

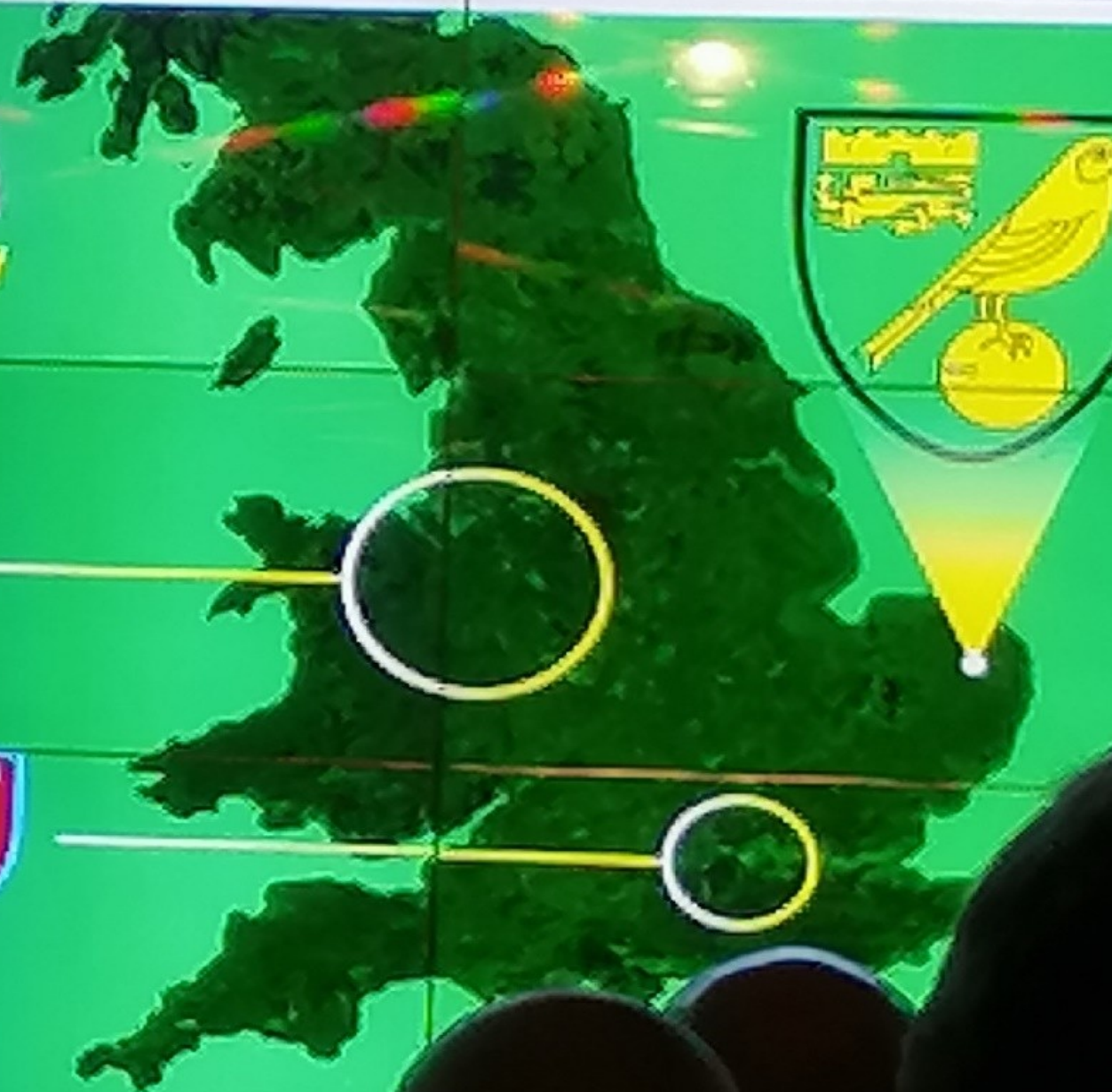


NORWICH CITY
FOOTBALL CLUB



PRIDE OF ANGLIA

NEAREST PREMIER LEAGUE CLUB: OVER 100 MILES AWAY





27,244

CAPACITY

CARROW ROAD

AVERAGE FILL RATE

98%



20,800

SEASON TICKET HOLDERS

UNDER 22

19%

22-40

20%

41-60

31%

OVER 60

30%





COMMITMENT



PRIDE



INTEGRITY

NONE OF US IS AS SMART AS ALL OF US



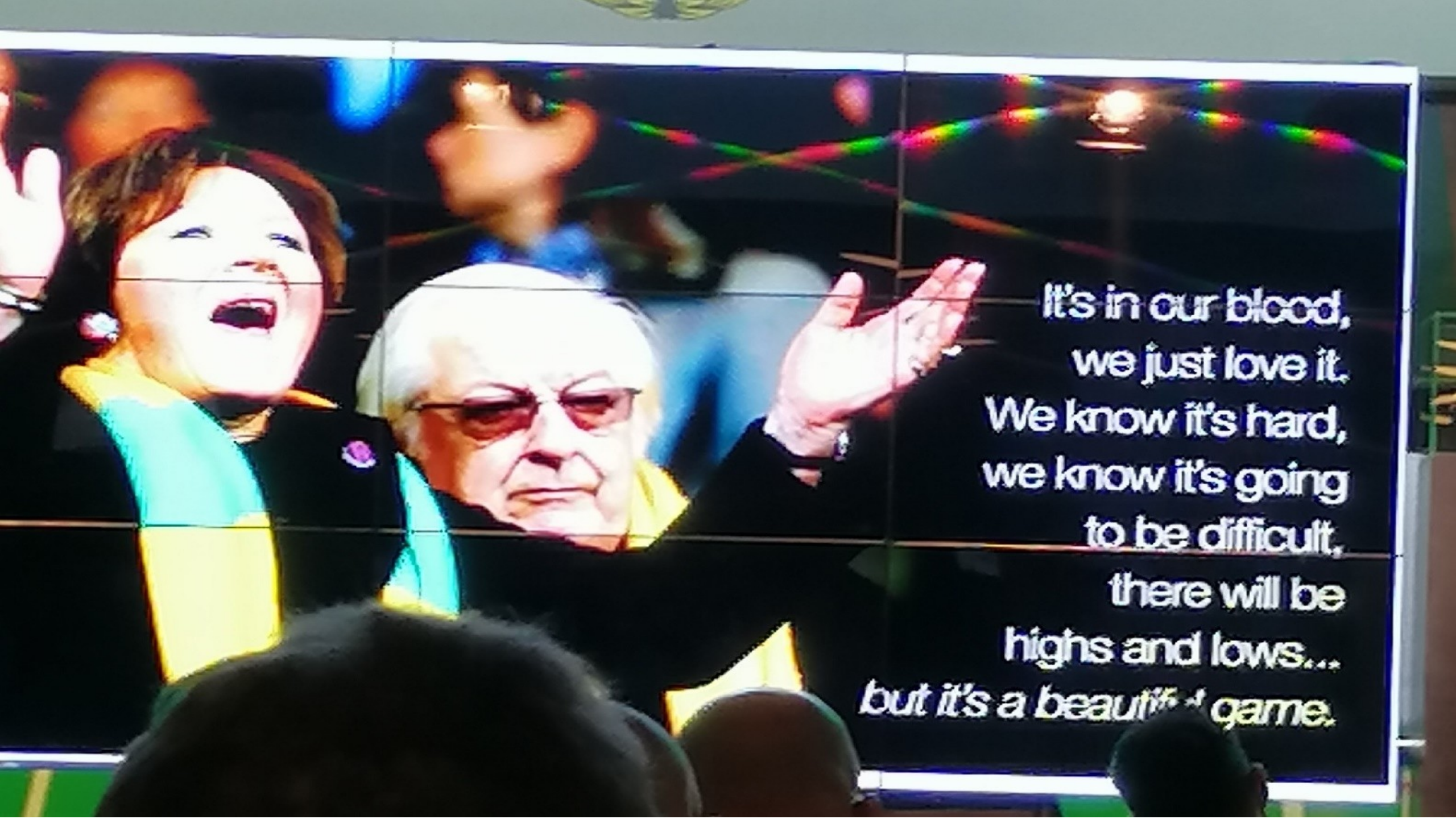
BELONGING



RESILIENCE

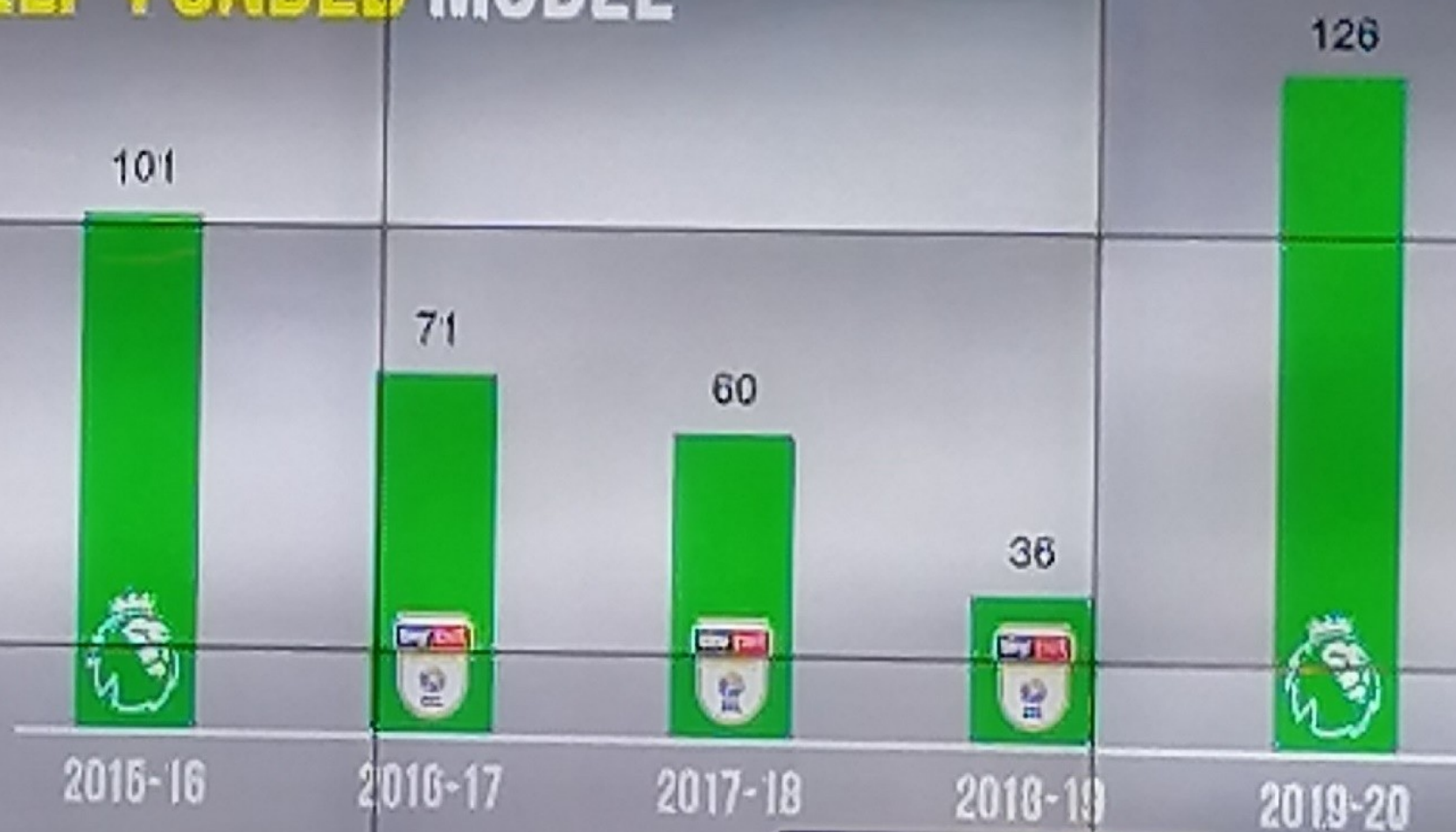


GROWTH



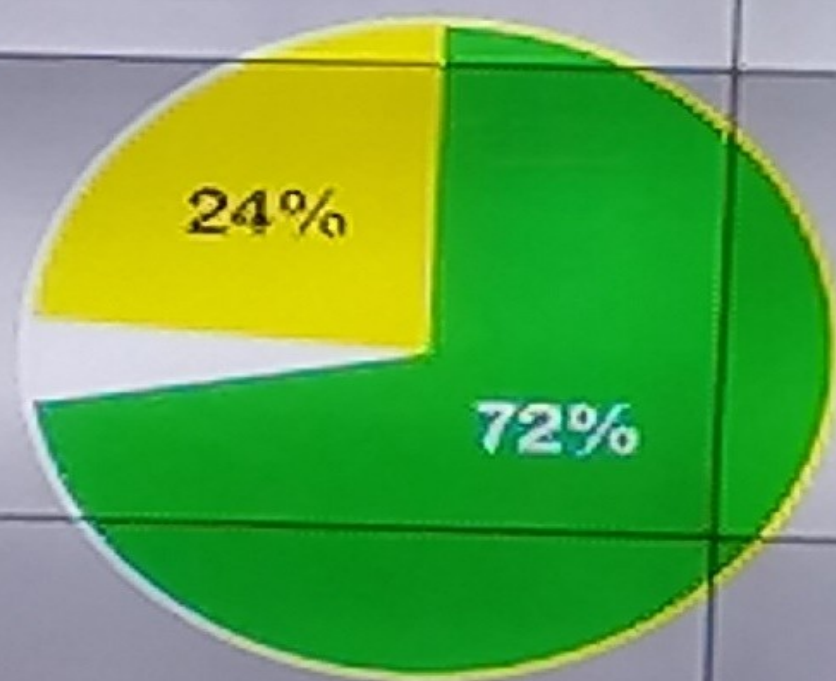
It's in our blood,
we just love it.
We know it's hard,
we know it's going
to be difficult,
there will be
highs and lows...
but it's a beautiful game.

OUR SELF-FUNDED MODEL



REVENUE PER CLUB
(£million)

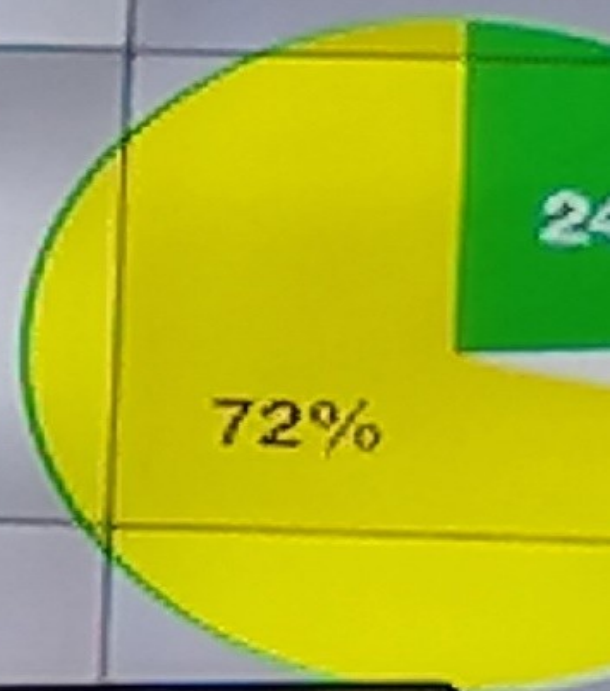
OUR SELF-FUNDED MODEL



BROADCASTING

COMMERCIAL

OTHER INCOME



Premier  League

OUR SELF-FUNDED MODEL

SEASON STARTS

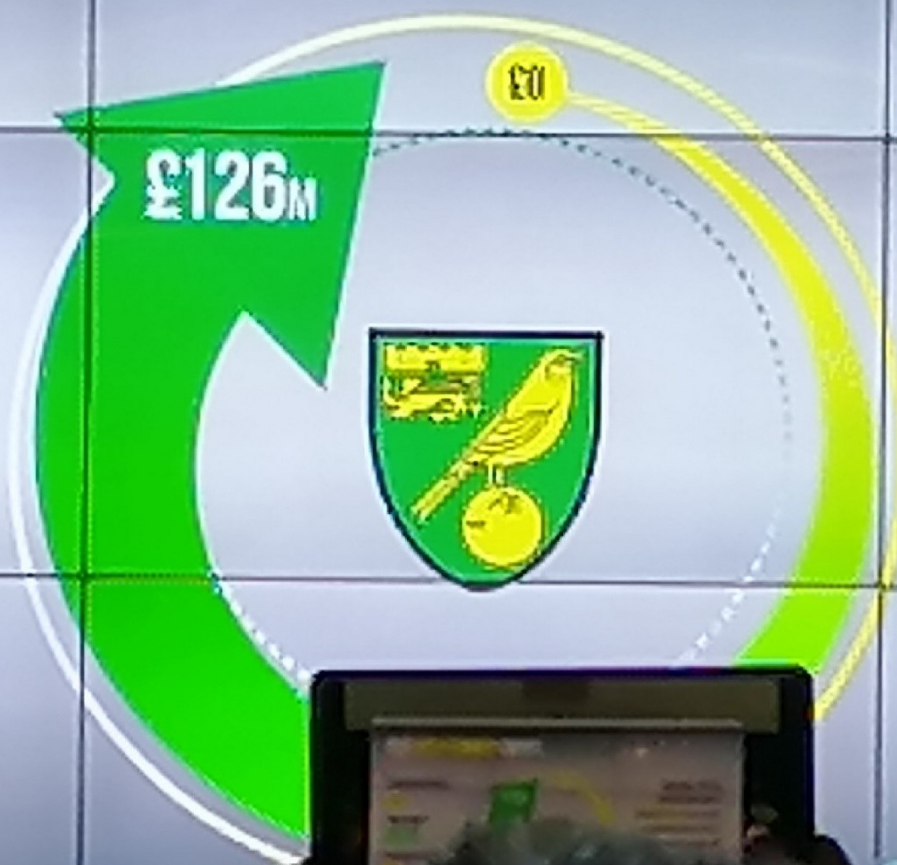
£0

TURNOVER

£126M

SEASON ENDS

£0



REVENUE AFTER

OPERATING COSTS

REINVESTED BACK INTO

CARROW ROAD, FIRST

TEAM AND ACADEMY

INFRASTRUCTURE

**DOMINATE
POSSESSION**

**WE FIELD
A TEAM OF
PLAYERS
PROUD TO
WEAR THE
YELLOW
SHIRT**

**FANTASTIC
WORK ETHIC**



**— WE HAVE A —
PHILOSOPHY**

**PROTAGONISTS
WHO PLAY THE
GAME AT OUR
OWN TEMPO**

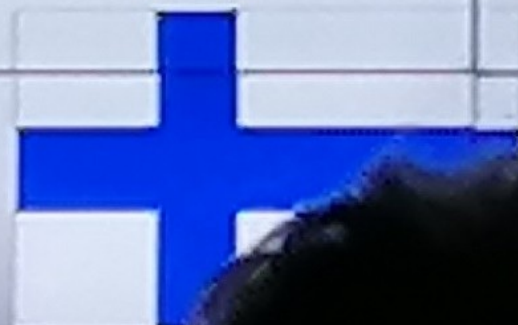
**KEEP
BELIEVING
WITH A
POSITIVE
MINDSET
UNTIL THE
FINAL
WHISTLE**

A photograph of four football players in yellow and green kits celebrating on a pitch. They are holding a large silver trophy. The player on the far left is holding a smartphone. They are all shouting and cheering. The background shows a large crowd of spectators in a stadium.

24.9%

**OF MINUTES
PLAYED IN
2018-19
BY ACADEMY
PRODUCTS**

“IN 30 YEARS TIME US FINNISH PEOPLE WILL LOOK BACK
AND KNOW THAT, IN OUR GREATEST MOMENT, NORWICH
CITY WAS THERE TO SUPPORT US”





THE HUUHKAJAT | THROUGH THE EYES OF THE CANARIES

Huuhkajat /hu:chkojot/

noun

1. The eagle owl

ie. "The opposition were attacked by the Huuhkajat."





THE NORWICH WAY

WHAT WENT RIGHT?

Summary

- Norwich City FC

- Club info
- Club philosophy (Second video)

<https://www.youtube.com/watch?v=TAtFw4rJVKw>

- International strategy (first video – aiming for the Finnish market)

https://www.youtube.com/watch?time_continue=2&v=fxhD9Lx890g