

Adara Partners – tender and negotiation advisor

Adara Partners was engaged by the Football Federation of Australia (FFA) to advise on the tender and negotiation process for the Company's broadcast rights

Snapshot

- November 2016 – August 2017
- Bid process conducted for Pay-TV (PTV) and Free-to-Air (FTA) broadcast rights to (among others) A-League, W-League, Socceroos Matildas matches
- Adara Partners, led by Matthew Grounds AM and Guy Fowler, designed and executed the bid process, then supported bid evaluation and contract negotiations
- Successfully drove competitive tension while managing pre-emptive rights and achieved a strong financial outcome for the FFA
- Achieved a record 6-year \$346m PTV deal and 2-year FTA deal



Outcomes

- A **record 6-year, \$346m** (\$57.6m per year) pay-TV broadcast deal with Fox Sports and Foxtel (\$310m cash and \$36m contra payments), achieving a longer tenor and higher value arrangement for the FFA
- Long-term partnership with Fox Sports **supported the FFA's growth targets**, providing certainty to support the FFA's investment in the A-League, W-League and grassroots football
- A 2-year FTA deal with Network Ten and Fox Sports to broadcast Socceroos matches, and 27 home and away A-League matches and 5 finals, building fan support for the game

Adara provided the following services

- Transaction process design and strategy
- Bid documentation preparation – e.g. process letters and offer forms
- Offer evaluation and contract negotiation
 - Detailed evaluation and recommendations
 - Advice to the FFA during negotiation with preferred bidders

"[The deal has] now entrenched [soccer] as a mainstream Australian sport.

Our game has never seen a deal of this magnitude before.

This six-year agreement gives us the certainty to continue to implement our strategy to grow the Hyundai A-League and the Westfield W-League and invest in grassroots football development and the women's game."

**Steven Lowy, Former FFA Chairman
(December 2016)**

About Adara Partners

Collectively our Panel Members have advised over 90% of the ASX100 and have worked on many of the largest and most critical transactions in Australia's corporate history. Adara Partners' services are not limited to the ASX100 – our Panel Members have worked on a range of public and private corporate engagements, providing our clients with their expertise, through wise counsel, financial and strategic advice



Ilana Atlas AO
NED, Former Executive
and Law Firm partner



Catherine Brenner
NED, Former Investment
Banker



Tim Burroughs
Former Chair of
Investment Banking at
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Former Chair of
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Joint Global Head
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Herbert Smith Freehills



Cynthia Scott
Former Chief Strategy
and BD Officer at
Scentre Group

Our Panel Members provide their time and expertise pro bono. All profits are donated to Adara Development, Adara's not-for-profit arm that delivers services directly to more than 50,000 people living in poverty each year in Uganda and Nepal, and touches countless more through knowledge sharing

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