambitious, practical and achievable goals

3 AWARENESS

Raising awareness among the club's communities through its unique strike force

A CONTINUOUS IMPROVEMENT TO ITS PRACTICES AT EACH OF THE 8 SITES OPERATED IN THE ÎLE-DE-FRANCE REGION

2020 Results

TONS OF WASTE
RECYCLED AT THE
FACTORY

5.6

160

KG OF HONEY
HARVESTED IN
AUGUST 2020

13 K

FOODSTUFFS
DONATED TO
ASSOCIATIONS



CENTRE DE DROIT
ET D'ÉCONOMIE
DU SPORT

WHO ARE WE?

Des experts et des formations
au service du sport

“ Anchored in academia and committed to the sports
industry ”

Thanks to our members' profiles and our numerous missions to assist stakeholders in the sport movement, we boast a complementary and multi-disciplined team that is used to working with federations and has a wealth of experience in writing questionnaires and analysing sports policies.

Ever since it was created in 1978, the Centre of Sport Law and Economy (Centre de Droit et d'Économie du Sport or CDES) has adopted a multidisciplinary approach, which is a huge strength and is what makes it so original. Striving for academic precision while immersing ourselves in the daily reality of sport, the CDES has a number of strings to its bow: Expertise, Training and Publications, which make it a veritable reference in the Sports industry.

In-depth knowledge of the sports industry and its institutional stakeholders.

A wealth of expertise in the territorial analysis of sport.

An original and unique view of sporting issues, thanks to our multidisciplinary approach and academic anchorage.

www.cdes.fr



STUDY CARRIED OUT BY CDES

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