



R² DealFeed Filters

	MEMBER POINT OF CONTACT	POINT OF CONTACT 2
Name	...insert here...	
Company	...insert here...	
Role	...insert here...	
Email	...insert here...	
Shared With	...insert here...	
DealFeed URL	...insert R2 Airtable link here...	

Before You Begin

Complete as much or as little of this form as you're able. The more you complete, the more precisely we can filter your deal feed and match relevant opportunities to you. Be sure to only share with either R2 team member.

Note, we do not share your name, contact information, or other personally identifiable details across the network. We maintain confidentiality and discretion throughout, while still working toward your investment goals.

Your live deal feed is linked above. Use it as your ongoing portal to track upcoming deals and opportunities.

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Deal Parameters

The financial thresholds a target must meet before we bring it to you.

Field	Client Input
Budget / Maximum Transaction Size	Minimum investment capacity: \$20-25M
Selling Company Status and Reputation	Top Tier (Top Flight). Second Tier acceptable in the UK only. Club competes in the country's top division (Second Division acceptable in the UK)
Minimum Revenue Profile	Stable to growing revenue over the past several years
Primary Revenue Driver	Media Rights should represent the primary source of club income
Balance Sheet Strength	Club balance sheet should support a \$20-25M investment
Cash Flow Requirements	Club cash flows must support quarterly or semi-annual cash distributions while maintaining operational stability
Brand / IP Strength	Established mid-market club with long-term commercial relevance. Strong and sustainable media rights income preferred
Existing Equity Partners	Existing or new long-term equity partners alongside a multibillion dollar fund
Financial Management Philosophy	Management team demonstrates financial discipline over pursuing trophies at all costs

Field	Client Input
Preferred Territory or Country	Western Europe preferred, primarily UK, Spain, Italy, and Germany. Other top tier European markets considered case by case.
Target Timeline to Close	6 to 9 months from signed LOI to close, inclusive of league approval process.

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Deal Fit & Strategic Intent

What a fit looks like beyond the balance sheet.

Field	Client Input
Quality Criteria	Consistent top half league finishes over the past three to five seasons. Functioning academy and clear sporting infrastructure.
Strategic Intent	Long term hold. Focus on operational improvement, commercial growth, and sustainable on pitch investment rather than a short term flip. Build sustainable enterprise value through improved commercial operations, media rights growth, and disciplined squad investment.

Ownership & Structure

How the investor wants to own the club.

Field	Client Input
Sale Type	Majority or controlling stake preferred. Will consider a significant minority position with governance rights and a defined path to control.
Current Ownership Structure	Open to single owner, ownership groups, or institutional holding structures. Preference for clean cap tables with no more than two to three existing equity holders.
Stake Sought	51% or greater preferred. Minimum stake considered: 25%, with board representation and defined governance rights.

Financial Profile of Target

The financial condition the club needs to be in.

Field	Client Input
Maximum Acceptable Existing Debt	<i>Net debt should not exceed 1.5x trailing twelve month revenue. Debt tied to stadium or infrastructure financing reviewed separately.</i>
Ownership Status	<i>Club owned or long term controlled venue preferred. Municipally owned stadiums considered with a stable, long term lease in place.</i>
Wage Bill / Squad Value Ceiling	<i>Wage bill should not exceed 60% of club revenue. Squad value assessed relative to league benchmarks rather than a fixed ceiling.</i>
Market / Audience Size & Commercial Upside	<i>Established, loyal fanbase with regional or national recognition. Clear whitespace in sponsorship, hospitality, or digital monetization.</i>

Governance & Ownership

Disclosure and approval requirements tied to league ownership rules.

Field	Client Input
Ownership Approval Requirements	Buyer must be prepared to complete standard league ownership vetting, including source of funds and fit and proper person review.
Buyer's Structure for League Disclosure	Acquisition entity structured as a single purpose holding vehicle. Ultimate beneficial ownership disclosed in full to the league and relevant regulatory bodies.

Hard Exclusions

The final filter. Anything on this list rules a deal out immediately.

Field	Client Input
Hard Exclusions	No clubs currently in insolvency proceedings or under league imposed transfer embargoes. No clubs with unresolved ownership disputes.