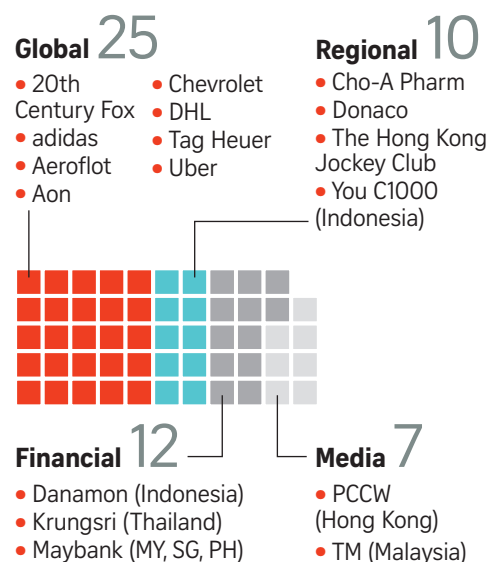


Football fat cats

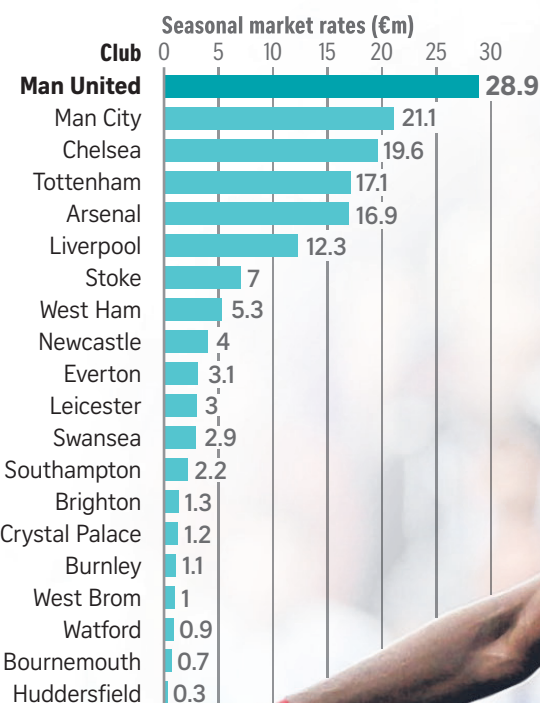
SOUTH-EAST ASIAN SPONSORS IN EUROPEAN FOOTBALL

Sponsor	Industry	Sponsor country	Team	Sponsorship category
Aladdin Street	E-Commerce	Malaysia	Manchester United	Partnership
Bank Mega	Banking	Indonesia	Barcelona	Regional partner
Bank Muamalat	Banking	Indonesia	Arsenal	Official sponsor
BIDV	Banking	Vietnam	Manchester United	Official sponsor
Carabao	Energy drink	Thailand	Chelsea	Official sponsor
Chaokoh	Mineral water	Thailand	Liverpool	Official sponsor
Dafabet	Gambling	Philippines	Leicester	Partnership
DirectAsia	Insurance	Singapore	Leicester	Partnership
Khmer Beverages	Beverages	Cambodia	Manchester City	Partnership
Kopi Singha	Coffee	Indonesia	Barcelona	Regional partner
Malaysia Airlines	Airline	Malaysia	Liverpool	Official sponsor
Maybank Group	Banking	Malaysia	Manchester United	Official sponsor
Maybank Group	Banking	Malaysia	Barcelona	Regional partner
Qnet	Others	Philippines	Manchester City	Partnership
Saigon Hanoi Bank	Financial services	Vietnam	Barcelona	Partner
Siam Commercial Bank	Financial services	Thailand	Leicester	Sleeve Sponsor
Singha	Beverages	Thailand	Chelsea	Partnership
TLCBet	Gambling	Philippines	Southampton	Partnership

MANCHESTER UNITED'S 54 PARTNERS (SELECTED)



PROJECTED VALUE OF EPL STADIUM NAMING RIGHTS (2017-18)



BIGGEST KIT DEALS



TOP 10 TEAMS WITH THE HIGHEST COMMERCIAL REVENUE*

*Includes sponsorships, kit deals, merchandise sales and other items.

Team	Commercial revenue 2017 (€m)	% of total 2017 revenue	Team	Commercial revenue 2017 (€m)	% of total 2017 revenue
Bayern Munich	343.4	58	Manchester City	230.5	44
Manchester United	325.2	48	Chelsea	162.7	38
Real Madrid	301.4	45	Liverpool	161.6	38
FC Barcelona	296.2	46	Borussia Dortmund	148.2	44
Paris Saint-Germain	274.1	56	Arsenal	136.5	28

NOTE: €1=\$1.59

Sources: UEFA.COM, BRANDWATCH.COM, DELOITTE FOOTBALL MONEY LEAGUE 2018, MANUTD.COM

PHOTO: REUTERS
STRAITS TIMES GRAPHICS