

CITY FOOTBALL GROUP (CFG) WELCOMED ITS SEVENTH CLUB TO THE GROUP IN FEBRUARY WITH THE ACQUISITION OF SICHUAN JIUNIU, A SECOND DIVISION TEAM IN CHENGDU IN CHINA.

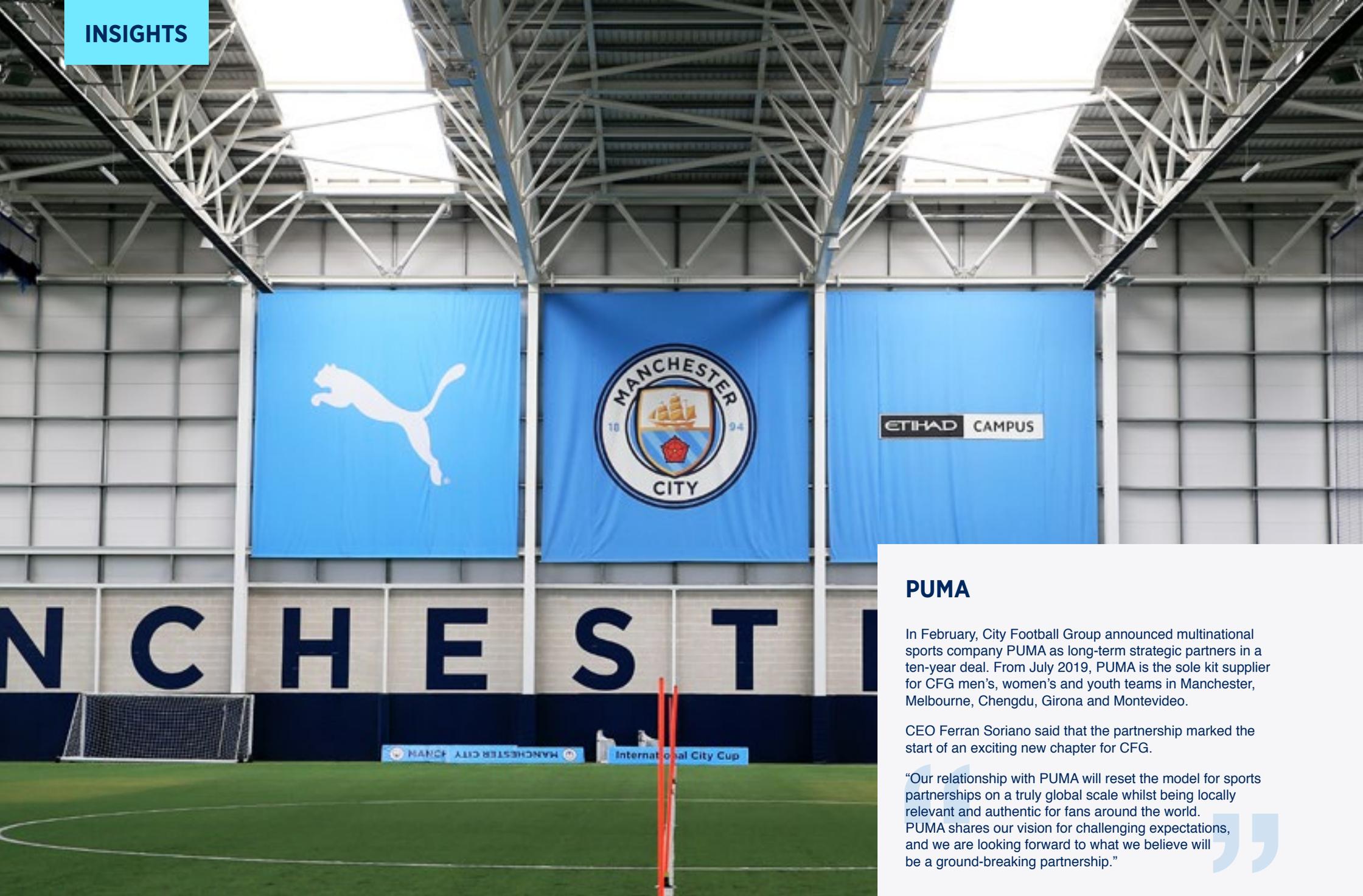
The former CEO of Melbourne City FC, Scott Munn, was appointed as CEO of CFG in China and Melbourne City's former Commercial Director, Brad Rowse, was appointed as new Melbourne City CEO. These appointments exemplify CFG's knowledge exchange model whereby knowledge and expertise – in players and staff – are shared between clubs in the network.

In January 2019, CFG was announced as anchor investor in Sapphire Sport, a US-based sport venture capital fund, which also comprises owners and investors from across major US Sports leagues (NFL, NHL, MLB, NBA and MLS) as well as from related industries. Sapphire Sport were major collaboration partners in the first ever 'Global Startup Challenge'.

In June 2018, New York City FC (NYCFC) welcomed a new coach, Domènec Torrent, who joined the Club directly from his previous role in Pep Guardiola's coaching team at Manchester City. Following the conclusion of Manchester City's 2018-19 season, Pep visited his former assistant in New York and went into the dressing rooms at Yankee Stadium to offer some words of encouragement. Under Domènec, the team finished in third place in the Eastern Conference in 2018 and are on track for another successful season. NYCFC also appointed a new CEO, Brad Sims, in December 2018.

In Australia, Melbourne City FC started their year with a pre-season visit to Kochi in India and finished the A-League season with a 5th place finish, getting knocked out in the Elimination Final with an extra time goal against Adelaide United. Manager Warren Joyce was replaced by Erick Mombaerts, former Head Coach of CFG team Yokohama F. Marinos, in June 2019. The Club also marked five years since its acquisition by CFG.





PUMA

In February, City Football Group announced multinational sports company PUMA as long-term strategic partners in a ten-year deal. From July 2019, PUMA is the sole kit supplier for CFG men's, women's and youth teams in Manchester, Melbourne, Chengdu, Girona and Montevideo.

CEO Ferran Soriano said that the partnership marked the start of an exciting new chapter for CFG.

“Our relationship with PUMA will reset the model for sports partnerships on a truly global scale whilst being locally relevant and authentic for fans around the world. PUMA shares our vision for challenging expectations, and we are looking forward to what we believe will be a ground-breaking partnership.”