



FOTMOB

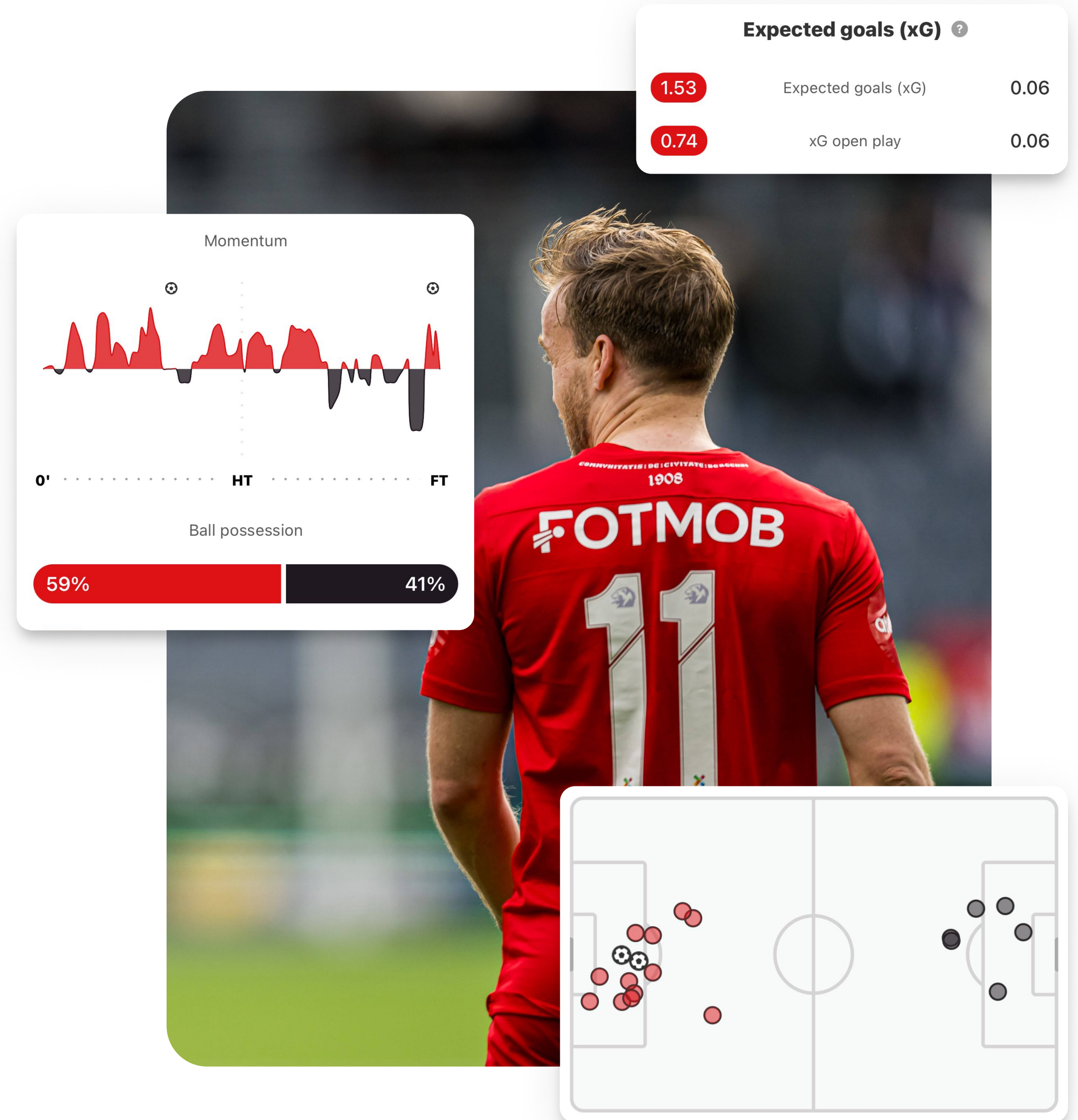
From the fjords of Norway to 15M global football fans.

# We're the world's fastest growing football platform.

It's a journey that started twenty years ago by our Founders; Christer and Tommy Nordvik. Born from a love of their hometeam SK Brann and the desire to create a football platform that offered more. To create the ultimate matchday companion.

In recent years, **our growth has been explosive.** Fifteen million are with us. But it's just the beginning.

We're on a mission to change the way the world follows football. And **it's the perfect time to get on board.**

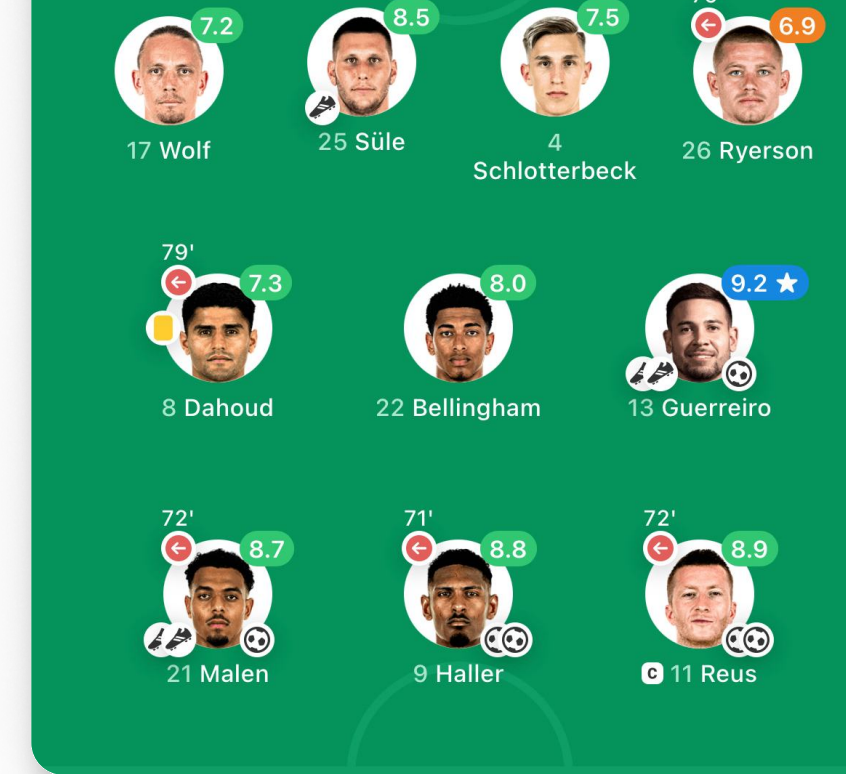


# The ultimate matchday companion

With live match updates, in-depth stats, and personalised news, FotMob gives fans everything they need to follow the global game.

Our **unrivaled user experience** sets us apart, and we're constantly **pushing the boundaries** with innovative features.

On any given matchday we deliver over **100 million push notifications** as fans hang onto every moment of the game that moves the world unlike any other.



### 110 Goal!

KELLY SCORES! Kelly did well to win the corner by getting out of a tight spot, and she scored from it! Hemp swings it in deep, and it hits Bronze before falling to Kelly. Her first shot is smothered by Frohms, but she reacts quickly to poke it through Hendrich's legs and into the back of the net. 2-1 England!

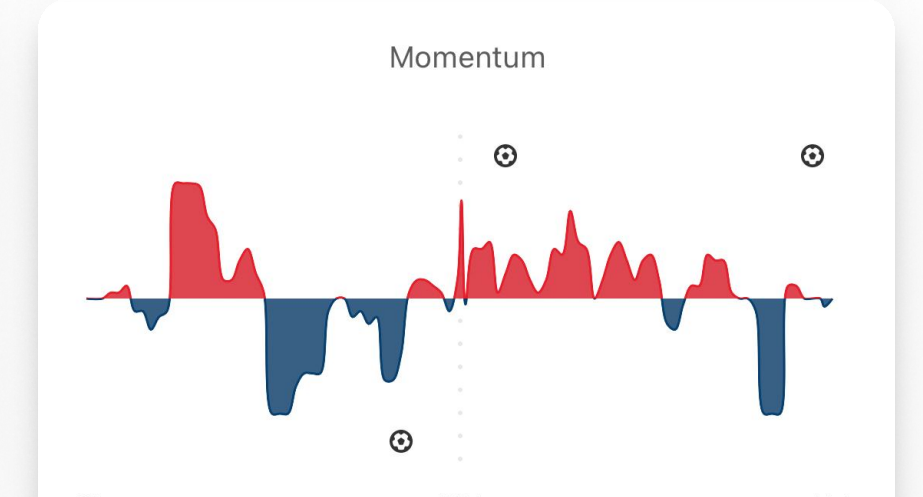
+ Chloe Kelly

### Official highlights

www.youtube.com

MATCHDAY 25

HIGHLIGHTS



### England - Premier League

FT	West Ham	1 - 1	Chelsea
FT	Arsenal	1 - 1	Brentford
FT	Crystal Palace	1 - 1	Brighton
FT	Fulham	2 - 0	Nottm Forest
FT	Leicester	4 - 1	Tottenham
FT	Southampton	1 - 2	Wolves



### Top scorer

Khadija Shaw	15
Rachel Daly	11
Alessia Russo	8

# Explosive growth, global reach

**15m users**

Globally on a monthly basis

**2x growth**

In the last 4 years

**6m new users**

Since 2022

**#1 sports app on iOS**

In the US, UK, and Germany during the 2022 World Cup

Users in select markets

 **2M**

82% male

75% 18-34

 **1.7M**

90% male

62% 18-34

 **1.1M**

93% male

62% 18-34

FotMob Fans

# Engaged

Our users spend an **average of 35 minutes** on the app, on a regular matchday.

# Young

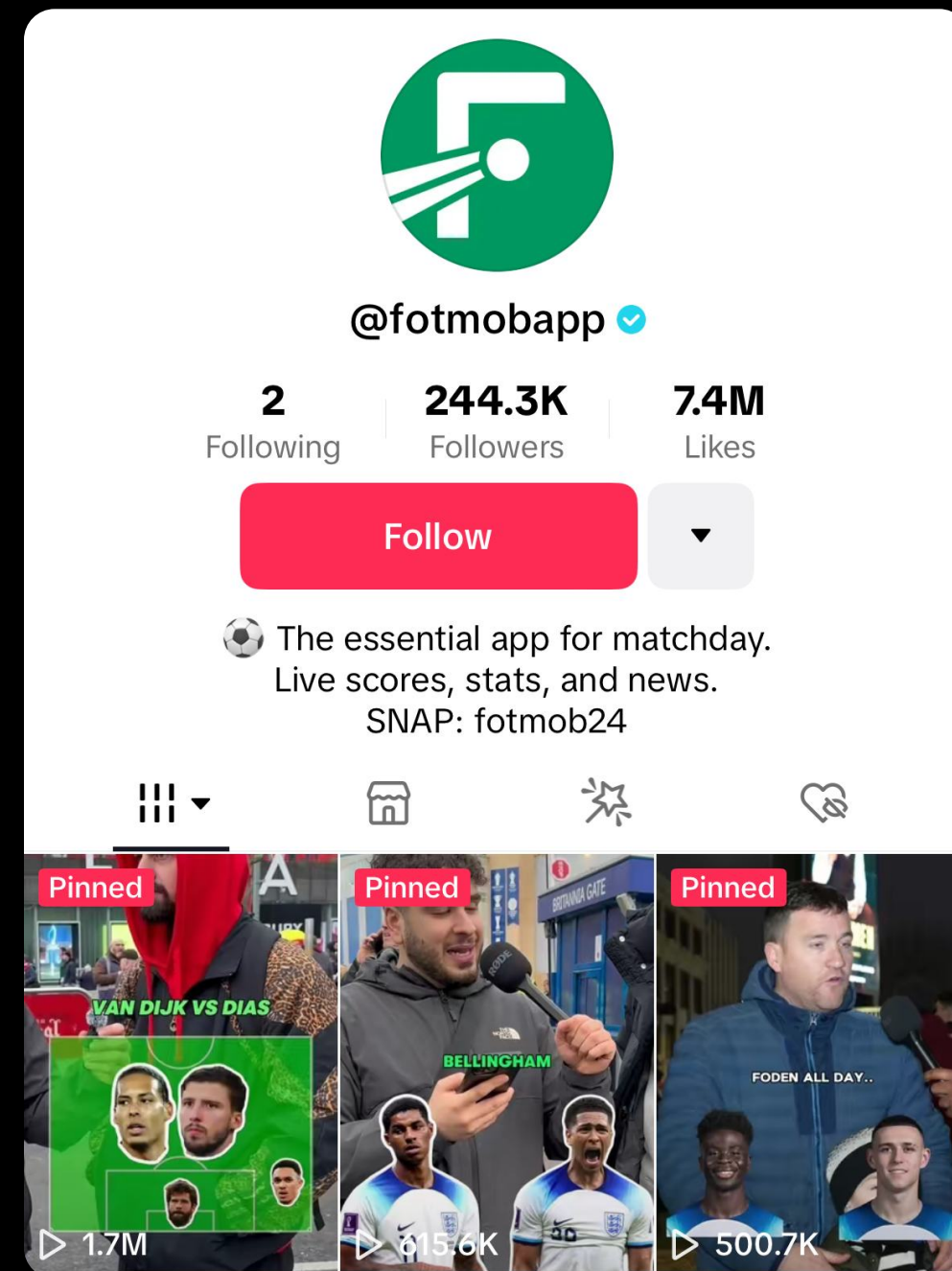
78% under 35  
**50% Gen Z**

# Loyal

**Category-leading retention**, according to internal Google Play Store data

# GEN Z |

We're at the heart of football's creator culture and work seamlessly with partners to engage young fans.



One of the fastest-growing brands on TikTok



Ongoing partnerships with top football influencers



The Tour, with Copa90. A co-branded content series delivered to millions in-app and on TikTok and Instagram reels.

# Collaborations don't get any bigger than this.

With over **37 million views**, the Sidemen Charity Match is the biggest event in football content.

**FotMob was the exclusive scores partner**, providing match updates and detailed stats in-app and on the stream.

**7.5M**

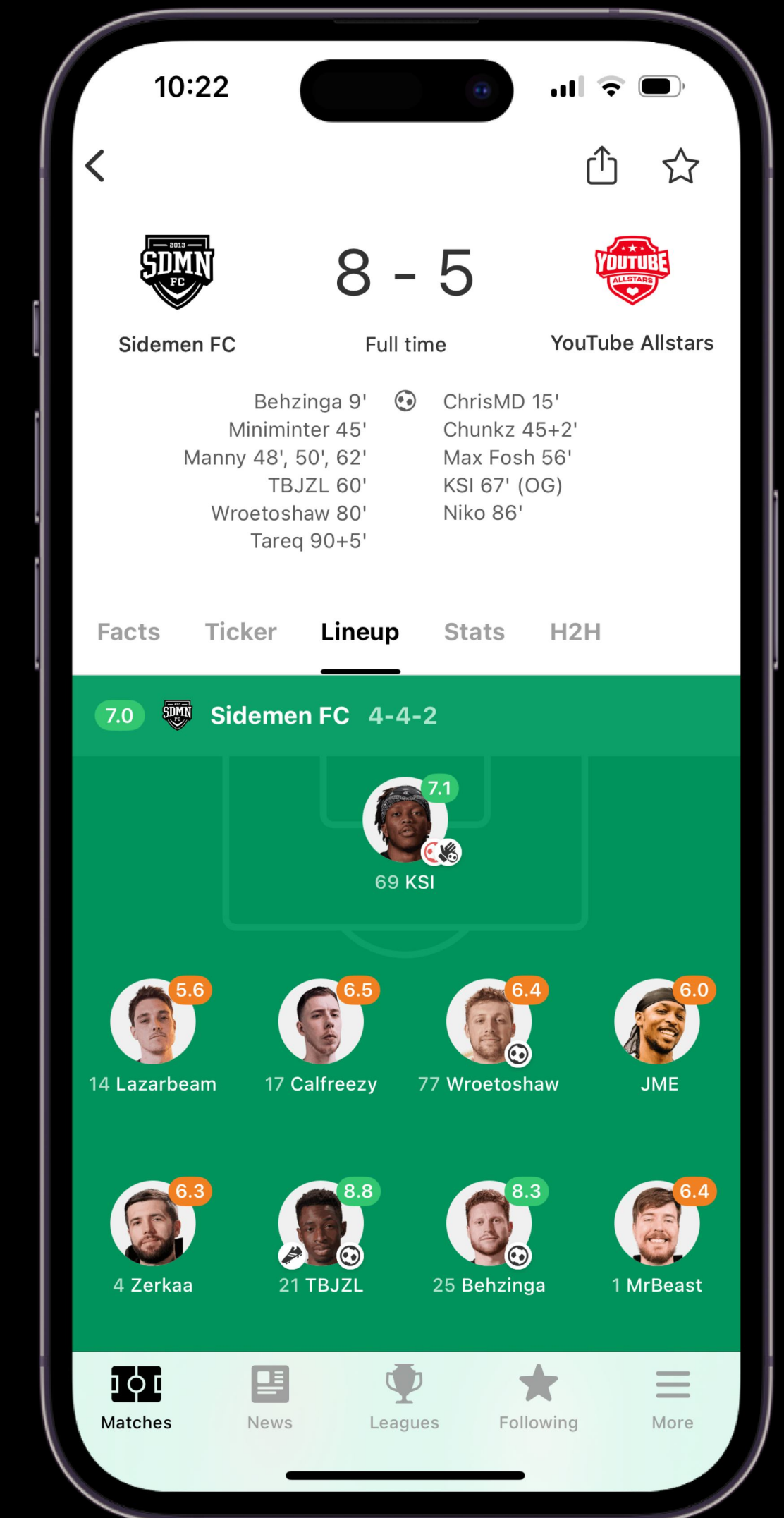
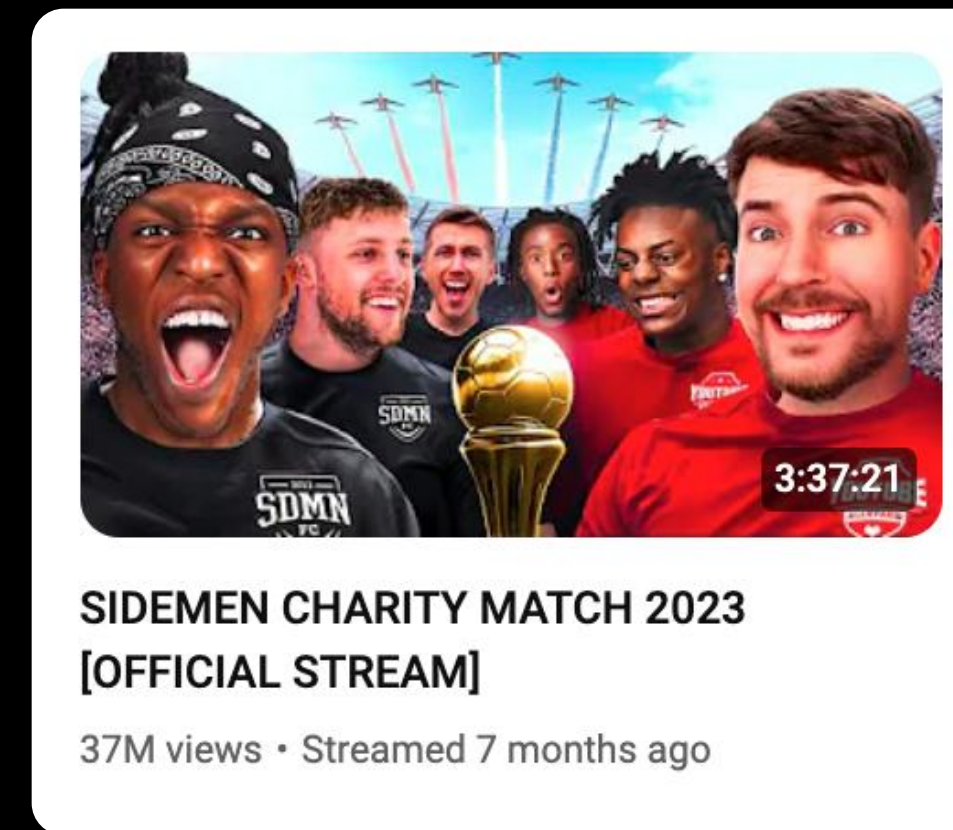
Impressions on content from our X account

**85k**

In-app match predictions

**3rd**

Most-viewed match in the app in September



**FOTMOB**

Advertising opportunities

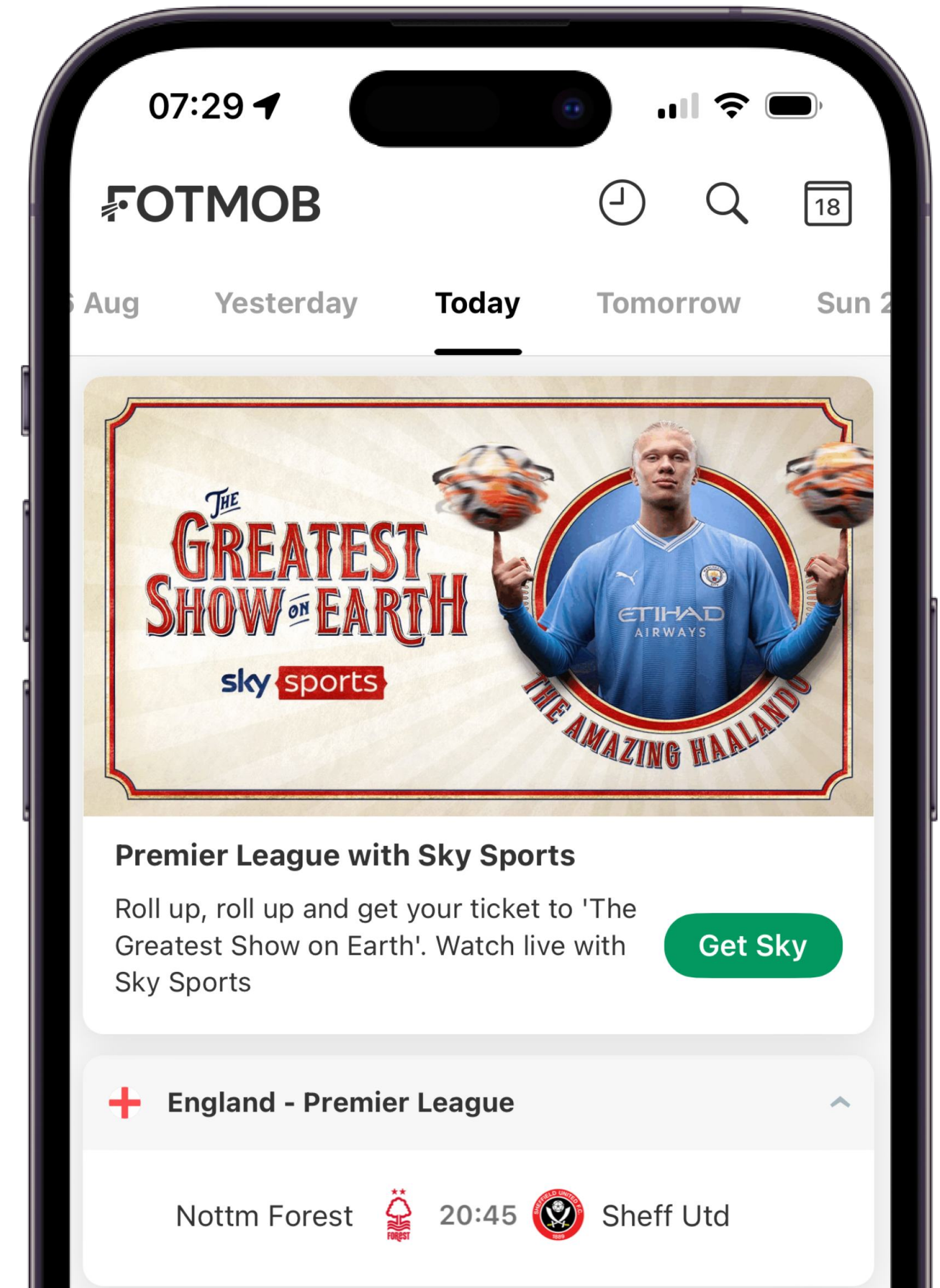


# We're user-first, always.

And that means no sticky or intrusive ads.  
Just an expertly-designed, uncluttered, brand-safe environment.

Our hero campaigns put our partners front and centre on the app. In a placement not usually in play.

## It's premium and it works.





Brand

Reach

Performance

We were the perfect partner for the launch of **EA FC 24**. 50% of our audience are Gen Z. And 51% in the UK and 67% in the US play the game.

Kicking off with pre and post-launch hero video campaigns on key matchdays in The UK, before later driving engagement and votes for EA FC's Team Of The Season, from UK and US fans.

The campaign delivered **15mn impressions** and over **100k click throughs**.

*\*(51% UK and 67% US confirmed they play the game in a recent survey of 3,500 users)*

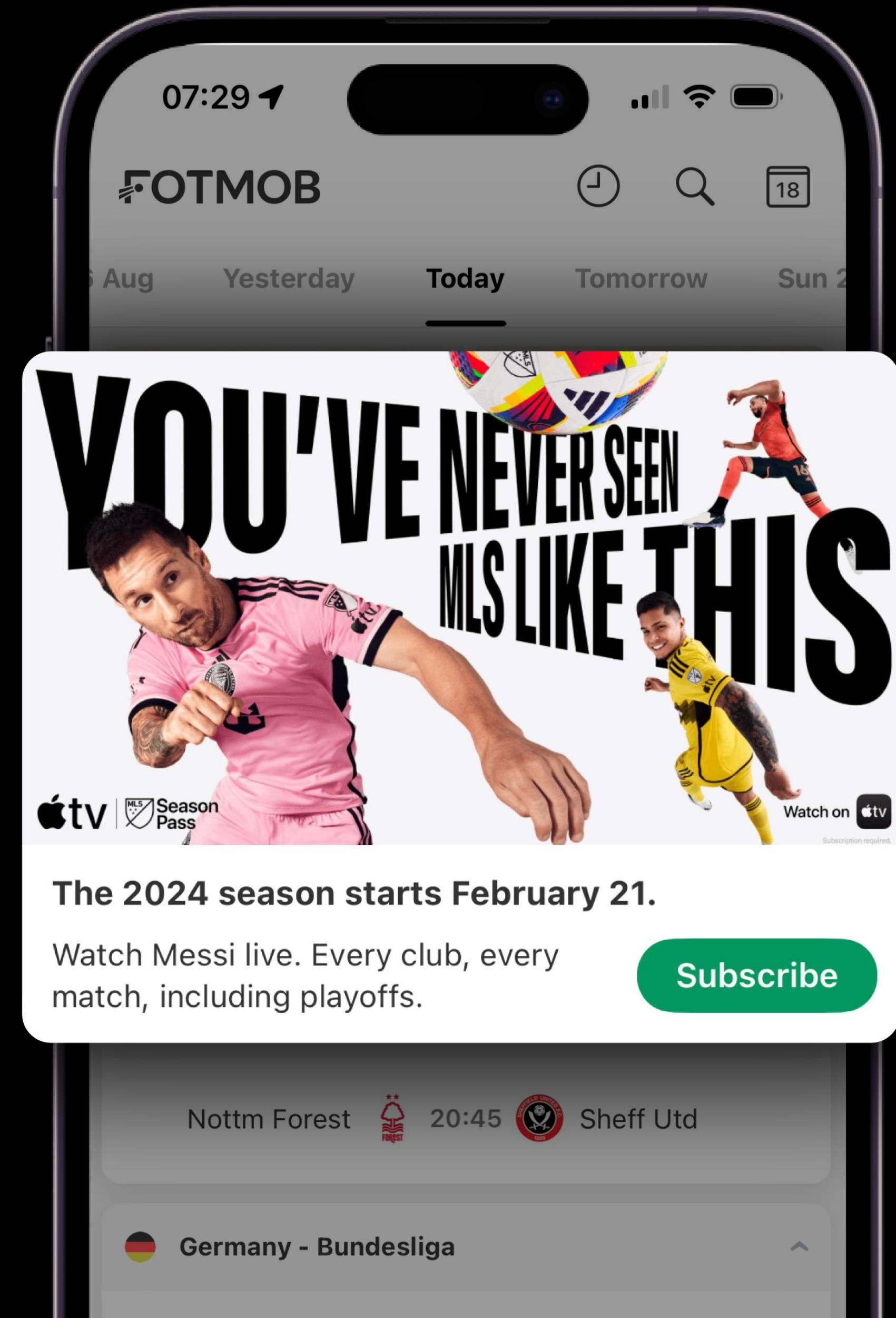




Performance

With 2mn US users and 76% of our surveyed audience spending money on sports TV or streaming subscriptions, we were perfectly positioned to help **Apple** capitalise on the arrival of Messi and the launch of MLS Season Pass.

By optimising creative on our hero placement at key moments in the football calendar, we've been able to **drive more than 30,000 new conversions**.





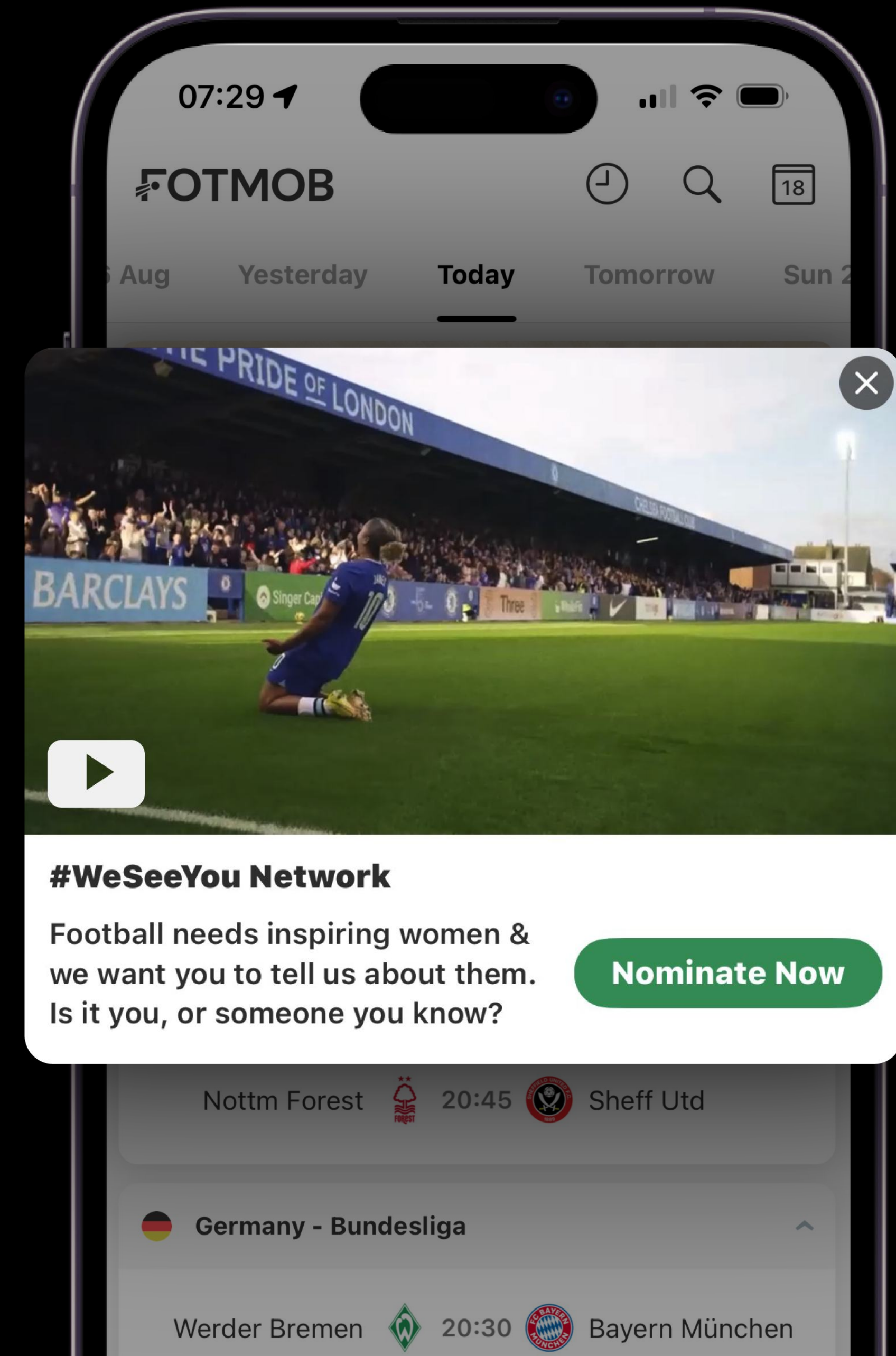
Brand

Team-targeting

We provide coverage of 40+ women's football competitions and have seen staggering growth in the engagement of women's football over the past two years.

So when we were tasked with driving awareness and votes for **Three Mobile**'s "We See You" network, we couldn't wait to get started.

Utilising our **team targeting capabilities** and delivering creative to followers of Chelsea Women's and Men's teams, The Lionesses and WSL on relevant matchdays, we were able to deliver **5mn impressions** and sent 16,000 on to the nominations page.





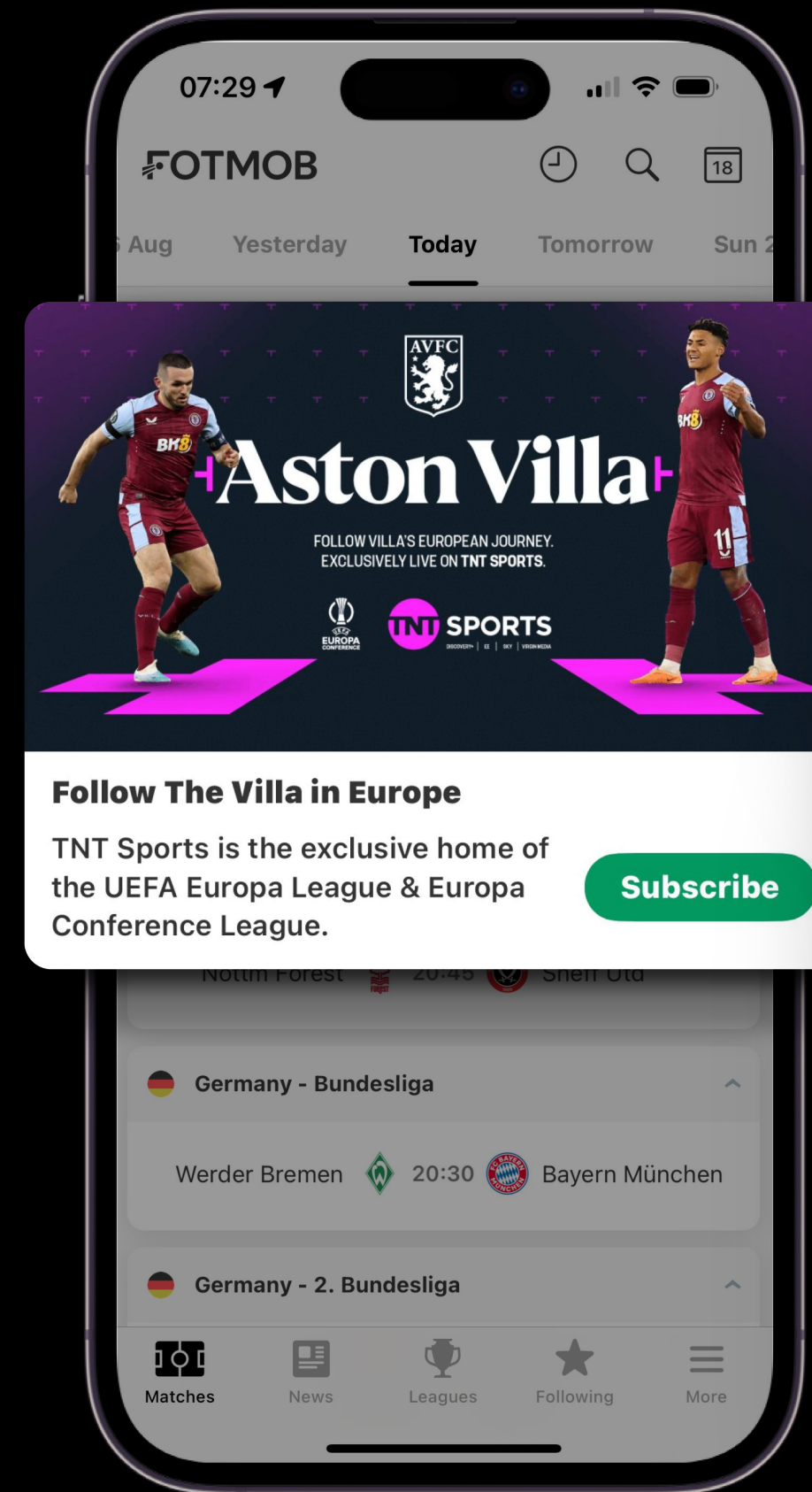
Performance

Team-targeting

Our campaign with **TNT Sports** allowed us to showcase all of our capabilities on our hero placement. Video, static, team targeting, matchday engagement and both brand building and conversions.

Sharing both Copa90's brilliantly produced Tales of Europe films to fans on matchday, while simultaneously driving conversions with team targeted ads to subscribe.

The campaign delivered **7.5mn impressions** and over **50k clicks** — all from the right fans on European matchdays.



**Aston Villa**  
FOLLOW VILLA'S EUROPEAN JOURNEY.  
EXCLUSIVELY LIVE ON TNT SPORTS.

**Follow The Villa in Europe**  
TNT Sports is the exclusive home of the UEFA Europa League & Europa Conference League.

[Subscribe](#)

**Rangers**  
FOLLOW THE GERS' EUROPEAN JOURNEY.  
EXCLUSIVELY LIVE ON TNT SPORTS.

**Watch The Gers v Benfica**  
TNT Sports is the exclusive home of the UEFA Europa League & Europa Conference League.

[Subscribe](#)

**Liverpool**  
FOLLOW THE REDMEN ON THEIR EUROPEAN JOURNEY.  
EXCLUSIVELY LIVE ON TNT SPORTS.

**Follow The Reds in Europe**  
TNT Sports is the exclusive home of the UEFA Europa League & Europa Conference League.

[Subscribe](#)

Our advertising partners

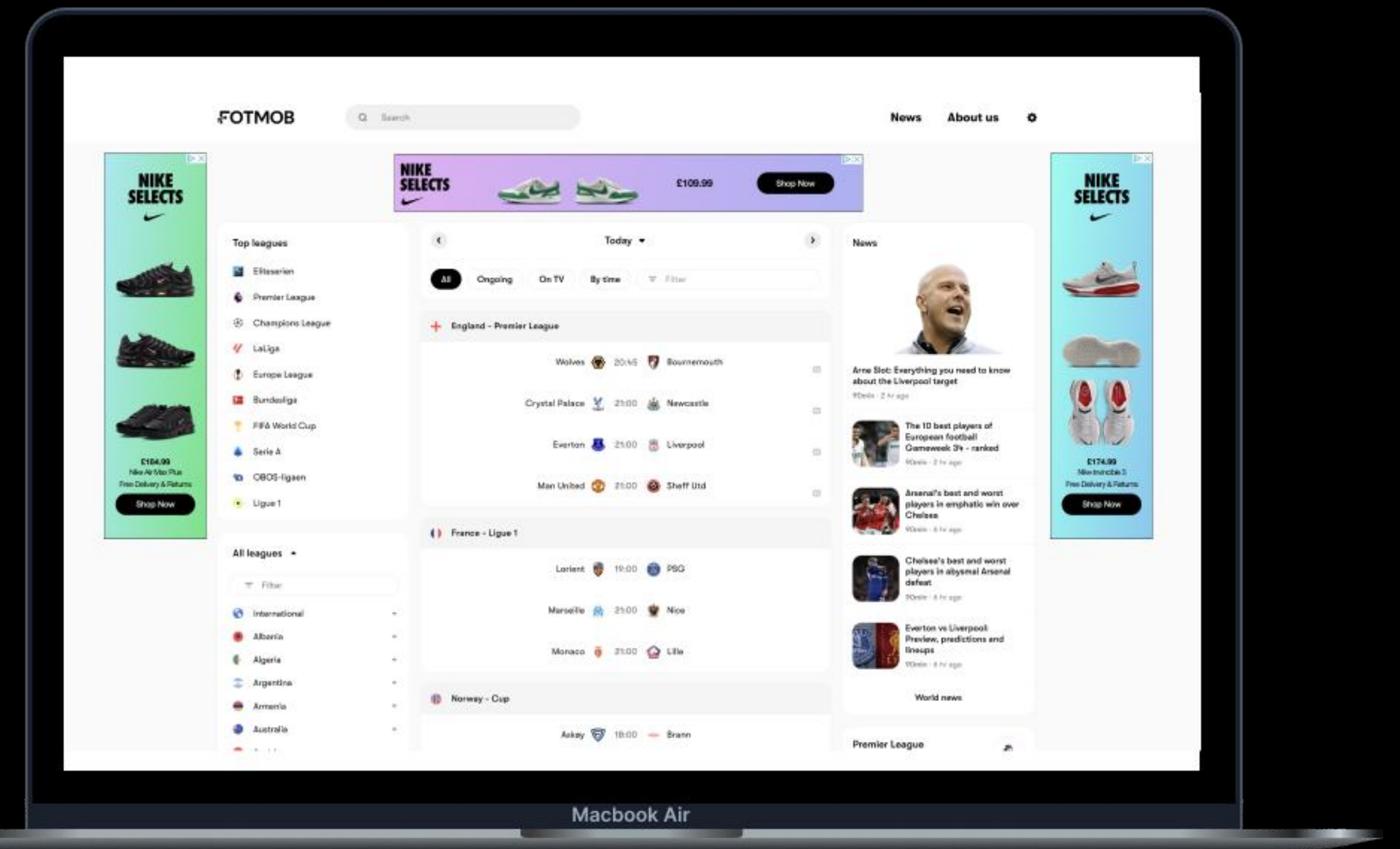
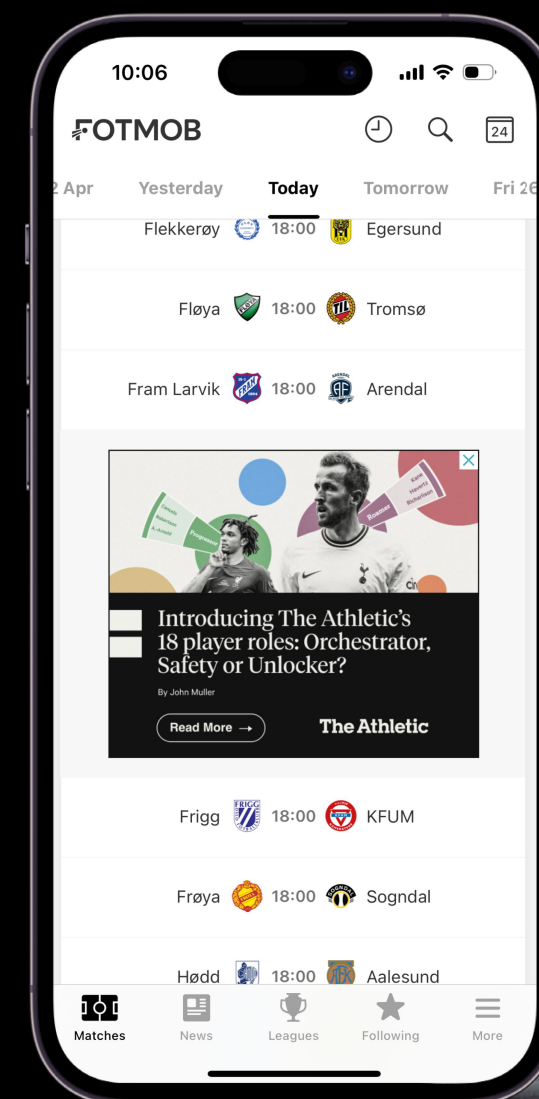


Format

# Premium display in a premium environment

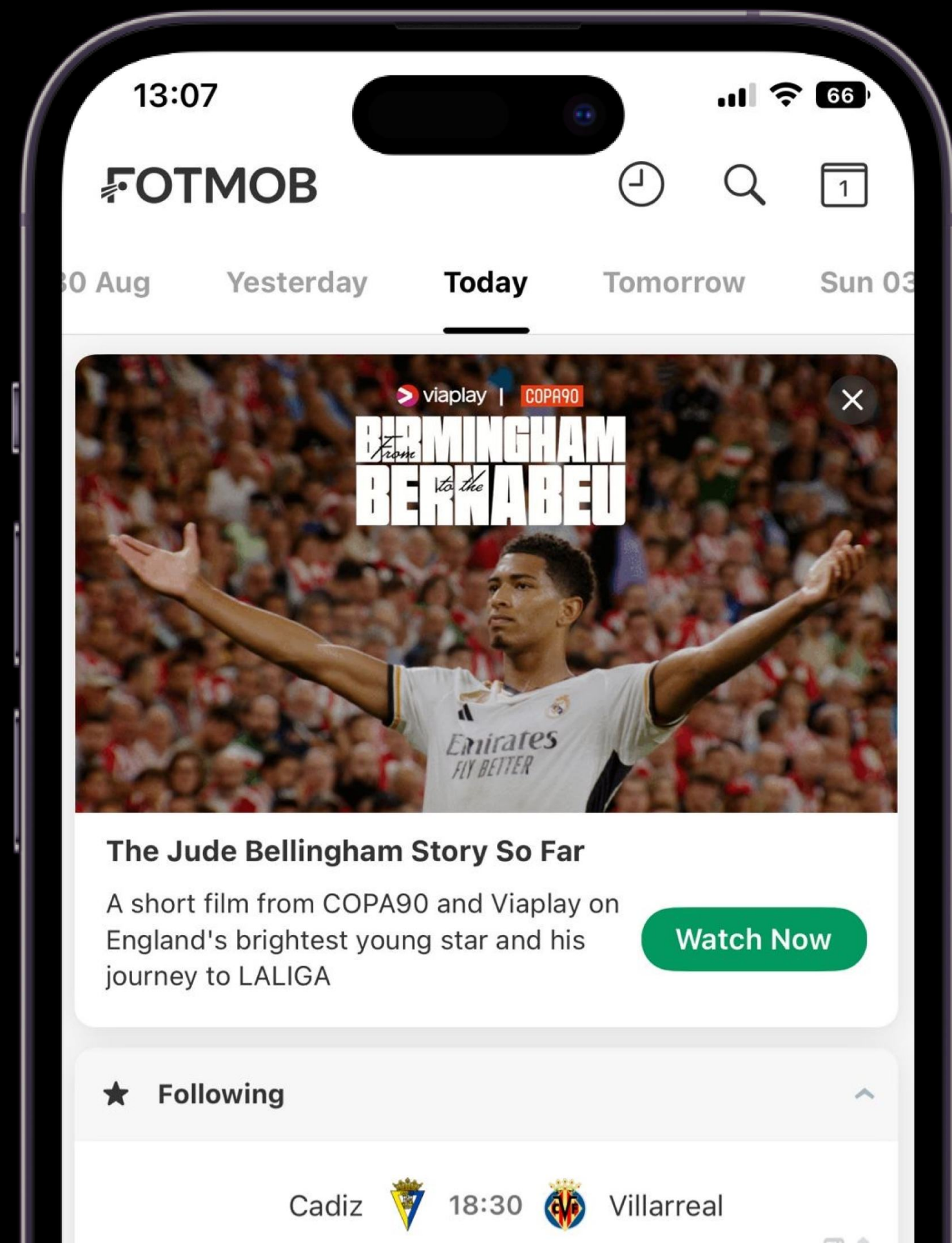
Drive awareness with IAB-recommended ad units targeted by geo, or user preferences such as favorite competitions and teams.

**Get in front of the right consumers, at the right time, in the right context.**



## Format

# Be the center of attention with our Hero placement



Our hero placement is our flagship advertising opportunity.

It puts brand campaigns front and centre on our homepage on matchday as millions turn to FotMob to follow the world of football.

Complete with title, bio and CTA it appears as content in a placement not available or visible without a campaign in play. **Conquering ad-blindness and increasing engagement.** It's premium and it's native and it's hugely effective in driving conversions or brand awareness.

Hero campaigns can target by country or user preferences such as competition, team or player ensuring we **reach the right eyeballs at the right moment.**

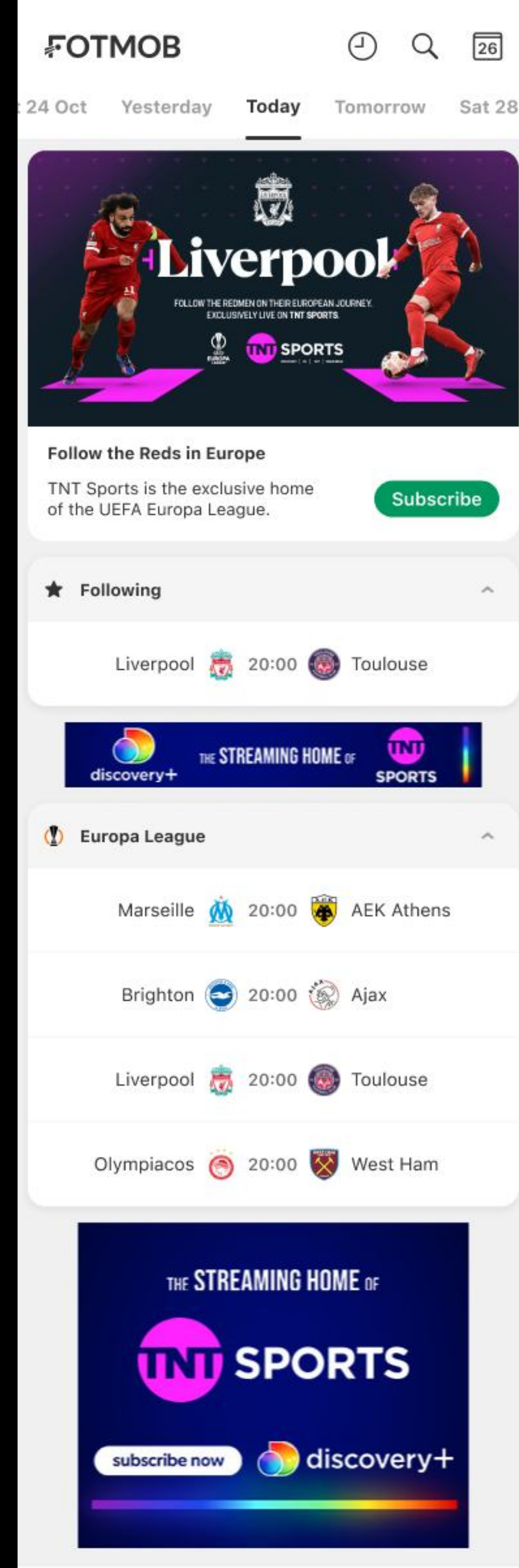


Format

# Get maximum visibility with a homescreen takeover

With our hero placement paired with all of our banner inventory on the homescreen, your brand gets **100% SOV at the heart of the matchday experience.**

Own football's biggest moments by securing a takeover for set days or time periods.

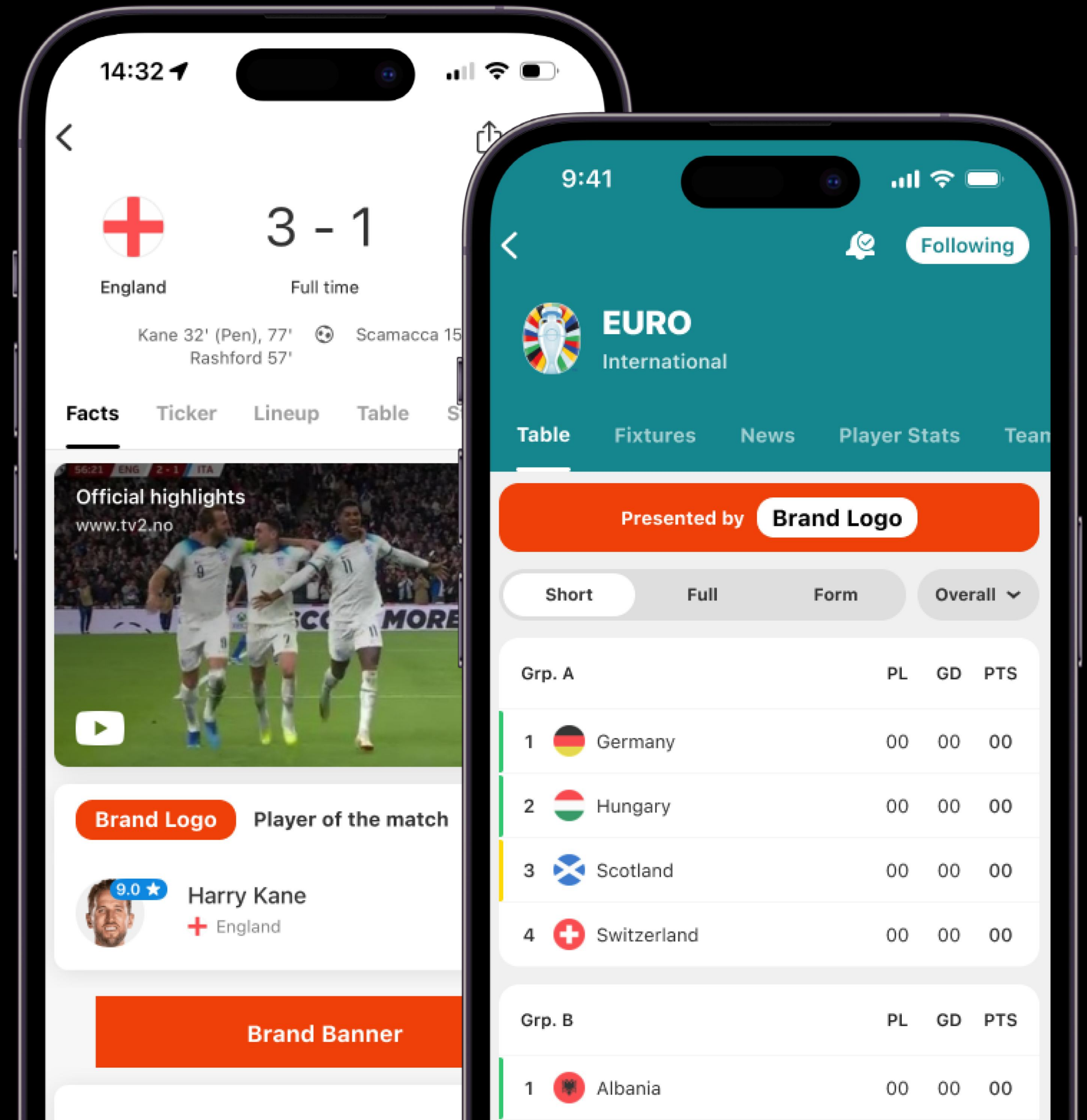


Format

# Own a competition or club with brand sponsorships

Connect your brand with a specific competition or club over the course of a season with an in-app sponsorship.

Sponsorships are **exclusive to one brand** in each geo, and provide 100% SOV.



Format

# Team up on social

Integrate your brand on our social channels with sponsored content or original, co-created content series.

Our UK-based team is outside the grounds each week getting fans' perspectives on football's biggest moments.

**9.5M**

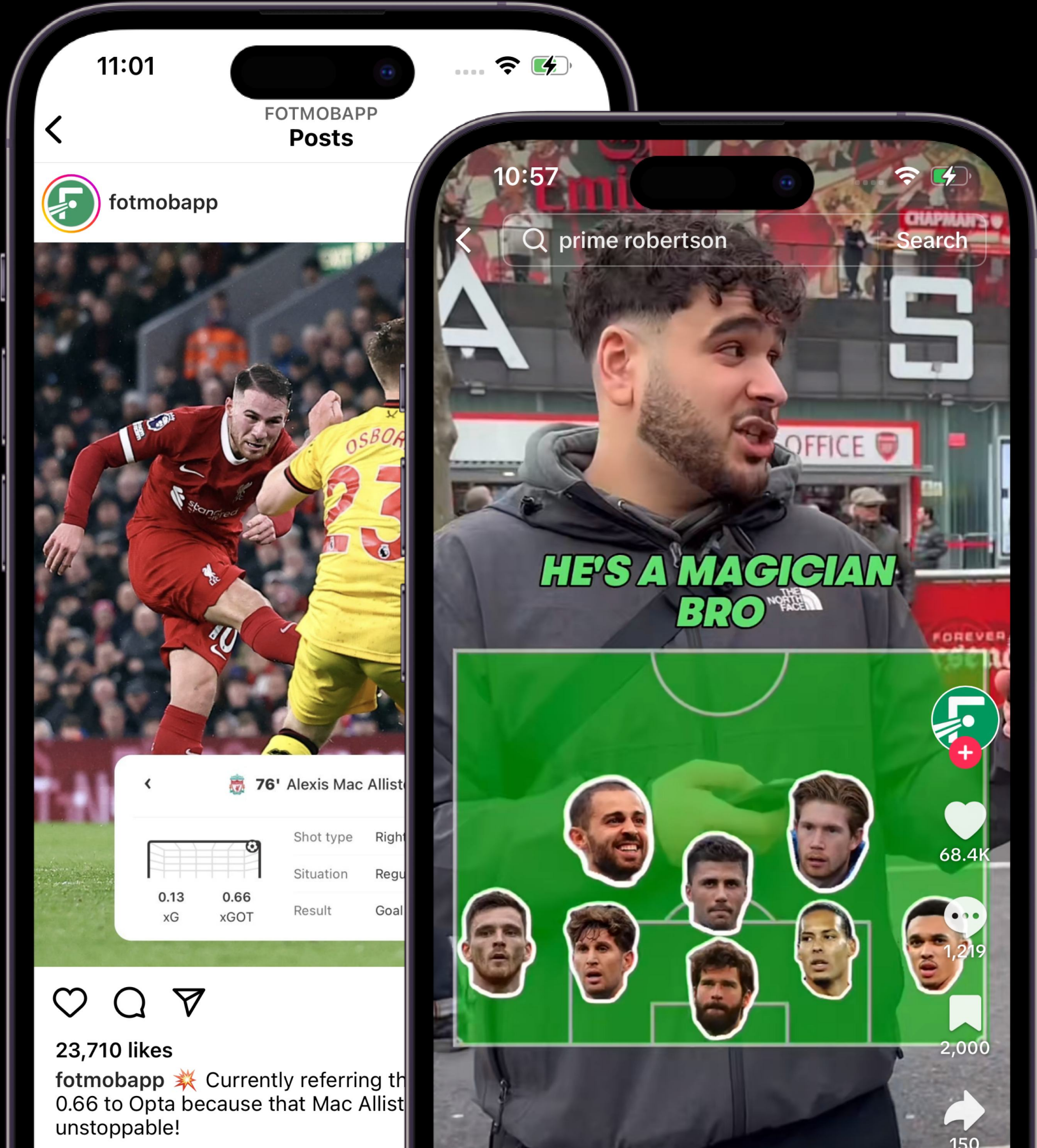
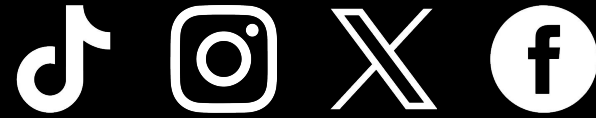
Views in the last 30 days on TikTok

**7.2M**

Likes on TikTok since Nov 2023

**242k**

TikTok followers since Nov 2023



11:01 FOTMOBAPP Posts

fotmobapp



76' Alexis Mac Allist

Shot type	Right
0.13 xG	0.66 xGOT
Situation	Regu
Result	Goal

23,710 likes  
fotmobapp Currently referring th 0.66 to Opta because that Mac Allist unstoppable!

10:57 prime robertson Search



68.4K  
1,219  
2,000  
150



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