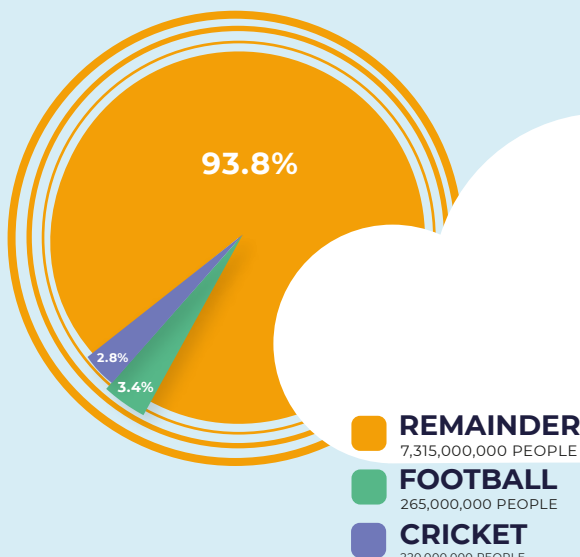


— THE WORLD OF — SPORTS

PEOPLE WHO FOLLOW SPORT (IN MILLIONS)



% PLAYING MAIN SPORTS

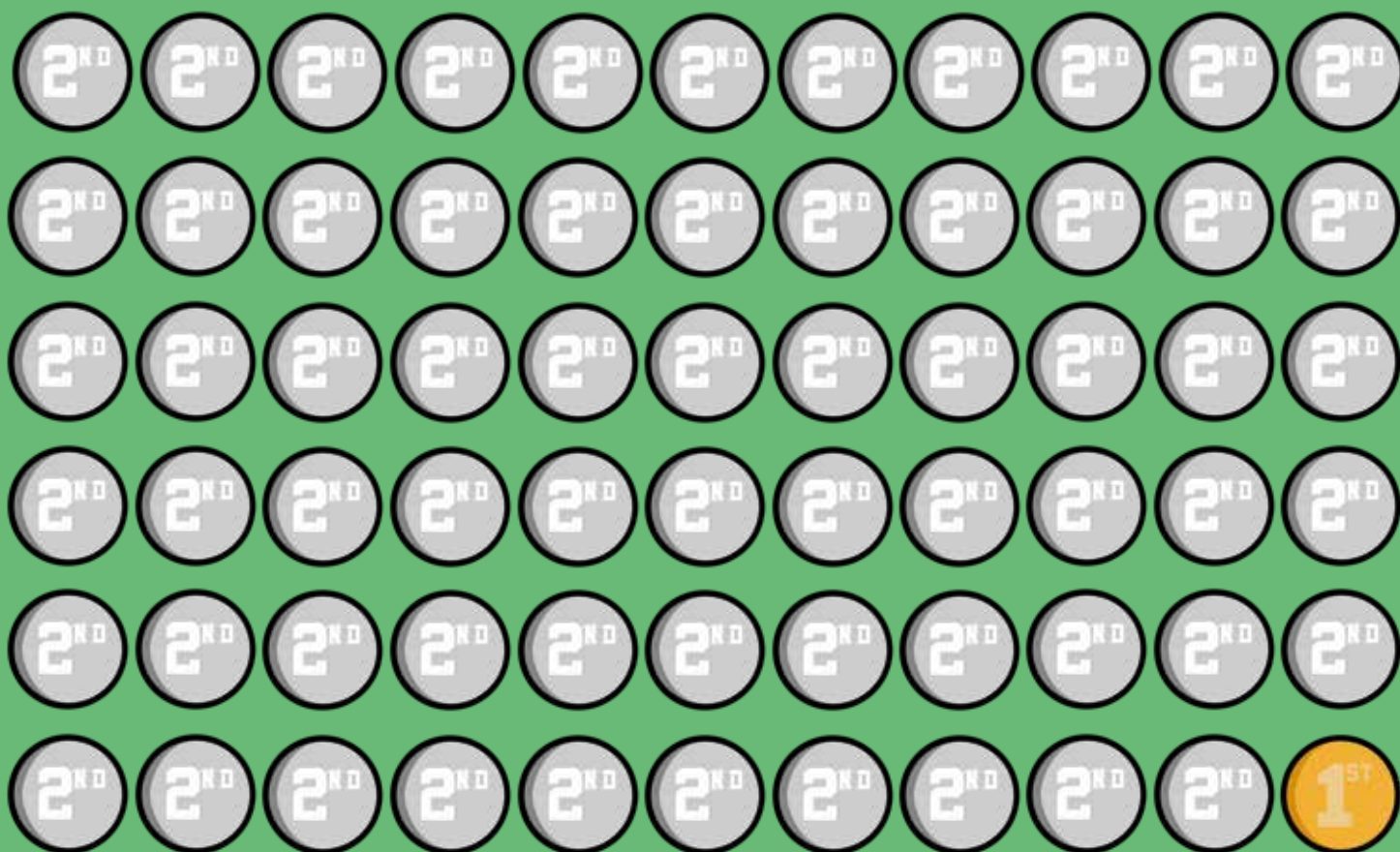


PEOPLE WHO PRACTISE SPORT ONCE A WEEK



ACROSS MAJORITY OF COUNTRIES, PARTICIPATION IN SPORT IS MORE COMMON FOR MALES.

AMATEUR VS PROFESSIONAL SPORTS PEOPLE



2 BILLION PEOPLE WORLDWIDE PLAY SPORT EITHER AS AMATEURS OR PROFESSIONALS.
EVERY MEDAL IS WORTH APPROX 30 MILLION SPORTS PEOPLE
THE 65 SILVER MEDALS REPRESENT AMATEUR SPORTS PEOPLE
THE 1 GOLD MEDAL REPRESENTS PROFESSIONAL SPORTS PEOPLE (1.5%)

% OF COUNTRIES INTERESTED IN FOOTBALL

