

21 December 2015

**TLA Worldwide plc**

("TLA" or "the Group")

**Tottenham Hotspur and Juventus to compete in  
Australian 2016 International Champions Cup**

TLA Worldwide plc (AIM: TLA), a leading athlete representation and sports marketing business, is pleased to announce that Tottenham Hotspur ("Spurs") and current Serie A champions Juventus will compete in the 2016 International Champions Cup ("ICC") tournament in Australia.

This is the second ICC event TLA will be holding in Australia following the overwhelming success of the tournament's debut in July this year. The inaugural event was broadcast to over 200 countries globally and saw 221,000 fans flock to the Melbourne Cricket Ground to watch some of the world's top teams, Real Madrid, Manchester City and AS Roma.

Bart Campbell, TLA Worldwide Chairman, said: "In its first showing, the ICC tournament proved itself to be a must-attend event for fans, and an attractive tournament for overseas teams. The event was a great success that further established TLA's position in the region and proved our ability to host world-class sporting spectacles. We are delighted to once again be bringing some of the world's top soccer clubs, Tottenham Hotspur and Juventus, to Melbourne and we look forward to another successful event in 2016."

Tottenham Hotspur and Juventus, both amongst the Forbes Top 20 Most Valuable Soccer Teams for 2015, will compete against the defending A-League champions, Melbourne Victory FC in the tournament. Spurs are one of the English Premier League's top clubs and have won the FA Cup eight times while Juventus are Italy's most successful club ever, winning the Italian League Serie A 31 times and the European Champions League twice.

The three matches will take place at the prestigious 100,000-capacity Melbourne Cricket Ground between the 23<sup>rd</sup> and 29<sup>th</sup> July 2016.

As with the first ICC tournament, TLA will partner with TEG Pty Ltd, Australasia's leading ticketing, live entertainment and data analytics company, to organise, promote and deliver the event. Audi will also continue its association with the event for a second consecutive year after being named presenting partner of the tournament.

**Enquiries:**

<b>TLA Worldwide</b>	
Michael Principe, Chief Executive Officer	+1 212 645 2141
<b>Numis Securities</b>	
Nick Westlake, Oliver Hardy (Nomad)	+44 20 7260 1000
David Poutney (Broker)	
<b>Luther Pendragon</b>	
Harry Chathli, Alexis Gore	+44 20 7618 9100

## **Notes to editors:**

### **About TLA Worldwide**

TLA Worldwide is a leading athlete representation, sports marketing and event management group quoted on London's AIM. The Group derives revenues from long term agency relationships with many prominent US and international sports stars, broadcasters and media personalities associated with major sports including the MLB, NFL, NBA, PGA tour, AFL, Olympians and cricketers. In addition, it also provides a range of services in respect of media consultancy, sports sponsorship and event creation and ownership, including the International Champions Cup tournament in Australia. With over 140 full-time personnel, TLA Worldwide serves its clients from 10 locations worldwide including its offices in London, UK; New York Newport Beach, California, USA; Melbourne, Perth, Adelaide and Sydney, Australia. For more information, please visit [www.tlaww-plc.com](http://www.tlaww-plc.com).

### **Global background of the International Champions Cup:**

- The tournament is owned by RSE Ventures and developed globally by RSE subsidiaries Relevant Sports and Catalyst Media Group
- Since its inception, ICC has consistently featured the very best football clubs in the world, with the world's most valuable sports club Real Madrid CF being the most prominently featured, playing a total of 10 ICC matches to date
- In 2015, there were 23 ICC matches globally across seven countries, played in front of total of one million adoring fans at venues in cities such as Los Angeles, New York, Mexico City, Chicago, London, Florence, Shanghai and of course, Melbourne
- 79 million viewers (average audience) tuned into ICC 2015 matches in the Asia-Pacific region alone and the highest rating single match, Real Madrid CF v AC Milan drew over 15 million viewers globally