



ANNUAL REPORT 2024-25



**BUILDING FOR  
THE FUTURE**

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**CHAIRMAN'S  
STATEMENT**

**The 2024-25 season was a testing one for Manchester City, with our men's first team ending the season without a trophy for the first time in eight years, and our women's team also narrowly missing out on silverware. However, I believe that we may look back on this year as one that was pivotal for the ongoing and long-term strengthening of the Club.**

Our focus on continuous improvement did not diminish in any way, and the season saw everyone across the organisation remain committed to the ongoing evolution of Manchester City both on and off the pitch. Much of that work is reflected on the pages of this report.

There is no doubt that last season's football results were less than we had hoped for. There are clear and understood reasons for that, including an unfortunate run of significant injuries, but seasons like this are an inevitable part of the game. In the world's most competitive league, no team can expect to win every year, and I am confident that the lessons from the challenges that we have faced over the last 12 months will only make us stronger as a Club; and make our future successes even more rewarding.

It's a sign of how far we have come since 2008 that a third-place finish in the Premier League, and the securing of Champions League football for the 15th season in a row, is a disappointing outcome. However, nobody holds Manchester City to higher standards than we hold ourselves, so we welcome the heightened expectations that our sustained success has brought us. We have already committed significant investment in the regeneration of our men's first team squad, and I look forward to watching this new and evolved group develop under Pep Guardiola's leadership.

This year we bid farewell to the one of the chief architects of Manchester City's most recent era of success, in the form of Txiki Begiristain. Txiki served as our football director for 13 years – a period that produced 21 trophies. I want to formally acknowledge his immense contribution to the Club, and the way in which he made that contribution. His approach was infectious and lasting. We welcome Hugo Viana as our new Football Director to build on Txiki's incredible work. The seamless transition is reflective of the character and capabilities of both men, and we are already witnessing the benefits of their smooth and collaborative handover.

We also said goodbye to one of the greatest players to play for Manchester City – Kevin De Bruyne, who blessed us with his phenomenal talents for ten incredible years. It is no coincidence that this decade was the most successful in the history of the Club. In May, I was immensely proud to unveil a mosaic and a road dedicated to Kevin on the grounds of the City Football Academy. I know that his majestic performances will live long in the memory of all who witnessed them. The statue that we have commissioned to recognise his contributions, and his status as the most decorated player in our Club's history, will rightly allow his legend to resonate for decades to come.

In January of this year the Manchester City family was sad to lose Club legend, former captain and former manager, Tony Book, who passed away at the age of 90. His dedication to the Club as a player, manager, Honorary President and Life President of the Official Supporters Club will never be forgotten. His humility and presence were, and remain, so inherently intertwined with the DNA of Manchester City.

Despite the challenges that we faced during the year, there were many moments that were uplifting. Rodri being awarded the Men's Ballon d'Or in October 2024 is one that stands out. He became the first Manchester City player to receive the honour, which is something we should all be proud of.

While Manchester City's financial results will always be impacted by what happens on the pitch, our longstanding efforts to diversify the Club's revenue sources create a fundamental financial resilience that underpins our ongoing football ambitions. That is why our revenues for 2024-25 were our third highest ever at £694.1 million – only £20.9 million short of our record revenues of 2023-24.

Our strategic focus on entertainment and creative infrastructure is delivering the new Entertainment District, North Stand and hotel, all of which are advanced in their construction. Each will create added compounding opportunities and ensure that we are positioned for long-term stability and success while retaining our ability to serve the needs, and enhance the experience, of the Club's longstanding and loyal fans. His Highness Sheikh Mansour has made no secret of the fact that this has been his vision from day one – a vision not just to rebuild Manchester City, but to positively redefine the modern professional football club.

It's an ambition that now influences all of the clubs within City Football Group. We continue to invest across our global footprint and, as is the case in Manchester, our focus is on making year-on-year fundamental advancements both on and off the field. The approach continues to produce silverware, as was the case in Melbourne this year; and measurable on-field progress, as was the case in Bahia, Montevideo and at Club Bolivar. Through targeted investment in our infrastructure and capabilities, we are continuing to expand our capacity to better serve the football communities we operate within, and deliver the consistent long-term success we all want to see.

There is so much for us to look forward to. Erling Haaland, already proven as one of the world's truly elite marquee players, committed the next decade of his career to the Club. The record books are unlikely to remain intact for long. The pathway from our Academy to our first team remains open for an incredible pipeline of talent, and a dedicated new facility for our Manchester women's team, at the City Football Academy, will soon provide a state-of-the-art platform for sustainable success.

Most importantly, we have navigated the challenges of the last 12 months with clarity, calmness and determination. In all industries, the ability to weather adversity and emerge stronger from it, is a sign of a mature, stable and robust organisation. In all facets of Manchester City and City Football Group, that is exactly how we have emerged from the 2024-25 season, leaving us all with a shared, well-earned sense of resilience and optimism.



**GEO'S**  
**MESSAGE**

## As we look back at the 2024-25 season, we saw results on the pitch that were below our expectations, but we also saw how we reacted to them, and how the Club continued with its solid growth trajectory.

On the pitch, we started very strong, as the only unbeaten team in Europe, but very quickly we had to endure an unprecedented run of serious injuries, in the same team positions. We lost competitiveness and went through a long streak of negative results. The team was, however, resilient, it endured the challenge and regrouped. We recovered some injured players, recruited four players in the winter window, and we ended up qualifying to play in the Champions League, unbeaten in the last ten games of the season.

The signings we made in the winter were not improvised or short-term fixes, they were an acceleration of the investment that was planned for the following years. In the four years preceding, Manchester City won nine trophies, including one Champions League and four Premier Leagues in a row, and did it with the lowest net investment compared to our rival teams. Cycles develop and the most experienced players give way to younger ones. This is a continued transition process, and we anticipated players that joined us about ten years ago would naturally reach a point where they would end their time with the Club. Among these fantastic players, we saw İlkay Gündoğan leaving Manchester City, and Kevin De Bruyne enjoy an emotional farewell at the Etihad Stadium as one of the best players in the history of our Club. We will always remember and be thankful to King Kev.

Another important highlight of the season was to see Rodri win a very well-deserved Men's Ballon d'Or at the time when he was enduring a long, painful injury. Rodri will be in the history books as the first Manchester City player to win the Ballon d'Or, and I am sure he will not be the last.

The Club's fundamentals continue to be very strong, and we remain firmly committed to our long-term strategy built on beautiful football, operational excellence, community impact and continuous innovation. As a demonstration of this commitment, we saw Erling Haaland and PUMA sign long-term contract extensions with the Club.

I would like to take this opportunity to thank my friend Aitor "Txiki" Begiristain for the far-reaching impact that he had as our Director of Football over the last 13 years. Txiki has been instrumental to the Club's success during this period, winning his first Premier League title with Manuel Pellegrini in 2013-14, before delivering another six in partnership with Pep Guardiola, along with the UEFA Champions League in 2023. Txiki supervised more than £1 billion in player sales during his time with Manchester City, and his judgement and calming presence were, and remain, a hallmark of our operations in football management. We are very pleased to welcome Hugo Viana as our new Director of Football. He has already been playing a key role in the regeneration of our first team squad since coming on board in April 2025, working alongside Txiki for several months in a seamless transition.

Our women's first team finished fourth in the Women's Super League and runners-up in the League Cup. Among a number of personnel changes, we welcomed Andrée Jeglertz as our new Head Coach, Therese Sjögren as Director of Football, and Hannah Dingley as Head of Girls' Academy. Meanwhile, the construction of a £10 million, 17,000-square-foot facility to serve as the home of our women's first team signifies the depth of our commitment to women's football and to giving our players the best possible chance of success.

Our academy teams had another exceptional year, with the EDS winning its fourth Premier League 2 title, our Under-18s finishing top of their domestic league, and our Under-9s to Under-12s winning another eight competitions between them. Importantly, former academy players such as Nico O'Reilly, James McAtee, Jahmai Simpson-Pusey and Kaden Braithwaite all made their first team debuts for Manchester City during the 2024-25 season.

Manchester City continued to expand its global footprint. Online, the Club outperformed all Premier League clubs in terms of video views across the five largest social platforms, with our active social media audience growing by 60% year-on-year. For the fourth year in a row, Manchester City was ranked by Brand Finance as the most valuable football brand in the Premier League.

In Manchester, we are finishing the construction of the expanded North Stand (due to open during the 2025-26 season), a new hotel, museum and fanzone adjacent to the Etihad Stadium. Together with Co-op Live, the Manchester Entertainment District will be a fabulous development for the whole city of Manchester to enjoy. We are also working on the installation of thousands of solar panels across the City Football Academy, which will make us one of the largest producers of renewable energy in global football.

It has also been a year of continued progress across City Football Group. We were thrilled to see Bahia return to Copa Libertadores for the first time in three decades. We were also proud to celebrate the tenth anniversary of New York City FC's first MLS season. Elsewhere in the Group, we were pleased to see Montevideo promoted back to Uruguay's top division and Club Bolívar crowned national champions for the 31st time, while Melbourne City FC became the first Australian club to have its men's and women's teams both qualify for Asian Champions League football in the same season – with our men's team as A-League Champions.

Throughout the 2024-25 season, the Club has continued to have a positive impact on the people of Manchester and the communities in which we operate around the world. Through our landmark City in the Community initiative, which will celebrate its 40th anniversary in 2026, we have engaged with almost 17,000 people in Greater Manchester over the past season with the goal of empowering better lives through football.

Our revenues for the season were £694.1 million, the third highest in our history, despite the impact of the early exit in the Champions League, and we reported a marginal loss of £9.9m, after recording profits in nine of the last 10 years. We also welcomed 11 new commercial partners into Manchester City's portfolio during the 2024-25 season.

I would like to thank His Highness Sheikh Mansour, our shareholders, Chairman and Board for their continued long-term vision, strategic guidance and invaluable support. We endured a difficult season from which we learned a lot, and whatever success we achieve in the future will be, in part, thanks to the learnings and the character we developed under difficult circumstances. "Win or learn" as we often say to ourselves.

We look to the future with ambition and determination, convinced that we have the systems, people and culture in place to continue our ambitious journey.



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# OUR TEAMS



# MEN'S TEAM

## Men's team

**In finishing third in the table, Pep Guardiola's side extended an astonishing run of qualification for the UEFA Champions League.**

An unbeaten run of ten games towards the end of the Premier League season ensured that City will be competing in the top-tier European club competition for the 15th consecutive time in the 2025-26 season.

The 2024-25 campaign began strongly with success over Manchester United in the Community Shield at Wembley and an unbeaten run of nine league games (seven wins, two draws).

A significant number of injuries to key players impacted results mid-season, as City won only one match in nine and slipped to seventh in the table.

The reigning Premier League champions went on to display their class and resilience in the closing weeks to win seven and draw three of the final ten domestic games and rise to third in the standings.

City also reached the FA Cup final for a third successive time, though lost out to Crystal Palace in the decider.

In October, Rodri became the first Manchester City player to be awarded the Ballon d'Or. The defensive midfielder was crowned the best player in the world in recognition of his contribution to club and country in the 2023-24 season. The award is voted for by a panel of journalists from the 100 top-ranking nations, who also included fellow City players Rúben Dias, Phil Foden and Erling Haaland in their 30-man shortlist.

There was additional exciting and welcome news off the pitch as manager Guardiola signed a fresh, two-year deal to extend his trophy-laden, record-breaking spell to more than a decade.

Ten years also figured in star striker Erling Haaland's thoughts as the Norwegian ace put pen to paper on a new contract that saw him commit to City until 2034.

Haaland scored a remarkable, record-setting 85 Premier League goals in his first three seasons at the club. He netted a goal every 95 minutes on average, making him the most efficient marksmen in Premier League history (amongst those with more than 50 goals).

In that time the 25-year-old bagged eight Premier League hat-tricks, five more than any other top-flight player in the last three seasons and reached 100 goal involvements (84 goals and 16 assists) after 94 games played, faster than any other player since the Premier League was established.

In January, City set about refreshing the squad with four exciting prospects in Omar Marmoush, Nico González, Abdukodir Khusanov and Vitor Reis. The new recruits and the Club had eyes on the future as City continued its policy of strategically investing to build a squad capable of competing at the highest level of world football.

Egyptian Marmoush made an immediate impact – scoring seven non-penalty goals in the latter half of the campaign. He also became the first ever City player to win the Premier League Goal of the Season award thanks to his 30-yard-plus strike against Bournemouth in May.

Further recruitment took place early in the summer transfer window as Rayan Aït-Nouri, Tijjani Reijnders, Rayan Cherki and Marcus Bettinelli all joined before the FIFA Club World Cup in the United States.

In that competition, City were the highest scorers at the group stage, and the only team to win all their group games, before bowing out in the last 16. However, Aït-Nouri, Reijnders and Cherki all got valuable game time and made an immediate positive impression.

The 2024-25 season saw Nico O'Reilly become the latest Academy starlet to break through under Guardiola's tutelage.

Often playing in an unfamiliar defensive role, O'Reilly recorded five direct goal involvements (three goals and two assists) in the FA Cup, the second-highest figure for any player participating in the competition last year.

Whilst 2024-25 saw O'Reilly establish himself in the City side, the end of the season saw the departure of one of the greatest City players of all time.

Belgian superstar Kevin De Bruyne left for Napoli after an incredible ten-year stay with the Club, winning 19 major honours.

In all he played 285 games for City in the Premier League, scored 72 goals and provided 118 assists – the latter being more than any other City player in the Premier League era and 25 more than David Silva in second place (93 assists).

De Bruyne's 190 goal contributions (72 goals and 118 assists) is the second-highest figure for any City player in Premier League history, behind only Sergio Agüero (231). His 846 chances created (including assists) in the league (343 for City, 3 for Chelsea) is also a Premier League record, held jointly with Cesc Fàbregas.

His contributions to the Club saw him honoured at the City Football Academy as a mosaic was installed and a road named after him. A statue has also been commissioned and will be installed at the Etihad Stadium once complete.

Long-serving sporting director Txiki Begiristain said his farewells, departing after the Club World Cup following 13 hugely successful years. He was succeeded by Hugo Viana from Sporting CP in Portugal. Viana, who Guardiola described as 'the perfect replacement', spent several months working with Txiki to ensure a smooth transition.

THIRD PLACE

FINALISTS

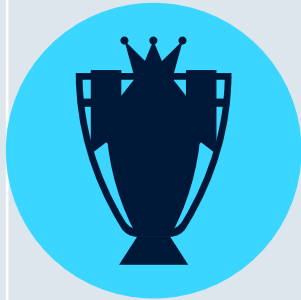
FOURTH ROUND

KNOCKOUT PHASE  
PLAY-OFFS

ROUND OF 16

## 2024–25 At a glance

Manchester City qualified for the Champions League for a 15th consecutive season



PREMIER  
LEAGUE

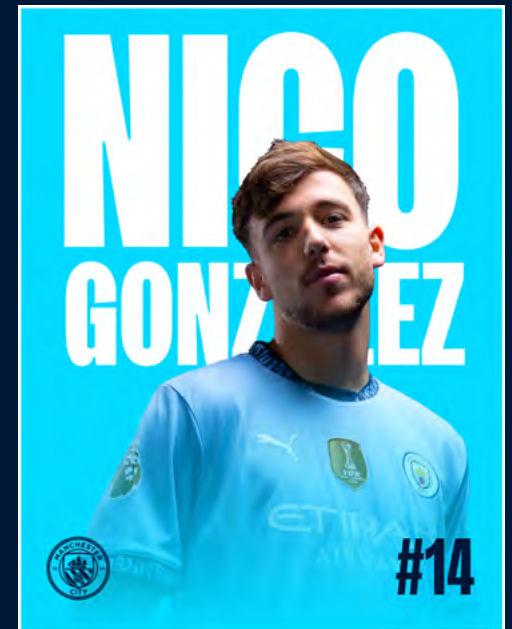
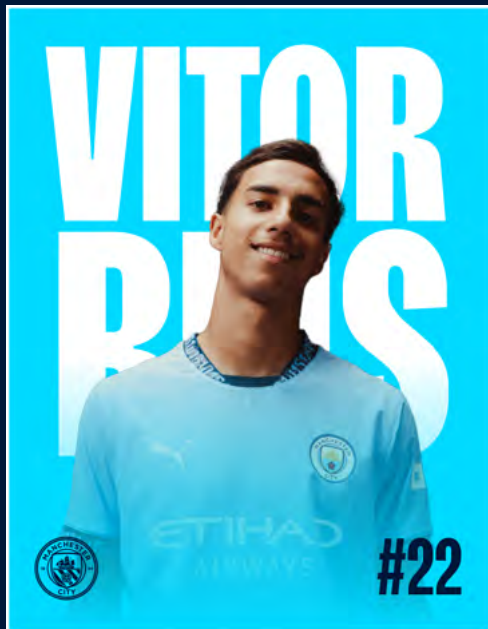
FA CUP

CARABAO  
CUP

UEFA  
CHAMPIONS LEAGUE

FIFA CLUB  
WORLD CUP

## New signings





# KING KEV

Ten years at City



“““

MY VIEW IS FROM THE LENS I SEE FROM THE FOOTBALL I'VE LIVED OVER THE YEARS, AS CHAIR BUT ALSO AS A FAN OF THIS CLUB. AND WHAT KEVIN HAS GIVEN TO THIS CLUB, IN MY VIEW HE'S THE GREATEST PLAYER TO PLAY FOR THIS CLUB.

KHALDOON AL MUBARAK,  
CHAIRMAN



KEVIN DE BRUYNE  
CRESCENT









  
**KING  
KEV**

  
**OOOHHH KEVIN  
DE BRUYNE**



**285**

**GAMES PLAYED**

**72**

**GOALS SCORED**

**118**

**ASSISTS**

**FOR MANCHESTER CITY IN THE PREMIER LEAGUE**

Source:



“

**WHEN YOU COME HERE YOU KNOW THAT CITY HAS A CHANCE OF WINNING TROPHIES. YOU DON'T REALLY THINK ABOUT HOW MUCH YOU CAN WIN. YOU HOPE TO WIN AND THEN YOU HOPE TO WIN AGAIN. AFTER YOU CAN SEE ALL OF THE TROPHIES THAT YOU HAVE WON, AND YOU REFLECT ON THAT. IT HAS BEEN AMAZING. I WANTED TO HAVE A GOOD TIME, AND I WANTED TO ENTERTAIN PEOPLE.**

**KEVIN DE BRUYNE**



## Chances created (Premier League)

KEVIN DE BRUYNE

**846**

CESC FÀBREGAS 846

STEVEN GERRARD 828

FRANK LAMPARD 802



Figures include assists. Total includes 843 for City, 3 for Chelsea and is a Premier League record held jointly with Cesc Fàbregas.

Source:





## Women's team

### **It was a season of near-misses and new beginnings for the Women's team.**

On the pitch, the side finished fourth in the Barclays Women's Super League (WSL), narrowly lost in the final of the Subway Women's League Cup, reached the semi-finals of the Adobe Women's FA Cup and were knocked out in the last eight of the UEFA Women's Champions League (UWCL).

Off the pitch changes were made with Head Coach Gareth Taylor departing and former Denmark national team boss Andrée Jeglertz appointed to take the reins.

He will be working alongside other new faces in former Swedish international Therese Sjögren, who was appointed as Director of Football, and Hannah Dingley, the new Head of Girls' Academy.

Work commenced on the £10 million centre at the City Football Academy which will become the new home for the Women's first team.

The 17,000 square-foot building – designed to expand as the team continues to grow – will include a hydrotherapy area, a high-performance gym, analytics space and a circular dressing room mirroring that in the men's building.

City's continued commitment to developing young players saw them field the youngest side (on average) in the WSL and led to significant breakthroughs for Academy graduates.

Lily Murphy signed her first professional contract in December 2024, having made her senior competitive debut in a UWCL qualifying match against Paris FC.

Murphy scored her first goal for City in a 2-0 Champions League win against St. Pölten at the Joie Stadium on her first senior start for the club. She later scored the winning goal in a League Cup quarter-final match against Manchester United.

Fellow graduate Codie Thomas signed her first professional contract at the same time as Murphy and made her senior competitive debut in the away leg of the UWCL group stage win against St. Pölten.

Another youngster to post a senior debut was Gracie Prior, who made her first WSL start in a 3-0 win against Crystal Palace in November 2024 and scored her first goal in a 4-0 win against Liverpool in February 2025.

No fewer than nine City stars lit up the UEFA Women's EURO 2025 in Switzerland.

Club Captain Alex Greenwood, Lauren Hemp, Khiara Keating and Jess Park were in the England squad that returned triumphant, as the Lionesses became back-to-back European Champions.

Kerstin Casparij, Vivianne Miedema, Leila Ouahabi, Rebecca Knaak and Iman Beney also had strong tournaments, whilst Germany's Sydney Lohmann became a City player during the tournament.

Kerolin also returned to Manchester a champion after winning the CONMEBOL Copa América Femenina with Brazil, defeating Colombia on penalties in the final.

Kerolin joined City in January 2025, strengthening a squad that already boasted the WSL's all-time leading goalscorer Vivianne Miedema, signed from Arsenal in July 2024, and Khadija 'Bunny' Shaw, who was one of two players awarded the 2024-25 WSL Golden Boot – with Shaw winning for the second consecutive season.

FOURTH PLACE

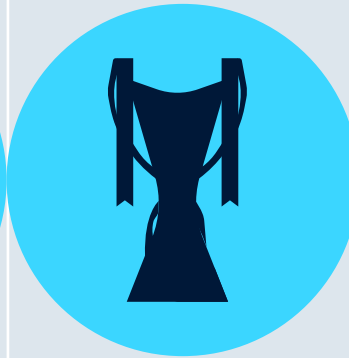
FINALISTS

SEMI-FINALISTS

QUARTER-FINALISTS

## 2024-25 At a glance

Manchester City reached the final of the Subway Women's League Cup and the semi-finals of the Adobe Women's FA Cup



BARCLAYS  
WSL

SUBWAY WOMEN'S  
LEAGUE CUP

ADOBE WOMEN'S  
FA CUP

UEFA WOMEN'S  
CHAMPIONS  
LEAGUE

For good measure, Miedema's strike against Aston Villa was voted WSL Goal of the Season.

The season saw City complete 11,731 passes – the most ever by a side in a single campaign – and also rank first for possession (65.4%), open play sequences of 10+ passes (354) and pass accuracy (87.5%).





Premier League



Premier League Play-Off Final

# YOUTH TEAMS

## Youth teams

### City's pipeline of talent between the Academy and first team continued apace.

Nico O'Reilly, born in Manchester and at the Club since the age of eight, scored his first senior goal in an FA Cup win over Salford City in January 2025. He went on to score twice against Plymouth Argyle in the fifth round and was also named man of the match for his performance in the quarter-final, where he laid on both goals in a 2-1 win at Bournemouth. In all he has made 21 appearances for City and firmly cemented himself as part of Pep Guardiola's future plans.

Another graduate, James McAtee, returned from a loan spell at Sheffield United to make 27 appearances for City and then famously captained the England Under-21 side to success in the UEFA Under-21 Championship.

In addition, Jahmai Simpson-Pusey made the leap from the Elite Development Squad (EDS) to the first team in the UEFA Champions League game against Sporting CP. He went on to make six appearances during the 2024-25 season.

Fellow defender Kaden Braithwaite made his first-team debut in the Carabao Cup win over Watford.

In Ben Wilkinson's first season as EDS coach, City won a record-breaking fourth Premier League 2 title. They also made the play-off final in only the second season of the new league structure and featured in the UEFA Youth League quarter-finals.

There was a similar story at under 18 level where Oliver Reiss enjoyed his first season as head coach. The group made a gallant attempt to defend their FA Youth Cup title but lost in the final to Aston Villa at Villa Park. They finished top of the North division of the Professional Development League but were also beaten in the National Final by Villa.

In May 2025, City's Under-18s captain Rhys Thomas was called up by Wales for an international training camp. The young defender was one of 29 players to have been selected by boss Craig Bellamy for the camp which was held both in Wales and Spain.

There was barely a day in the year when a City side was not in action somewhere at home or abroad. In all, City Academy teams played an astonishing 623 games in 2024-25 across all age groups.

They participated in 24 tournaments abroad (visiting 15 different countries) and 22 in the UK. Twelve Academy games were played in the Etihad Stadium and the Annual International City Cup was hosted at the Joie Stadium.

The roll of honour was impressive. Apart from those successes already mentioned there were eight titles won - including Nationals, Powerplay and Premier League Fives in the age groups under 9-12.

Away from training and playing and the school curriculum, the Club's Performance Lifestyle and Player Support team provided 178 Personal Development sessions (Under-9s through to Under-21s) and 249 individual sessions with individual players or small groups (Under-15s through to Under-21s).

Sessions included healthy relationships, finance, communication, social media, cooking, media training, mental health and transition support.

The Academy also hosted three Parent Forums to give parents an opportunity to share feedback to staff as part of the Club's ongoing commitment to provide the best environment for young players.

## 2024–25 At a glance

WINNERS

U21

PREMIER LEAGUE 2  
LEAGUE PHASE

WINNERS

U18

PREMIER LEAGUE NORTH

WINNERS

U13

PREMIER LEAGUE FIVES

WINNERS

U11

PREMIER LEAGUE NATIONALS

## School report

Educational achievements of the Academy players

**100%**

of students in the Hybrid Training Model achieved 5 GCSEs or more including English and Maths

**89%**

of students across all GCSE education programmes achieved 5 GCSEs or more

**100%**

of students taking BTEC Business L3 achieved or surpassed target grades

**100%**

of students taking A Levels surpassed target grades



**OUR  
CITYZENS**



ETIHAD STADIUM

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OKX Midea ALDAR

**MATCHDAY**

## Matchday

### **The 2024-25 season saw further improvements to matchdays and the marking of two historic moments with fans at the Etihad Stadium.**

City trialled a new fanzone experience at Co-op Live across four Premier League and Champions League fixtures.

The ability to utilise the arena, which sits next to the stadium on the Etihad Campus and opened in May 2024, allowed the Club to offer a more diverse range of pre-match entertainment.

Across the trial events, fans enjoyed exclusive interviews with six high-profile boxers who went on to fight in an event at Co-op Live, live performances from Paul Hand Band, DJ's and the opportunity to watch early kick-off games.

The Manchester City Kids Fanzone continued to score very highly in fan surveys, with families giving it a satisfaction rating of 9.5 out of 10. The fanzone, which is held at City Football Academy, is a free event and is regularly sold out, with around 2,000 fans enjoying the experience at every weekend fixture.

The season also saw special matchday shows to mark two incredibly important moments in Manchester City history – Rodri's Ballon d'Or win, and the departure of Kevin De Bruyne after a decade with the Club.

The official Ballon d'Or celebration saw Rodri take to the pitch, which was fully covered for the first time in history, to be celebrated by fans, his teammates and Club officials. He displayed the award in front of fire letters spelling out his name, creating an iconic moment which honoured the Club's first-ever Ballon d'Or winner.

The final home game of the season saw the departure of Kevin De Bruyne, one of City's greatest ever players.

Ahead of the game, fans unveiled three large-scale banners featuring the affectionate 'King Kev' moniker and a memorable image of him lacing up his boots during the comeback against Aston Villa on the final day of the season in 2022.

After the match, heartfelt video messages from teammates past and present were played on the stadium screens, whilst his family and City teammates honoured him with gifts and speeches on the pitch. It was the fan's highest-rated matchday of the season.

The Etihad Stadium was renamed the "City in the Community Stadium" for a special matchday in support of the Club's charity. All the matchday graphics were created by City in the Community Premier League Primary Stars participants from local school Barlow Hall, whilst bespoke LEDs and a special centre circle banner added to the awareness generation that the charity deserves.

Local City in the Community participants were also able to take part in once-in-a-lifetime opportunities including being a mascot, taking part in the team photo and shadowing the matchday teams, including City's content team. One City in the Community participant also had the opportunity to do a post-match interview with Omar Marmoush.

Important improvements were also made for regular home games as City became one of the first Premier League clubs to introduce live captioning on the jumbo screens to ensure fans with hearing impairments could fully enjoy the entertainment.

## The Joie Stadium

At the home of Manchester City Women, the matchday experience continued to be rated highly by fans, as did the pre-match fanzone at the Joie that included a new player-greeting experience.

The Club also delivered a special end-of-season show for the last home game of the season. Following the full-time whistle, the players revealed a 'Thank You' banner featuring the names of every season ticket holder in recognition of their support throughout the season.

The banner will be displayed at the stadium throughout the 2025-26 season to allow fans to locate their names.

The quality of the matchday experience at the Joie Stadium saw the Club recognised as the Best Club Matchday Experience at the inaugural Women's Professional Game Awards.

## Entertainment Destination

Work on the expansion of the Etihad Stadium and Entertainment Destination continued at pace over the 2024-25 season.

The development 'topped out' in spring when the highest point of construction was reached, whilst internal stadium works were carried out over the off season to ensure the new roof was in place for the start of the 2025-26 season.

The North Stand itself will open during the 2025-26 season, with the hotel, workspace and public realm works, including the new fanzone, opening later in 2026.

Once completed, the Club's new world-class facilities will sit alongside the 23,500-capacity Co-op Live arena – a joint venture between City Football Group and Oak View Group.



## Non-matchdays

Towards the end of the season, the Manchester City Stadium Tour was awarded the Tripadvisor Travellers' Choice Best of the Best Award for the third time in four years.

It was ranked as one of the top five experiences in the UK and amongst the top 1% of experiences globally. This season also saw the tour awarded a British Youth Travel Award for Best Experience.

The tour team developed and tested a new Virtual Reality experience which will be available to visitors for the 2025-26 season.



## Fan Engagement – City Matters

City Matters continued to develop over the season and remained a vital part of Manchester City's overall approach to fan engagement. The group provided constructive input across a range of important topics, contributing to improvements that impact fans both at home and away.

The Club undertook 16 hours of City Matters engagement through in-person full group meetings with the Nominated Board Level Official in attendance at all meetings. There were also 24 hours of City Matters sub-group meetings with open discussions on topics across matchday experience, ticketing & membership and EDI.

As a result of season-long engagement and ongoing discussion between City Matters and the Club, notable changes were made to ticketing policies and pricing. Representatives provided valuable feedback and offered a broad range of perspectives that led to changes being made to the Flexi-Gold Season Ticket, as well as a reduction in match-by-match prices and a season ticket price freeze for the 2025-26 season.

In addition to ticketing policy, the group made valuable contributions in the area of diversity and inclusion, specifically advocating for the creation of a new role for a Black & Mixed Heritage representative. This was supported by the co-design of an inclusive recruitment strategy which aims to deliver a Fan Engagement Panel that reflects the diversity of Manchester City's fanbase.

# Etihad Stadium

**52,517**

Average Premier League home attendance at the Etihad Stadium

**99.7%**

Occupancy rate for Premier League games

**1.4M**

Tickets sold across all competitions



# MEMBERSHIP & SUPPORTERS CLUBS

## Membership and supporters clubs

**City continued to engage fans both home and abroad, providing a wide range of opportunities to engage with the Club.**

Central to all activities was the Official Supporters Clubs (OSC), which stand at 405 worldwide branches. No fewer than 21 new branches were established last season, demonstrating the continued growth in the popularity of the Club.

This season, OSC branches were present in 74 different countries, with the United States (63) and China (30) the two countries with most branches outside the United Kingdom.

More than one-third of all branches attended in-person events during the season.

The pre-season tour to the United States saw City engage with more than 90 branches through fan events, matches and open training sessions.

All branches across North and Central America, as well as those overseas branches known to be travelling, were sent a bespoke flag to celebrate the tour.

Closer to home, 35 UK branches hosted the Club's trophies at various venues across the country. Ten presentations took place on matchdays throughout the season, for OSC's celebrating first or tenth year anniversaries.

City also celebrated the 25th anniversary of 13 branches with an event at the Etihad Stadium. More than 100 members were invited to the Chairman's Lounge where there was live entertainment, Q&As with former players Paul Dickov and Andy Morrisson, and gift presentations of commemorative pennants.

Manchester City Official Supporters Clubs around the world

405

OFFICIAL SUPPORTERS CLUBS

74

COUNTRIES

## Four-In-A-Row Trophy Tour

Following the Club's historic fourth consecutive Premier League title in the 2023-24 season, Manchester City visited 11 countries as part of its Champions 4-In-A-Row Trophy Tour. The tour, presented by Etihad Airways, provided fans from across the world with the opportunity to interact with the Premier League, FIFA Club World Cup and Community Shield trophies, in a new re-creation of the first team boot room.

Alongside match screenings with former Manchester City players, the Club hosted community days in each location, aiming to create a legacy in every city by engaging coaches from local partner organisations, grassroots football clubs, schools and volunteer networks.



TORONTO



**MEDIA**

## Media

**City's social media and video channels continued to see huge levels of interest, with growth in followers and engagement, especially amongst younger fans.**

City were the highest-ranking Premier League club for video views across the main five global social platforms – Instagram, TikTok, YouTube, X and Facebook – as independently confirmed by Result Sports and Horizm.

City's social media audience grew to an average of 52 million monthly active users across platforms – a 60% year-on-year increase – driven by short-form video success and the strategic decision to deliver content that attracts new, youthful audiences.

Content relating to player signings and player announcement campaigns played a key role in engaging new audiences globally, amplifying reach and boosting followers in Egypt (thanks to Omar Marmoush) and Uzbekistan (Abdukodir Khusanov).

Those two new players, who arrived at City in the January transfer window, accounted for more than half a billion views between them.

Erling Haaland's blockbuster ten-year-contract renewal announcement garnered 206 million views and 17 million engagements, whilst the content created for legendary Belgian superstar Kevin De Bruyne's farewell totalled in excess of 230 million views.

Together, those events helped City achieve an impressive 1.4 billion engagements across Instagram, Facebook, TikTok and X.

City had 23.7 million followers on WhatsApp, 57.1 million on Instagram, 31.7 million on TikTok, 55.1 million on Facebook, and 18.1 million on X. YouTube subscribers were 8.5 million.

Video views across the big five channels stood at an impressive 13.9 billion.

City was awarded four accolades at the 2024 Football Content Awards.

The Club took two Golds in 'Best In Esports – Organisation' and 'Best Football Club – Premier League'; Silver in the 'Best Graphic Designers & Artists'; and Bronze in the 'Best Documentary' for 'Together: Treble Winners', which was exclusively launched on Netflix.

At the Football Business Awards, the Club's in-house creative agency City Studios received a Bronze award in the 'Agency of the Year' category.

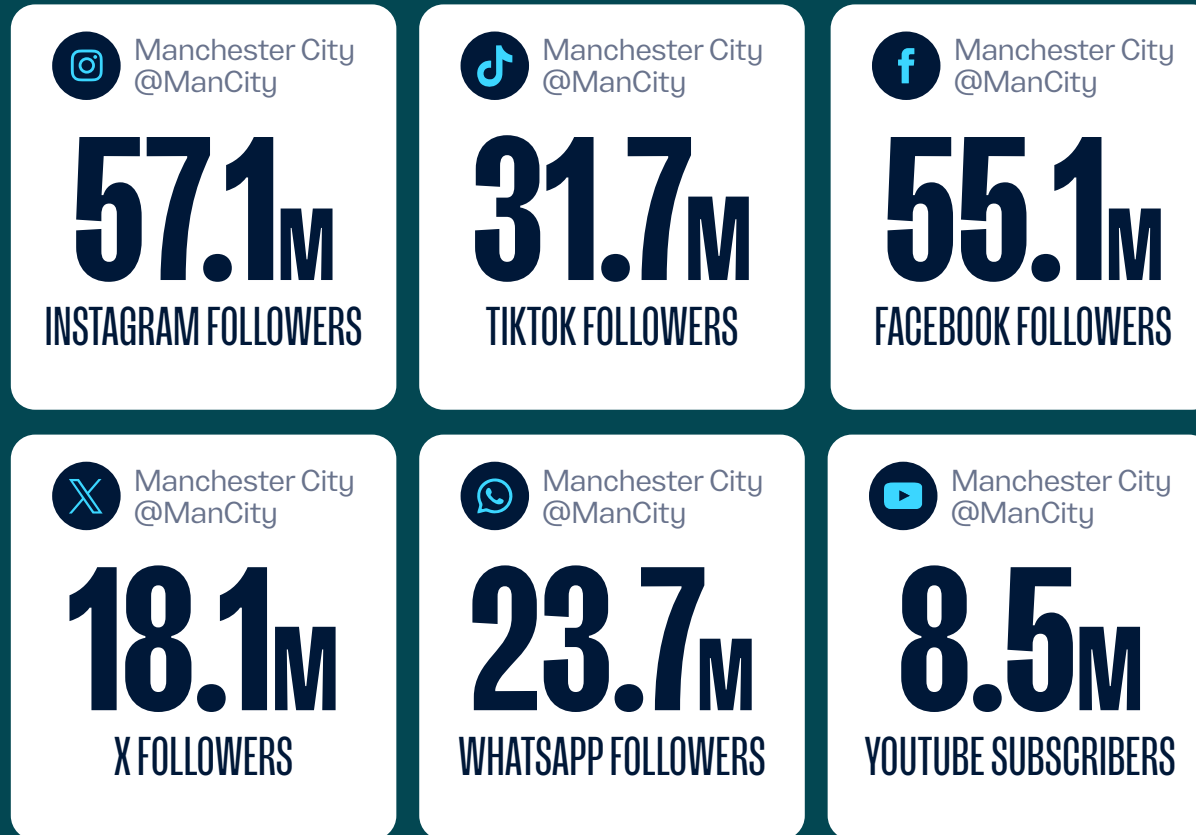
## Video views

Video views on Manchester City's five main social media accounts



## Followers on social media

194m followers across Manchester City's social media accounts



## Engagement on social media

Total engagements (likes, shares, comments)



ENGAGEMENTS ACROSS INSTAGRAM, FACEBOOK, TIKTOK AND X



# OUR COMMUNITY



# CITY IN THE COMMUNITY

## City in the Community

**City in the Community furthered its mission, to empower healthier lives through football, during the 2024-25 season, by introducing new programmes and initiatives.**

First amongst these was the introduction of a pilot programme at the Royal Manchester Children's Hospital (RMCH).

The sessions – which include physical activities for young patients, sibling support and community transition mentoring – helped 73 young people and their families throughout the season.

So successful was the pilot, which was funded by Manchester City's Christmas campaign, that it led City in the Community to create a full-time programme at the RMCH for 2025-26.

Other initiatives saw the BTEC programme expanded to include a new esports course. The qualification offered a unique opportunity for students who are passionate about both esports and education to combine their interests as part of an academic journey.

Delivered at Oldham College, in partnership with Manchester City Esports, the inclusive programme allowed students to develop technical skills and gain invaluable insight into the esports industry.

The Club's Christmas campaign, meanwhile, continued to deliver significant impact for the charity.

More than 1,000 participants attended free Christmas parties organised by City in the Community, including over 100 participants and their families, who enjoyed the first-ever One City Disability Disco at the Etihad Stadium.

As ever, staff from across the Club continued to demonstrate the Christmas spirit by volunteering their time to support local charities such as Emmeline's Pantry, The Stirling Centre and The Grange Food Pantry.

City stars also spread festive cheer across Manchester. Local students were surprised during a City in the Community session by the appearance of Erling Haaland and Scott Carson, whilst City in the Community BTEC students at five Manchester colleges were visited by Bernardo Silva and İlkay Gündoğan during a festive football tournament.

Rico Lewis, Joško Gvardiol, James McAtee and Phil Foden joined in the fun by visiting City in the Community esports participants alongside City esports player and City Studios presenter 'FG'.

Manchester City Women's players Jill Roord and Naomi Layzell attended a City in the Community session at Ronald McDonald House with patients and their families. A combined group of Men's and Women's players also visited patients at the RMCH.

Rúben Dias, was announced as a Manchester City PFA Community Champion, following multiple visits to City in the Community sessions during the 2024-25 season.

A standout appearance at a City Inspires session saw him surprise a participant, Randa, with a very special City in the Community Matchday experience. Randa was given free tickets to City's fixture against Brighton & Hove Albion, alongside the opportunity to announce Dias off the bus on the Blue Carpet.

During the Community Matchday, Randa was one of many City in the Community participants given once-in-a-lifetime opportunities.

Each month, City in the Community spotlighted its work and programmes by telling the stories of its participants in a video series. Growing from strength to strength throughout the season, "We Are City in the Community", aims to bring to life the voice of its participants, staff and settings.

In one "We Are City in the Community" story, a BTEC participant, Winnie, spoke about her journey with City in the Community and her hopes for the future after returning to college following a period of time away due to a cancer diagnosis, saying: "Last year I was diagnosed with cancer, which meant I had to take time out of education and out of football, which was a hard thing to do. The course helped me while I was diagnosed with cancer. They organised a fundraising scheme, and when they had games, I was invited down, whenever I was healthy enough to come down. It really made me feel appreciated and good that I had a community around me."

City in the Community marked the departure of Belgian superstar Kevin De Bruyne with an auction: "A Decade with King Kev". It featured a unique series of photographs, marking key moments in KDB's ten-year Manchester City career. Launched during the player's final home game, the items were displayed across the Etihad Stadium. The auction raised in excess of £15,000.

## City in the Community outcomes

City in the Community delivers its programmes to thousands of people across Greater Manchester

**16,948**

People engaged

**19**

Programmes delivered

**23.4**

Average hours of contact  
time per participant

“““

**“LAST YEAR I WAS DIAGNOSED WITH CANCER, WHICH MEANT I HAD TO TAKE TIME OUT OF EDUCATION AND OUT OF FOOTBALL, WHICH WAS A HARD THING TO DO. THE COURSE HELPED ME WHILE I WAS DIAGNOSED WITH CANCER. THEY ORGANISED A FUNDRAISING SCHEME, AND WHEN THEY HAD GAMES, I WAS INVITED DOWN, WHENEVER I WAS HEALTHY ENOUGH TO COME DOWN. IT REALLY MADE ME FEEL APPRECIATED AND GOOD THAT I HAD A COMMUNITY AROUND ME.”**



**WINNIE**

**CITY IN THE COMMUNITY PARTICIPANT**



Welcome to  
Tacloban City  
MansCity

Welcome to!  
TACLOBAN  
CITY  
PL HIGH SCHOOL

WELCOME  
TO  
TACLOBAN  
MANS CITY

# GLOBAL COMMUNITIES

## Global communities

**Building on the Club's community impact in Manchester, City provided training, funding and networking opportunities around the world to empower healthier lives through football.**

Young Leaders training continued to be a key pillar of City's global community impact. The training is delivered by City in the Community coaches and enables the Club to support, develop and invest in the next generation of community football coaches.

Building on the success of in-person training from previous years, this season saw City in the Community coaches upskill 1014 young leaders and coaches across 28 cities. Young Leaders Summits were also held in New Delhi, in partnership with Etihad, and in Atlanta, connecting 16 Young Leaders from Los Angeles, New York, Chicago and Atlanta.

The 4-In-A-Row Trophy Tour offered a unique opportunity to expand outreach and connect with legacy projects, training Young Leaders in Tokyo, New Delhi, São Paulo, Toronto and Chicago. The Club World Cup also enabled engagement with Young Leaders from communities in Philadelphia and Orlando, offering them the chance to upskill and refresh their community football coaching.

An impressive 95% of participants rated the Young Leaders training as good or very good, agreeing that after the training they felt like they could use football to make a positive difference in their city.

The season also saw Manchester City and Xylem unveil a new direction for their global community football and water initiative. They launched the 'Water Champions Project' (WCP), harnessing the power of volunteering to promote positive change. The WCP supported football and safe water projects across ten cities globally, inspiring meaningful water action. As part of the project, Young Leaders were encouraged to submit their plans for a volunteer event to mark World Water Day 2025, for the chance to earn a special visit from a Manchester City legend.

The competition and related campaign, which ran from January to April, engaged 2696 volunteers in water action initiatives, including clean-ups, educational days, creative campaigns and football workshops.

Tacloban City's project was ultimately selected as this year's winning project, earning a special visit from Manchester City legend Joleon Lescott, who joined a coastal clean-up and planted coastal mangroves to provide a protective barrier against extreme weather.

## City Football Foundation

Supporting young leaders around the world to uplift the health of City youth through the power of football



17,000+

PROGRAMME PARTICIPANTS ENGAGED ACROSS  
28 CITIES AROUND THE WORLD



£7.5m

TOTAL FUNDING COMMITMENT BY CITY FOOTBALL GROUP AND ITS  
PARTNERS TO EMPOWERING HEALTHIER LIVES FOR CITY YOUTH  
THROUGH FOOTBALL AROUND THE WORLD SINCE 2015

# Global community football projects

Youth-led projects in 28 cities around the world



- 1. Ahmedabad
- 2. Atlanta
- 3. Bahia
- 4. Bandung
- 5. Bangalore
- 6. Barranquilla
- 7. Chicago
- 8. Delhi
- 9. Kolkata
- 10. Kuala Lumpur
- 11. Lommel
- 12. Los Angeles
- 13. Manchester
- 14. Melbourne
- 15. Mexico City
- 16. Montevideo
- 17. Mumbai
- 18. Nairobi
- 19. New York City
- 20. Orlando
- 21. Palermo
- 22. Philadelphia
- 23. São Paulo
- 24. Shanghai
- 25. Tacloban City
- 26. Tokyo
- 27. Toronto
- 28. Washington, D.C.

# EQUALITY, DIVERSITY & INCLUSION



## Equality, Diversity and Inclusion

**Equality, Diversity and Inclusion continued to be a core part of the Club's work during the 2024-25 season.**

A host of internal staff networks – including Be Inclusive, the Women's Network, EthniCity, and City and Proud – continued to offer unique experiences and support for colleagues across the business.

The Club's work on gender equality during the 2024-25 season focused on visible role modelling and aimed to inspire, develop and celebrate women in leadership. The season marked the third year the Club has been a member of Women in Football and in March Nuria Tarre, City's Chief Marketing and Fan Experience Officer, joined the Women in Football board.

As part of the International Women's Day celebrations, the Club collaborated with Buy Women Built, a movement designed to champion female entrepreneurs. The collaboration delivered an inspirational campaign that culminated in a young-persons event in Manchester.

The campaign demonstrated the parallels of success between businesswomen and footballers and encouraged young fans to dream big, emphasising the importance of resilience, dedication and ambition.

The joint event, held at Diecast in Manchester, enabled local young people to hear directly from a host of female business owners as well as former England and City international players Steph Houghton and Karen Bardsley. There was also a celebration dinner and an online webinar featuring leaders from the Club.

The Club continued to celebrate diversity and promote inclusivity during the 2024-25 season.

For South Asian Heritage Month (SAHM), the City Football Academy (CFA) hosted a Football Festival on the indoor pitch in August 2024. A mini tournament brought 16 junior teams from across the North West to the CFA for the inaugural SAHM Cup.

The CFA also opened its doors to support the Manchester Football Association's Midnight League during Ramadan, which provided members of the local Muslim community the opportunity to play football during the evening hours when pitches aren't ordinarily available.

The Midnight League also offered Muslim women the opportunity to access coaching sessions and attend a Manchester City Women's match.

The season marked the fourth year of the staff and community Iftar, the sixth year of the Muslim Chaplaincy and more than a decade of the Christian Chaplaincy for staff and players. The Iftar saw more than 120 guests attend the Etihad Stadium.

In August, the Club was once again represented at Manchester PRIDE. In addition to the flag-raising ceremony, staff took part in the Manchester PRIDE parade with representatives from several Official Supporters Clubs, who were also joined by the Club mascots, the Moonies.



The Club's dedicated Access Team continues to deliver excellent service and support to our disabled and older supporters, with an average satisfaction rating of 93.8% for the 2024-25 season.

City continued to make improvements to matchday accessibility, and this season trialled using unused hospitality spaces for pop-up 'Quiet Rooms' for young fans who find matchdays more challenging. The trial was successful and will continue into the 2025-26 season, allowing the Club to supplement the provision of the very popular Sensory Room.

The Club continues to offer the highest level of Blue Badge parking in the Premier League. This season saw the introduction of a refundable deposit scheme for Blue Badge parking which improved utilisation on matchdays to 96%.

The Disabled Supporters Association continued to be supported by the Access Team, with quarterly meetings held at the Club.





**OUR  
BUSINESS**



# **BUSINESS** **PERFORMANCE**

## Business performance

**The total revenue for the 2024-25 season was £694.1 million, the third-highest revenue in City's history.**

Matchdays delivered revenues of £75.1 million, a slight decrease of £0.5 million compared to the prior year. Total broadcasting revenues were £278.6 million, a decrease of £16.1 million, due to an earlier exit in the UEFA Champions League. Other commercial revenue for the year ended 30 June 2025 was £340.4 million, a decrease of £4.3 million. The Club reported a marginal loss of £9.9 million.

City generated £95.2 million from player sales, the third highest figure in the Club's history.

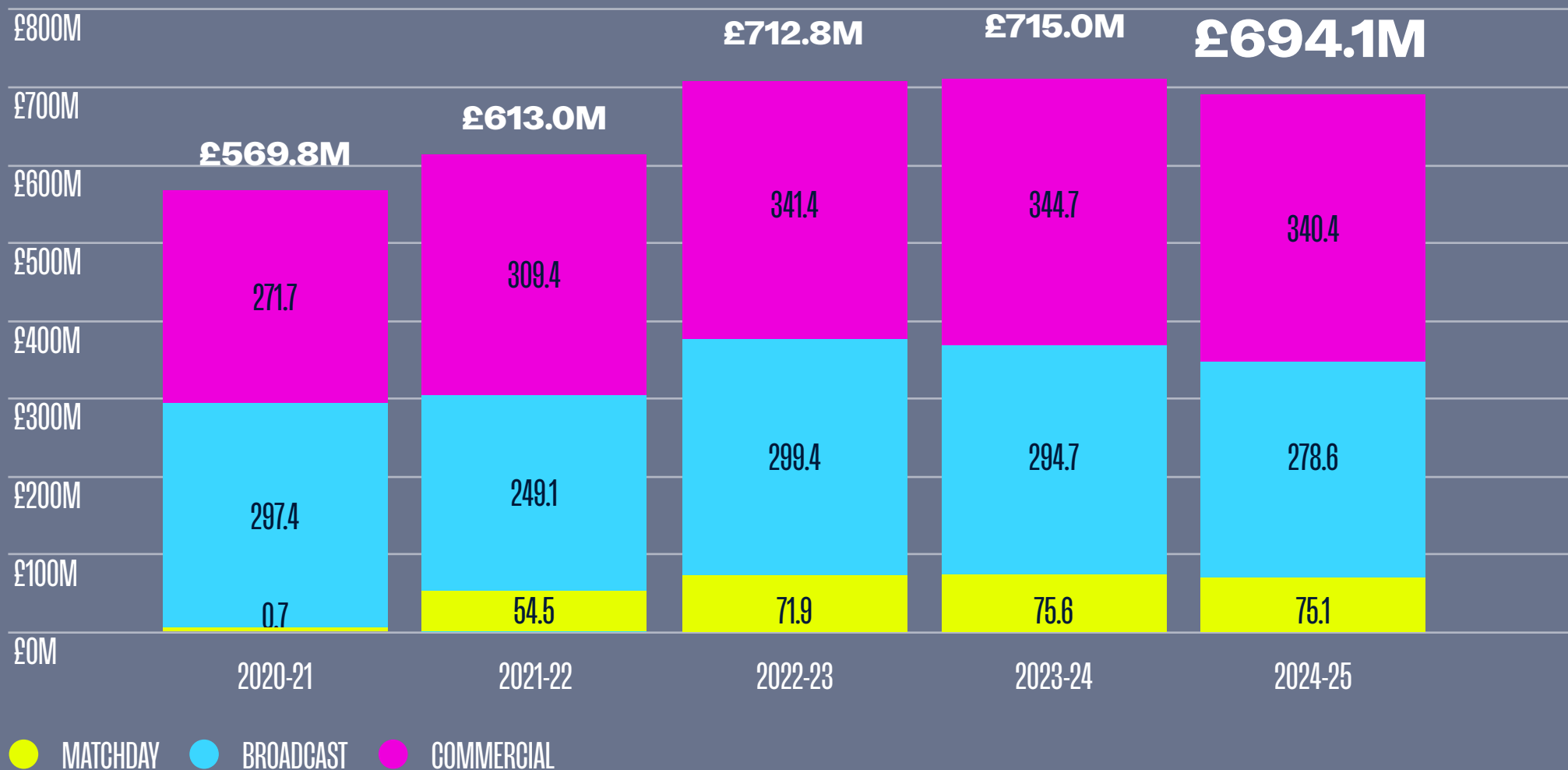
City remained the Premier League's most valuable football club brand according to the Brand Finance Football 50 report.

The Premier League Matchday Fan Experience and Engagement Survey saw City ranked as the highest club in the league for investment in facilities.

The survey also showed that 92% of City fans believe the Club has a long-term vision, 23% higher than the Premier League average, whilst 90% of fans agreed the Club is well-run, 22% higher than the League average.

## Club revenues

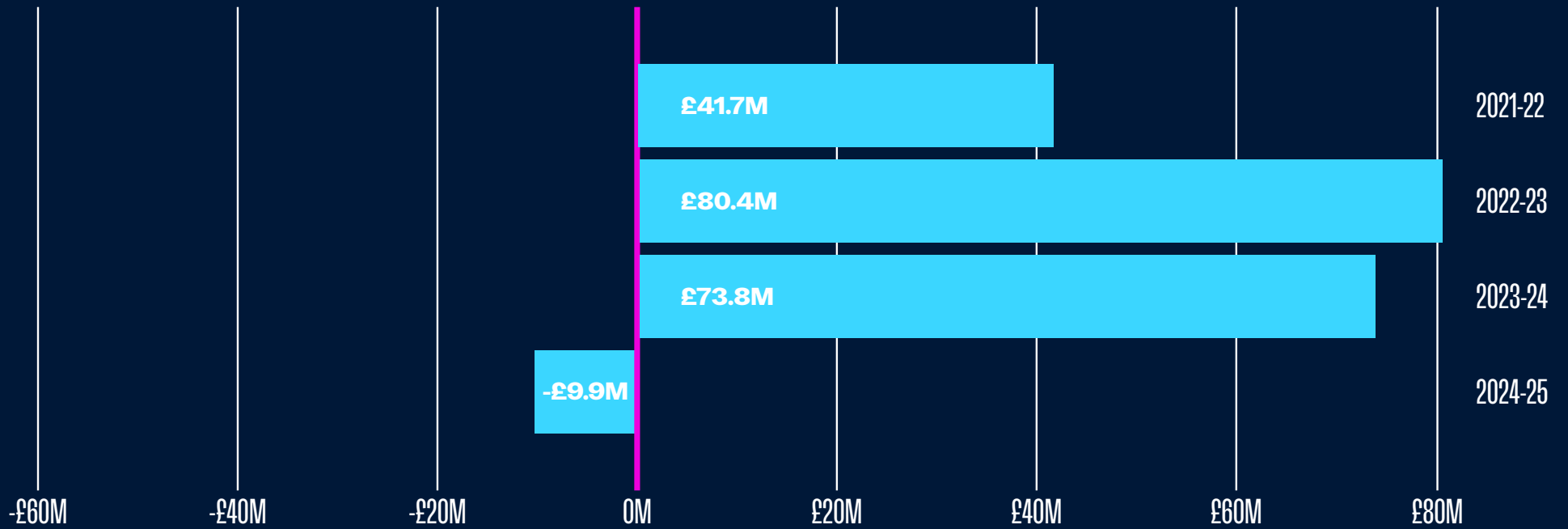
Total revenue for the year was £694.1 million, the third-highest revenue in City's history



2022-23 rounding differences are due to reporting to one decimal place. For full revenue breakdown please see Financial Report.

## Club profits

City reported a marginal loss of £9.9m



## Brand value

Manchester City remained the Premier League's most valuable football club brand





**COMMERCIAL**

## Commercial

**The 2024-25 season saw 11 new partners join the City men's portfolio and a record-breaking number of deals focussed on the Women's team.**

Technology-driven partnerships paved the way, as Publicis Sapient, Veritrans, VTEX and Stairmedia joined the club to help enhance operations and fan experience, alongside further growth in Asia as Yili, WakeUp 247 and BigCola become Official Regional Partners of the club.

In July, City's Chief Executive Officer, Ferran Soriano and Super Group's Chief Executive, Neal Menashe celebrated the launch of Betway's partnership with the Men's and Women's teams by ringing the iconic opening bell at the New York Stock Exchange and C.P. Company became the Official Fashionwear Partner of Manchester City.

City announced a renewal of its partnership with iconic brand, EA Sports – marking its 14th year working with the club. Five other major partners renewed their commitment to the Club via multi-year agreements.

Activation highlights included the Etihad 'Beyond Borders' campaign, which used City players to showcase Etihad's growing global network. It delivered 23.8 million impressions and reached more than 10 million people.

Sleeve Partner OKX created the campaign 'A New Alternative', a powerful film that highlighted the passion and global reach of the Club, with a narrative centred on shared ethos of resilience, perseverance and progress. Whilst training kit partner Asahi shot 'The Z to A of Tokyo' content with players from City's Men's and Women's team, placing the training kit at the heart of the city's cultural hotspots to take fans on a journey through Tokyo.

e& celebrated their 'Go For More' brand positioning through a Computer Generated Image (CGI) challenge which saw City players tackle a series of obstacles as part of their CGI Go For More Campaign. It delivered strong digital engagement, generating 34 million impressions and 21 million in reach via CGI-led content.

Midea, meanwhile, used Erling Haaland in 'A Helping Haaland' campaign which included advertisements featuring the Norwegian striker as a mini household butler. The campaign delivered 35 million video views and 474,000 total engagements on Manchester City channels alone. Kellogg's used 'undercover' players İlkay Gündoğan, Erling Haaland and Joško Gvardiol to surprise and delight young fans and promote the launch of their Summer Football Camps.

Xylem continued their campaign to educate football fans globally, with more than 4,000 fans utilising Xylem's water calculator to help them reduce their water consumption. City also completed the installation of more than 2,800 solar panels across the City Football Academy (CFA), in conjunction with JinkoSolar as the first phase of Club's solar panel project.

## Women's

A series of firsts were announced throughout the season.

In January, Manchester City Women announced an Official Partnership with fintech company Revolut – the first time the brand had partnered with a British football club. The agreement saw the Revolut logo added to the team's training kit sleeve, as well as matchday takeovers and season-long activations that successfully drove brand awareness.

snuggs were also announced as the Official Period Underwear Partner – a global first in women's football. Alex Greenwood fronted the campaign, which also included co-branded products and aimed to get women and girls in sport talking more about periods.

A new partnership was signed with sports tech company Hytro – through the partnership the Club will collaborate on research into female athlete muscle rehab and recovery.

The Women's team also benefited from its first-ever full squad Abu Dhabi Training camp, with support from the Department of Culture and Tourism – Abu Dhabi.



## Retail

The 2024-25 PUMA kits proved to be fan favourites. The iconic Away kit that celebrated 25 years since City beat Gillingham at Wembley, to secure promotion back to the First Division, broke Away kit launch day records. Shortly after, the 'Definitely City' kit, was launched. It was designed in collaboration with Oasis's Noel Gallagher to celebrate 30 years of their Definitely Maybe album, it also broke Club sales records on launch.

The Club unveiled the season's Third kit whilst on the Men's team's pre-season tour. A Block Party was hosted outside the PUMA Flagship store on Fifth Avenue in New York City. The event, which was a football and basketball crossover, saw players and manager Pep Guardiola try their hand at basketball, whilst also speaking to fans and media.

The Men's pre-season tour also enabled a unique community activation with fellow PUMA club AC Milan. The 'City and Milan for change' fixture saw the teams run joint community coaching clinics in New Jersey, before engaging in a world first as they changed their kits at half-time, with City unveiling their new Third kit in the second half. The two clubs donated the shirts worn during the game to fund local community projects run by their respective charities.

In December 2024, City and PUMA collaborated to launch an innovative AI kit design platform – PUMA AI Creator – giving City fans the unique opportunity to design and vote for the club's official Third kit for the 2026-27 season, with 180,000 kits designed.

PUMA AI Creator was first used by City players Ederson, Stefan Ortega and Rico Lewis who together designed a bespoke goalkeeper kit. Creatively inspired by the net of a football goal, it was the first-ever AI manufactured football kit to be worn on-pitch in the Men's fixture vs Chelsea in January 2025.

There was also an expansion of City physical retail spaces. A new CityStore in Dubai Mall opened in May 2025, whilst pop-up stores launched in New York, Seoul and Shenzhen.

May also saw PUMA and Manchester City launch the 2025-26 Home kit. For the first time it featured a sash, only previously featured on iconic away kits. The launch was celebrated with a unique film directed by Glenn Kitson, and an event at the home of Clayton Official Supporters Club, where the film was shot.

## Football education

City continued to grow their partner schools' network and held an inaugural partner schools' tournament, with over 300 children from six schools competing to take home the first trophy.

New year-round programmes in Perth (Australia) and Shenzhen (China), as well as the provision of summer camps in seven cities in the USA grew Manchester City youth programmes to over 6,500 players taking part in 16,000 coaching sessions.

The City Football Leadership Institute became Manchester City Business School. Its flagship Next Gen programme evolved into three focused modules—Athlete Management and Development, Marketing and Business, and Media and Content Creation—to offer more tailored learning experiences. Additionally, the newly launched Collegiate programme, a four-week immersive summer course that saw university students based in the US travel to Manchester, sold out its inaugural edition.

CITYPLAY, the smart wearable performance tracker, had record sales and achieved above industry average renewal rates. In a pioneering partnership with the UK's largest youth league, the Junior Premier League, CITYPLAY facilitated data-driven talent identification, culminating in the selection of top-performing players to participate in friendly matches against Manchester City academy teams. The technology was also used by Manchester City Women's team during the inaugural World Sevens Football tournament.



**PEOPLE**

## People

**Throughout the 2024-25 season, City continued to find ways to engage with staff, introducing new initiatives as well as improving existing programmes.**

Originally created eight years ago, the BeCity staff networks were refreshed and relaunched as BeCity 2.0.

Made up of five core groups – BeActive, BeWell, BeConnected, BeInclusive and BeSustainable – each now has a newly elected Captain, Vice-Captain and Team of Key Players responsible for supporting colleague networks.

BeCity volunteers were responsible for hosting watch parties, organising golf, football and padel tournaments and leading book clubs to help connect peers through their passions.

Introduced in 2023, Coffee Corners continued to provide a monthly opportunity for staff to connect, network and learn. Supporting local coffee and confectionery businesses, Coffee Corners were hosted for Safeguarding Awareness Week, International Women's Day (in collaboration with Buy Women Built), South Asian Heritage Month, Black History Month, Pride, Mental Health Awareness Week and Pension Support (in collaboration with Scottish Widows).

Staff participated in various volunteering activities this season, with many giving their time to City in the Community Christmas activities. Staff also volunteered for the second annual BeSustainable Big Day Out, which aims to deliver meaningful impact in the local East Manchester community.

This season saw staff work with City in the Community to revitalise Bradford Park and The Stirling Centre through litter picking, planting and painting. The spaces are used by the community as areas for multi-use games, play areas and green space, and volunteering staff made a noticeable difference to the local environment.

Over 200 employees joined an internal conference dedicated to learning more about Artificial Intelligence (AI). During the event staff heard from those who are actively leveraging AI across various areas of the Club – from media production and football analytics to fan engagement and kit design.

They learnt about how AI is transforming the way organisations work, unlocking new possibilities for innovation, efficiency and creativity. The conference was an opportunity for staff to share experiences and collaborate on this evolving technology whilst also providing a forum for discussion on responsible implementation.

## Celebrating ten years of City Football Academy

December 2024 marked ten years since the opening of the City Football Academy (CFA). To celebrate the occasion, staff joined City's Chief Executive Ferran Soriano and Manager Pep Guardiola to reflect on a momentous period for the Club.

The event also included a gallery display of photography portraits of ten members of staff who have been at the Club since 2014.

Following her retirement as a player in 2024, former Women's team captain Steph Houghton returned to City as a Project Officer and Club Ambassador.

In her new ambassadorial role, she joined the likes of Club legends Mike Summerbee, Joleon Lescott and Shaun Wright-Phillips to act on behalf of the Club at various matches and events around the world.

Houghton was the first captain of City Women's first fully professional team, and her new role makes her the first woman to become an official Ambassadorial representative of Manchester City.



The 2024-25 season saw the Club mark the passing of two of the most influential figures in the history of the Club.

Tony Book, a Club legend in every sense of the word, passed away in January 2025 at the age of 90.

Tony made 315 appearances for City between 1966 and 1974 during a golden era of success. Appointed captain in 1967, Tony – or ‘Skip’ as he was affectionately known – went on to lead City in what was the Club’s most trophy-laden period prior to the last 15 years, including a First Division title, the FA Cup, League Cup, European Cup Winners’ Cup and Charity Shield.

That alone would have cemented his standing as one of the Club’s all-time greats.

But Tony went on to reinforce his unique place in City folklore by embarking on what was to prove a hugely successful spell as manager between 1974 and 1979.

The highlight of his time in charge came in 1976 when Tony led City to League Cup glory at Wembley, with Skip also guiding City to runners-up position in Division One in the 1976-77 campaign.

The passing of Honorary City President, Sir Howard Bernstein, was marked with the unveiling of a mosaic dedicated to his memory at the Etihad Stadium in September.

Depicting lifelong City fan Sir Howard wearing a blue and white Club scarf, the mosaic takes inspiration from a memorable photo chosen by his family.

The new mosaic proudly sits alongside the existing mosaic on Sir Howard Bernstein Way, which features a selection of iconic Manchester landmarks that celebrate the breadth and depth of Sir Howard’s achievements. The combined mosaics complete a tribute to Sir Howard that marks his incredible legacy to both the Club and the City of Manchester.



## Local training and employment opportunities

Sir Howard was influential in City's approach to helping local residents access training and job opportunities. Building on his legacy, City continued its longstanding commitment to deliver a range of adult learning programmes. These programmes are designed to upskill local unemployed residents, providing sector-specific skills and a guaranteed interview for available roles, providing direct pathways to employment within the Etihad Campus and beyond.

The free Access to Hospitality (Food & Beverage), Event Stewarding and Event Playmakers training courses were made available to local unemployed residents, with over 200 people taking part during the 2024-25 season.

Residents who completed the training were guaranteed a job interview. By June 2025, almost 50% of participants on average successfully secured roles at the Etihad Campus, with some individual programmes achieving exceptional success rates of 70-80%.

Following the success of the inaugural event in 2024, the Club hosted another Etihad Stadium Summer Jobs Fair in June 2025.

More than 600 members of the public attended the event, and had the opportunity to speak to the Club, City in the Community and 20 other local organisations about jobs training and support.

The latter part of the season also saw the launch of the Club's Schools Engagement Programme. In collaboration with Greater Manchester Combined Authority, local teachers and careers advisors, City co-designed a programme of activities for students in Years 9, 10 and 11.

The programme is supported by 40 staff Business Ambassadors who volunteer their time to speak to students in schools or host them at the Etihad Campus. The Ambassadors, many of whom are from the local area themselves, bring to life what it is like to work at City, and inspire students to consider working in football as a career.

Welcome to  
Manchester City  
Football Academy



**SUSTAINABILITY**

## Sustainability

**City continued their commitment and drive towards sustainability with a focus on further reducing consumption and increasing renewable energy resources.**

There were impressive figures to report from the 2024-25 season with the Club managing a reduction in energy consumption of 160,000kwh of gas, while water consumption fell by just under 30,000 cubic metres.

More than 2,800 solar panels were installed on the roof of the Joie Stadium, home to the Women's team, in late 2024.

Thousands more panels will be installed across the City Football Academy (CFA). Once the project is complete, the panels will generate enough renewable energy to offset the annual power requirements needed to run the CFA, making it one of the largest producers of renewable energy in world football.

To deliver the project, City is working alongside its Official Solar Energy Partner, JinkoSolar, who supplied the innovative and award-winning solar panels. The first phase of the Club's solar energy generation project has already produced a significant contribution towards the CFA's energy requirements.

Elsewhere at the CFA, 11 new rain gardens were built as part of a water discharging reduction scheme, with plans to add further gardens in 2025-26.

The Club worked with Official Water Technology Partner, Xylem, to further improve the efficiency of water management and reduce water waste.

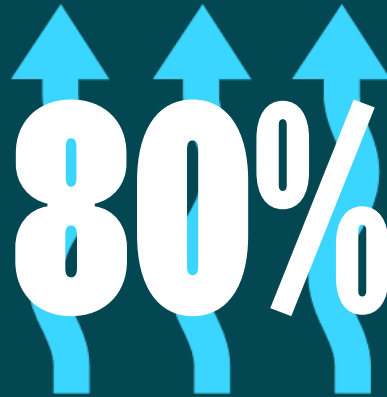
Wildlife counts reaffirmed the healthy status of the landscape and air and water qualities at the CFA, with new fauna species naturally seeding. Bees, invertebrates and bird populations continued to thrive.

Recycling at the CFA remained stable at approximately 74%, and a trial of sharing food origins (production and food miles), ingredients, allergies and supplier information with staff was successful and will be further rolled out in 2025-26.

## Environmental commitments



Renewable electricity procurement



Water recycling through attenuation systems



Reduction in consumption of gas and electricity

Away from the CFA, City implemented the Matchday Bus Network following a successful trial in 2023-24.

The network, which is delivered in collaboration with Transport for Greater Manchester, is made up of 15 routes covering 71 locations. The network continues to be rated highly by fans, with 67% of users reporting that they used the service to replace private car travel, helping reduce congestion on matchdays.

Further sustainable travel trials took place over the latter part of the season. Fans travelling from the city centre were encouraged to use the CityLink Walking Route by giving them a chance of winning exclusive prizes, whilst cyclists could take part in a Love2Ride challenge.

The season also saw the Club recognised for its sustainability efforts.

The Matchday Bus Network won Innovative Sustainable Travel Project of the Year at Team Modeshift's National Sustainable Travel Awards, and the Club's conference and events team won both Platinum and Gold awards at the Greengage Sustainability Awards.

The team who manage the landscaping at the CFA were recognised with a prestigious BALI National Landscape Award for adopting innovative and sustainable landscaping practices, including biodiversity-focused initiatives and a comprehensive soil recycling programme.

