TLA WORLDWIDE PLC

JULY 2012

TLA
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BACKGROUND

- Listed on 8 December 2011, raising £12 million and bank debt of approximately £6.4 million ($10 million).
- Simultaneously acquired market leading established businesses:
  - LS Legacy Sports – baseball representation; and
  - The Agency Group – sports marketing and talent representation.
- The combined company allows us to more deeply service our existing clients with the ability to present them with additional opportunities arising from the depth of the industry experience and contacts throughout TLA.
- Initial acquisition cost of $26.1m cash and $10.9m shares.
- Board:
  - Mike Principe – CEO;
  - Bart Campbell – Non Executive Chairman;
  - Greg Genske – Executive Director and Principal of Legacy;
  - Keith Sadler – Non Executive Director;
  - Andy Wilson – Non Executive Director; and
  - Andy Pearson – Non Executive Director.

OUR BUSINESS

- Although focused on 'on-field' US baseball, TLA is already a market leader in golf, talent marketing, coaching and broadcasting.
- Headquartered in New York City with offices in Los Angeles, Houston, San Francisco, Charleston SC and London.
- TLA has an impressive established track record with:
  - Over $2 billion of contracts negotiated to date; and
  - Currently managing over $520 million of client contracts.
- Management team has participated in over 40 sports-related acquisitions and were involved in several successful agencies from inception to exit:
  - Executive experience of the industry enhances the business through proven and successful deal structuring, integration, management, and value creation in both representation and properties.
- The company's success and growth potential is founded on three key pillars:
  - competency of the two newly merged businesses, Legacy and Agency;
  - their complementary practices; and
  - strength and experience of the management team.

OUR MARKETS - BASEBALL & SPORTS MARKETING

- Large market for Major League Baseball (MLB), which has grown from to $2.8 billion in 1999 to $7.2bn in 2011, a CAGR of 8.2%.
- In comparison, the Olympics in the 4 year cycle to London 2012 will turnover a record $8bn.
- MLB player payroll only 41% of revenues in 2011 – strong, sensible economics with labor peace from 1994 to 2016.
- The MLB representation remains highly fragmented - TLA estimates that there is no single firm having >10% market share, based on players represented.
- MLB has been historically robust during negative economic environments.
- US Sports Sponsorship market worth $12bn in 2010 - forecast to grow at over 5% p.a. through 2015. (Source: PwC):
  - Global sports market revenues will grow to $145.3 billion over the next five years; and
  - Global Sponsorship will account for 28.8% of above total with a CAGR of 5.3% through 2015 generating estimated revenues of $45.3bn.

OUR MARKETS - BASEBALL MEDIA LANDSCAPE

- Local rights forecast to increase from just under $1bn in 2011 to over $1.5bn in 2015:
  - 'local television revenue could exceed $1.5 billion in 2015' – Forbes, The Business of Baseball 2012.

- National deal forecast to outstrip forecast growth of 10% as MLB expands post season:
  - 'Previous analyst forecast of more than 10% growth should be blown out of the water with the expanded post season and local deals currently being signed' – ESPN Playbook; and
  - Dodgers set to double their share of TV money post 2013 with forecasts up to $100m from $55m in 2011 – Forbes, The Business of Baseball 2012.

- Digital media rights are the X factor:
  - MLB.com grossed over $500m in 2011.

OUR STRATEGY

- TLA's key focus on-field is to grow the baseball rep business into the market leader and to further strengthen our position as a best-in-class sports marketing and management business both on and off the field.

- TLA will look to grow through accretive acquisitions and the development of new properties and lines of business which complement the existing platform.

- TLA's strategy is to take advantage of the strong industry fundamentals within baseball's fragmented sector, in doing so:
  - lead the consolidation within the baseball industry;
  - be the market leading full service baseball agency; and
  - grow the business in our key sports and activities.

- Current platform enables TLA to provide "cradle to grave" services for its clients, both on and off the field and after their playing career (i.e. coaching, broadcasting).

HIGHLIGHTS – BASEBALL

- TLA is one of the largest athlete representation companies in baseball by value of the contracts negotiated:
  - $535m in player contracts.
- Currently represent nearly 40 clients on current MLB 40-man rosters
- Client retention rates over 95% with historical positive client acquisition
- TLA's baseball clients are a balanced mix of established all-stars, emerging MLB players and minor league talent:
  - 17 MLB All-Stars (historical and current);
    - 3 of the top contracts in MLB history (all >$125m); and
    - Average TLA client salary is double that of the average MLB client salary.
  - 16 MiLB All-Stars selected in 2012 alone
  - 12 clients selected in the 1st and supplemental rounds of 2011 and 2012 Amateur Drafts:
    - Second most of all agencies

HIGHLIGHTS – TALENT MARKETING

- TLA represents clients across numerous sports - including football, basketball, golf and the Olympics:
  - Sponsorship deals – Nike, Adidas, Subway;
  - Broadcasting deals – Fox Sports, ESPN; and
  - Coaching deals – College basketball, College football.
- Clients include Jim Furyk (2010 PGA Tour Player of the Year) , Troy Aikman (ex-Dallas Cowboys All-Pro QB and face of Fox Sports for the NFL), Reggie Bush (Miami Dolphins RB) and Ben Howland (UCLA men's basketball head coach)
- Under-represented in baseball:
  - Provides for immediate upside revenue potential; and
  - Expands Legacy's suite of services to clients, enhancing recruiting success and extending paying life of clients' careers.
- Vibrant corporate consulting practice:
  - Represent brands and properties to develop sports and entertainment marketing programs.
- Senior management team has of the most extensive relationships with leading corporate sponsors throughout the sports marketing world.

OPERATIONAL HIGHLIGHTS – SINCE INCEPTION

Baseball

- Four MLB All-Stars
- Sixteen MiLB All-Stars
- Five First and Supplemental Round MLB picks – 18 represented in total
- Leading agency in overslot draft deals
- Eight MLB call-ups
- Expansion into Latin America

Sports marketing

- #8 selection in NFL Draft
- Over 20 Top-10 finishes on PGA TOUR
- 5 Golfers in Top 50 of FedEx Cup points list
- 8 Coaches in 2012 March Madness
- Two new consulting clients
- Placed face of Fox Soccer (Rob Stone) and NHL Network (Kathryn Tappen)

- Over forty selective new clients across the group, no losses
  - 3 PGA TOUR clients
  - 10 new baseball clients excluding draft picks

FINANCIAL HIGHLIGHTS – SINCE INCEPTION

FY12 coverage in relation to forecasts

Baseball roster pipeline

- FY11 proforma in line with expectations producing an adjusted EBITDA of $6.1m.
- More than 90% of FY 12 forecast revenue covered as at 30 June 2012.
- c50% of FY12 PBT booked as at 30 June 2012.
- Contracted income of over $31m through 2020.
- Healthy cash flows in H1 forecast to grow in H2, $1m of debt finance repaid.
- 18 players represented in the draft locking in c$0.6m of revenue.

SUMMARY

- TLA is a fundamentally strong and organically growing business
- TLA is participating in a financially healthy and highly fragmented market, professional baseball, with the opportunity to very quickly create the market leader
- On-field plan to be largest independent full service baseball centric representation and marketing group and a recognized leader in the business of baseball
- Off-field plan is to enhance and build out our existing off-field capabilities to solidify our position as the independent market leader
- Diversified platform with the ability to maximise existing client revenues and monetizing both on-field and off-field earnings
- Fully integrated model to attract new clients
- Strong growth potential, both organic and through accretive acquisitions
- Experienced management team with a strong track record

CORPORATE DEVELOPMENT

- In-fills
- Organic and new hires
- Acquisitions

APPENDICES

- MLB Clients
- NFL Clients
- Broadcasting clients
- Coaching clients
- Golf clients
- Olympians
- FY11 Proforma P&L
- Deferred consideration schedule

MLB CLIENTS

- BILLY BUTLER*
  Kansas City Royals
- CARL CRAWFORD
  Boston Red Sox
- R.A. DICKEY*
  New York Mets Pitcher
- ADAM DUNN*
  Chicago White Sox
- TONY GWYNN JR.
  San Diego Padres
- TRAVIS HAFNER
  Cleveland Indians
- AARON HILL
  Arizona Diamondbacks
- MARK KOTSAY
  San Diego Padres
- FRANCISCO LIRIANO
  Minnesota Twins
- IVAN NOVA
  New York Yankees
- RICKY ROMERO
  Toronto Blue Jays
- CC SABATHIA*
  New York Yankees
- JUSTIN TURNER
  New York Mets
- RICKIE WEEKS
  Milwaukee Brewers
- VERNON WELLS
  Los Angeles Angels

* Denotes 2012 MLB All-Star

TALENT MARKETING - NFL

- DEION BRANCH
  New England Patriots WR
- REGGIE BUSH
  Miami Dolphins RB
- MARK INGRAM
  New Orleans Saints RB
- PIERRE GARCON
  Washington Redskins WR
- NICK MANGOLD
  New York Jets Center
- DEMARCO MURRAY
  Dallas Cowboys RB
- COLT MCCOY
  Cleveland Browns QB
- JORDAN SHIPLEY Cincinnati
  Bengals WR
- NDAMUKONG SUH Detroit
  Lions DT
- RYAN TANNEHILL
  Miami Dolphins QB
- OSI UMENYIORA
  New York Giants
  Pro Bowl DE
- RUEBEN RANDLE
  New York Giants WR

TALENT MARKETING - LEGENDS

- TROY AIKMAN
  Dallas Cowboys,
  3x Super Bowl Champion
  2006 Pro Football
  Hall of Fame inductee
- CARL BANKS
  New York Giants
  2x Super Bowl Champion
- MARSHALL FAULK
  St. Louis Rams
  2011 Pro Football
  Hall of Fame inductee
- MERRIL HOGE
  Pittsburgh Steelers
- DARYL JOHNSTON
  Dallas Cowboys
  2x Super Bowl Champion
- WARREN MOON
  Houston Oilers
  2006 Pro Football
  Hall of Fame inductee
- BRUCE SMITH
  Buffalo Bills
  2009 Pro Football
  Hall of Fame inductee
- DARREN WOODSON
  Dallas Cowboys
  3x Super Bowl Champion
- STEVE YOUNG
  San Francisco 49ers
  Super Bowl MVP
  2005 Pro Football
  Hall of Fame inductee

BROADCASTING - ON AIR TALENT

- TROY AIKMAN
  NFL on FOX
- CARL BANKS
  NY Giants on NBC
- JOE BUCK
  MLB/NFL on FOX
- ED COHEN
  NHL Network
- DAN HICKS
  PGA Tour, Olympics NBC
- MERRIL HOGE
  NFL on ESPN
- SEAN FARNHAM
  NCAAB on ESPN
- DARYL JOHNSTON
  NFL on FOX
- DAN JANSEN
  Speedskating on NBC
- HEATH EVANS
  NFL Network
- MARSHALL FAULK
  NFL Network
- MIKE MILBURY
  NHL on NBC
- MITCH WILLIAMS
  MLB Network
- CHRIS MYERS
  NFL/MLB/NASCAR on FOX
- DANYELLE SARGENT
  NFL Network
- PETER SCHRAGER
  FOXSPORTS.COM
- DICK STOCKTON
  NFL on FOX
- ROB STONE
  Soccer on FOX
- KATHRYN TAPPEN
  NHL Network
- LESLEY VISSER
  CBS
- DARREN WOODSON
  ESPN
- STEVE YOUNG
  ESPN

COACHES

- BEN HOWLAND
  UCLA
- MIKE BREY
  Notre Dame
- TRENT JOHNSON
  TCU
- NIKKI CALDWELL
  LSU Women
- MARK FOX
  GEORGIA
- MARK GOTTFRIED
  NORTH CAROLINA
- STEVE LAVIN
  ST. JOHN'S / ESPN
- FRAN McCAFFERTY
  IOWA

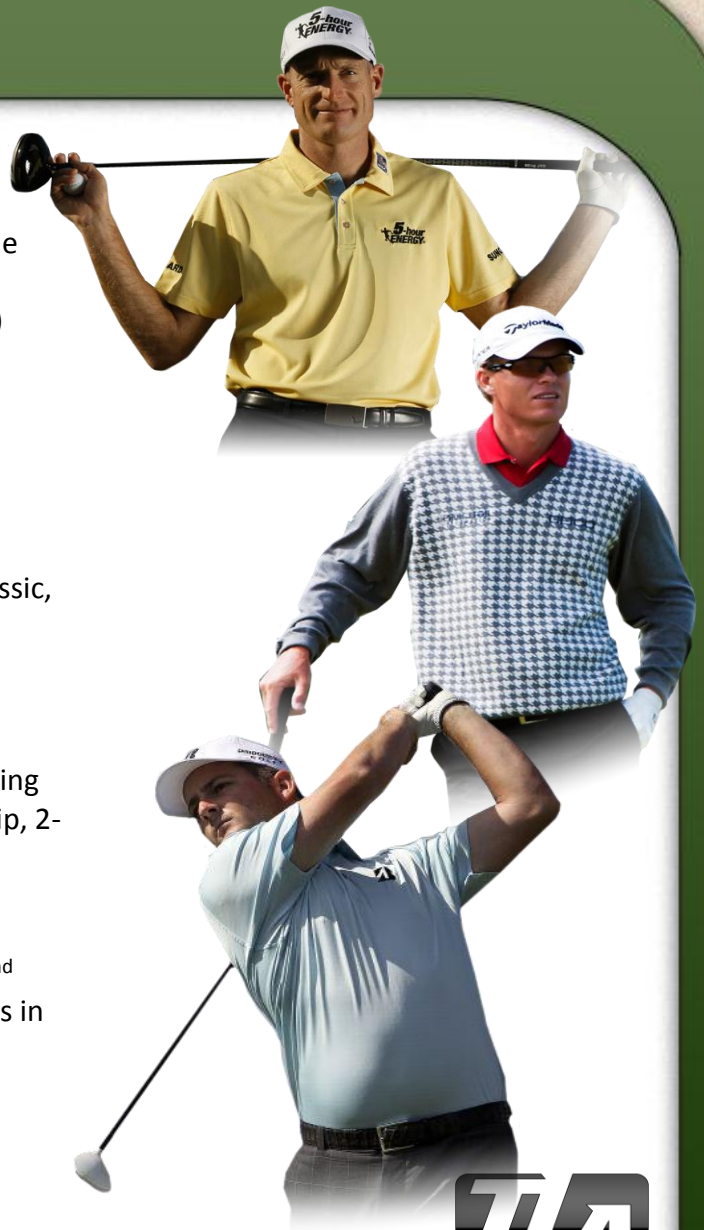
- RANDY EDSALL
  MARYLAND
- JUSTIN FUENTE
  MEMPHIS
- JERRY KILL
  MINNESOTA
- DAVID BAILIFF
  RICE
- DAVE DOEREN
  NORTHERN ILLONOIS
- SCOTT FROST
  NORTHERN ILLONOIS

OLYMPIANS

- DAN JANSEN
  Speed Skating
  1994 Gold Medal Winner
- BONNIE BLAIR
  Speed Skating
  5x Gold Medalist
- KERRI STRUG
  Gymnastics
  1996 Gold Medalist
- LOLO JONES
  Track & Field 2x World Champion in 100m Hurdles
- TREY HARDEE
  Track & Field – 2x Reigning World Champion in Decathlon
- REBECCA BROSS
  Gymnastics – 2010 USA National Champion
- JR CELSKI
  Speed Skating – 2x Olympic Bronze Medalist
- TREVOR MARSICANO
  Speed Skating – 2010 National Champion
- GRAHAM WATANABE
  Snowboarder – X-Games Silver Medalist in Snowboardcross

GOLF CLIENTS

- JIM FURYK
  US Open Champion
  16-time PGA Champion
- JOHN HUH
  Fully Exempt member of the 2012 PGA TOUR; Currently leading all Rookies in Money Earned; 2 Career Professional Victories
- SPENCER LEVIN
  "Top 26 Under 26" as rated by CBS Sports in 2011, 6 Top 10 Finishes on the 2011 PGA Tour
- JOHN SENDEN
  Winner of the 2006 John Deere Classic ; Finished 13th in the 2011 FedExCup Playoffs
- WOODY AUSTIN
  3-time PGA Tour Champion, 6 career professional victories
- MATT EVERY
  Winner of the 2009 Nationwide Tour Championship, Fully exempt member of the 2012 PGA Tour
- ROBERT GARRIGUS
  Winner of the 2010 Children's Miracle Network Classic; 2-time PGA TOUR Driving Distance Leader (2009, 2010)
- SCOTT MCCARRON
  3-time PGA Tour Champion, 7 career professional victories
- KYLE REIFERS
  Winner of the 2006 Chattanooga Classic, Winner of the 2011 Nationwide Children's Hospital Invitational
- GARTH MULROY
  7 career professional victories including the 2011 Alfred Dunhill Championship, 2-time Nationwide Tour Championship
- JEFF OVERTON
  2010 Ryder Cup Team Member; 4 2nd place finishes and 3 3rd place finishes in his career



FY11 SEGMENTAL PROFORMA P&L

$'000s	Baseball Representation	Sports Marketing	Combined
Revenues	**8,785**	**5,008**	**13,793**
Administrative expenses	(7,074)	(1,465)	(8,539)
Operating profit	1,711	3,543	5,254
Add back depreciation	5	3	8
Add back members' remuneration*	2,566	-	2,566
Add back exceptional costs**	415	-	415
Less members' pro forma remuneration***	-	(835)	(835)
Adj. EBITDA before plc and central costs	**4,697**	**2,711**	**7,408**
Assumed plc and central costs****			(1,300)
Adjusted EBITDA			**6,108**

12 months un audited management accounts for the underlying businesses
* Bonuses relating to player contracts acquired and sale bonuses paid to partners
** External consultants not required/vendor deal costs
*** Partner salaries instead of drawings
**** Like for like with 2012 expectations

DEFERRED CONSIDERATION SCHEDULE

$000's	Maximum payment in cash
2012	NIL
2013	3,840
2014	2,630
2015	2,591
2016 and beyond	3,200
Total	**12,261**