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Global Emerging Markets Group Commits \$250 Million Strategic Investment in Football.Enterprises Inc.

Camden, Delaware; March 14, 2024 – Global Emerging Markets Group (GEM), a \$3.4 billion alternative investment firm, has unveiled plans to inject up to \$250 million investment into Football.Enterprises Inc. (FE)

Founded in 1991, GEM has offices located in Paris, New York and the Bahamas. The firm has executed over 570 transactions in more than 70 countries. GEM's expertise spans Small-Mid Cap Management Buyouts, Private Investments in Public Equities and selective venture investments.

Football.Enterprises Inc., established in 2023, is the brainchild of two family offices and a team of over thirty global sport, media and technology professionals. With a lineup featuring executives from renowned brands such as Goldman Sachs, Adidas, TaylorMade, Coca-Cola, Visa and Disney, FE has set its sights on strategically investing in the global game through multiple football clubs worldwide, innovative sport data solutions and global player development initiatives.

Football.Enterprises will issue shares of common stock over a 36-month period after a public listing and will determine the timing and amount of each drawdowns under this \$250 million facility.

Football.Enterprises Inc. President, Jaime Shamis, noted, "GEM's investment is a testament to the potential and strategic vision of Football.Enterprises Inc. We are excited about the opportunities this

partnership presents, and together, we aim to redefine and elevate the standards of excellence within the football industry.”

About Global Emerging Markets Group:

Global Emerging Markets Group (GEM) is a leading \$3.4 billion alternative investment firm founded in 1991. With offices in Paris, New York, and the Bahamas, GEM oversees a diverse range of developing market investment vehicles, executing over 570 transactions in more than 70 countries. The firm’s portfolio includes Small-Mid Cap Management Buyouts, Private Investments in Public Equities, and select venture investments.

About Football Enterprises Inc.:

Football Enterprises Inc. (FE) is a dynamic player in the sports and entertainment industry, founded in 2023. With the backing of two family offices and a team comprising over thirty global sport, media, and technology experts, FE strategically invests in the global game through multiple football clubs, innovative sport data solutions, and global player development initiatives.

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