



ANNUAL REPORT 2023-24



FOUR-IN-A-ROW

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CHAIRMAN'S STATEMENT

Men's English football history was rewritten last season when Manchester City lifted the champions crown for the fourth time in succession. We did so as FIFA Club World Cup Champions and holders of the UEFA Super Cup.

The scale and enormity of these achievements is hard to truly comprehend in the moment, particularly as they followed a treble-winning season and a first-ever UEFA Champions League trophy.

The historic context is daunting. Since 1926 in England, five men's teams had attempted to win four consecutive top division titles, and all had fallen at the final hurdle. Put simply, in more than a century of English football, no team had been able to achieve four successive championships - until May 2024.

Our constant ambition to target and achieve the unprecedented is a mark of the organisation that we have become. On and off the field, our passion for the next challenge is underpinned by deliberate and detailed planning and a shared belief in the collaborative learning culture that we have built. This organisational approach is now part of our DNA. It is a product of the unwavering focus on constant improvement, in every aspect of the organisation, that has been in place since His Highness Sheikh Mansour became the Club's custodian in 2008.

That holistic approach meant that last year the Club also achieved its highest-ever revenues of £715 million with £73.8 million in profit. All aspects of the Club's commercial income were strong, further boosted by player trading income totalling £139 million, a 15% improvement on the previous year.

Significant commercial value comes from the reliability of our organisational ambition and the constantly-evolving approach that it dictates. Fifteen of our commercial partners have been with us for more than five years, and this season Etihad Airways, e& and Experience Abu Dhabi marked 15 years as our partners. It is a source of immense pride to be in a position to deliver the kind of partnerships that generate such meaningful mutual value. Our innovative approach to media and digital strategies is a significant contributor in this regard and an area in which we continue to invest and innovate.

Our focus remains on further evolution and growth and therefore further value creation in all aspects of our business. Infrastructure has been, and always will be, an important focus and in particular the Etihad Campus ecosystem. The current £300 million expansion of the north stand of the stadium builds on our investment in the Co-op Live Arena, and will result in the creation of an entire entertainment destination. Additionally, our new dedicated Women's training facility, scheduled to open during the 2025-26 season, will sit within an expanded City Football Academy, and reflect our ongoing commitment to the Women's game and our wish to win titles and set standards.

These are just two examples of our continued reinvestment in our business, our local economy and our community. They are also manifestations of an approach co-authored by our friend Sir Howard Bernstein, who we sadly lost in 2024.

A visionary leader for Manchester and a devoted City fan, I had the privilege of working with him since 2008. His profound understanding of the human and economic impact that football and sport can deliver helped all of us see the transformative opportunities and life chances we could create. I will always be grateful for his wise counsel, and the ambition and determination he helped instil in the Club. The mosaic that now marks Sir Howard Bernstein Way, bridging the City Football Academy to the Etihad Stadium, is both a fitting testament to him and a reassuring reminder that his spirit of endeavour must always be present in our work.

Our experience in developing and executing a world-class infrastructure strategy for Manchester City over the last 16 years has informed similar strategies that we are implementing at the 12 other clubs that now make up the City Football Group. For example, our Stadium in New York, scheduled for completion in 2027, and our new City Football Academies in Melbourne, Girona and Palermo, all benefit from the MCFC journey. In turn, the insights we generate across the CFG organisation in all areas of our operations help us to evolve in Manchester. The momentum of complementary value creation, that we always envisaged for the group, is now real and creating billions of pounds of value.

The unique working environment that we have created in Manchester and around the CFG world attracts the very best talent from the football industry and significantly other industries. It means that our staff are sought after by the best sports teams in the world and many of our alumni now hold significant leadership and influential positions at Premier League and other clubs. Whilst this is a natural outcome of success, our focus is to remain the industry employer of choice by ensuring that we continue to invest in our people and the creative and innovative ecosystem in which they can flourish.

Doing so will ensure that we continue to set new standards and achieve unprecedented outcomes. That said, the 2023-24 season is one that we should all take the time to reflect upon as something incredibly special and important in the history of Manchester City.

A man with short brown hair, wearing a dark blue suit jacket over a light blue shirt, is smiling and looking towards the camera. The background is a blurred office setting with a dark wall and a wooden ledge.

GEO'S
STATEMENT

Our fourth consecutive Premier League title this season was an achievement that took Manchester City to a place no other English club has ever been. We take pride in this unique achievement, and look at it in the context of the journey of the Club over the last years.

Winning the Treble in the previous season did not generate any sense of complacency in our teams on or off the pitch. But it did remind us of how the size of the challenge increases every time we raise the bar. We understand very well that the relentless pursuit of beautiful football, operational excellence, and constant innovation requires hard work and resilience. We embrace the challenges, learn from the difficulties and defeats... and we do it together, as the title of our season documentary says.

In other football achievements in 2023-24, our women's team narrowly missed the Super League title and secured UEFA Champions League qualification, reaffirming their status among Europe's elite. Our Academy achieved great things, with the Under 18s winning the FA Youth Cup in front of 20,000 fans, and the Under 9s, Under 13s, and Under 14s also winning trophies. We continue to focus on attracting and developing young football talent, giving opportunities to boys and girls to be the best they can be.

Manchester City continued to grow globally. Our matches attracted a global television audience of 694 million, making us the most-watched football club worldwide for the second consecutive year. City Studios continued to develop high quality media content, among them, the Netflix docuseries Together: Treble Winners, which has achieved more than 11 million streams, so far. Overall, our digital platforms connected with more than 186 million followers and generated more than 1.5 billion interactions.

Locally, our games at the Etihad Stadium continue to offer fantastic matchdays experiences, with our Fanzone ranked the league's best for the third consecutive year. Supporters can already see the construction of the transformative £300 million north stand expansion, that will increase the capacity to over 60,000, introducing a hotel, restaurants and other attractions. Together with our Co-op Live concert arena, opened this year, will constitute an all-year-round entertainment destination that we are sure will amaze visitors.

Our club was born to serve its community, almost 130 years ago, and it continues to do so. This year, our City-led initiatives engaged over 15,000 young people across 25 cities, promoting healthier lifestyles and brighter futures. Globally, 62 new Official Supporters Clubs were born, now reaching 75 countries.

Manchester City supporters continue to affirm our direction. A Premier League survey measured that 97% of our fans support the club's long-term vision – far exceeding the league average of 71% – and 97% describe Manchester City as a well-run Club. They continue to be at the centre of our strategy and the decisions we make.

As a result of our combined work and efforts Manchester City reported record revenues of £715 million, with profits exceeding £70 million for the second consecutive year. Our brand value continued to rise, with a 7% increase to £1.4 billion, reaffirming our position as the Premier League's most valuable club, according to the Brand Finance Football 50.

The City Football Group continued to develop, with all our clubs growing in their countries and several important projects such as new training facilities built in Girona, Palermo or Melbourne and the start of the construction of our landmark stadium in New York.

Behind our successes we always find the guidance of His Highness Sheikh Mansour, our Chairman Khaldoon Al Mubarak and the whole Board of Directors. We see the continued hard work of our teams on and off the pitch, their pursuit of excellence, their passion and their resilience. And we feel the unwavering support of our fans. Among them I want to mention Sir Howard Bernstein, who passed away this year and from whom many of us learned what it means to love Manchester City and the City of Manchester.

We have achieved a lot of success together, and together we will rise to future opportunities and challenges.



**OUR
TEAMS**



MEN'S TEAM

Men's team

The 2023-24 campaign saw Manchester City continue to sign its name into the football record books.

Chief amongst the remarkable achievements was becoming the first men's side ever to win the English top-flight in four consecutive seasons.

The Four-In-A-Row feat was achieved in stirring fashion as City went on an unbeaten run of 23 games and overturned an eight-point deficit, clinching the title on the last day of the Premier League season.

On the way to victory, City netted 96 goals – the most of any team in the Premier League.

Becoming Premier League Champions for the eighth time was, however, only one in a series of historic achievements.

For the first time in the Club's history City became FIFA Club World Cup winners, a feat achieved in style in Saudi Arabia with a 4-0 win over Brazilian side Fluminense.

In another first, City also took home the UEFA Super Cup after beating Spanish outfit Sevilla in a penalty shoot-out. Together, these two historic Club firsts resulted in another record as City became the first football club to simultaneously hold the Premier League, UEFA Champions League, FA Cup, FIFA Club World Cup and UEFA Super Cup.

Elsewhere, City reached the quarter-finals of the Champions League after winning all six group stage games and topping their group for the seventh season in a row.

In total, Pep Guardiola's great entertainers scored 149 goals in all competitions and their success led to a plethora of individual player honours.

Erling Haaland, Phil Foden, Rodri and Kyle Walker were named in the Professional Footballers Association (PFA) Team of the Year and Foden was voted PFA Players' Player of the Year.

Foden was named Premier League Player of the Season. Remarkably, this was the fifth time in succession that a City player has won the accolade. This was also a proud moment for the Club: local-boy Foden joined his beloved City at the age of four and formally signed to the Academy at Under 9s. Foden also won the Football Writers' Association Footballer of the Year. In all competitions he scored 27 goals and provided 12 assists.

For his part, Haaland won the Premier League Golden Boot for the second year in a row, scoring 27 times. He also claimed the season's record for the most shots on target of any player in the Premier League (59).

In his second season at City, the young Norwegian reached two milestones – 40 Champions League goals and 50 Premier League goals – faster than any other player in those competitions. His Premier League scoring rate was unmatched at more than one goal every 90 minutes by the end of the 2023-24 season.

The man who guided the players continued to break records. Guardiola was named Premier League Manager of the Season for the fifth time and reached 300 Premier League games in charge, winning 221 of them – 32 more than any other manager at that milestone. Across his 300 Premier League games as manager, Guardiola achieved an astonishing 73.6% win rate. The Catalan's six top-flight titles has him sharing second place in the all-time list alongside George Ramsay and Bob Paisley.

City's impact was also felt at international level, as the Club's 14 representatives made more appearances at Euro 2024 and played more minutes than players from any other club.

At the end of the season City said goodbye to Argentine World Cup winning striker Julián Alvarez, in a Club record transfer. Alvarez departed for Atlético Madrid in Spain's La Liga having made 103 appearances and scored 36 goals on the way to six major trophies at City.

Rodri

Rodri was the bedrock of City's continued success in a season which saw him play a pivotal role for both club and country.

The Spanish international, who won Euro 2024 with Spain and was named Player of the Tournament, went more than a year unbeaten in a club shirt and had his best Premier League season for both goals scored (eight) and assists (nine).

The defensive midfielder completed no fewer than 3,359 passes in the Premier League, with 2,122 in the opposition half. Both figures were the highest for a player at any club since this data was first recorded 20 years ago.

His spectacular efforts across the season saw him become the first Manchester City player to be awarded the Ballon d'Or, football's most prestigious individual award.

Rodri has been at the heart of City's success since signing in 2019, winning 11 major honours with the Club. Across the 2023-24 season he played 63 matches for club and country – winning 50 times and collecting four trophies.

A panel of journalists from the 100 top-ranking nations chose Rodri as the world's best player, with fellow teammates Ruben Dias, Phil Foden and Erling Haaland also making the 30-man shortlist.

As well as being the first City player, he is the first Spanish man since 1960 and the first Premier League player since 2008 to be awarded the Ballon d'Or.

The award also generated a significant amount of online conversation, becoming the Club's second most talked about event in the last four seasons, surpassed only by the UEFA Champions League final win in 2022-23.



CHAMPIONS

RUNNERS-UP

QUARTER-FINALISTS

THIRD-ROUND

WINNERS

WINNERS

2023–24 At a glance: Men

Manchester City became the first side in the entire history of the English top-flight to win the men's title in four consecutive seasons



PREMIER
LEAGUE

FA CUP

UEFA
CHAMPIONS LEAGUE

CARABAO
CUP

UEFA
SUPER CUP

FIFA CLUB
WORLD CUP

Player accolades

Premier League Player of the Season

**PFA Players' Player of the Year
and Premier League Team of the Year**

**Football Writers' Association Footballer
of the Year**

19 goals His highest figure in any season,
and the fourth-highest goal-scorer in the
Premier League this season

6 goals scored from outside the box
More than any other player in the
Premier League this season and the most
a Manchester City player has ever scored
in a single Premier League campaign

48 shots on target The third-highest figure
for any player in the Premier League



Phil Foden

Source: Premier League, PFA



85.8% passing accuracy

The highest of any goalkeeper
in the Premier League



Ederson

PFA Premier League Team of the Year

**Involved in the build-up of 134
sequences that led to a shot**

The most of any defender in the
Premier League

Carried the ball 5,261 metres

The fourth-highest figure of any full
back in the Premier League



Kyle Walker

Progressed the ball 4,816 metres upfield with ball carries

The furthest distance of any player in the Premier League

94.1% passing accuracy

The third-highest of any defender in the Premier League (min 500 passes)



Rúben Dias

93.6% passing accuracy

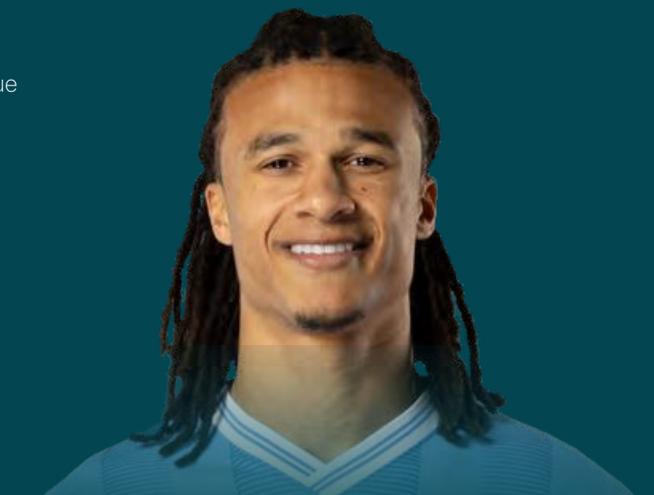
The sixth-highest of any defender in the Premier League (min 500 passes)



John Stones

92.8% passing accuracy

The seventh-highest of any defender in the Premier League (min 500 passes)



Nathan Aké

55 tackles made The most of any Manchester City defender



Joško Gvardiol

93.8% passing accuracy

The fourth-highest of any defender in the Premier League (min 500 passes)



Manuel Akanji

94.1% of his passes completed

The best passing accuracy of any midfielder in the Premier League (min 100 passes)

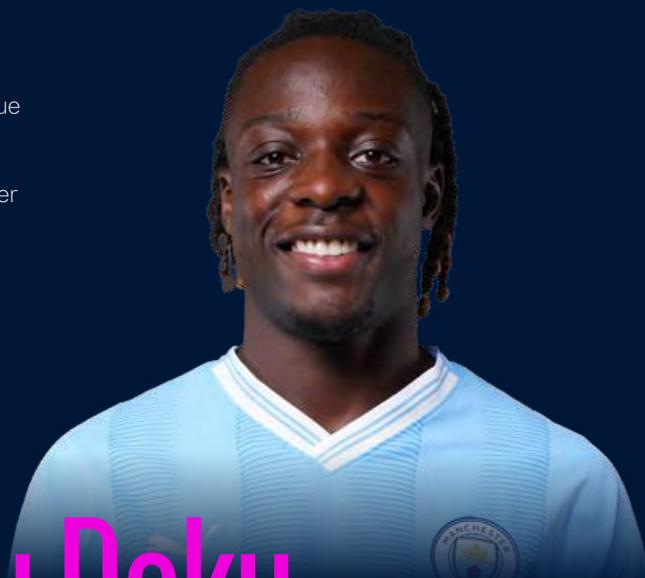


Mateo Kovačić

87 dribbles completed

The second-highest figure of any player in the Premier League

27 chances created following a ball carry More than any other player in the Premier League



Jérémy Doku

Ballon d'Or

PFA Premier League Team of the Year

3,359 passes completed More than any other player this season and the highest figure on record in a Premier League season since 2003-04

Carried the ball 8,097 metres More than any other player in the Premier League

8 goals scored and 9 assists His highest figures in any Premier League season



Rodri

21 big chances created in just 18 Premier League matches
The second-highest figure for any player in the Premier League

4.3 chances created per 90 minutes More than any other player in the Premier League (min 500 minutes)



Kevin De Bruyne

576 ball carries More than any other winger in the Premier League



Bernardo Silva

2.3 chances created in open play per 90 minutes The fourth-highest figure of any other player in the Premier League (min 1,000 minutes)



Jack Grealish

67 chances created The second-highest figure of any Manchester City player



Julián Álvarez

Premier League Golden Boot

27 goals scored, 5 more than the second-highest goal scorer

PFA Premier League Team of the Year

20 non-penalty goals

More than any other player in the Premier League

59 shots on target More than any other player in the Premier League



Erling Haaland

74.1% save percentage

The second-highest figure for any goalkeeper in the Premier League (min 180 minutes)



Stefan Ortega

91.0% passing accuracy

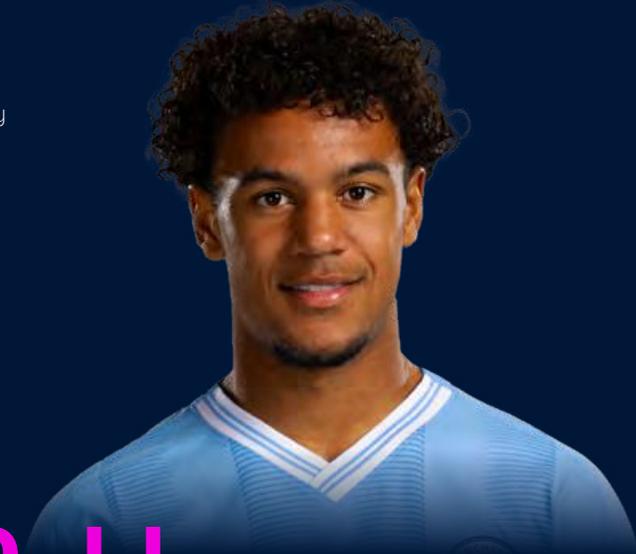
The second-highest of any full-back in the Premier League (min 500 passes)



Rico Lewis

Average of 3.4 dribbles completed per 90 minutes

The fourth-highest figure for any player in the Premier League (min 270 minutes)



Oscar Bobb

Euro 2024

Manchester City had the most players selected at Euro 2024 of any European club, with its players also recording the most appearances and highest number of minutes played at the tournament



**PLAYERS
SELECTED**



**TOTAL
APPEARANCES**



**MINUTES
PLAYED**

Source:

CHAMPIONS FOUR-IN-A-ROW

Source: Premier League, PFA

66



CLEAN SHEETS



Source: Premier League, PFA

66%



AVERAGE POSSESSION

Source: Premier League, PFA



92,470

SUCCESSFUL PASSES

Source: Premier League, PFA



POINTS

Source: Premier League, PFA



WOMEN'S TEAM

Women's team

A season packed with progress on and off the pitch, Gareth Taylor's side narrowly missed out on the Barclays Women's Super League (WSL) title in agonising fashion on goal difference to Chelsea.

The closely contested 2023-24 campaign saw them win 14 consecutive games between November and April – the joint longest such sequence in WSL history.

City set a new benchmark for away games won in a WSL season, securing ten victories on the road. The team also secured a derby double against Manchester United, winning at both the Etihad Stadium and Old Trafford.

This season saw City celebrate the tenth anniversary of becoming a fully professional club. In their first decade, City won eight trophies: four League Cups, three FA Cups and one WSL title. They also qualified for the UEFA Champions League eight times.

Taylor, who picked up two Manager of the Month awards this season, reached 100 wins in charge of the team.

City's influence and prominence on the global stage was felt at both the FIFA Women's World Cup and the Paris 2024 Olympic Games, which featured 13 and six City stars respectively.

Striker Khadija 'Bunny' Shaw scooped the WSL Player of the Season award, the WSL Golden Boot for her 21 goals, and was voted Football Writers' Association Footballer of the Year and the Professional Footballers Association (PFA) Women's Player of the Year.

This season saw the Jamaica international become the team's record scorer (with 68 goals) and record the most goals ever in a single season by a City player (22 in 25 games). She also became the first player in WSL history to record a goal involvement (goals scored or assists) in ten consecutive league matches.

The striker was not alone in earning recognition for her stellar efforts. At the other end of the pitch, goalkeeper Khiara Keating became the youngest ever winner of the WSL Golden Glove for her nine clean sheets.

Teammate Lauren Hemp came top of the WSL assists table and defender Alex Greenwood completed more passes than anyone else in the WSL.

Those four players – Shaw, Hemp, Keating and Greenwood – were joined in the PFA WSL Team of the Year by Laia Aleixandri and Yui Hasegawa, with City accounting for more than half the team sheet.

The season also saw City submit a planning application for a new £10 million purpose-built training facility at the City Football Academy for the women's team.

The development, which has now been approved, will provide the team with a bespoke facility, whilst also ensuring the players continue to benefit from the resources and knowledge of the wider City Football Academy.

The end of the 2023-24 season marked the end of an era with the retirement of Steph Houghton MBE. She was the first captain of the fully professional City side in 2014, and in her ten years at the Club racked up the most appearances (242) and won the most trophies (eight).

An England legend, she won 121 caps, was twice voted into the WSL Team of the Year and this year was inducted into the National Football Museum Hall of Fame.

City will mark her special contribution with its first-ever Club legend mosaic for a women's player, which will be unveiled at the new training facility once it is complete.

SECOND PLACE

SEMI-FINALISTS

QUARTER-FINALISTS

2023–24 At a glance: Women

Manchester City finished runners-up in the Barclays WSL, only losing out on goal difference



BARCLAYS
WSL

CONTINENTAL
TYRES CUP

FA CUP

Player accolades

Barclays WSL Player of the Season

Barclays WSL Golden Boot
21 goals scored

Barclays WSL Goal of the Month for March

Barclays WSL Player of the Month for December

Football Writers' Association Footballer of the Year

PFA Women's Players' Player of the Year and WSL Team of the Year

Third-highest goal scoring tally in WSL history

Only Rachel Daly (in 2022-23) and Vivianne Miedema (in 2018-19) have scored more goals in a WSL season (22 goals each)



Bunny Shaw

Source: Manchester City, WSL, PFA



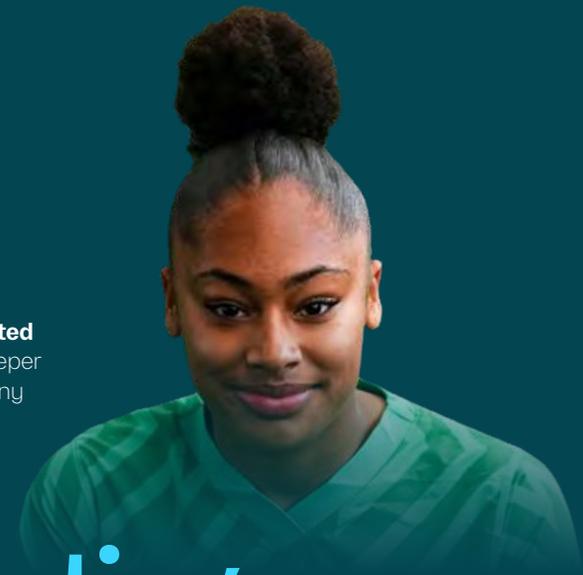
Barclays WSL Golden Glove

9 clean sheets

Barclays WSL Player of the Month for February

PFA WSL Team of the Year

8.6 goals prevented (using Opta's Expected Goals model) More than any other goalkeeper this season and the second-best total in any WSL season, behind only Megan Walsh in 2017-18 (13.7 goals prevented)



Khiara Keating

PFA WSL Team of the Year

1,719 passes completed

More than any other player in the WSL

439 carries (ball movement of more than 5m)

More than any other player in the WSL



Alex Greenwood

Player accolades

PFA WSL Team of the Year

8 assists

More than any other player in the WSL

13 big chances created

More than any other player in the WSL

45 chances created from open play

More than any other player in the WSL



Lauren Hemp

PFA WSL Team of the Year

350 carries (ball movement of more than 5m) The second-highest figure for any player in the WSL, behind only teammate Alex Greenwood



Laia Aleixandri

PFA WSL Team of the Year

65% success rate with attempted take-ons (dribbles) The second-highest figure for any player in the WSL amongst players with at least 25 attempted take-ons



Yui Hasegawa



THE FA YOUTH CUP



YOUTH TEAMS



THE FA YOUTH CUP



Youth teams

It was another memorable year for the Academy as City secured English youth football's most prestigious prize, the FA Youth Cup.

The Under 18s defeated Leeds United 4-0 in a barnstorming May finale watched by more than 20,000 people at the Etihad Stadium.

Goals from Justin Oboavwodu, Jaden Heskey, Stephen Mfuni, and Matty Warhurst secured the trophy for the fourth time in Club history following previous triumphs in 1986, 2008 and 2020.

There was silverware, too, for the Under 9s via the Premier League National Futsal Tournament, and the Under 13s, who completed a double – lifting the Premier League International Tournament and the National Super Cup.

The Under 14s won their version of the Premier League International Tournament and the Under 19s reached the last 16 of the UEFA Youth League.

As ever, the Academy kept the pipeline of talent to the first team flowing, with four players making their senior debuts for Pep Guardiola's side during the 2023-24 season.

Oscar Bobb made his first appearance as a substitute during the 5-0 victory over Fulham in September. In January, he scored his first Premier League goal in the 91st minute of the vital 3-2 comeback win at Newcastle United, an effort that won him Premier League Goal of the Month.

In December, Micah Hamilton (now at Middlesbrough) started the UEFA Champions League group stage away at Red Star Belgrade, scoring his first goal in the 19th minute of the 3-2 success. He was also a member of the squad that won the FIFA Club World Cup in Saudi Arabia.

Mahamadou Susoho was likewise in that travelling party, having also had his first taste of Champions League football as a substitute at Red Star Belgrade.

Jacob Wright made his senior debut as a second half substitute in City's FA Cup third round win over Huddersfield Town.

The Academy influence was evident across the Premier League last season as recent graduates featured for Chelsea (Cole Palmer), Burnley (James Trafford and Aro Muric), Wolverhampton Wanderers (Tommy Doyle) and Sheffield United (James McAtee).

Away from the training and playing pitches, the Performance and Lifestyle and Player Support teams continued to focus on preparing players for life in football and beyond. They delivered 160 personal sessions on topics including integrity, racism, social media, healthy relationships, cooking, media training and mental health.

Academy staff also ran parent forums to gather feedback, and delivered around 300 Foundation Phase Maths and English education sessions to players aged Under 9 through to Under 11.

At a more advanced level, the Under 15s took part in the Duke of Edinburgh Bronze Award. They were taught to cook by first team chefs and delivered a football coaching session at a local primary school, while 11 players headed out on a three-day camping expedition during which they put their newly-learned skills to the test.

2023–24 At a glance: Youth teams

WINNERS

U18

FA YOUTH CUP

WINNERS

U14

PREMIER LEAGUE
INTERNATIONAL TOURNAMENT

WINNERS

U13

PREMIER LEAGUE
INTERNATIONAL TOURNAMENT
NATIONAL SUPER CUP

WINNERS

U9

PREMIER LEAGUE
NATIONAL FUTSAL TOURNAMENT

School report

Educational achievements of the academy players

68

Number of boys on the Full Time Training Model at St Bede's College and Barlow RC High School

85%

GCSE pass rate across full cohort of players

100%

BTEC Sport results were on or above the target grades

12

Players who have completed their Duke of Edinburgh Bronze Award in the last year, with a further six boys awarded a certificate of achievement



OUR CITYZENS

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MATCHDAY

Matchday

Matchdays at the Etihad Stadium continued to offer fans one of the best experiences in world sport. For the third year in succession, the Premier League's Matchday Fan Experience Survey of tens of thousands of fans revealed City's Fanzone to be the highest-rated of any club in the league.

More than 1.3 million tickets were sold for men's matchdays across all competitions and the average home Premier League attendance was up on the previous campaign at 53,346.

The arrival of the team bus before the game continued to be a matchday highlight, and this season it became even more special for fans following the unveiling of a statue in tribute to legendary City trio Colin Bell, Francis Lee, and Mike Summerbee.

The statue, which is situated close to the Colin Bell stand, was created by artist David Williams-Ellis and commemorates the players' contribution to City's previous great era of success in the late-60s/early-70s and their combined 30 years of football service to the Club.

It also features the names of all 29 players who contributed to an era in which City won the First Division title, the FA Cup, the League Cup and a European Cup Winners' Cup.

The team arrival is the centrepiece of the pre-game Blue Carpet Experience each matchday. It was further improved this season by the installation of two new jumbo screens at West Reception.

The pre-match entertainment continued inside the Etihad Stadium. Fans at seven evening games were treated to unique light shows featuring audio, pyrotechnics and lasers. Innovations included motion laser animations depicting Rodri's Champions League winning goal in Istanbul and a special tribute for the reveal of the Bell, Lee and Summerbee statue.

The legacy of last season's Treble, the UEFA Super Cup and FIFA Club World Cup were all celebrated with unique banners and events. These included a matchday activation where fans who had attended every match during the Treble winning season, including the UEFA Super Cup and the FIFA Club World Cup Finals, carried the trophies into the Etihad Stadium.

City also launched a collaboration with Piing, who this season became the Club's Official Crowd Games Supplier. The first collaboration of its type in the Premier League enabled fans to take part in quiz-style games at both the Etihad Stadium and Joie Stadium.

As ever, the Club placed a strong emphasis on attracting and entertaining young fans. The Kids Fanzone continued to perform strongly in Club surveys with a satisfaction rating of 9.5 out of 10.

As part of the Club's commitment to improving the matchday experience, new food and drink self-service systems were introduced. Overall season ticket member matchday satisfaction rose in Club surveys, from 8.6 out of 10 last season to 8.9 this season – the second successive year that this satisfaction rating has grown.

Entertainment Destination

This season the Club commenced work on the expansion of the Etihad Stadium and the surrounding area as part of developing a best-in-class fan experience and year-round entertainment destination.

The £300 million development will increase capacity at the Etihad Stadium to over 60,000. Centered around an expanded North Stand, it will also include a 400-bed hotel, sky bar, workspace, Club shop, museum and a range of food and beverage outlets.

Significant progress was made in the latter half of the season, as the first steels were installed and the hotel cores went up on site.

The North Stand will open during the 2025-26 season, with the hotel, workspace and public realm works, including City Square, opening in late 2026.

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

Non-matchdays

Outside of matchdays, the Club continued to connect with fans both in the UK and around the world.

The Four-In-A-Row trophy parade through Manchester attracted more than 100,000 City fans at the end of May. The open-top bus route included four stops to represent each of the four Premier League victories, with a unique show and guests at each one.

Nate, a nine-year-old fan with a passion for stadium announcing, introduced the players onto the parade buses. The young fan had also announced the players earlier in the season during City's Premier League clash with Brentford.

The 2023-24 campaign saw regular and sustained engagement with representatives elected to the Club's official fan network, City Matters.

Extensive meetings with the Club across 32 hours over the course of the season allowed for in-depth discussions on subjects including matchdays, ticketing, and equality, diversity and inclusion.

At the end of the 2023-24 season, the Club was awarded the Tripadvisor Travellers' Choice Best of the Best Award for The Manchester City Stadium Tour. City's Stadium Tour was ranked one of the top five experiences in the UK and amongst the top 1% experiences across the world. It was the second time in three years that the tour has earned the award.

The tour continued to prove increasingly popular, with the number of visits up 50% year-on-year.

For the first time, visitors could sit next to virtual versions of Erling Haaland, Manuel Akanji and Nathan Aké; ask them questions and even pose for pictures. Fans could also take part in a digital press conference alongside Pep Guardiola.



Etihad Stadium

53,346

Average Premier League home attendance at the Etihad Stadium

99.7%

Occupancy rate for Premier League games

8.9/10

Overall matchday satisfaction amongst Season Ticket Members



MEMBERSHIP & SUPPORTERS CLUBS

Membership and supporters clubs

City's worldwide popularity continued to grow over the past season, with a host of new Official Supporters Clubs (OSC) across the globe.

No fewer than 62 OSC branches were established during the 2023-24 campaign, taking the overall total to 405 branches across 75 different countries.

The most popular territory in terms of the number of overseas branches remained the USA, with over 60 OSC branches in multiple states.

The Club marked a major milestone moment this year, with the OSC's 75th birthday. The OSC was established in 1949 when local branches were set up around Manchester, since then it has spread first nationally and then globally. This year's anniversary was marked with a glittering annual OSC dinner in Manchester as 500 members, former players and staff came together to celebrate.

The event drew attendees from 60 branches, some coming from as far afield as Bolivia, Brazil and China. Together they raised an impressive £20,000, which was matched by the Club. The £40,000 total was donated to the Club's charity, City in the Community (CITC).

City's on-pitch successes continued to supercharge growth in new Cityzens Official Members. Major increases in memberships were posted in the United States (up 61% year-on-year), China (up 59%), and Japan (up 56%) whilst overall membership grew by 34% relative to the previous season.

Treble Trophy Tour

In Summer 2023, the Club embarked on its biggest ever Trophy Tour visiting 21 different countries across six continents. The tour was presented by OKX, the Club's Official Crypto Currency Exchange and Sleeve Partner.

Fans across the globe had the opportunity to get up close and personal with the Treble trophies, starting with the pre-season tour in Japan and Korea and continuing throughout the season. The UEFA Super Cup and FIFA Club World Cup trophies were added to the Trophy Tour following the Club's success in these competitions.

A new experience was introduced, recreating the stage on which the players celebrated the Treble, while the Tour also offered match screenings, Q&As with former players and football coaching clinics for young people.

Fans in Belgium were treated to a special evening as Kevin De Bruyne returned to his hometown, Ghent, with the trophies, taking to the stage for an extended interview before an exclusive meet-and-greet.

OSC branches were involved throughout the Trophy Tour, with members in India and Brazil enjoying exclusive football tournaments amongst other activations.

The Trophy Tour also visited local community projects in Mumbai, Bandung, Washington D.C., São Paulo and Buenos Aires as part of the Club's ongoing commitment to its global communities.

In the UK, the Trophy Tour visited fans in Greater Manchester, CITC participants and over 60 OSC branches.

Pre-season tour

City returned to Asia on their pre-season tour, with games against City Football Group sister club, Yokohama F. Marinos and Bayern Munich in Tokyo, Japan and a fixture against Atlético Madrid in Seoul, South Korea.

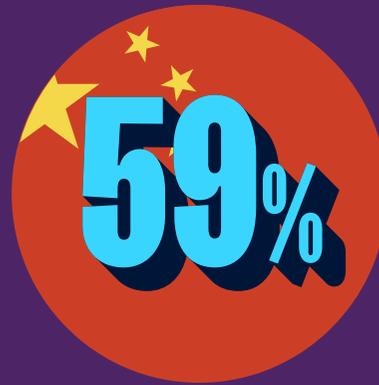
The tour demonstrated the growing popularity of City – tickets for the Seoul fixture sold out within 30 minutes and over 23,000 people attended open training in the South Korean capital. Thousands of fans also attended partner and Treble Trophy Tour events across the two cities and merchandise sold out at all three fixtures.

Membership growth

USA, China and Japan all saw an increase in memberships over the course of the 2023-24 season



USA



CHINA



JAPAN

Manchester City Official Supporters Clubs around the world

405

OFFICIAL SUPPORTERS CLUBS

75

COUNTRIES



MEDIA



Media

Manchester City were once again the most watched club in the world, attracting a global television audience of an impressive 694 million people across all competitions this season.

Views for the Club's Matchday Live show increased by 14% year-on-year, to an average of 1.6 million per show.

The growth continued online as City social channels gained 54 million new followers – the highest increase of any Premier League club.

Total followers reached 186 million, with Instagram leading the way.

City also delivered the most video views in the Premier League, with total views across Facebook, Instagram, X, YouTube and TikTok reaching more than 10 billion.

In total the number of engagements with the Club was 1.5 billion.

City launched its official WhatsApp group during the 2023-24 season. It attracted nearly 30 million followers in the first six months, becoming the largest WhatsApp group in the Premier League.

The Club's ambition to provide its global fanbase with more ways to get closer to the team led to the release of the six-part docuseries 'Together: Treble Winners', which was acquired by the streaming giant Netflix.

The immersive piece was filmed by an embedded City camera crew and produced by City Studios, the Club's world-class creative content and production hub.

Viewers were taken behind the scenes for the 2022-23 season, which started with Erling Haaland's arrival and culminated in the team winning the historic Treble of the Premier League, the FA Cup and its first-ever UEFA Champions League.

The series was a smash hit on Netflix, racking up 11.3 million streams and a unique reach of 2.6 million people globally across April and May.

'Together: Treble Winners' ranked in the Netflix global top ten for TV shows and broke into the top ten in as many as 35 countries. In the UK, it ranked number four.

City's world-class content was recognised at the Football Content Awards, where the team picked up prizes for the Best Football Club and Best Esports content. The Brand Film Awards also honoured City with the Best Use of Humour prize, for 'Kyle Walker is the Wolf of Wall Street!'

In the world of Esports, Donovan 'Tekkz' Hunt and Matias Bonanno joined the Club's EAFC roster with Iwo 'Setty' Zajac and Joshua 'Cold' Butler joining the Fortnite team. The year started with a bang as Cold became the first City Fortnite player to become an FNCS Champion. Tekkz and Bonanno followed with another record as they helped Man City Esports become the first club to win the ePremier League twice, overcoming Brighton in the final. The EAFC roster performed strongly throughout the season, reaching the eChampions League semi-final and winning the DreamHack Summer FC24 tournament in June 2024.

Engagement on social media

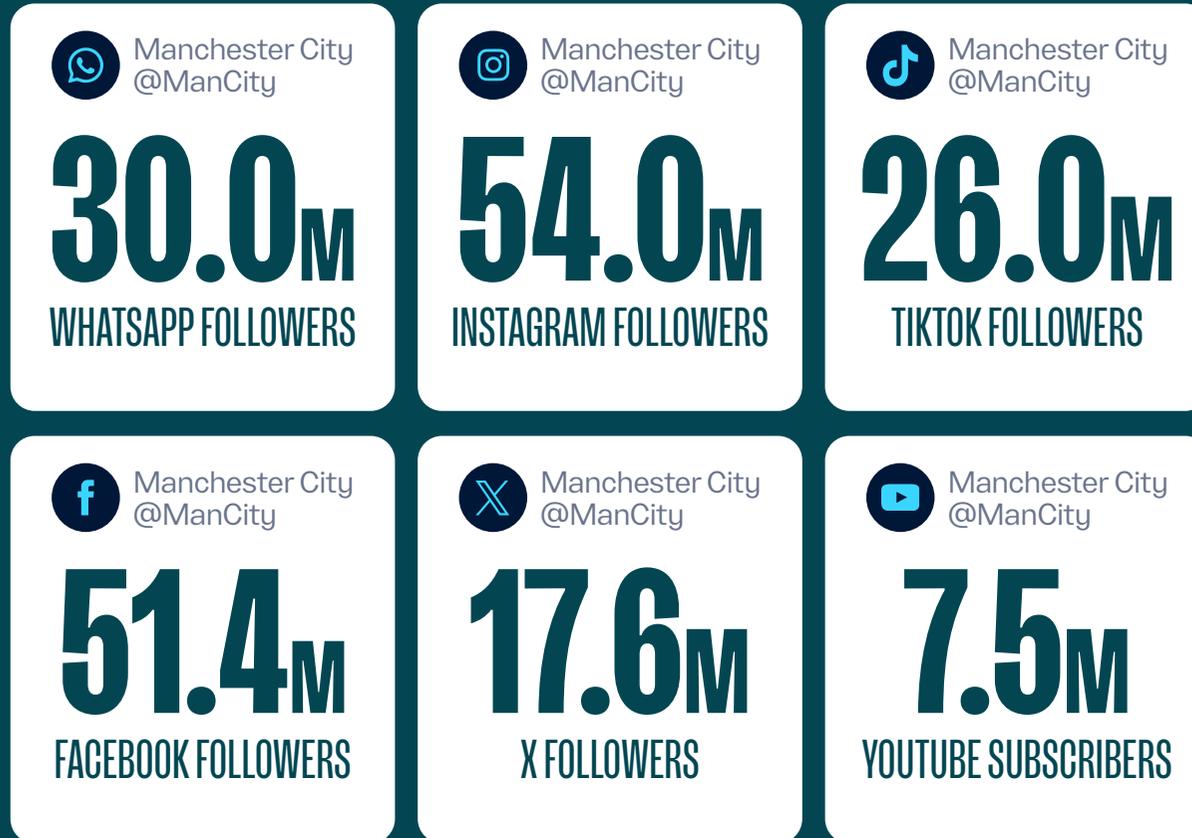
Total engagements (likes, shares, comments) across all platforms 2023-24



ENGAGEMENTS ACROSS INSTAGRAM, FACEBOOK, TIKTOK AND X

Followers on social media

186m followers across Manchester City's main social media accounts in 2023-24



Video views

Video views on Manchester City's main social accounts increased to 10.1 billion



City on TV

Viewers of games featuring Manchester City on television in 2023-24

694M

GLOBAL VIEWERS

The graphic features three circular icons: a satellite dish in a blue circle, a television in a red circle, and a smartphone in a green circle. These icons are positioned around the large number '694M'.

Note: viewing figures include live games, delayed/repeat broadcasts and highlights



OUR
COMMUNITY



CITY IN THE COMMUNITY

City in the community

City in the Community (CITC) continued its mission to empower healthier lives through football during the 2023-24 season.

The Healthy Goals initiative was a key focus this season, with local schools reaping the reward of CITC's commitment to regenerate multi-sport pitches.

Thanks to support from the Club and its fans, CITC raised £250,000 to upgrade pitches at five Greater Manchester schools: Ravensbury Community School, St Wilfred's Primary, Southern Cross SEN, Ashbury Meadow Primary and Holy Name Primary.

Across the five new sites, more than 1,500 local children will directly benefit from the Healthy Goals investment.

Another focus for CITC was the delivery of the City Mentoring, City Ready and City Thrive programmes.

City Mentoring provides a bespoke mentoring approach for 8-to-18-year-olds who are at risk of violence or criminality, as well as other young people who might need extra support or guidance due to life circumstances. Over the last season, 153 sessions were delivered with an average of 8.5 hours of contact time per participant.

Support is provided through direct referrals from partner organisations including Greater Manchester Police and the Youth Offending Service.

The City Ready programme runs weekly at His Majesty's Prison Hindley and focuses on mental wellbeing and employability through a combination of classroom-based workshops and outdoor physical activities.

Participants are also offered three months of bespoke mentoring to support their reintegration into the community, with 50 participants receiving over 200 hours of dedicated support.

City Thrive was introduced during the COVID-19 pandemic and continued to support the mental wellbeing of local young people this year. Almost 1,000 participants benefitted from an average of six hours of contact time to support their mental health.

As ever, there was supercharged activity around the Club's Christmas campaign, which raised a record-breaking £230,000 for CITC.

In December, the men's first team players visited patients at the Royal Manchester Children's Hospital, while the members of the women's team visited Francis House Children's Hospice. The charity also hosted a free Christmas Festival for 800 pupils and teachers. Throughout the campaign, CITC donated more than 1,800 gifts to youngsters in Manchester.

CITC donations also helped to fund 3,000 food parcels at four local food banks.

Launched by CITC in 2021 as part of Dementia Action Week, the ReminisCITY programme creates a dementia safe environment for fans.

This season, there was a very special and historic moment on the final day of the Premier League campaign when Michael Crowther, a CITC ReminisCITY participant, presented the 2023-24 Premier League trophy alongside former player Paul Dickov.

Crowther, from Reddish, has been attending ReminisCITY sessions for several years. One of his favourite City stories is the famous second division play-off final against Gillingham in 1999, which made sharing this historic trophy presentation with Dickov – who scored the 95th minute equaliser at Wembley on that day – even more special.

More broadly, the Club's charity delivered a range of initiatives and programmes aligned with its three main pillars – Healthy People, Healthy Futures and Healthy Communities.

Thousands of local people in Greater Manchester interacted with CITC as the charity sought to achieve tangible and meaningful impact through sustained, regular and high-quality contact time between staff and participants

CITC outcomes

CITC delivers its programmes to thousands of people across Greater Manchester

16,000

People engaged across Greater Manchester

17

Programmes delivered by CITC

23.5

Average hours of contact time per participant



GLOBAL COMMUNITIES

Global communities

It is not just in Manchester that the Club empowers healthier lives through football. In 2023-24, more than 15,000 youngsters in 25 cities across the globe took part in City-led programmes.

Young Leader training remained a core focus as the Club continued to develop and invest in the next generation of community football coaches. Last season, City in the Community (CITC) doubled the delivery of in-person training, upskilling 552 Young Leaders. Health education and Young Leader training was also delivered in City Football Group (CFG) clubs in New York, Melbourne, Mumbai, Lommel and Bahia.

94% of participants surveyed felt they used the power of football to educate and create social change in their community, whilst 97% of female Young Leaders agreed that they garnered new ideas and knowledge to take back to their projects.

27 Young Leaders from the project network in Bangalore, New Delhi, and Kolkata came together for the Young Leaders Summit in Bangalore, which was delivered with Official Club Partner Etihad Airways.

The coaches at the summit delivered football and leadership training through a series of skills-based workshops. The programme culminated in the Young Leaders putting their new learning into practice to deliver a community football festival for local children.

Elsewhere, in São Paulo and Bandung, City and Midea – the Club's Official Home Appliances Partner – launched an initiative which aimed to educate local young people about football, leadership and sustainability, to empower them to feel at home on and off the pitch.

The project focused on giving vulnerable young people a safe space to play and learn whilst addressing social inequalities. Midea donated 60 home appliances across the projects, including air conditioners and washing machines, to create comfortable and safe environments in which to conduct the football sessions.

The third unique scheme delivered this season was backed by the Club's Official Water Technology Partner, Xylem, through their Water Heroes Academy, which continued to support football and water education projects across ten cities worldwide.

Fans were asked to vote for the most inspiring project amongst candidates from Bangalore, Barranquilla, Nairobi, Washington D.C. and Tacloban City. Young Leaders in Nairobi won the vote with a focus on tackling period inequality, and improving access to safe water, sanitation and hygiene. They received a special Manchester City visit from former star defender, Joleon Lescott.

The Club also highlighted its global projects during the Treble Trophy Tour, with several former players and the trophies visiting for activations.

In Bandung, Indonesia, Shaun Wright-Phillips joined local residents for a volunteer day to refurbish the Rumah Cemara Project Centre.

Brazilian international midfielder Elano supported the launch of a new community project in São Paulo, in partnership with Midea, whose local employees volunteered their time for the project.

In Mumbai, Nedum Onuoha surprised long-time Young Leader Zoya with a special trophy visit to her home and visited an OSCAR Foundation community football session, leading a Q&A with participants and Young Leaders.

City Football Foundation

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



TOTAL FUNDING COMMITMENT BY CITY FOOTBALL GROUP
AND ITS PARTNERS TO DELIVER LIFE-CHANGING PROJECTS
AROUND THE WORLD SINCE ITS INCEPTION IN 2015



PROGRAMME PARTICIPANTS ENGAGED ACROSS
25 CITIES AROUND THE WORLD

Global community football projects funded this season

25 youth-led projects in cities around the world



1. Bandung
2. Bangalore
3. Barranquilla
4. Beijing
5. Buenos Aires
6. Cape Coast
7. Chicago
8. Guangzhou
9. Kilifi
10. Kolkata
11. Kuala Lumpur
12. Lommel
13. Los Angeles
14. Manchester
15. Melbourne
16. Mexico City
17. Montevideo
18. Mumbai
19. Nairobi
20. New Delhi
21. New York City
22. Philadelphia
23. São Paulo
24. Tacloban City
25. Washington D.C.

**INTERNATIONAL
WOMEN'S DAY**



EQUALITY, DIVERSITY & INCLUSION



Equality, diversity and inclusion

Manchester City's commitment to Equality, Diversity and Inclusion (EDI) is embedded in all aspects of its operations club wide.

In the 2023-24 season, as part of the Club's engagement with South and East Asian communities, each week City welcomed grassroots youth teams from across the North West to play and learn coaching skills at the City Football Academy.

During Ramadan, Iftars took place with fans, communities and staff for the third consecutive year and City welcomed more than 700 people to the Etihad Stadium.

In addition, a group of 100 young Muslim women were invited to the Women's Manchester derby match at the Etihad Stadium. After the match, national campaign group, the Three Hijabis, led an interactive workshop to share ideas about diverse representation within football. This was followed by a special women's Iftar.

City's Academy launched a new diverse coaching talent initiative aimed at groups who are underrepresented in professional coaching. In partnership with the FA and the Premier League, male and female coaches from ethnically diverse backgrounds participated in professional development and networking sessions on campus.

During Black History Month, the Club shared stories about former defender Nedum Onuoha. Nedum also met Club legend and City's first Black player Stan Horne to discuss their experiences as footballers.

There was also an opportunity to hear from Bing Findlater, a Manchester-born fan and recipient of a Football Black List award in 2022, who spoke about his life following City and his current role working with Official Supporter Clubs branches to welcome more fans from diverse backgrounds.

January 2024 saw Manchester City's LGBTQ+ Official Supporters Club, Canal Street Blues LGBTQ+ (CSB), celebrate its tenth anniversary.

The group was one of the first of its kind in top-flight football and has amassed more than 100 members. Throughout the season, CSB travelled across the country to support the team and arranged local matchday meetups and social events.

Fans and staff joined together to celebrate the iconic Manchester Pride festival. This included the annual Pride flag-raising at the Etihad Stadium, following which community participants and Club representatives joined the parade.

The Club contributed profits from Pride merchandise to long-term EDI partner Pride Sports, which delivered the first 'Ball Together Now' – an inclusive women's football festival in Manchester.

Ahead of International Women's Day (IWD), City collaborated with local small business Feel Good Club (FGC) to launch Feel Good City and promote the benefits of football for physical and mental wellbeing.

City and FGC ran free fitness sessions led by City in the Community coaches, specifically tailored to those with no prior experience of playing football.

The collaboration also saw FGC host a meet-up for over 100 fans ahead of the women's Manchester derby, and host a special IWD event to celebrate women in sport at their Northern Quarter café.

Andy's Man Club

In February, City announced a collaboration with suicide prevention charity Andy's Man Club, to provide free support for fans and the wider community.

Andy's Man Club now delivers weekly peer support sessions at the Etihad Stadium for men to come together in a judgement-free space and be open about any issues they may be facing.

The introduction of this service by the Club follows a rise in male suicide, which is one of the highest causes of death in men under the age of 50 in the UK. The North West is one of the most impacted regions in the country, and tragically Manchester City lost several fans to suicide last season.

Ahead of the launch, current player John Stones and a number of former City stars – Nedum Onuoha, Alex Williams MBE and Paul Lake – took part in an Andy's Man Club session.

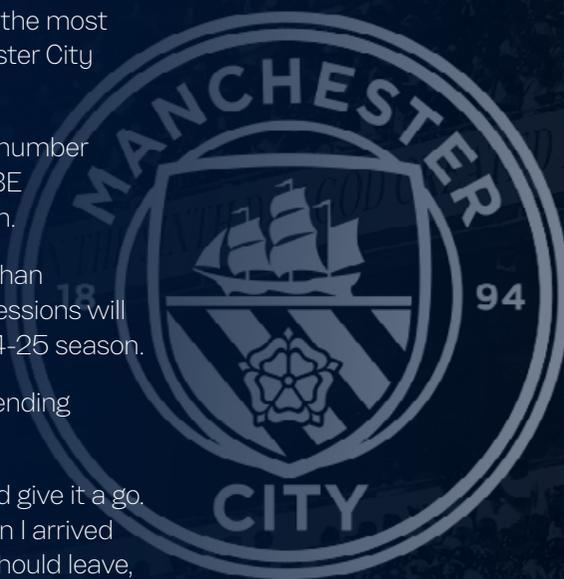
Since the launch, Andy's Man Club has recorded more than 250 individual sessions at the Etihad Stadium. These sessions will continue to run on Monday nights in the following 2024-25 season.

Reflecting on his own journey, David, who has been attending Andy's Man Club sessions at the Etihad Stadium, said:

"My wife told me about Andy's Man Club, so I thought I'd give it a go. It proved to be one of the best decisions of my life. When I arrived at the Etihad Stadium, I just sat in my car debating if I should leave, then a smiling face tapped on my window and asked if I wanted to come in.

"I walked into a bunch of smiling faces, when we sat down and started the session I realised I was talking to every man who was in my world, who knew what I was talking about and had a deep empathy for how I was feeling.

"Not once have I ever felt judged or frowned on. I know my experience is not unique. There's an old saying that goes like this – 'save one life and you save the world'."





ETIHAD STADIUM

HISTORY MAKERS

CHAMPIONS
4-IN-A-ROW
2020/21 2021/22



OUR
BUSINESS

2022 City defeat Aston Villa to secure the Premier League title following another season of dominance

City win the Premier League for the first time since the 1990-91 season that saw Sergio Agüero score an iconic goal to seal the title

1980

WEST RECEPTION

Official Supporters Clubs

Official Supporters Clubs

1980

WEST RECEPTION

ETIHAD AIRWAYS



ETIHAD AIRWAYS





BUSINESS **PERFORMANCE**

Business performance

Bolstered by a history-making fourth successive Premier League title, City achieved its highest ever revenue of £715.0 million – an increase of £2.2 million over the previous 12 months. The Club posted profits of £73.8 million.

The commercial, matchday and broadcasting revenue streams remained strong.

Matchdays delivered revenues of £75.6 million, an increase of £3.7 million. Total broadcasting revenue was £294.7 million. Other commercial revenue income was £344.7 million, a rise of £3.3 million.

City generated £139.0 million of profits from player sales, an increase on the previous year's deals which yielded £121.7 million.

City remained the Premier League's most valuable football club brand according to the Brand Finance Football 50 Report. The report revealed that the Club's brand value increased by 7% year-on-year to €1.6 billion.

According to Brand Finance's research, the Club achieved perfect scores for its ambition, for playing exciting and entertaining football, and for being well run and managed off the pitch.

Those findings were solidified by the Premier League's independent annual fan engagement survey in which 97% of City fans agreed that the Club has a long-term vision. This was a significant 26 percentage points higher than the Premier League average of 71%.

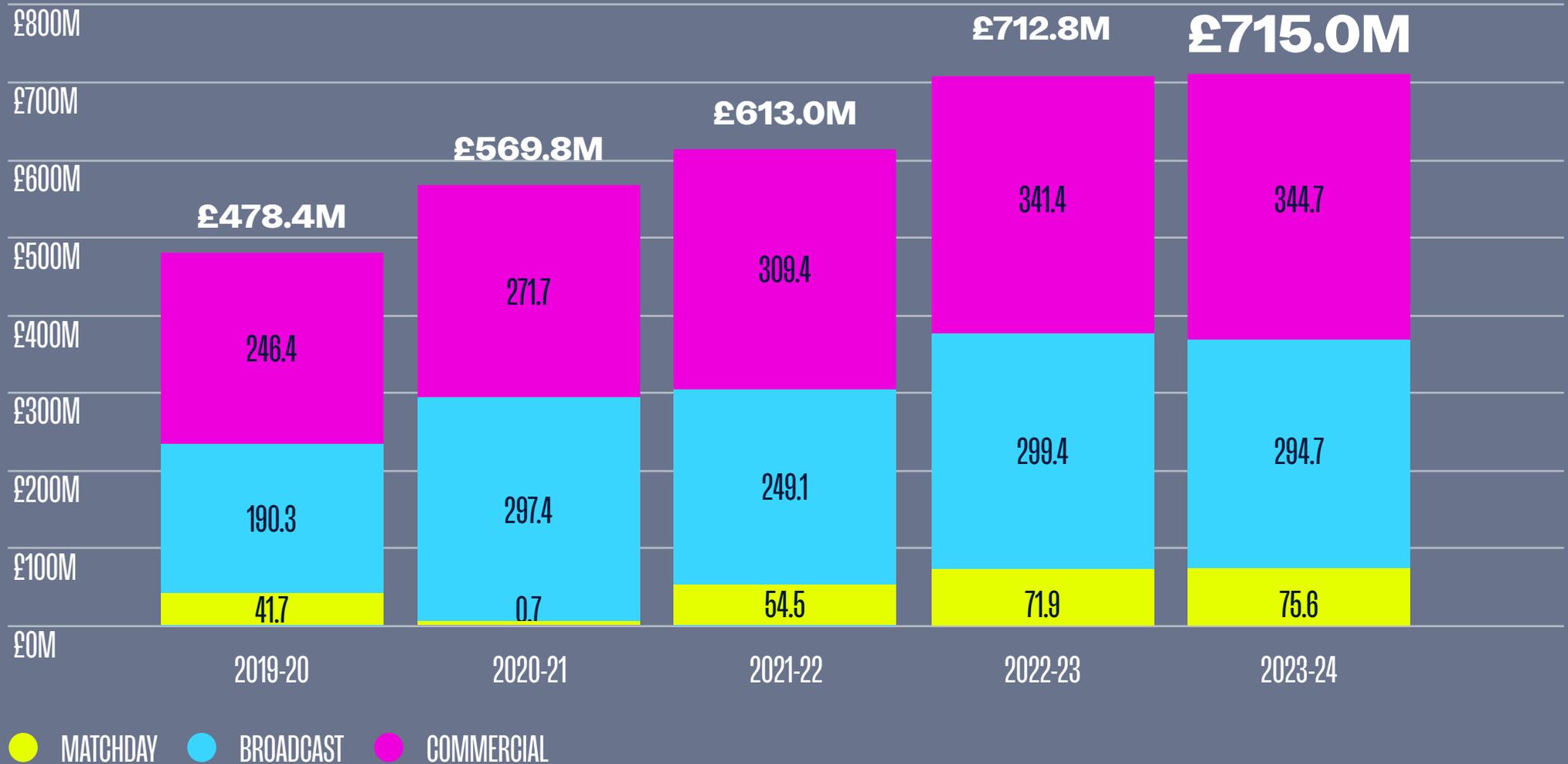
Additionally, 95% of City fans also agreed that the Club performed well in its investment in facilities which was 33 percentage points higher than the Premier League average of 62%.

A huge 97% of City supporters felt that the Club is well-run, 27 percentage points higher than the Premier League average of 70%.

Finally, 85% of City fans agreed that the Club has a sustainable financial policy, again a full 27 percentage points higher than the Premier League average of 58%.

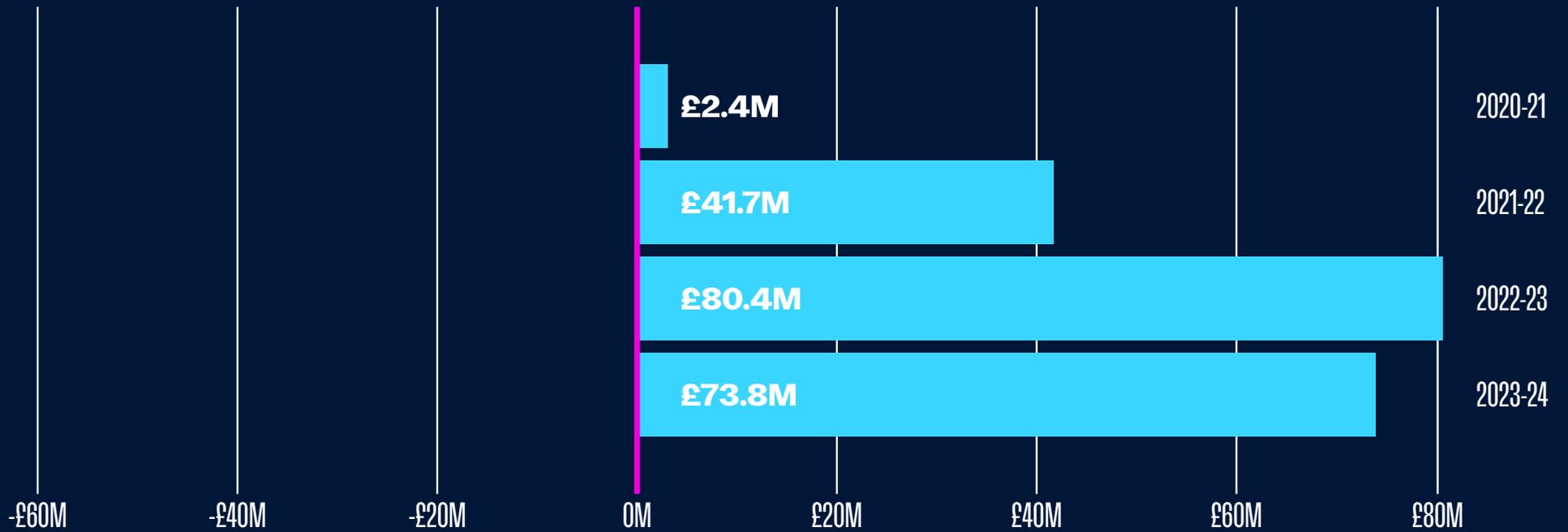
Club revenues

Total revenue for the year reached a record £715.0m following a year-on-year increase of £2.2m



Club profits

Profits for the year were £73.8m



Brand value

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

1.		+7%	€1.61bn Manchester City FC
2.		+3%	€1.40bn Manchester United FC
3.		+2%	€1.40bn Liverpool FC
4.		+10%	€1.00bn Arsenal FC
5.		-3%	€0.90bn Tottenham Hotspur FC

Fan perceptions

Proportion of Manchester City fans surveyed who agree that their club performs well in the following areas

Has a long-term vision

97%

26 percentage points more than the Premier League average of 71%

Investment in facilities

95%

33 percentage points higher than the Premier League average of 62%

Sustainable financial policy

85%

27 percentage points higher than the Premier League average of 58%

The Club is well-run

97%

27 percentage points higher than the Premier League average of 70%



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ETIHAD
AIRWAYS

ETIHAD
AIRWAYS

ETIHAD
AIRWAYS

COMMERCIAL

Commercial

Long-standing bonds between City and its commercial partners remained strong in a season which saw 15 partners celebrate more than five years with the Club and nine enter new terms.

OKX celebrated its first year as Official Sleeve Partner of both the men's and women's first teams, an uplift from the previous agreement as Official Training Kit partner during the 2022-23 season.

As part of Asahi Super Dry's announcement to become the Official Training Kit Partner of Manchester City, the brand created the world's first AR-enhanced training kit. Players and fans could scan the Asahi Super Dry logo on the shirt, which triggered a captivating Japanese-inspired electrical display. It was a winner in the Drum Awards AR & VR category.

Asahi Super Dry also created 'Derby Day is Different Here' to celebrate both the men's and women's Manchester derbies which took place in March. This included a bespoke artwork mural on an iconic Manchester street, an Asahi Super Dry branded tram and a Cityzens Arms pub.

This season, long-standing partner Etihad Airways executed a takeover of Zayed International Airport in Abu Dhabi, which featured seven players and manager Pep Guardiola in a short video created to celebrate the airline's new home, generating more than 175 million views.

Meanwhile, the Club's Official Automotive Partner, Nissan, celebrated the historic Four-In-A-Row achievement by developing a creative Connect 4-themed CGI stunt, which saw the Nissan Ariya deliver the fourth Connect 4 piece before it was dropped into frame.

Alongside existing partners, two new partners joined the Club's line-up. Globally renowned and highly innovative solar technology company JinkoSolar became the Club's Official Solar Energy Partner.

Jinko will support the Club's plans to make City Football Academy one of the largest producers of renewable energy in world football.

Kellogg's, one of the UK's most popular food brands, became the Official Breakfast Cereals Partner of both the men's and women's first teams.

The multi-year agreement brought together two iconic brands deep-rooted in the history and culture of Manchester.

Kellogg's worked with City in the Community to deliver the national 'Kellogg's Football Camps' programme at City Football Academy, helping to bolster existing holiday provision and provide free breakfast for participants.

A number of renewals included Axi, Socios, DSquared2, Qualtrics and Linking Entertainment.

Several partners also reached significant landmarks, with 2023-24 marking Midea's fifth season, Unilever's sixth and Nexen's ninth.

Women's team partners

In September 2023, Manchester City Women announced that Joie – the Official Family Care Partner – had extended its relationship with the Club to become Official Stadium Naming Partner for the Academy Stadium. It was the first commercial agreement for stadium naming rights for any team in the Barclays Women's Super League.

Joie celebrated the new agreement with a series of surprise and delight moments, including a Joie Stadium tour for a teenage fan who was joined by three first team players, which was viewed over 1 million times.

The Fold, the Club's Official Formalwear Partner, produced content that focused on The Athlete Mindset campaign. Three players discussed what motivates them and how they overcome setbacks, generating 2.4 million views across social channels. A squad image and its accompanying behind-the-scenes video had a total of 2.6 million impressions.



Retail

CityStore sales grew by an impressive 20% overall year-on-year, across the physical, online and marketplace stores.

Sales of PUMA kit (home, away and third) also increased by 20%, building on the 2023-24 home kit launch which was the Club's most successful to date. Shirt personalisation increased compared to last year, with an additional 21% of fans choosing to add a name and number to their kit.

There was substantial growth in merchandise sales in the Far East, particularly in the Republic of Korea, where sales increased 25% year-on-year, and in Japan where they rose by 21%.

To build on the Club's international presence and offer global fans a physical retail touchpoint, the Club opened a CityStore as part of the 'City Challenge' in Yas Mall, Abu Dhabi in January 2024. A further pop-up CityStore opened at Rockefeller Centre, New York, ahead of the men's first team's pre-season tour of the USA.



Football education

Another successful year at home and abroad saw Football Education grow its reach and deliver more programmes than ever.

There are now 13 permanent partner football schools across the world delivering full-time football programmes to more than 8,000 players. New partner schools were added in Australia, India, Albania and the UK.

Football schools delivered 33,000 football sessions across global hubs in Manchester, Abu Dhabi, Melbourne and New York.

The Manchester-based Young Player Development Programme, a year-round initiative for players of all abilities aged 5-12, grew significantly, training almost 5,000 children.

Digitally, CITYPLAY – a smart wearable performance tracker – achieved remarkable growth, selling tens of thousands of units, while featuring prominently in City tournaments worldwide, including the Abu Dhabi Cup and the Manchester City Cup in San Diego.

The City Football Leadership Institute, which offers invaluable insights and bespoke education for individuals aspiring to excel in the football business, added new initiatives catering for hundreds of students from 20 different nationalities.

The Etihad Stadium hosted the first edition of Next Gen Man City – a City Football Leadership Institute programme to provide the next generation of leaders with their first experience of what a future career in the sports sector could look like.



MANCHESTER CITY



PEOPLE

People

Expanding engagement with staff was a key area of focus in 2023-24.

In The City (ITC), a dedicated forum, gave staff representatives from across the Club the opportunity to help shape UK-wide employee related matters.

Members of the Leadership Team joined them on a bi-monthly basis to share business updates with the aim of working together to ensure a positive working environment for all.

The ITC forum's work led to a greater focus on family-friendly policies, including the subsequent introduction of a maternity and menopause support blueprint.

This season also saw the introduction of a monthly staff Coffee Corner, which provided colleagues across the business with the opportunity to socialise and engage. Each session was attended by a member of the Leadership Team and refreshments were provided by a local supplier.

Themed Coffee Corners were also held for International Women's Day, City in the Community (CITC) and Pride.

City also hosted events to mark Time to Talk Day in February and held an Andy's Man Club session during Mental Health Awareness Week to coincide with the launch of the weekly men's peer support group.

Volunteer days gave staff the opportunity to take two paid days away from the workplace to volunteer for a charitable cause of their choice. Staff also had the opportunity to use their volunteer days during the Club's Christmas Campaign and on the Club's Sustainability Day in the Spring.

Employee engagement survey

November saw the launch of City's third employee engagement survey – Your City Your Say, which had an impressive 91% response rate – surpassing previous years.

Pride and advocacy continue to be key themes of employee sentiment. There is a strong sense of connection with the company and the Manchester City brand and there was an increase in loyalty and desire to stay in the organisation.

This season, staff gave a strong indication that they are encouraged to be as innovative as possible whilst working at the Club and are supported to develop new and better ways of working.

Local training opportunities

In line with the commitment to maximise local jobs and training opportunities, City supported 61 local unemployed residents through the delivery of three pilot adult learning programmes.

Access to Construction, Access to Event Stewarding and Access to Hospitality provided relevant training and qualifications, culminating in a guaranteed job interview.

In June, the Club hosted a careers fair at the Etihad Stadium, which showcased job opportunities from Manchester City matchday teams, CITC and 15 local organisations across several sectors, including events, security, hospitality, transport and construction.

Local training providers were on hand to offer advice on accessing employability support, and organisations including Jobcentre Plus, National Careers Service and the Prince's Trust were also available to speak to residents.

The fair was incredibly well attended, with 600 people walking through the doors.

There was 100% positive feedback from exhibitors, and early responses showed that more than 300 individuals had signed up for job opportunities.

A further 190 individuals are actively being followed up for training and support opportunities via The Manchester College, The Growth Company and National Careers Service.

City people

Results for Manchester City staff and benchmarks for general industry and high-performing companies:



Our employees feel proud to work for the company

MCFC SURVEY RESULT

92%

HIGH PERFORMING BENCHMARK

87%

GENERAL INDUSTRY BENCHMARK

81%



Would recommend the company as a good place to work

MCFC SURVEY RESULT

89%

HIGH PERFORMING BENCHMARK

83%

GENERAL INDUSTRY BENCHMARK

75%



Believe their job provides opportunities to do challenging and interesting work

MCFC SURVEY RESULT

88%

HIGH PERFORMING BENCHMARK

82%

GENERAL INDUSTRY BENCHMARK

78%



SUSTAINABILITY

Environmental sustainability

Manchester City remained focused on becoming net zero by 2030 and this season saw the reduction in consumption of almost 1 million kilowatt-hour (kwh) of electricity, more than 400,000 kwh of gas, and just under 50,000 cubic metres of water.

Work to change the floodlights at the City Football Academy (CFA) to all-new LED was completed, which is anticipated to deliver an energy saving of 60%. The recycling rate increased to above 74%, and the Club achieved its target of collecting and re-using 80% recycled water.

City continued utilising 100% renewable electricity and further reduced its electricity and gas consumption. Electricity usage went down by just under 5%, with a saving of 988,000 kwh of energy. Meanwhile, gas consumption was reduced by 7%, saving 451,557 kwh of energy.

More than 60 staff supported the Club's BeSustainable Big Day Out in March, getting involved in a range of volunteering sessions across East Manchester. Staff planted wildflower seeds at the CFA and along the Connell College embankment, created a sensory garden and allotments at a local college and renovated the green spaces at a local community centre.

14 new wildlife species were found to be nesting at the CFA, further diversifying the environment on site. In total, there are now more than 500 different species living on site.

Solar panel installation

City announced the first phase of the Club's energy self-generation initiative with the installation of more than 10,000 solar panels through its new Official Solar Energy Partner, JinkoSolar.

The target is for the CFA to become one of the largest producers of renewable energy in world football. In total, the new solar panels will generate up to 4.4 megawatt-hours of renewable energy every year.

The self-supplied energy will completely offset the CFA's annual usage, and any excess power will be shared with the Etihad Stadium.

More than 3,000 panels will be located on the roof of the 7,000-capacity Joie Stadium, home to the Club's women's team, while a further 3,942 panels will be located on the roofs of the Men's First Team and Academy buildings.

An additional 3,830 panels will be installed on frames over footpaths and pitch-side areas at the CFA.

The panels – which are being installed and managed by Manchester-based renewable energy developer, Clearvolt – will be fully operational by the end of the 2024-25 season.

Matchday bus service

The Matchday Bus Network trial with Transport for Greater Manchester was successful this season and will continue into 2024-25.

During the season, 92% of fans reported being happy with the service, finding it convenient, easy to use, and a great way to socialise with other fans on the way to matches.

It also helped to provide an increasingly sustainable option for travelling to and from the Etihad Stadium.

In total, the Matchday Bus Network operates 15 routes across Greater Manchester and beyond, covering 64 stops.

Environmental commitments



Renewable electricity procurement



Water recycling through attenuation systems



Reduction in consumption of gas and electricity

