

PRODUCT SHEET

# Rewarding your TALENT



In 1995, the football industry underwent several fundamental changes after the approval of the Bosman ruling, which made possible the free movement of players in the European Union. Many clubs argued that this measure prevented the development of the sport as it gave players the opportunity to run down their contract and leave for nothing, eliminating the incentive to train and develop young talent. In an attempt to better reward clubs for youth development, FIFA recently launched a solidarity mechanism that grants up to 5% of a players' transfer fee to the clubs that contributed to that players' education and training.

According to FIFA estimates, **out of over 1.6 billion dollars that could be requested as solidarity payments from the past four years of transfers, only 320 to 400 million dollars have been claimed by clubs.**

Having identified this issue and the need to help clubs profit from this solidarity mechanism, Sportian leveraged its extensive knowledge of both the sports industry and advanced technologies, and created the **Transfer Tracker**. This advanced solution is capable of tracking the complete history of transfers that are eligible to accrue solidarity payments, and successfully manages the request between the two relevant clubs or, where, appropriate, directly with FIFA, to finalise the claim.

# Transfer Tracker:

## A new source of income for your club.

Transfer Tracker is a full consulting service, developed in collaboration with Sevilla FC, which provides the tools to identify all transfers that qualify for compensation under the solidarity mechanism, before processing and finalising payment requests.

It is the only solution of its kind and provides a new source of income for clubs, once again incentivising the development of quality young players.

Transfer Tracker is easy to implement, does not require an initial investment and is particularly rewarding for clubs with less capacity to track past transfers that could benefit from the solidarity mechanism, or that have with fewer resources to make such claims.

### 01 Free and easy to implement.

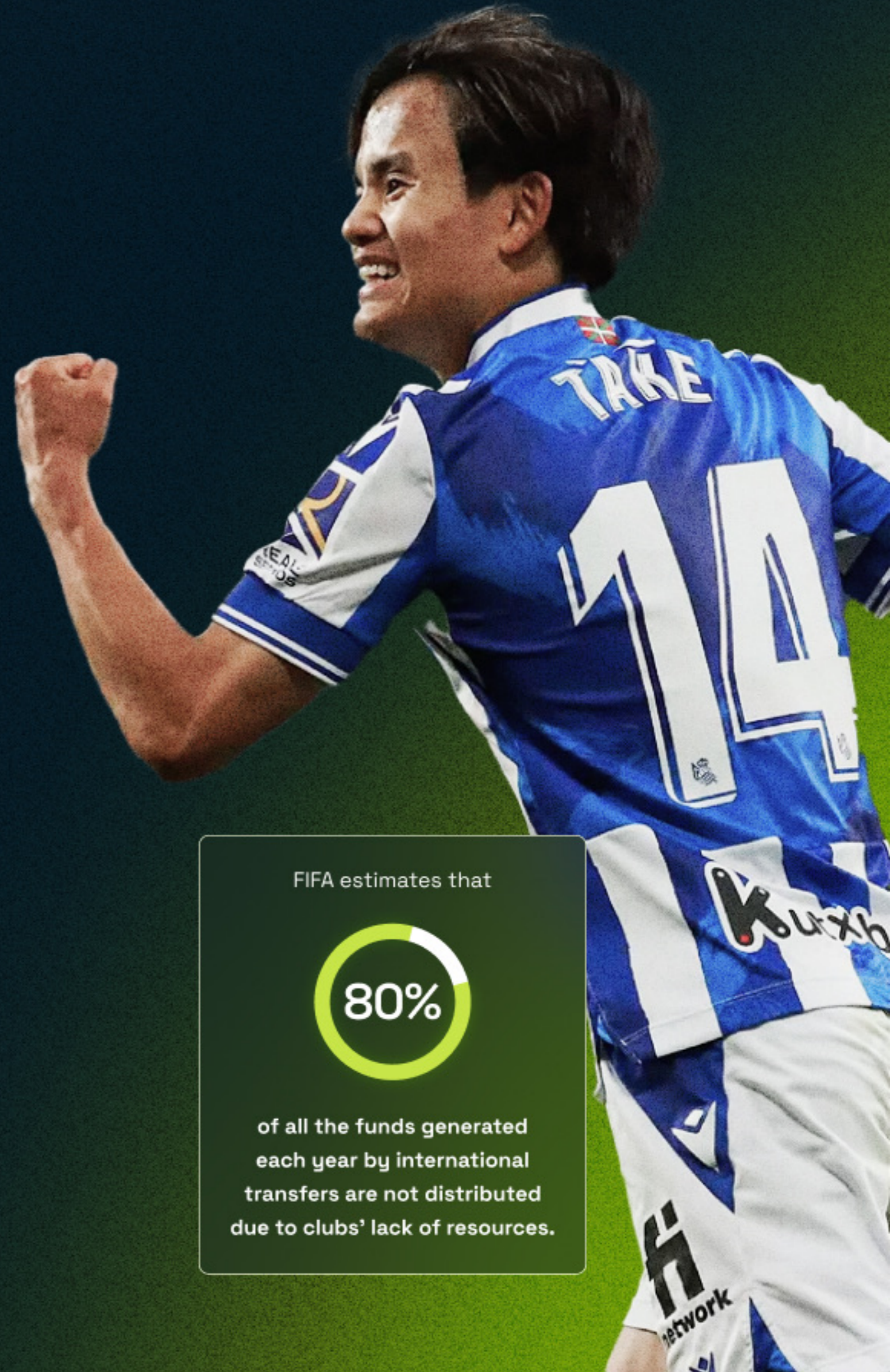
The registration process only requires the signing of a contract. In a matter of hours, the club will begin to receive the first summary of transfers that are eligible for a claim.

### 02 The legal contract is signed online and easy to understand.

The paperwork can be signed using an online tool and does not require technical expertise. Transfer Tracker also includes a clause that offers clubs the option to submit their claim process independently, provided they provide notice within six months of signing. The objective of Transfer Tracker is for the club to recover the funds that they are missing out on, and the only fees incurred are related to successful claims.

### 03 Technology

Transfer Tracker uses Big Data analysis to automatically track all the movements of players and their links to various clubs. Using its agile cloud-based platform, Transfer Tracker can use advanced features and provide a full end-to-end service, providing differential value to clubs from a legal, regulatory, financial and administrative point of view.



FIFA estimates that



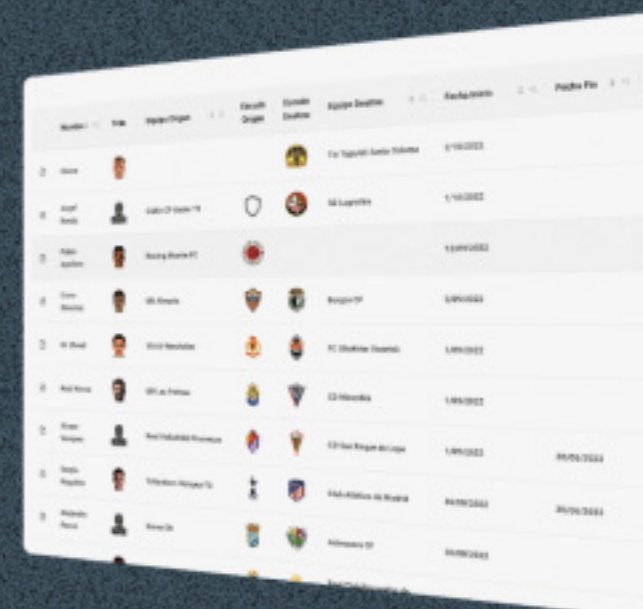
of all the funds generated each year by international transfers are not distributed due to clubs' lack of resources.



#### Developed with Sevilla FC

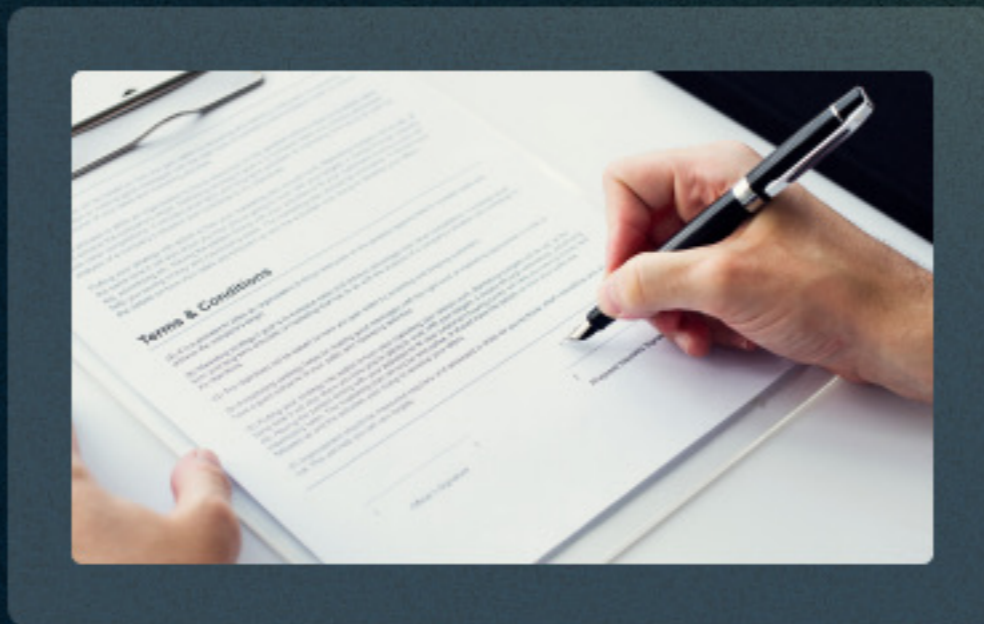
Transfer Tracker has been developed jointly with Sevilla FC. The club's Innovation team, a leader in data processing, has been working with the solution for years, yielding incredible results.

Transfer Tracker helps clubs with comprehensive monitoring and the infrastructure to file claims, from transfer identification to payment, with full technical and legal advice.



# How does it work?

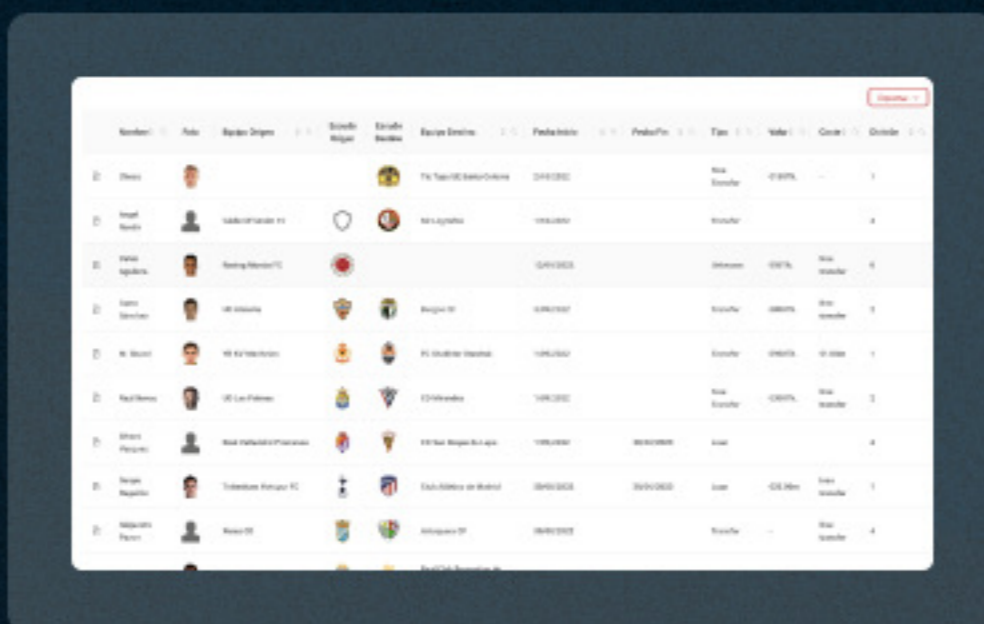
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## Signing the contract

The process of setting up and starting Transfer Tracker requires only one step: signing the contract. Once this occurs, Transfer Tracker's expert team will start working immediately on a report that identifies the transfers that are eligible for a claim. Transfer Tracker works on a results-based model. A fee for the service will only apply when a claim is successful.

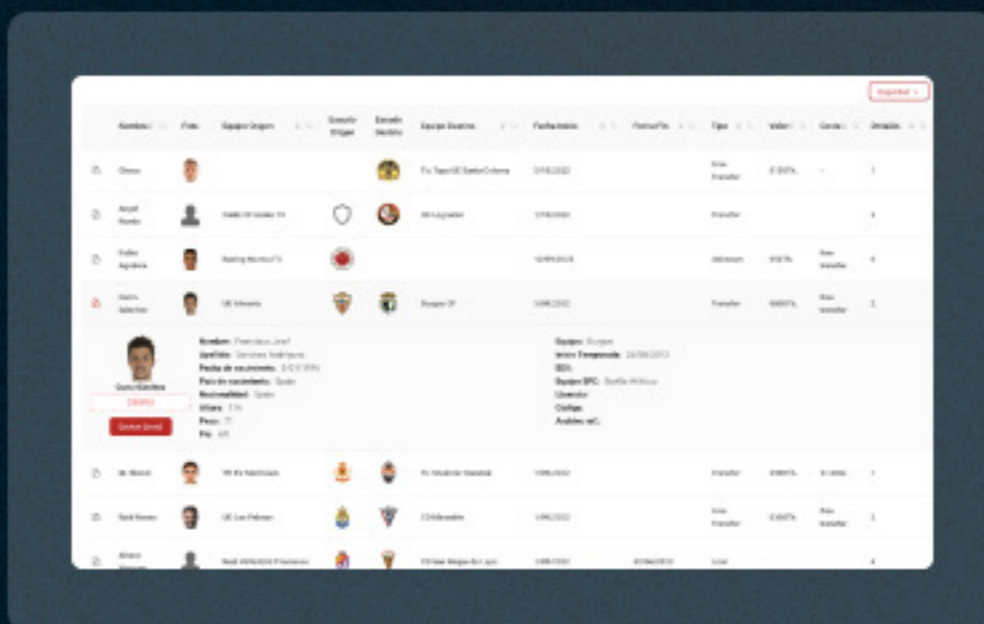
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## Implementation

After they have signed the contract and the service has begun, the client will receive a report showing the player transfers for which a claim could be filed through the solidarity mechanism. These claims can date back up to 5 years, depending on the payment agreements that have been agreed between the clubs.

3



## Identification

Our team will validate these results and work with the club to prepare the claim files, prioritising three key areas:

- Expiry date of the claim, highlighting those closest to expiry as 'urgent'
- Amount that can be claimed
- Probability of success

Over time, new records will be generated which can be claimed either independently by the club or by the Transfer Tracker team.

4



## Claims and payment

Sportian will offer complete management of the claim, utilising its technical and legal expertise to secure the best results. In the event that the process requires it, the Sportian team will elevate the claim to the relevant bodies.

# Looking towards the future: Sportian & Globant.

Transfer Tracker is a service designed for clubs that want to recover the income that they are entitled to for having invested in training and educating generations of young talent. It can be used by clubs of all levels, thus contributing to a more robust global football ecosystem and the wider sharing of wealth.

Sportian is an international company specialising in technology tools for the sports industry, offering a unique ecosystem of interconnected data that provides solutions for global audience engagement, competition management and content enhancement.

In 2022, LALIGA and Globant joined forces in a significant Joint Venture, bolstering and expediting Sportian's services and offerings. This collaboration harnessed Globant's expertise in pioneering technologies that had previously revolutionized sports and entertainment experiences globally.

Sportian is aware of the steps being taken by FIFA to create its own centralised, but not retroactive, process for the delivery of the solidarity mechanism. Transfer Tracker has been launched not only to offer a complete end-to-end service, but to empower the football industry to reclaim transfer payments that date back up to 5 years, helping to validate the solidarity mechanism.

**Sportian created Transfer Tracker to help football clubs identify past transfers of their players, claim financial compensation through the solidarity mechanism and thus be able to generate a new source of income that contributes to the commercial growth of the club**

