



THE FAN REPORT

Women's Professional Leagues Limited

October 2024

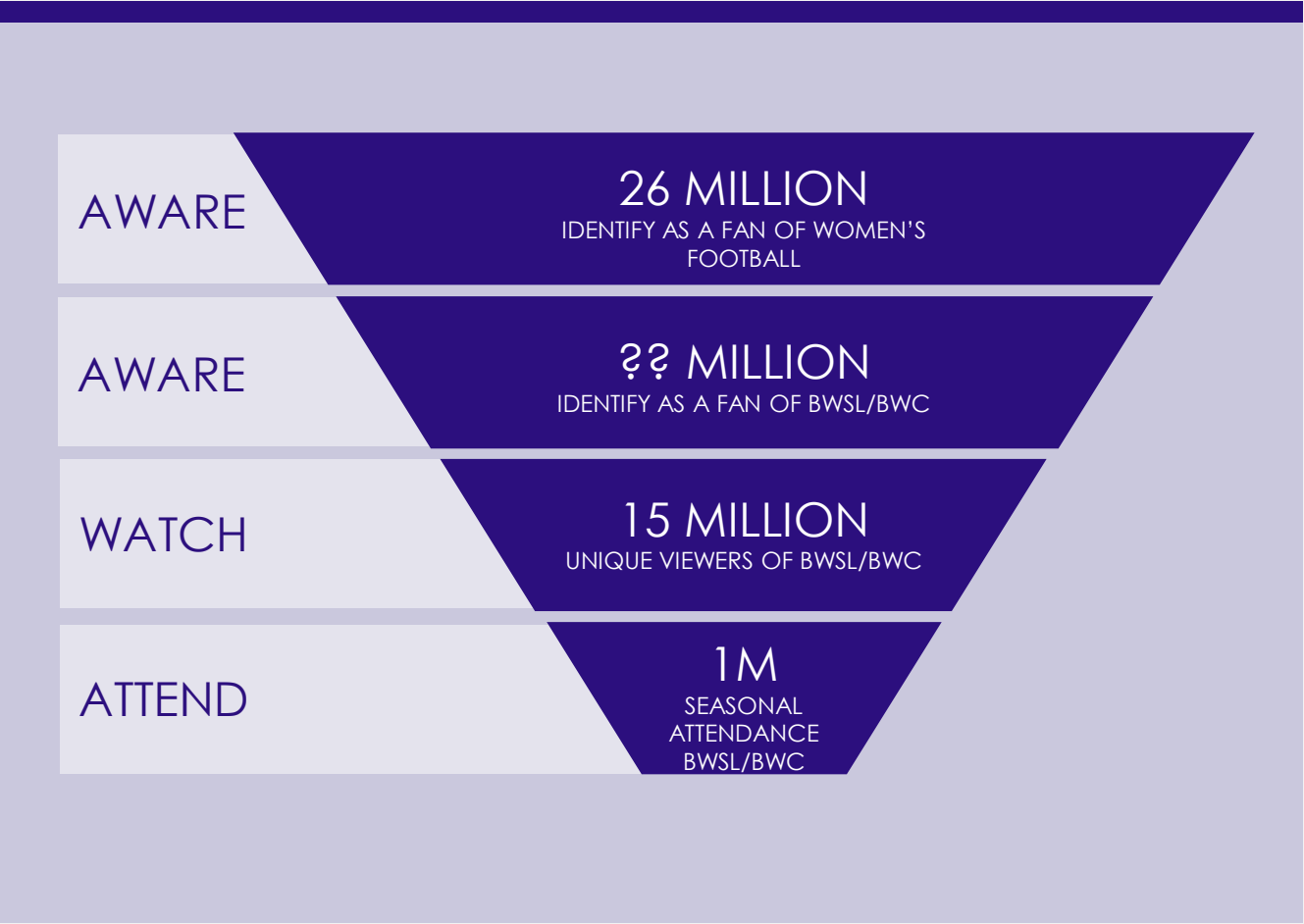
Mission

*TO BUILD THE MOST DISTINCTIVE,
COMPETITIVE & ENTERTAINING
WOMEN'S FOOTBALL CLUB
COMPETITION
IN THE WORLD*

FOR THE PLAYERS AND FANS OF TODAY AND TOMORROW

WE HAVE A 26M ADDRESSABLE MARKET

WE NEEDED A DEEPER UNDERSTANDING TO ATTRACT & ENGAGE FANS





A MINDSET BASED SEGMENTATION

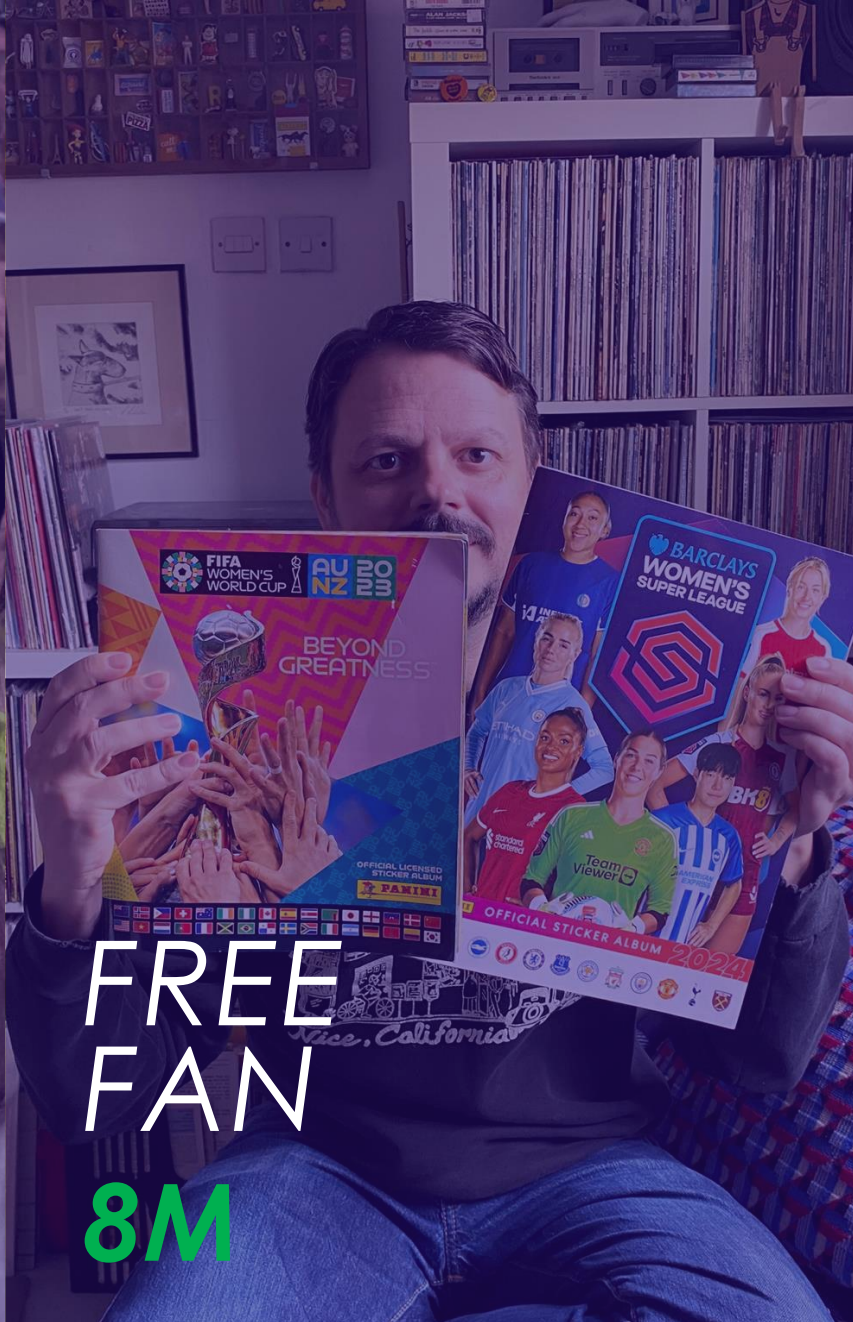
*COMMON MINDSETS &
BEHAVIOURS ARE NOT
ALIGNED TO DEMOGRAPHICS.*

*A SEGMENTATION BASED ON
RELATIONSHIP TO FOOTBALL.*

THE NEW FAN SEGMENTS



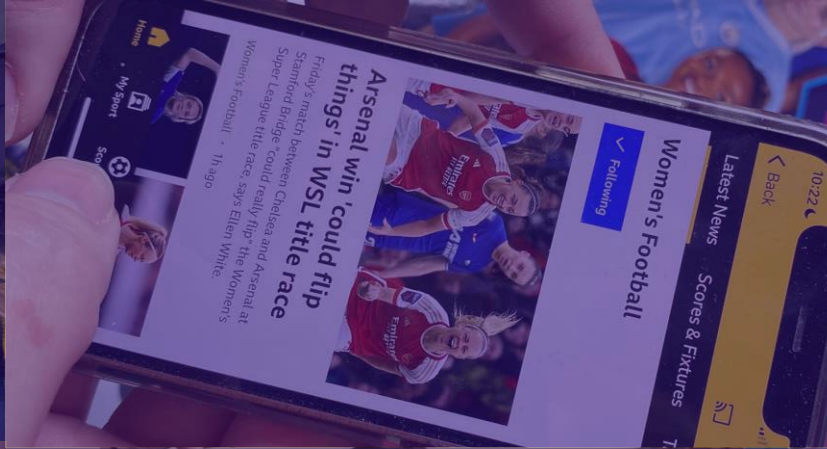
CORE
FAN
3M



FREE
FAN
8M



SECONDARY
FAN
15M



6 KEY FACTS

- I'm emotionally invested
- My fandom is fluid
- I appreciate the elite performance
- It is a utopian experience
- I have content frustrations
- I'm the biggest cheerleader

THE CORE FAN



6 KEY FACTS

- Football is just football
- I'm quietly passionate
- I love the Lionesses
- The culture is for me
- I'm a football novice
- I'm seeking a community

THE FREE FAN



4 KEY FACTS

- I'm a football addict
- I have limited capacity
- It is a different game
- I want to know more

THE SECONDARY FAN



THANK YOU