



2019-20 Annual Report

A SEASON INTERRUPTED

This year, Manchester City want to tell their season story differently. It's been a year like no other, and they want to acknowledge that, as well as highlight the incredible work that has been going on throughout some extremely challenging times.

This timeline shows how the Club has responded to the COVID-19 pandemic between February and June 2020.



19 FEB 2020

CITY PLAY FINAL HOME GAME WITH FANS PRESENT

City beat West Ham 2-0 in what would be our last home game in front of fans in 2019-20.

8 MAR 2020

CITY PLAY FINAL GAME BEFORE LEAGUE SUSPENDED

City play Manchester United away in the last Premier League game before the season is paused.

13 MAR 2020

PREMIER LEAGUE SUSPENDED DUE TO CORONAVIRUS

The Premier League is officially postponed until 4 April after several teams are forced to self-isolate. The League would not resume until 17 June.

21 MAR 2020

CITY & UNITED DONATE £100,000 TO TRUSSELL TRUST

Manchester City and Manchester United donate a combined £100,000 to help food banks in Greater Manchester meet increased demand from vulnerable people as a result of the coronavirus pandemic.

25 MAR 2020

CONTINUED PAYMENTS TO MATCHDAY STAFF ANNOUNCED

The Club announce that directly engaged matchday casual workers will be paid in full for the fixtures they were scheduled to work and matchday casual workers will also receive a payment, based on pro-rata earnings over the last three months, applied across the 2019-20 season's remaining five home fixtures.



28 MAR 2020

STERLING AND HOUGHTON SUPPORT NHS CAMPAIGN

Raheem Sterling and Steph Houghton feature alongside some of the nation's top footballers, managers, cricket and basketball players to unite in supporting the NHS #StayHomeSaveLives social media campaign.



30 MAR 2020

**CITY LAUNCH
CITYZENS AT
HOME PLATFORM**

City launch a new online resource – Cityzens at Home – allowing fans to remain close to the Club during the COVID-19 outbreak through behind-the-scenes content, educational and entertainment resources for the whole family.

1 APR 2020

**CLUB OFFER
USE OF ETIHAD
STADIUM TO NHS**

The Club make facilities at the Etihad Stadium available to the NHS in the front-line battle against the coronavirus pandemic.



11 APR 2020

**KEVIN DE BRUYNE
AND STEPH
HOUGHTON
SUPPORT GMP
CAMPAIGN
FOR EASTER
WEEKEND**

Kevin De Bruyne and Steph Houghton supported Greater Manchester Police's #StayHomeSaveLives campaign over the Easter weekend with video messages to encourage communities to follow government advice. The messages were subsequently shared across Greater Manchester on a mobile media van which visited various locations across the region.

20 APR 2020

**REST AND
RELAXATION
CENTRE OPENS
ON CAMPUS**

Facilities at the Etihad Campus offered to 26,000 NHS staff for rest and relaxation.

20 APR 2020

**BBC BITESIZE
SPANISH
LESSON WITH
SERGIO AGÜERO
ANNOUNCED**

Star striker Sergio Agüero joins Sir David Attenborough and Professor Brian Cox as guest teachers on BBC Bitesize's at-home education resource site.



27 APR 2020

**COVID TESTING
CENTRE OPENS
ON CAMPUS**

The centre is one of the largest in England.

13 MAY 2020

SEASONCARD HOLDER REFUND

All General Admission Seasoncard holders offered a full refund equating to the value of the remaining six home Premier League matches. Supporters who had purchased individual match tickets for Premier League or Cup fixtures (whether home or away) also receive a full refund.

23 MAY 2020

PLAYERS RETURN TO SMALL GROUP TRAINING

The first team squad return to small group training at the CFA for the first time since the league was suspended in March.



12 JUN 2020

CITY RESTART DOCUMENTARY LAUNCHED

City launch a new three-part documentary series, City Restart, a behind-the-scenes look at the process of bringing players and staff back to restart the 2019-20 Premier League Season.

13 JUN 2020

PLAYERS JOIN IN CFG FIFA TOURNAMENT

Esports players from eight CFG clubs, plus City players Sergio Agüero, Alex Zinchenko, Ellie Roebuck and Georgia Stanway, took part in the tournament which took place across eight hours.



16 JUN 2020

CITYZENS GIVING FOR RECOVERY LAUNCHED

CFG launch a 12-month recovery campaign bringing together its nine clubs, thousands of staff, players and coaches, and millions of fans to help communities get back on their feet in the wake of the COVID-19 pandemic.

17 JUN 2020

PREMIER LEAGUE RETURNS

The Premier League resumes with City v Arsenal, with City running out 3-0 winners. The game, shown live on Sky, was watched by 3.4m viewers.

A portrait of a man with short dark hair and a slight smile, looking towards the camera. He is wearing a dark blue shirt. The background is a dark, blurred interior with wooden shelves and several trophies. A yellow rectangular border is overlaid on the image, containing the text.

CHAIRMAN'S STATEMENT

THE 2019-20 SEASON MARKED OUR ENTRY INTO THE SECOND DECADE OF HIS HIGHNESS SHEIKH MANSOUR'S STEWARDSHIP OF MANCHESTER CITY. IT WAS A SEASON IN WHICH WE BROUGHT HOME SILVERWARE IN THE FORM OF THE COMMUNITY SHIELD AND CARABAO CUP, FINISHED SECOND IN THE PREMIER LEAGUE AND SCORED MORE THAN 100 GOALS.

It was also a season which saw us welcome new US investors, Silver Lake. Their incredible track record in sport, entertainment and technology investment together with their confidence in our business and ambition for the future, make them a perfect partner.

Whilst the trophies secured during the 2019-20 season are now the expected football hallmarks of a normal Manchester City campaign, they hide the far from normal reality that the whole world was plunged into in the early months of 2020.

The emergence of COVID-19 sent shockwaves around the world and rocked the foundations of many companies, especially those dependent on connecting directly with large numbers of people.

Like most organisations, we did not have a business strategy for a global pandemic. What we had, and still have, is a business that is fundamentally strong, with committed shareholders and with significant assets, built carefully over a decade and upon more than a century of history.

Over time, our income streams have been deliberately shifted and diversified – our fan base and audiences are global as well as local, our physical and digital infrastructure strategies are mature, and our commercial partnerships are diverse in terms of regions, industries and structures. Our long-term approach has meant that we are now not wholly dependent on those income streams that have been most vulnerable to the ongoing impact of COVID-19.

From a City Football Group perspective, we did not shy away from delivering on our plans and were also able to realise opportunities that might otherwise not have existed in an 'ordinary' year. This approach saw us make the geographically-significant deal to acquire Mumbai City FC and the strategic football acquisitions of clubs in Europe.

Whilst 2019-20 produced financial figures none of us expected, or wanted to see, the year needs to be viewed in the context of both of the seasons that will have ultimately been affected by the pandemic. The expectation of ourselves is that we will return to profitability in the second of those COVID seasons, the 2020-21 financial year. This is the outcome we are working towards and as such it is a testament to the ongoing commitment and hard work of everyone associated with the Club through the most challenging of times.

The efforts of our people are a source of great pride, as is the contribution that we have been able to make to our Manchester and global communities in direct response to the effects of the pandemic.

The pandemic overshadowed our ability to say a full farewell to David Silva and to properly celebrate his decade of contribution to Manchester City. I said at the time that the Premier League will never be the same after David and that he put his stamp on our team, on the history of the club and the Premier League. What David's ten years of contribution also reminds us is that the short-term challenge of the current pandemic is exactly that – short term.

I very much look forward to the time when we welcome crowds back to the Etihad Stadium and are able to unveil the statue that recognises his immense contribution to our Club.

As we look forward to the pandemic receding, we can reflect on our many learnings – about our organisation, about our people, and about our community. Our evolution will continue with new insights and extraordinary confidence in our people.



CEO'S MESSAGE

THERE IS NO DOUBT THAT 2020 HAS BEEN A VERY CHALLENGING YEAR FOR FOOTBALL AND FOR THE WORLD IN GENERAL.

Though like every club, we had to deal with the most extraordinary circumstances, our course was unchanged. Our growth objectives for Manchester City and for City Football Group remained. Slowing down is not in our plans.

Our vision is to continue to grow our global footprint, and to be faster, better and more efficient both on and off the pitch. The expansion of City Football Group with the addition of Lommel SK in Belgium, ESTAC (Troyes) in France, a partner club in Bolivar and the deal to acquire Mumbai City FC in India during this period is a clear example. We are privileged to have the unwavering backing of our shareholders, who continue to support and look to the long term with patience. This includes Silver Lake, a global leader in technology investing, who we welcomed as a new shareholder in City Football Group in November of 2019.

Following the outbreak of the COVID-19 pandemic, our overarching priority was to keep our people safe. We put measures in place to protect them and the livelihoods of their families by preserving jobs and personal incomes without seeking to access public funds to do so. We worked very hard to deliver football in a way the world had never seen; games were played, and seasons finished. We also helped our communities locally and globally, including but not limited to the provision of the Etihad Stadium as a base for the National Health Service, the creation of online resources for children's home-learning, and the launching of the Cityzens Giving for Recovery campaign.

We are very proud of the way the City family came together in this period. It has been a difficult and uncertain time for so many reasons, but throughout our organisation, we saw the ability to remain calm and focused, to never panic, to work extremely hard and to be able to find innovative solutions when needed. We were also pleased to have positively resolved almost two years of uncertainty with the conclusion of our successful appeal against UEFA's ruling.

Like so many businesses however, there have been difficult decisions to make and there is not yet clarity on some issues, not least when we will be able to welcome fans into our stadiums. COVID-19 has impacted our financial performance negatively, losing revenue and delaying some planned businesses. Clearly, the 2019-20 accounts in isolation are not the best representation of the reality of the season with delayed player trading and numerous games being played after June 30th 2020, the revenues from which will be accounted in the 2020-21 period. A better financial picture of the COVID years will be provided at the end of the 2020-21 season, when the two seasons are combined, and we are confident that Manchester City is on track to show a positive financial result in the season 2020-21.

As ever, we look ahead and seek to ensure success in the next phase of growth, with a recognition of the incredible effort that all our people have put in this challenging year. Our journey continues.